

PUBLIC REPORT BY PROMTPRESS

Channel audit

Alfa Only



@aaa_only

First lifestyle channel of Alfa-Bank. Registered in Roskomnadzor
 registry: [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=6789050b8f8bd4206f8aed69&istryType=bloggersPermission)
 id=6789050b8f8bd4206f8aed69&istryType=bloggersPermission
 #CNWZ2

SUBS

42 666

+3214 per month

ERR (% SEE POSTS)

412.0%

per day 17.1%

REACH/POST

189.2K

ad reach 7.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 42 666 —	 SUB REACH 443.43% avg % of subs see post	 VIEWS/POST 189.2K median 16.3K · 28 days	 POSTS/WEEK 3.7 over period
 7D TREND -13.0% vs previous week	 REACTIONS/POST 383.6 only 5,754 reactions, 1,793 reposts, 0 comments	 POST LENGTH 904 chars median 999 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 7.3K 24h avg	 CHURN / MONTH +3214 last month	 CITATION RATE 401 citation index · 205 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 15.03.2024

AI EDITOR SUMMARY

Channel 'Alfa Only' — 42 666 subs. Each post averages 189.2K people (443% from subs), this is wide reach for a channel of this size. Publishes 4 posts per week (~1/day) — rare posts. For the week of Jul 6–12, reach dropped by -13.0% to week of Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 28 days.
- 02 Dominant format — Photo (13/15 posts).
- 03 Avg post length — 904 chars (median 999).
- 04 Peak audience activity — Thursday, 16:00 MSK.
- 05 Top posts get 56x more views than the weakest (753.7K avg for top vs 13.4K for worst) — among 15 posts in 28 days. Analyze what the top ones share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 13:11 PHOTO Some things come for a while. Others stay forever  Before a story appears on screen, there are moments that remain behind...	VIEWS 2 220 093 REPOSTS 750	REACTIONS 329 ER 5203.4%
Nº2 26.06 · 11:35 PHOTO Alfa Only picks: best waterfront spots this summer  Summer rarely needs itineraries — it's more about states: the silence of water, the feel of air on...	VIEWS 21 974 REPOSTS 248	REACTIONS 372 ER 51.5%
Nº3 19.06 · 12:03 VIDEO Middle Eastern cuisine: where to find bold flavors in Moscow Sometimes you don't need a plane ticket for a travel feel —...	VIEWS 18 940 REPOSTS 35	REACTIONS 260 ER 44.4%

Nº429.06 · 11:04 PHOTO Future of men's fashion is already in sight: what Pitti Uomo 2027 showed Every season in Florence a small men's fashion...	VIEWS	REACTIONS
	18 634	484
	REPOSTS	ER
	53	43.7%
Nº503.07 · 13:23 PHOTO SpaceX on stock market orbit: what's behind the biggest IPO in history  Once SpaceX sold a dream of Mars flights. Now it...	VIEWS	REACTIONS
	17 277	423
	REPOSTS	ER
	14	40.5%

|

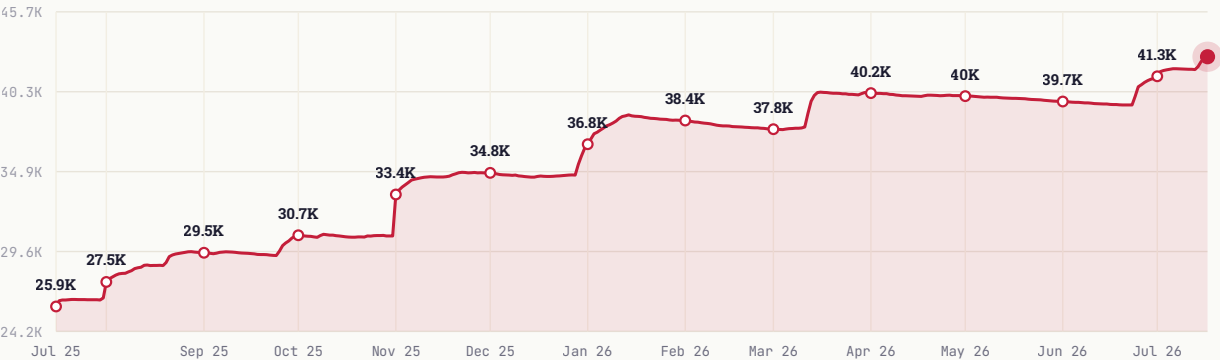
WORST 3

↓ 18.06 · 12:40 PHOTO Item of the day: Loewe Basket bag Before the legendary Hermès Birkin, there was another Jane Birkin bag – a simple woven...	VIEWS	REACTIONS
	14 599	369
	REPOSTS	ER
	32	34.2%
↓ 10.07 · 14:06 PHOTO Item of the day: Amen 'Luminous Beings' light sculpture Once the candle ended where the fire began – beyond that was just scent and...	VIEWS	REACTIONS
	13 813	379
	REPOSTS	ER
	14	32.4%
↓ 13.07 · 15:51 PHOTO Where to hike this summer? 5 visa-free countries with top hiking trails Everyone hikes: from zoomers to boomers, and we won't try to convince you –...	VIEWS	REACTIONS
	11 692	421
	REPOSTS	ER
	93	27.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.

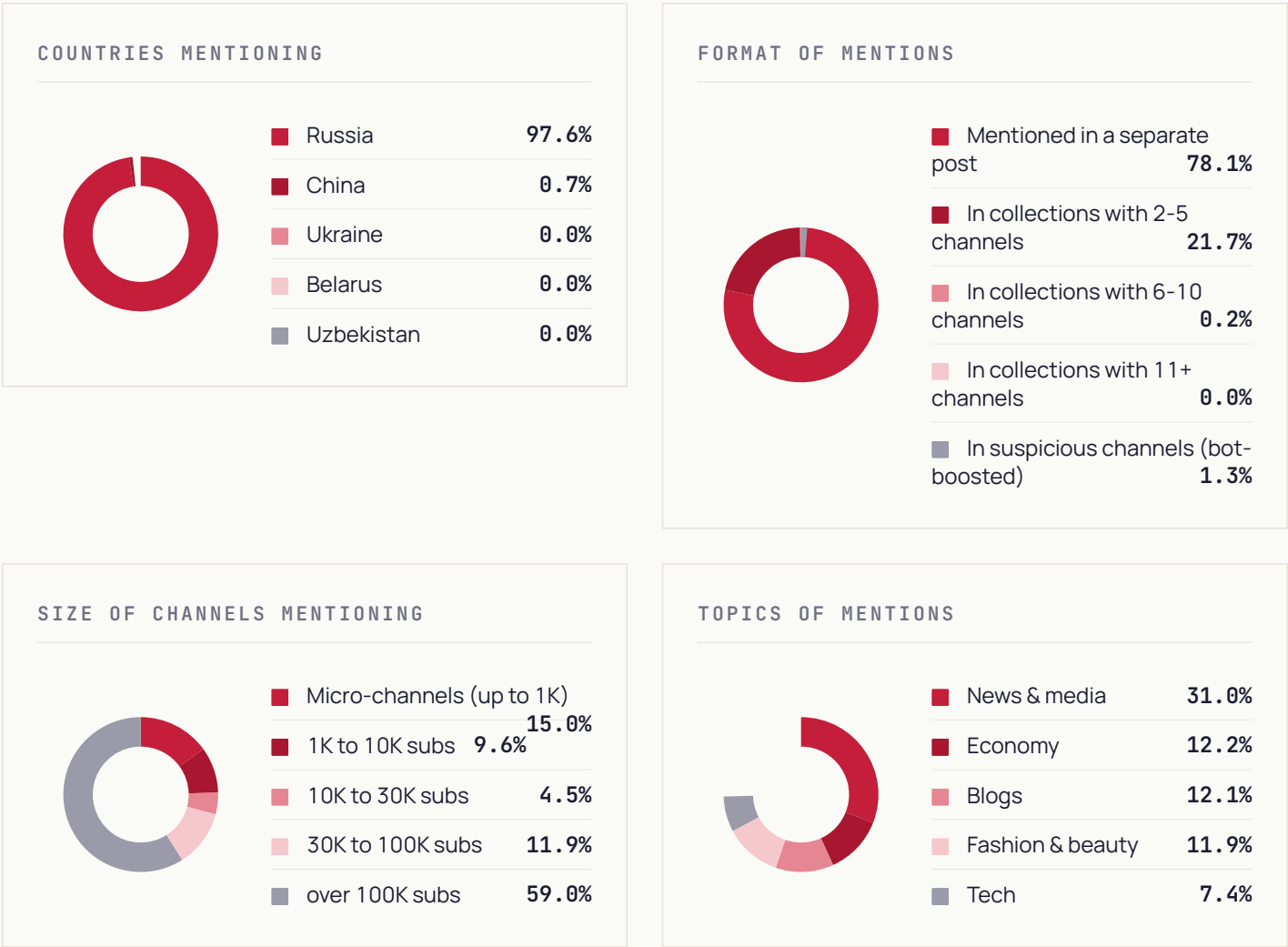


START OF PERIOD	NOW	NET GROWTH
25 855	42 666	+16 811

SECTION 04 · MENTIONS

Who mentions the channel and how

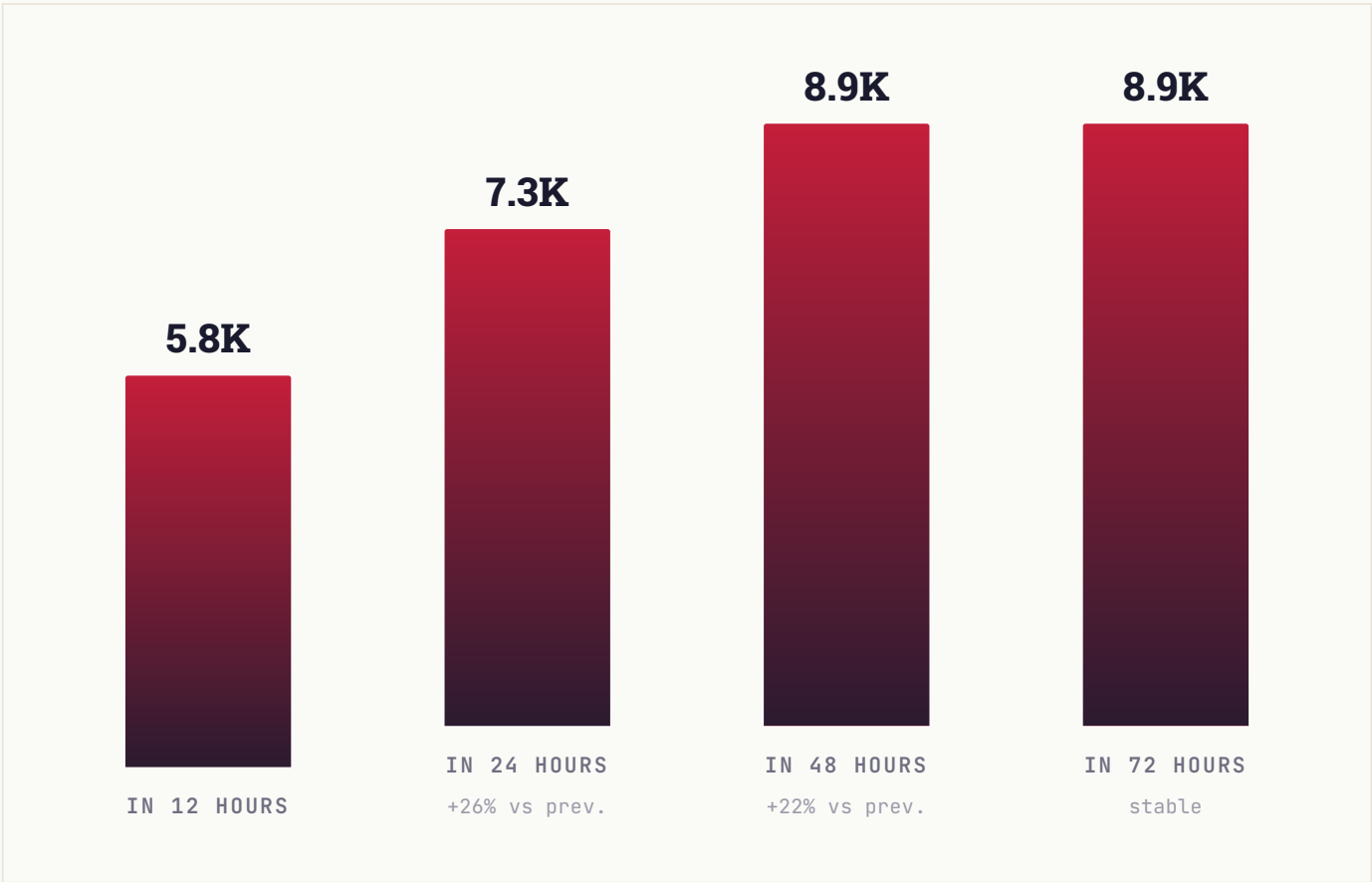
Citation index **401** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **205** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا اف	3.6M
Sharif شریف اش	2.8M
Trade Watcher TW	2.6M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TЭ	1.3M
Topor. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Alfa Only YOU AO	42.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **247**, they brought **13 599** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	14	12	2 267
December 2025	99	62	1 979
Nov 2025	64	50	4 350
Oct 2025	59	52	406
Sep 2025	2	2	1 433
August 2025	9	9	3 164

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
247	6	13 599

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Economy» (Russia) and compared your channel to them. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.7 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Thursday
On this day at 16:00 MSK the audience is most active. | EFFECT
Best window
for an
important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%. | EFFECT
Video holds
audience
better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000
subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager