

PUBLIC REPORT BY PROMTPRESS

Channel audit

MarketsMoneyPow

| MIMP



@ak47pfl

analytics on the Russian securities market, previously available only to financial elites. Ahead of brokers and banks. Strategic questions: @dragonwoo Ads: @arina_promo Premium...

SUBSCRIBERS

117 086

-856 per month

ERR (% SEE POSTS)

8.0%

per day 4.9%

REACH/POST

8.1K

ad reach 5.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 117 086 —	 SUBSCRIBER REACH 6.93% avg % of subs see post	 VIEWS/POST 8.1K median 8.3K · 29 days	 POSTS/WEEK 19.8 for the period
 7D TREND +2.6% vs previous week	 REACTIONS/POST — MTProto only	 POST LENGTH 796 chars median 923 · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -856 last month	 CITATION RATE 806 citation index · 2,249 channels mentioned all time	 CHANNEL AGE 9 years 2 months created 05.04.2017

AI EDITOR SUMMARY

Channel «MarketsMoneyPower | MMP» — 117 086 subs. Each post averages 8.1K people (7% of subs), reach is low — consider expanding audience. Publishes 20 posts per week (~3/day) — consistent schedule. Week of May 25–31 reach stable (+2.6% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **84** posts in 29 days.
- 02 Dominant format — **Photo** (57/84 posts).
- 03 Avg post length — **796** chars (median 923).
- 04 Audience peak activity — **Tuesday**, 21:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (11.5K avg for top vs 6.6K for worst) — across 84 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.05 · 14:38 TEXT After the war, the budget may gain 2 to 4 trillion rubles annually for redistribution. Now defense and security...	VIEWS	REACTIONS
	12 819	—
	REP.	ER
	61	10.9%
Nº2 13.05 · 13:49 PHOTO The US remains the world's top market: \$67.4T cap, bigger than China, India, Germany, Russia, Poland, Thailand, and Indonesia...	VIEWS	REACTIONS
	10 982	—
	REP.	ER
	43	9.4%
Nº3 26.05 · 18:43 PHOTO UPD. Wealth gap between US and Russian investors keeps widening: since 2013, an investor in the US index is about 3.8x...	VIEWS	REACTIONS
	10 622	—
	REP.	ER
	72	9.1%

Nº4

14.05 · 06:31

PHOTO

Thursday opening highlights (14.05): R G&S index: 63 (greed). More here. R 73.64 $\text{P}/\text{\$}$, 106.16 $\text{\$/bbl}$. R Si...

VIEWS

10 555

REACTIONS

—

REP.

10

ER

9.0%

Nº5

15.05 · 10:25

PHOTO

Russian stock market gets structural support from retail investors, and the key liquidity reserve for this market already lies in...

VIEWS

10 527

REACTIONS

—

REP.

30

ER

9.0%

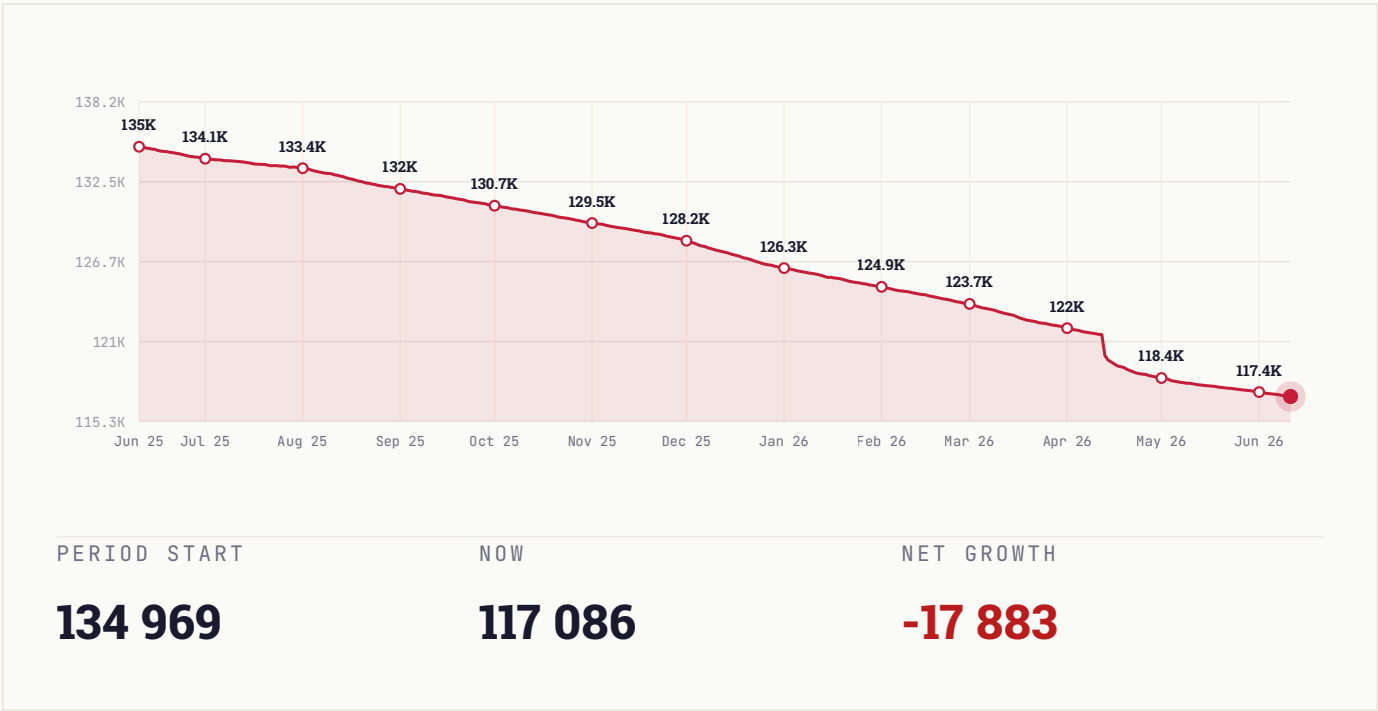
WORST 3

↓ 01.06 · 06:29 PHOTO Monday opening highlights (1.06): R G&S index: 49 (calm). More here. R 71.44 $\text{P}/\text{\\$}$, 93.34...	VIEWS 6 803 REACTIONS — REP. 6 ER 5.8%
↓ 08.06 · 06:25 PHOTO Monday opening highlights (8.06): R G&S index: 48 (calm). More here. R 73.99 $\text{P}/\text{\\$}$, 97.57...	VIEWS 6 736 REACTIONS — REP. 6 ER 5.8%
↓ 06.06 · 07:53 PHOTO Pre-IPO XCkayт: everything an investor needs in one digest JSC XCkayт — meat producer with steady growth. Since 2019...	VIEWS 6 121 REACTIONS — REP. 6 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.

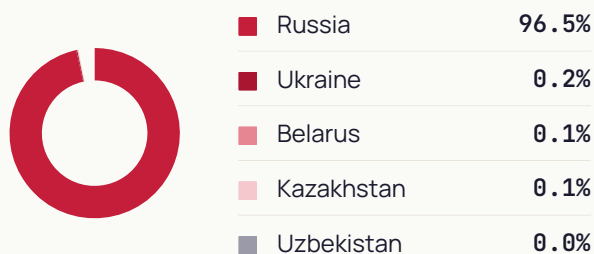


SECTION 04 • MENTIONS

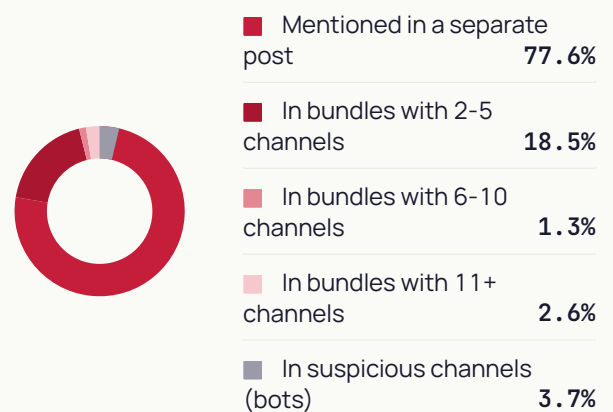
Who mentions the channel and how

Citation index **806** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 249** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



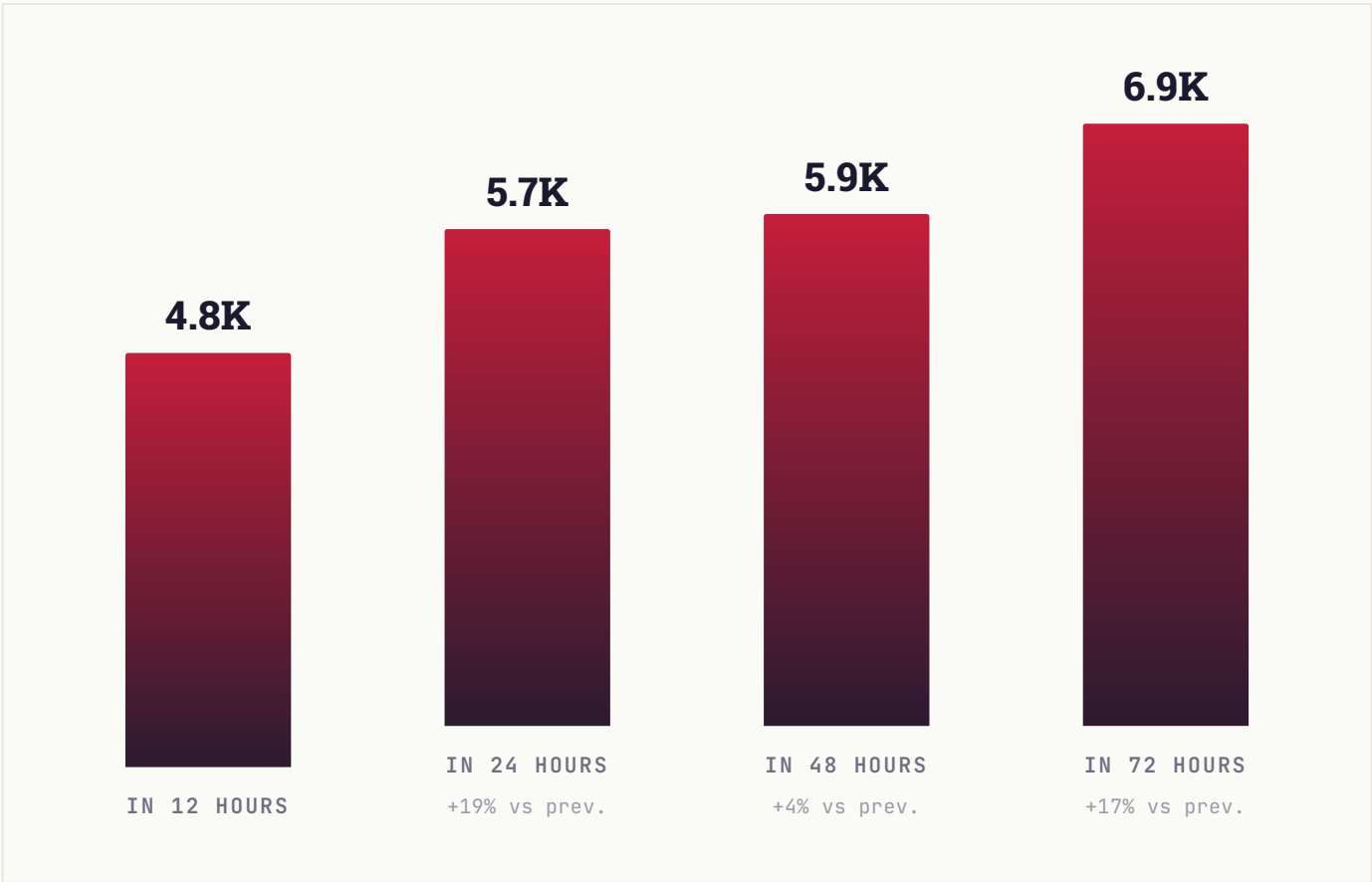
TOPICS MENTIONED IN



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More than economy	541.2K
RI MarketsMoneyPower MMP YOU	117.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#86 of 99). Niche median — 182.3K subs. First growth KPI — reach the median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **162**, they brought **27** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	10	8	0	
November 2025	22	11	0	
October 2025	25	17	0	
September 2025	28	14	0	
August 2025	32	13	0	
July 2025	45	18	27	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
162	6	27

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

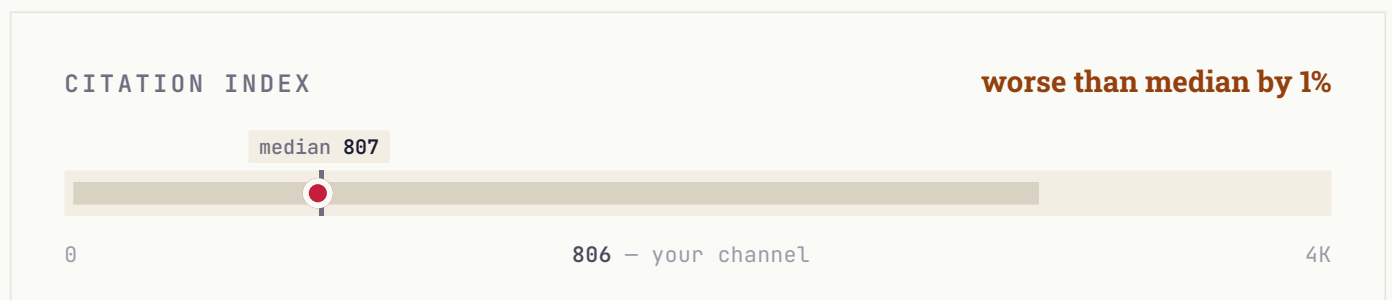
Took top-100 channels in category «Economy» (Russia) and compared your channel. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#86

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 21:00 MSK.

IMPACT

Best time for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

IMPACT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

IMPACT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic is an easy growth lever.

IMPACT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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