

PUBLIC REPORT BY PROMTPRESS

Channel audit

Alfa-Investments



@alfa_investments

Official channel of Alfa Investments with investment ideas, forecasts and tips. Disclaimer: <https://alfabank.st/site-upload/f9/a3/3248/disclamer.pdf> RKN registry:...

SUBSCRIBERS

736 577

+8293 per month

ERR (% SEE POSTS)

4.0%

daily 2.2%

REACH/POST

25.7K

ad reach 16.5K/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 736 577 —	SUBS REACH 3.49% avg % subs see post	VIEWS/POST 25.7K median 25.6K · 29 days	POSTS/WEEK 22.4 for period
7D TREND -3.8% vs prev. week	REACTIONS/POST 588.0 total 55,276 reactions, 3,545 reposts, 0 comments	POST LENGTH 798 chars median 999 · 29 days	POSTS ANALYZED 94 29 days
AD REACH 16.5K 24h avg	CHURN / MONTH +8293 last month	CITATION RATE 313 citation index · 647 channels mentioned all time	CHANNEL AGE 4 years 11 months created 18.06.2021

AI EDITOR SUMMARY

Channel «Alfa-Investments» — 736 577 subs. Each post avg views 25.7K people (3% subs), reach low — expand audience. Publishes 22 posts/week (~3/day) — active. Week 25–31 May reach stable (-3.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **94** posts in 29 days.
- 02 Dominant format – **Photo** (81/94 posts).
- 03 Avg post length – **798** chars (median 999).
- 04 Audience peak activity – **Monday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (32.4K avg top vs 19.7K worst) – across 94 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 14:05 PHOTO Short-term idea: up to 4.8% on Ozon shares ☒ Trading plan ☒ ☒ buy Ozon shares at max 4200 RUB ☒ sell no lower than...	VIEWS 33 173 REP. 21	REACTIONS 592 ER 4.5%
Nº2 14.05 · 11:59 PHOTO Choosing new bonds with A-Club experts ☒ ✓ Analysts find CNY bonds most interesting on primary market...	VIEWS 32 368 REP. 36	REACTIONS 516 ER 4.4%
Nº3 27.05 · 16:58 PHOTO Wanted to invite but didn't. Now we tell in advance ☒ Today on our platform A-Token, placement of digital financial...	VIEWS 31 745 REP. 67	REACTIONS 529 ER 4.3%

Nº4 21.05 • 15:22 PHOTO Three ideas from Alpha bloggers ♥ Collected stocks that Alpha Community members find promising. Maybe these assets are not...	VIEWS 31 552 REACTIONS 578 REP. 22 ER 4.3%
Nº5 22.05 • 07:14 PHOTO ↓ As of 10:10 MSK, MOEX index -0.24% Declining: MKB (-0.76%), Lenta (-0.55%), VK (-0.49%) Rising: MTS (+2.61%), AFK Sistema...	VIEWS 31 336 REACTIONS 598 REP. 4 ER 4.3%
WORST 3	
↓ 02.06 • 11:53 PHOTO – Lenta, you in? – With O'KEY Lenta shares up over 3%. Company buys OOO «RFB-Retail» – operator of O'KEY hypermarket chain...	VIEWS 20 323 REACTIONS 462 REP. 37 ER 2.8%
↓ 03.06 • 11:40 PHOTO Ministry of Finance to increase currency purchases ☒ From June 5 to July 6, the Ministry plans to buy currency and gold for 9.9 billion RUB per day as part of...	VIEWS 19 657 REACTIONS 503 REP. 20 ER 2.7%
↓ 26.05 • 06:04 VIDEO GIVING AWAY ultra-foldables with triple screen. And a pile of iPhones ☒♥ Get 10 top smartphones – the most tech foldables with...	VIEWS 19 266 REACTIONS 635 REP. 14 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 • CITATIONS

Who mentions the channel and how

Citation index **313** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **647** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



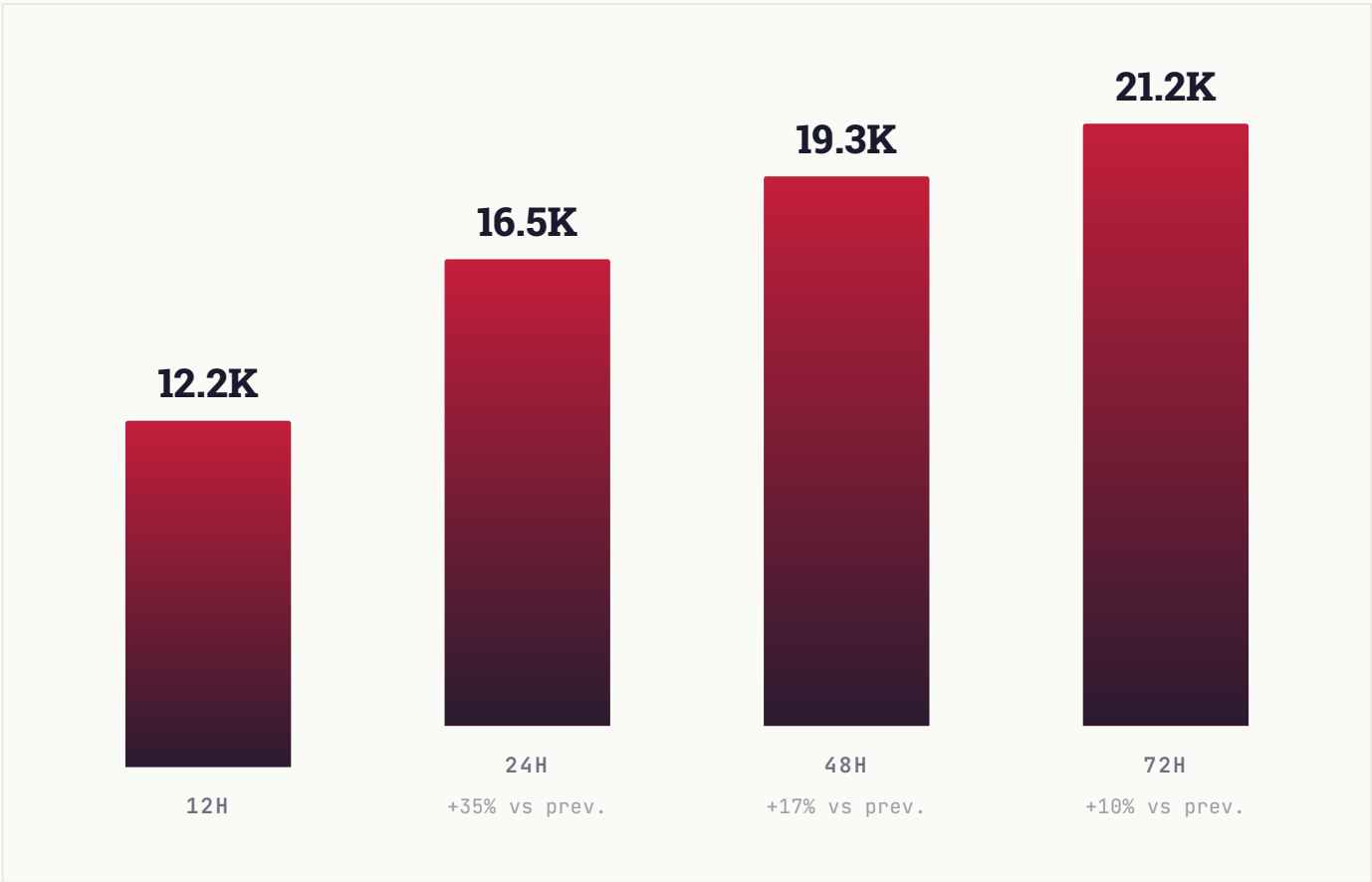
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments YOU	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than Economy	541.2K
T- T-Investments	535.3K

COMPARATIVE CONCLUSION

Channel in niche top-10 (#6 of 99). Strong position. Niche leader — The Economist (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions **334**, they brought **326 994** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	85	34	115 041
November 2025	60	30	137 723
October 2025	56	23	0
Sep 2025	27	14	74 230
August 2025	52	39	0
July 2025	54	42	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
334		6	326 994

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#6/100

RANK IN NICHE

Channel in top 6% economy Russia



— 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 Monday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
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% share.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.49% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager