

— PROMTPRESS PUBLIC REPORT

Channel audit

Tech trends from Alfa-Bank



@alfa_trends

We bring you tech news first. Registered with Roskomnadzor:
[#CNWZ2](https://gosuslugi.ru/snet/67d8151ed0f339346a93876e)

SUBSCRIBERS

416 566

+19575 per month

ERR (% SEE POSTS)

3.0%

daily 1.3%

REACH/POST

9.6K

ad reach 5.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 416 566 —	 SUBSCRIBER REACH 2.31% avg % of subs see post	 VIEWS/POST 9.6K median 8.8K · 29 days	 POSTS/WEEK 17.5 for period
 7D TREND -23.9% vs prev. week	 REACTIONS/POST 117.4 only 8,573 reactions, 1,623 reposts, 0 comments	 POST LENGTH 754 chars median 764 · 29 days	 POSTS ANALYZED 73 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH +19575 last month	 CITATIONS 116 citation index · 167 channels mentioned all time	 CHANNEL AGE 1 year 5 months created 17.01.2025

AI EDITOR SUMMARY

Channel «Technotrends from Alfa-Bank» — 416 566 subs. Each post avg views 9.6K people (2% from subs), reach low — expand audience. Publishes 18 posts/week (~2/day) — regular. Week Jun 8–14 reach dropped -23.9% to week Jun 1–7 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 73 posts in 29 days.
- 02 Dominant format — Photo (39/73 posts).
- 03 Avg post length — 754 chars (median 764).
- 04 Audience peak activity — Friday, 16:00 MSK.
- 05 Top posts get 6x more views than weakest (34.7K avg top vs 5.4K worst) — across 73 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 13:49 VIDEO Human language INSTEAD OF CODE — the main AI trend at Alfa-Bank ♥ At SPIEF, a big session on human-AI interaction...	VIEWS 69 961 REP. 83	REACTIONS 121 ER 16.8%
Nº2 10.06 · 15:36 VIDEO Fluff-suckers cleared the streets for them — card carriers ☹️ Now little ones are driving around Moscow delivering Alfa-Bank cards and good vibes. We...	VIEWS 19 056 REP. 270	REACTIONS 202 ER 4.6%
Nº3 05.06 · 10:02 PHOTO Alfa-Bank contact center named BEST in Russia 😊 Just received Frank RG award for Best Contact Center. This...	VIEWS 15 163 REP. 51	REACTIONS 128 ER 3.6%

Nº4

12.06 · 10:23

PHOTO

Fashion spacesuits, card carriers and new iOS 27 — in our regular news roundup

⌘ Reminding you of the most interesting tech events over...

VIEWS

11 698

REP.

5

REACTIONS

148

ER

2.8%

Nº5

26.05 · 15:07

PHOTO

Passwords will soon disappear — myth or reality

⌘ Back in Ancient Rome, commanders passed wooden tablets with secret...

VIEWS

11 563

REP.

4

REACTIONS

179

ER

2.8%

WORST 3

↓

03.06 · 11:37

PHOTO

Developer built his own Whoop app in just one day

💩 An enthusiast decided to test how far you can go...

VIEWS

6 150

REP.

41

REACTIONS

118

ER

1.5%

↓

26.05 · 06:04

VIDEO

GIVEAWAY ultra-foldables with triple screen. And a pile of iPhones

⌘❤️ Get 10 top smartphones — the most tech-savvy foldables with...

VIEWS

5 241

REP.

12

REACTIONS

214

ER

1.3%

↓

03.06 · 14:20

VIDEO

Fintech? FANTECH! Alfa-Bank announces a new digital era — at the St. Petersburg International Economic Forum

✂️ Russian banks create...

VIEWS

4 806

REP.

4

REACTIONS

154

ER

1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

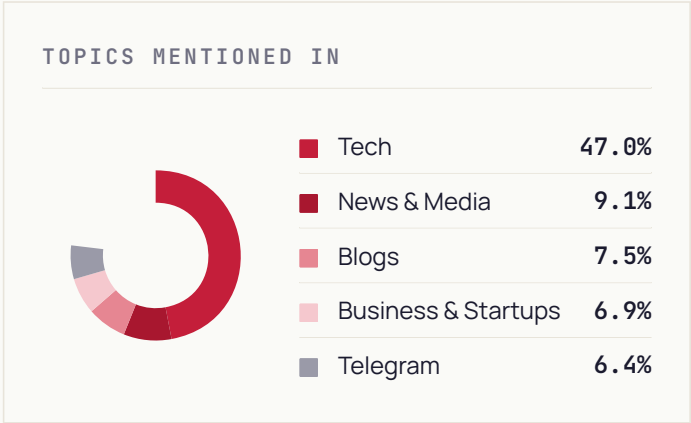
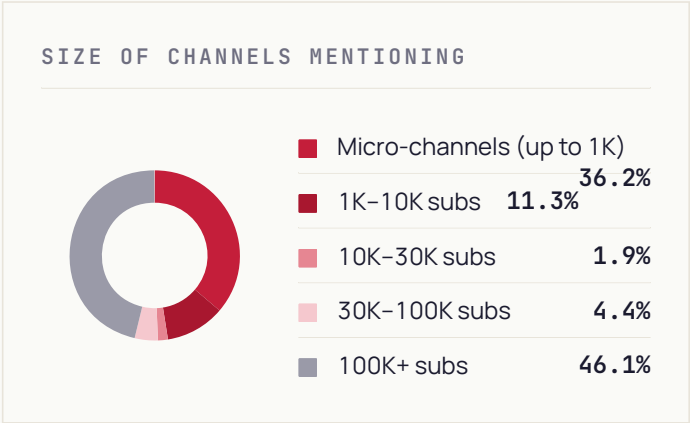
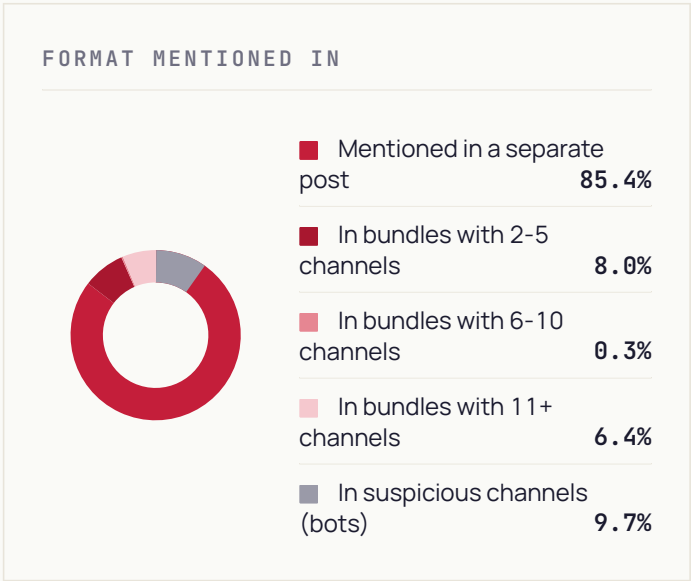
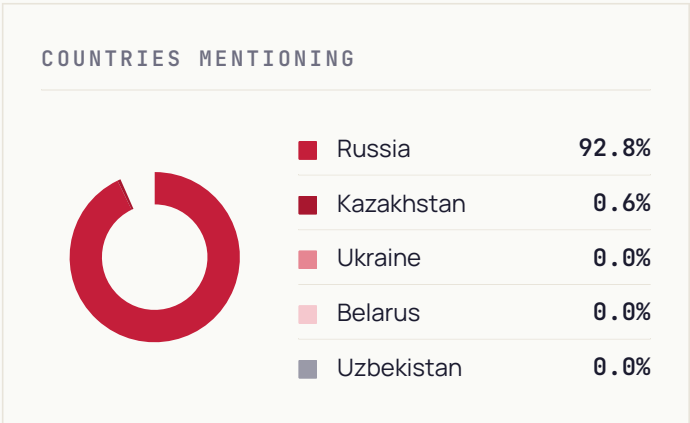
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

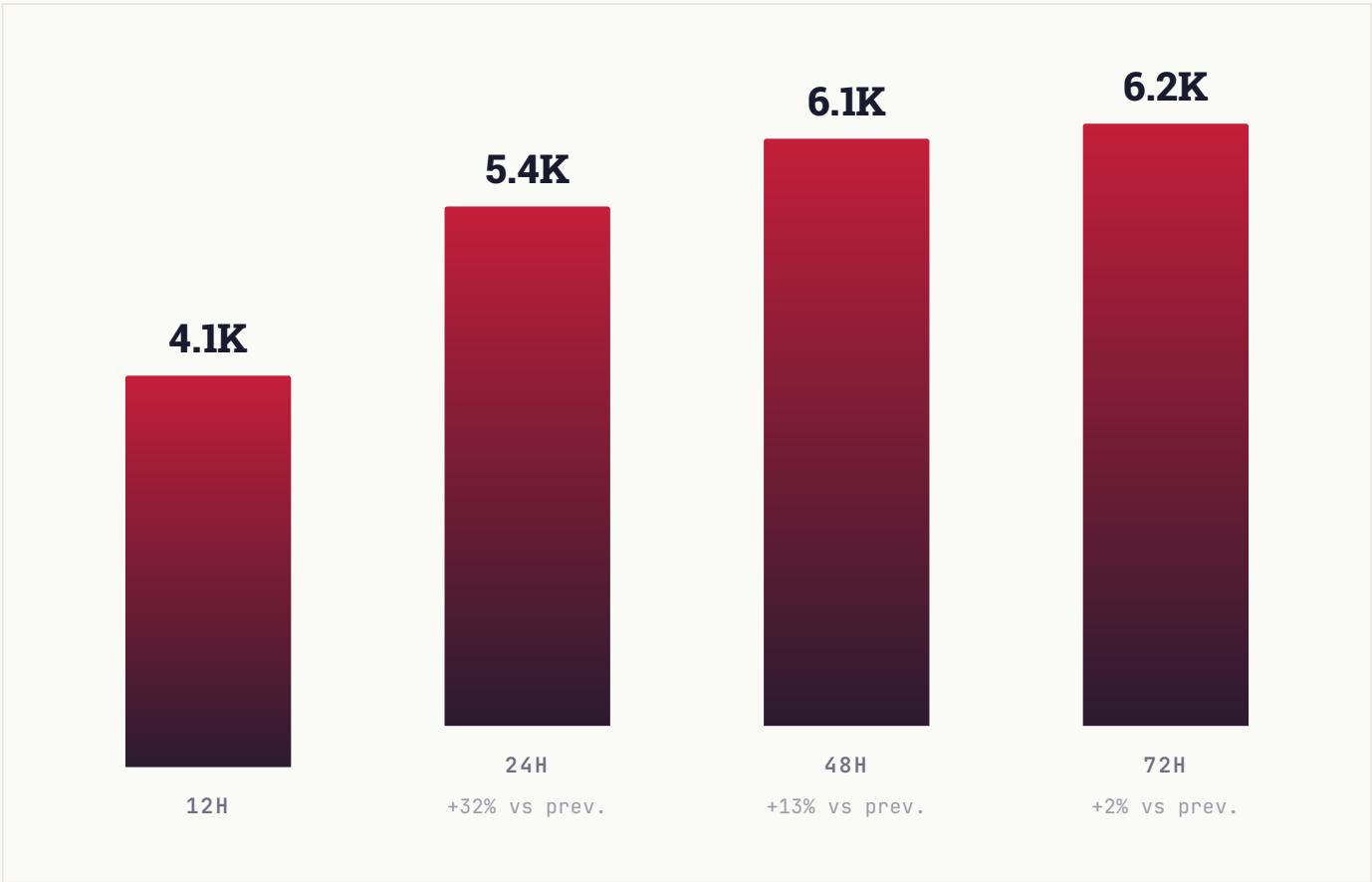
Citation index **116** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **167** different channels.



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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.3M
TE Topor. Economy.	1.2M
AL Alfa-Bank	1M
BB Ruthless Bankster	1M
RE Russian economy	920.6K
AL Alfa-Investments	737.6K
MU Multiplier	731.2K
SB Sber	715K
OG Olga Gogaladze	588.5K
BCh More than Economy	577.4K
TO Tech trends from Alfa-Bank YOU	416.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 179.9K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **161**, they brought **397 123** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	23	19	140 273	
November 2025	34	29	163 111	
October 2025	27	21	0	
Sep 2025	17	11	93 739	
August 2025	24	17	0	
July 2025	36	17	0	
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
161		6	397 123	

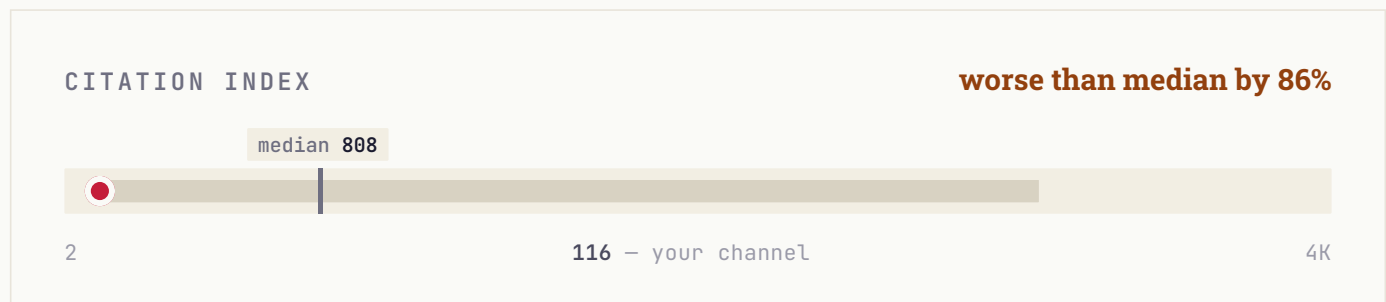
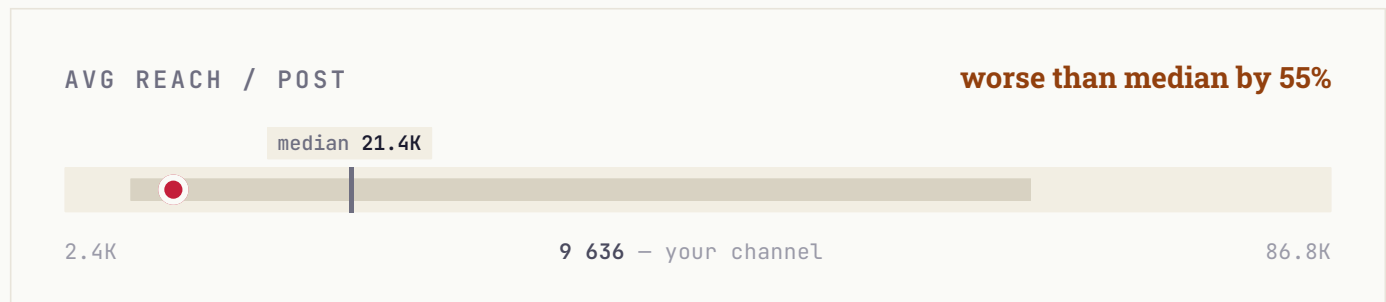
Where the channel stands in its league

SUBSCRIBERS

better than 76% of niche

A horizontal bar chart comparing subscriber counts. The x-axis represents the number of subscribers, with labels at 55.9K, 416,566 (your channel), and 699.4K. A vertical line marks the median at 180.7K. A horizontal bar shows the distribution of channels, with a red dot indicating the current channel's position at 416,566 subscribers.

Metric	Value
Median	180.7K
Your Channel	416,566
Range (Min-Max)	55.9K - 699.4K



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.31% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+2.2pp ER**03****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****04****Test polls and 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**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
