

PROMTPRESS PUBLIC REPORT

Channel audit

Alfa-Vygodno



@alfa_vygodno

We tell you how to earn more with Alfa-Bank. Registered in the RKN registry: <https://knd.gov.ru/license?id=6765546e1e4e233a715cd677&istryType=bloggersPermission> #CNWZ2

SUBSCRIBERS

565 054

+14324 per month

ERR (% SEE POSTS)

13.0%

per day 1.5%

REACH/POST

79.3K

ad reach 8.6K/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.

 SUBSCRIBERS 565 054 —	 SUBSCRIBER REACH 14.03% avg % of subs see post	 VIEWS/POST 79.3K median 16.7K · 28 days	 POSTS/WEEK 7.5 for the period
 7D TREND +239.3% vs prev week	 REACTIONS/POST 576.2 total 17,287 reactions, 1,938 reposts, 0 comments	 POST LENGTH 503 chars median 485 · 28 days	 POSTS ANALYZED 30 28 days
 AD REACH 8.6K 24h avg	 CHURN / MONTH +14324 last month	 CITATION RATE 425 citation index · 416 channels mentioned it ever	 CHANNEL AGE 2 years 4 months created 07.02.2024

AI EDITOR SUMMARY

Channel «Alfa-Vygodno» — 565 054 subs. Each post averages 79.3K people (14% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. Week Jun 1–7 reach grew by +239.3% vs week May 25–31 — positive trend.

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 30 posts over 28 days.
- 02 Dominant format – Video (19/30 posts).
- 03 Avg post length – 503 chars (median 485).
- 04 Audience peak activity – Tuesday, 14:00 MSK.
- 05 Top posts get the most 47x more views than the weakest (641.4K avg top vs 13.5K worst) – among 30 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 11:55 VIDEO Your summer wardrobe needs a new pair of Crocs x Lego. Grab them at Alfa-Bank Supergame ☒ What collectors hunt for – is here...	VIEWS 1 253 534 REACTIONS 724 REP. 311 ER 221.8%
Nº2 04.06 · 11:55 PHOTO ☺☺☺☺☺☺ YOU BOUGHT SO MUCH AT ZOLOT OYE YABLOKO. Don't stop – grab everything with SUPERCASHBACK UP TO 100% Cart at Zolotoye Yabloko...	VIEWS 558 396 REACTIONS 782 REP. 281 ER 98.8%
Nº3 26.05 · 06:03 VIDEO GIVEAWAY ultra-foldables with triple screen. And a pile of iPhones ☒♥ Get 10 top smartphones – the most tech foldables with...	VIEWS 112 406 REACTIONS 724 REP. 377 ER 19.9%

Nº4 22.05 • 15:34 PHOTO Kicking off festival season. And adding CASHBACK UP TO 5% ☒☒ From the big fashion party ÖMANKÖ to a barbecue music festival —...	VIEWS 26 760 REACTIONS 179 REP. 20 ER 4.7%
Nº5 29.05 • 09:03 PHOTO We see how you'll spend summer ☒✳ 3 months — 92 days, 2208 hours, 132,480 minutes. Enough time for everything: festivals...	VIEWS 23 993 REACTIONS 617 REP. 20 ER 4.2%

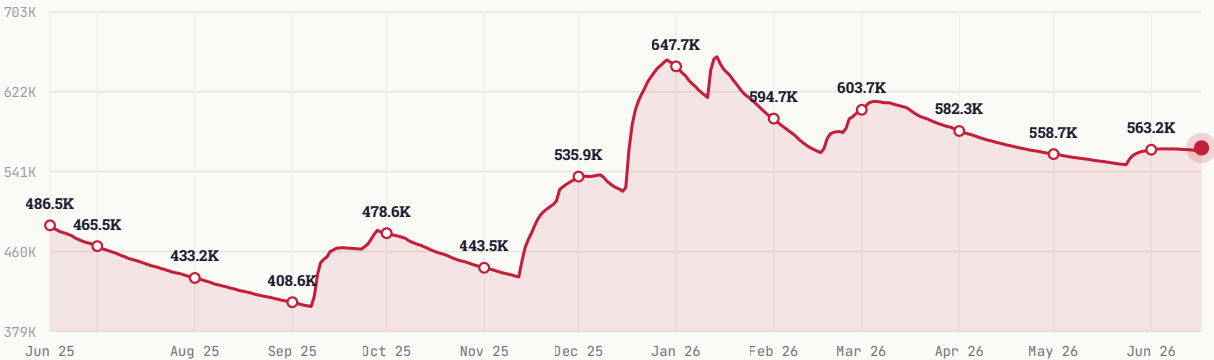
WORST 3

↓ 22.05 • 14:18 TEXT We've gone too far — it's CASHBACK UP TO 100% at Zolotoe Yabloko ☒♥ It's Friday — shopping at Zolotoe Yabloko becomes not just...	VIEWS 14 204 REACTIONS 375 REP. 25 ER 2.5%
↓ 03.06 • 16:18 VIDEO Fintech? FANTECH! Alfa-Bank announces a new digital era — at the St. Petersburg International Economic Forum ✂ Russian banks are creating...	VIEWS 13 219 REACTIONS 679 REP. 12 ER 2.3%
↓ 22.05 • 14:18 VIDEO (post without caption — video)	VIEWS 13 128 REACTIONS 29 REP. 14 ER 2.3%

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.

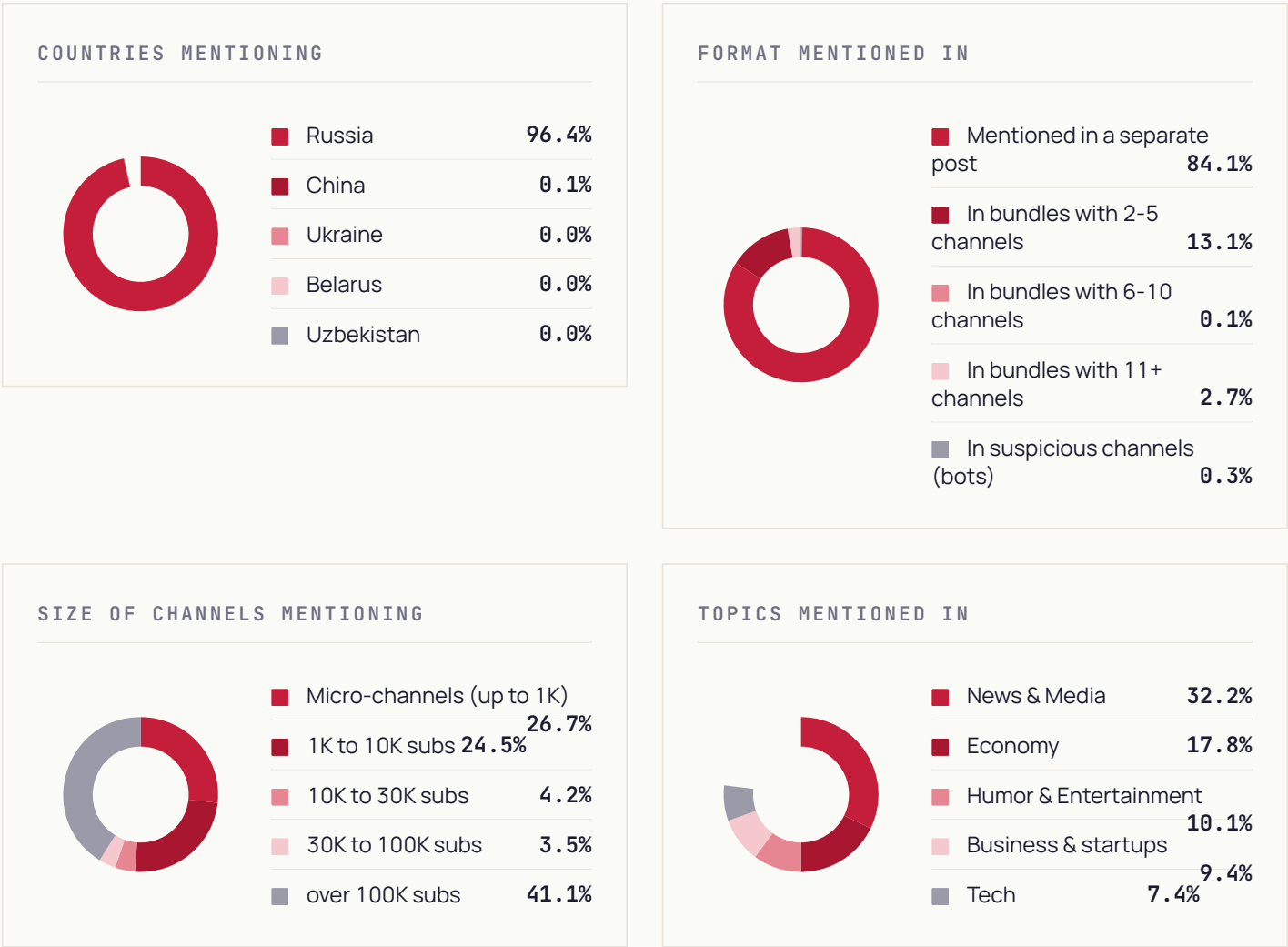


PERIOD START	NOW	NET GROWTH
486 513	564 957	+78 444

SECTION 04 · CITATIONS

Who mentions the channel and how

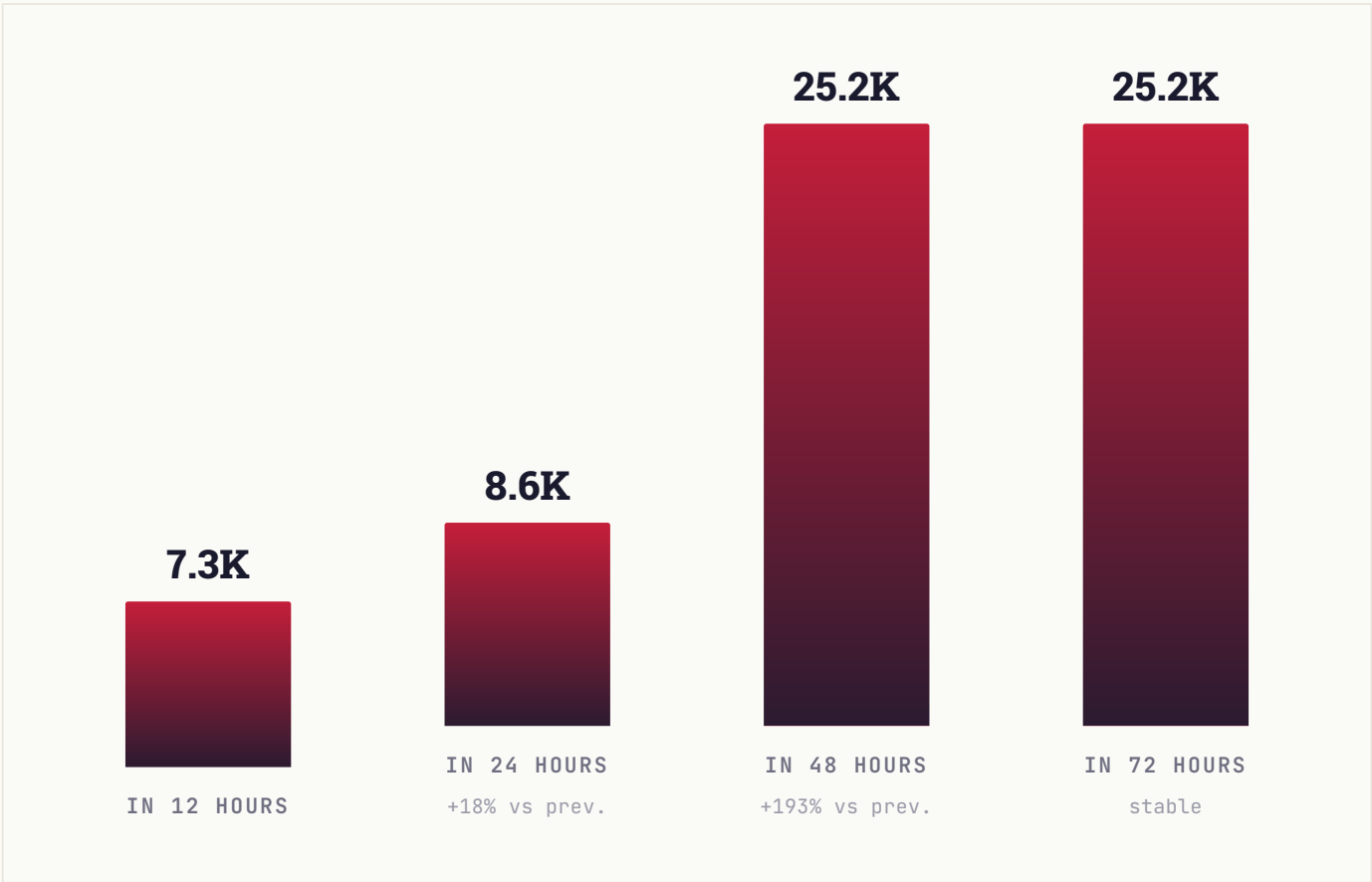
Citation index **425** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **416** different channels.



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

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	850.5K
AL Alfa-Investments	737.3K
MU Multiplier	731.6K
SB Sber	715.8K
OG Olga Gogaladze	589.4K
AL Alfa-Vygodno YOU	565.1K
BCh More than economy	561.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — The Economist (1.2M), top-99 median: 181.3K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

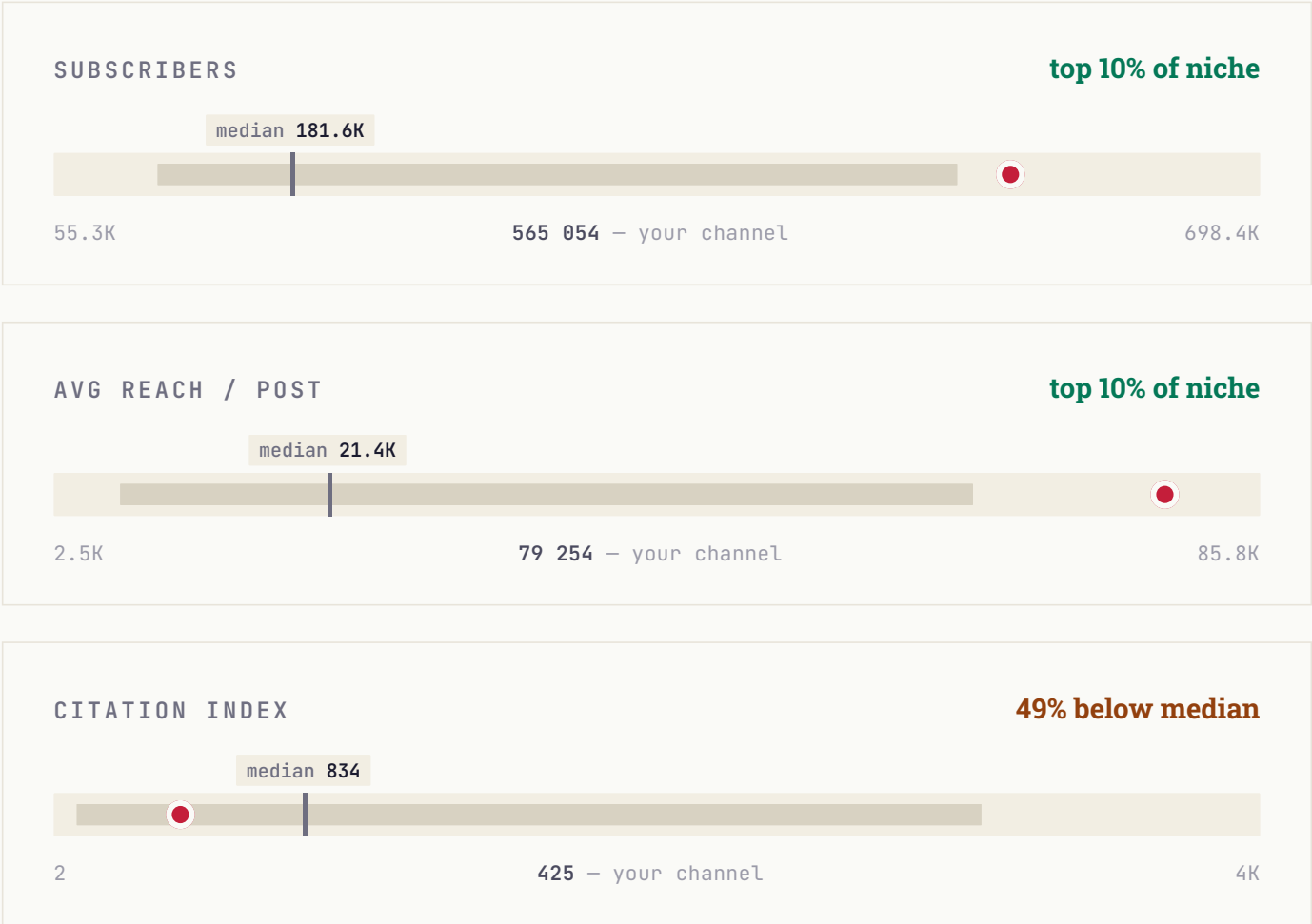
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **404**, they brought **315 497** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	66	51	137 318
November 2025	83	67	99 618
October 2025	49	34	0
Sep 2025	120	69	78 561
August 2025	32	30	0
July 2025	54	46	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
404		6	315 497

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday
Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for an important post
- 02

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

EFFECT
+1000-3000 subs
- 03

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
- 04

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

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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