

PUBLIC REPORT BY PROMTPRESS

Channel audit

Alfa-Bank



@alfabank

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#CNWZ2

SUBSCRIBERS

1 008 566

+7848 per month

ERR (% SEE POSTS)

109.0%

daily 3.7%

REACH/POST

975.5K

ad reach 36.9K/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 1 008 566 —	 SUBSCRIBER REACH 96.72% avg % subs see post	 VIEWS/POST 975.5K median 976.9K · 28 days	 POSTS/WEEK 10.2 for period
 7D TREND -27.5% vs prev week	 REACTIONS/POST 2508.4 total 102,846 reactions, 26,767 reposts, 0 comments	 POST LENGTH 769 chars median 799 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 36.9K 24h avg	 CHURN / MONTH +7848 last month	 CITATION RATE 2 757 citation index · 5,630 channels mentioned all time	 CHANNEL AGE 10 years 1 month created 21.04.2016

AI EDITOR SUMMARY

Channel «Alfa-Bank» — 1 008 566 subs. Each post averages 975.5K people (97% from subs), wide reach for a channel this size. Publishes 10 posts per week (~1/day) — regular schedule. For week 25–31 May reach dropped -27.5% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 41 posts in 28 days.
- 02 Dominant format — Video (23/41 posts).
- 03 Avg post length — 769 chars (median 799).
- 04 Audience peak activity — Wed, 17:00 MSK.
- 05 Top posts get 38x more views than the weakest (2.1M avg for top vs 54.5K for worst) — among 41 posts in 28 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 13:44 VIDEO Autographs of Spartak legends — on your Alfa-Cards. Released limited engravings for club fans ♥️ Nikolai Starostin...	VIEWS 2 389 839 REACTIONS 3 538 REP. 2 550 ER 237.0%
Nº2 03.06 · 14:19 VIDEO Fintech? FANTECH! Alfa-Bank announces a new digital era — at the St. Petersburg International Economic Forum✂️ Russian banks are creating...	VIEWS 1 965 747 REACTIONS 1 990 REP. 2 788 ER 194.9%
Nº3 13.05 · 12:02 VIDEO TRIPLED OPPORTUNITIES for entrepreneurs. The Not-So-Small Business Fund — three times more winners and 100,000,000 RUB in prizes ♥️ The Fund...	VIEWS 1 878 845 REACTIONS 2 670 REP. 501 ER 186.3%

Nº4 13.05 • 15:04 PHOTO Opening a new chapter. Alfa-Bank x «Subscription Editions» ♥ ☒ We know for sure: you can't pass by «Subscription Editions». You want to stroll...	VIEWS 1 857 526 REACTIONS 2 698 REP. 1 185 ER 184.2%
Nº5 18.05 • 17:47 VIDEO After class, it's just beginning. Launched Alfa-Bank's tech coworking at MISIS ♥ Campus is buzzing. Research centers and labs...	VIEWS 1 749 102 REACTIONS 2 267 REP. 716 ER 173.4%
WORST 3	
↓ 26.05 • 06:03 VIDEO GIVEAWAY ultra-foldables with triple screen. And a pile of iPhones ☒♥ Grab 10 top smartphones – the most techy foldables with...	VIEWS 62 613 REACTIONS 2 577 REP. 212 ER 6.2%
↓ 05.06 • 12:14 PHOTO Sports, emotions, fantech. Alfa-Bank and RPL signed a four-year agreement at SPIEF-2026 ☒ Starting July, the country's main football tournament...	VIEWS 51 800 REACTIONS 2 788 REP. 68 ER 5.1%
↓ 18.05 • 12:25 PHOTO Summer reading list. Book selection at «Podpisnye Izdaniya» – with 10% CASHBACK ♥☒ We partnered with «Podpisnye Izdaniya»...	VIEWS 49 161 REACTIONS 2 580 REP. 67 ER 4.9%

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 vs. loss.

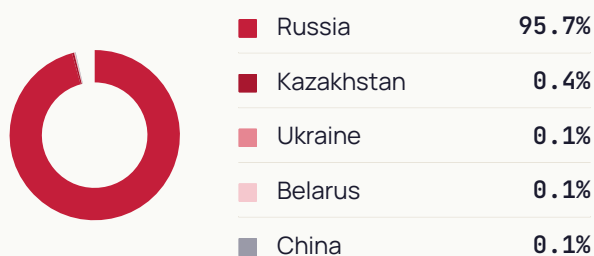


SECTION 04 • MENTIONS

Who mentions the channel and how

Citation index **2 757** — 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 channel was mentioned **5 630** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



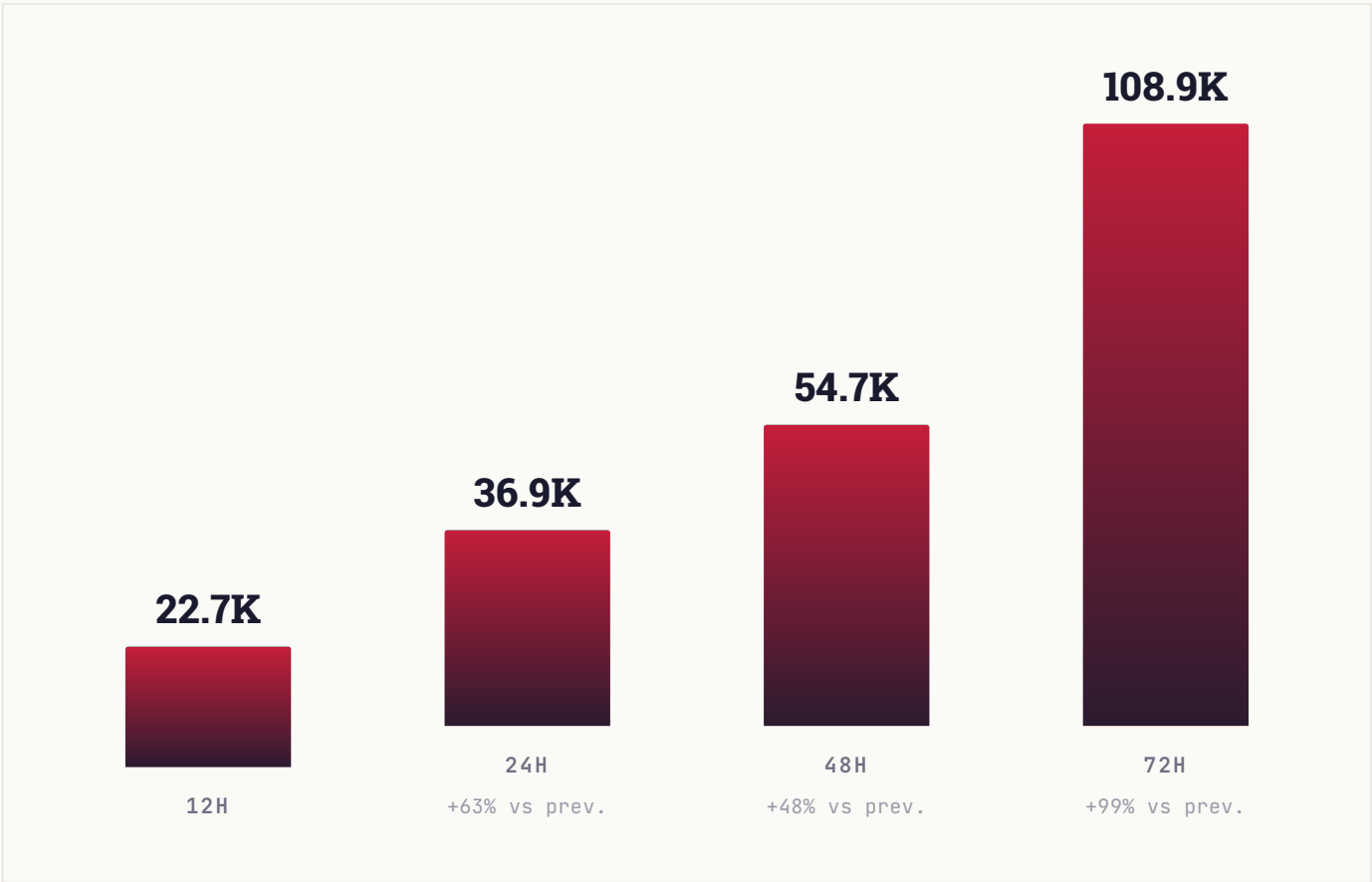
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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 Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank YOU	1M
RE Russian economy	849.3K
AL Alfa-Investments	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 INSIGHT

Channel in niche top 10 (#4 of 99). Strong position. Niche leader — The Economist (1.2M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we log posts in other channels that mention yours. Over the last **6 months** mentions found **5 473**, they brought **332 477** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1 215	504	110 275
Nov 2025	724	242	147 512
Oct 2025	798	253	0
September 2025	781	260	73 365
August 2025	986	307	0
July 2025	969	486	1 325
TOTAL MENTIONS			
5 473			
MONTHS OF DATA			
6			
GAINED SUBSCRIBERS			
332 477			

SECTION 08 · NICHE COMPARISON

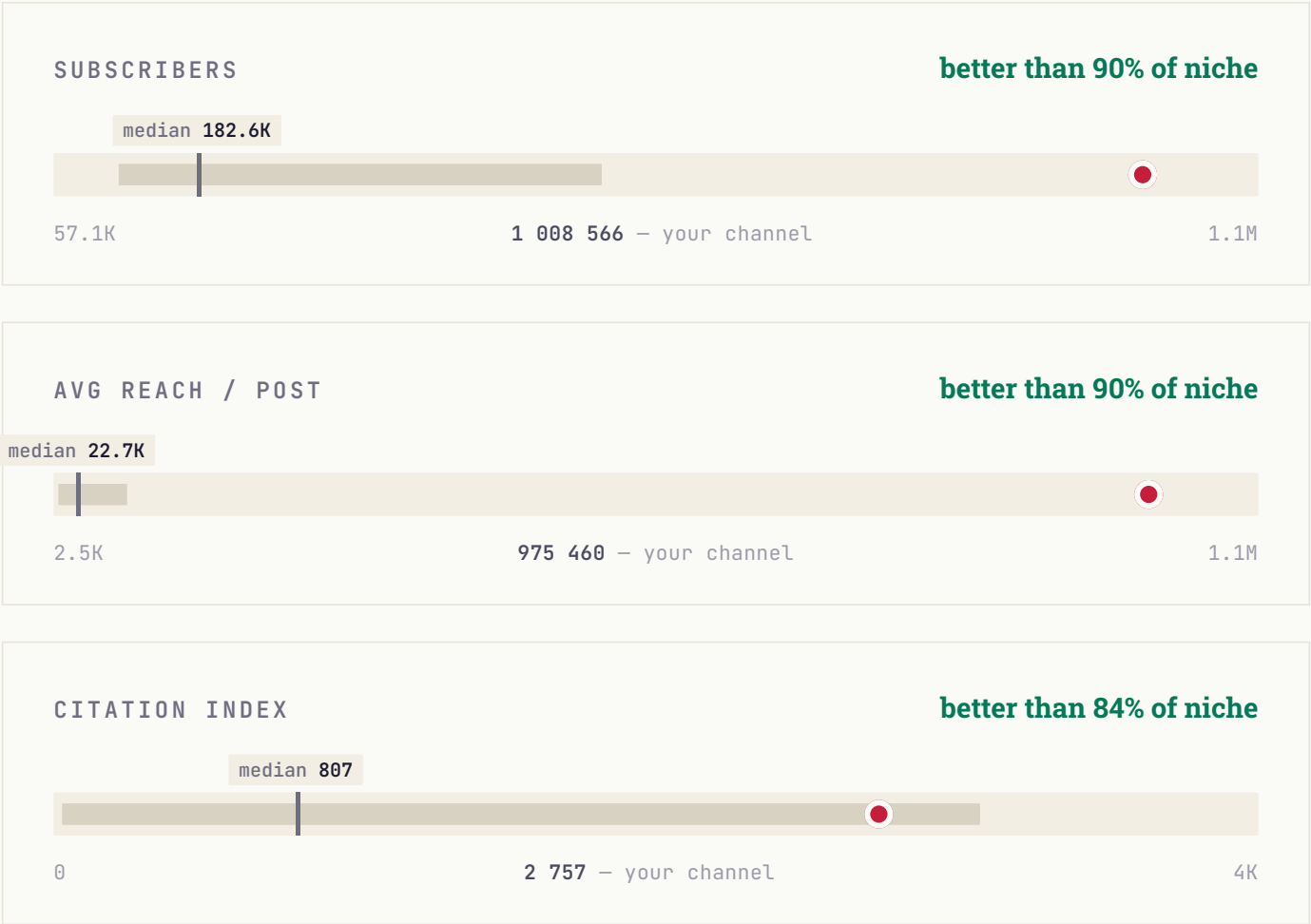
Where the channel ranks in its league

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

#4/100

RANK IN NICHE

Channel in top 4% 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 Wednesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
important
posts**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further? — 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
