

PROMTPRESS PUBLIC REPORT

Channel audit

Alfa-Capital



@alfacapital

Investment ideas and strategies, analytics and tools from experts of Alfa Capital Management Company Disclaimer: <https://telegra.ph/Informaciya-obyazatel'naya-k-oznakomleniyu-02-02> Channel registered with Roskomnadzor...

SUBSCRIBERS

217 848

-2203 per month

ERR (% SEE POSTS)

29.0%

per day 1.7%

REACH/POST

28.8K

ad reach 3.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card — a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 217 848 —	 SUBSCRIBER REACH 13.24% avg % subs see post	 VIEWS/POST 28.8K median 7.8K · 29 days	 POSTS/WEEK 14.4 over period
 7D TREND +432.3% vs prev. week	 REACTIONS/POST 52.5 only 3,153 reactions, 1,061 reposts, 0 comments	 POST LENGTH 818 chars. median 999 · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 3.8K 24h avg	 CHURN / MONTH -2203 last month	 CITATION RATE 390 citation index · 465 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 13.09.2021

AI EDITOR SUMMARY

Channel «Alfa-Capital» – 217 848 subs. Each post averages 28.8K people (13% from subs), reach is low – consider expanding audience. Publishes 14 posts per week (~2/day) – consistent schedule. For the week of May 25–31, reach up +432.3% to the week of May 18–24 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 60 posts over 29 days.
- 02 Dominant format — Photo (25/60 posts).
- 03 Avg post length — 818 chars (median 999).
- 04 Peak audience activity — Wed, 16:00 MSK.
- 05 Top posts get 57x more views than the weakest (275.3K avg top vs 4.8K worst) — among 60 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 13:00 VIDEO ✂In boxing, as in life, it's not the punch but the spirit that counts Every big win has a moment behind the scenes. That...	VIEWS 302 761 REPOSTS 233	REACTIONS 95 ER 139.0%
Nº2 26.05 · 13:03 PHOTO Two views on the market. Two investment philosophies. One broadcast. ✂ While some investors seek aggressive tools and are ready to enter...	VIEWS 276 539 REPOSTS 116	REACTIONS 47 ER 126.9%
Nº3 12.05 · 11:01 VIDEO ✂ Meeting on the turf of emotions and big wins For one day, Spartak's home stadium became a space where big...	VIEWS 246 714 REPOSTS 130	REACTIONS 53 ER 113.3%

Nº4 27.05 · 12:05 PHOTO Yuan now in the money market ☒ 😊 We love creating solutions that meet market demand and give investors more opportunities...	VIEWS 170 029 REPOSTS 126	REACTIONS 50 ER 78.0%
Nº5 25.05 · 11:01 PHOTO Looks like we have a new tradition — taking several awards in one evening 😊 ☒ We won in three categories...	VIEWS 169 808 REPOSTS 63	REACTIONS 46 ER 77.9%

WORST 3

↓ 02.06 · 07:59 VIDEO Collective investment navigator, May 25–29 ☒ Bond funds raised 26.8B RUB, money market funds 8.4B, mixed...	VIEWS 4 920 REPOSTS 3	REACTIONS 40 ER 2.3%
↓ 03.06 · 08:40 TEXT Inflation is slowing, but OFZs are stagnant. Why☒ Inflation statistics continue to improve. Full data for May is not yet available, but...	VIEWS 4 864 REPOSTS 5	REACTIONS 42 ER 2.2%
↓ 03.06 · 10:08 TEXT Minfin announces June forex purchases Under the budget rule, from June 5 to July 6, Minfin will buy currency and gold for 208.2B...	VIEWS 4 676 REPOSTS 12	REACTIONS 37 ER 2.1%

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

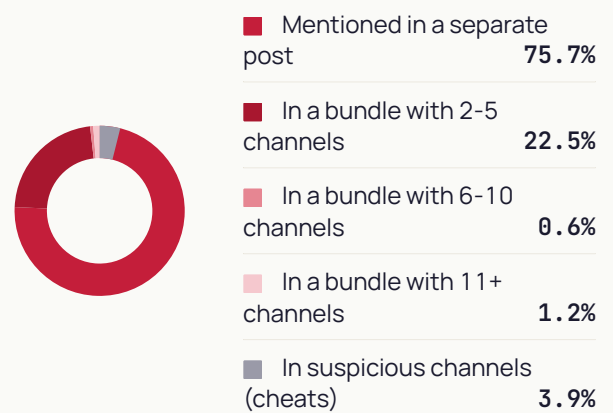
Who mentions the channel & how

Citation index **390** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **465** different channels.

COUNTRIES MENTIONING



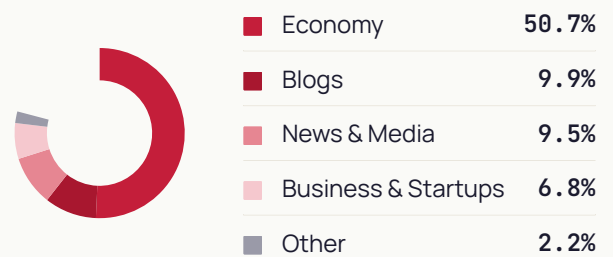
FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



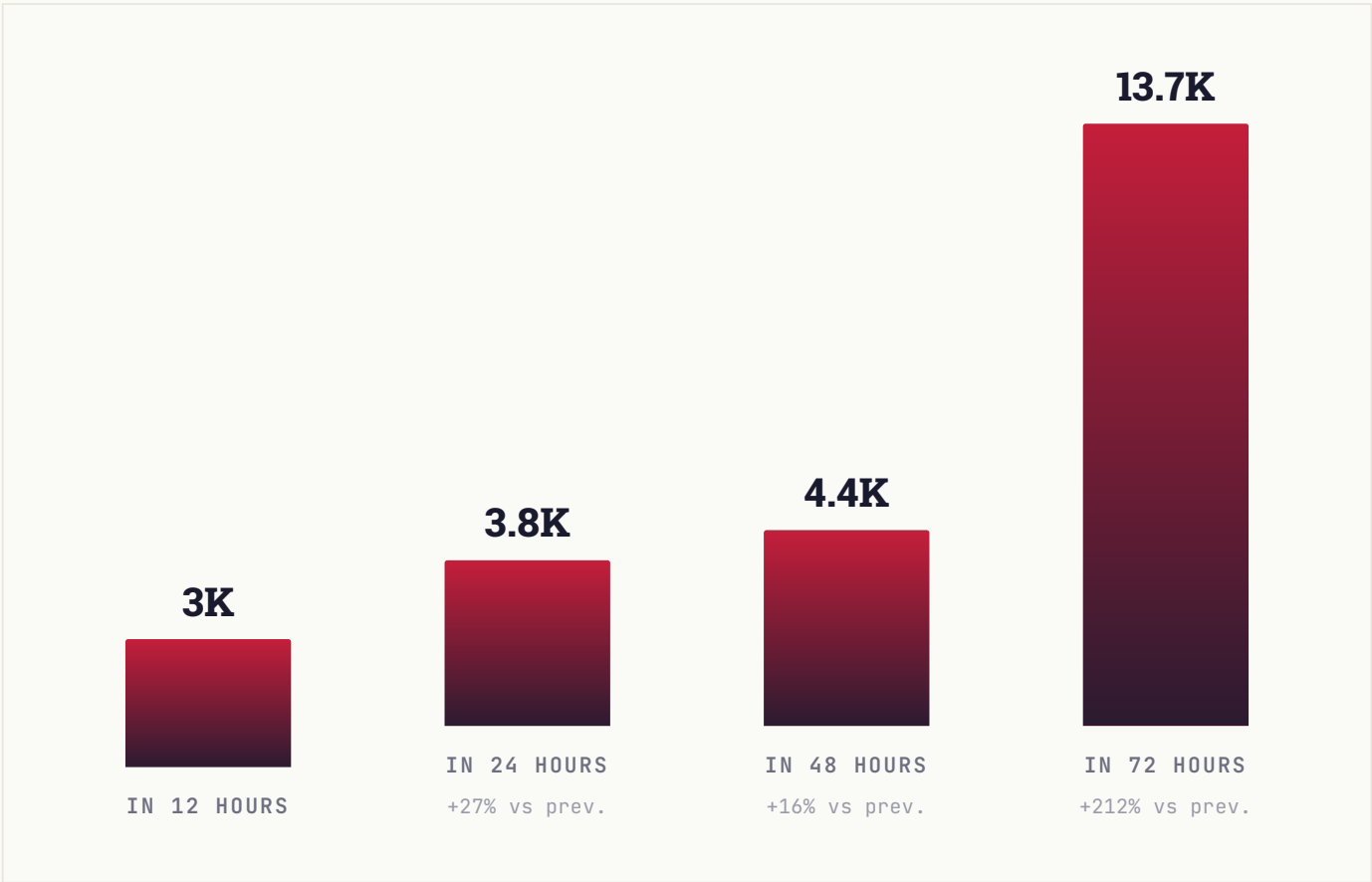
TOPICS MENTIONED IN



— 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
ER Topor. 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BCh More than Economy	541.2K
AL Alfa-Capital YOU	217.8K

COMPARATIVE INSIGHT

Channel in top half of niche (#39 of 99). Niche leader: The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **440**, they brought **119 357** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	119	39	48 395
Nov 2025	60	35	31 756
Oct 2025	63	25	1 069
Sep 2025	74	30	8 532
August 2025	33	25	9 327
July 2025	91	42	20 278
TOTAL MENTIONS			
440			
MONTHS OF DATA			
6			
GAINED SUBSCRIBERS			
119 357			

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 line = median. Red dot = your channel.

#39

/100

RANK IN NICHE

Channel in top half of the rating

SUBSCRIBERS

better than 53% of niche



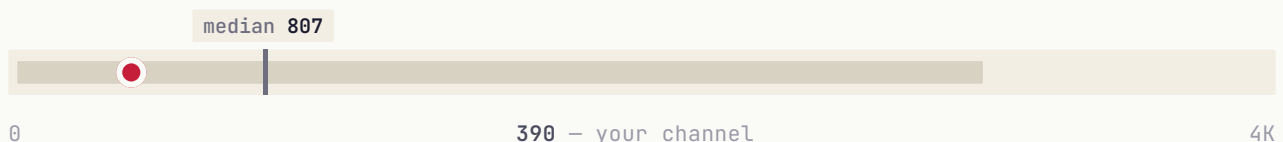
AVG REACH / POST

better than 55% of niche



CITATION INDEX

52% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 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 — easy win.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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 us to do this **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