

PUBLIC REPORT BY PROMTPRESS

Channel audit

Alfa Digital



@alfadigital_jobs

Sharing IT & Digital work at Alfa-Bank, interesting jobs, news, tips, sometimes jokes 🤖 All jobs: <https://bit.ly/4muieH4> Registered in Roskomnadzor list:...

SUBSCRIBERS

55 584

-1572 per month

ERR (% SEE POSTS)

6.0%

per day 3.6%

REACH/POST

3.5K

ad reach 2K/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 55 584 —	 SUBS REACH 6.28% avg % of subs see a post	 VIEWS/POST 3.5K median 3.4K · 27 days	 POSTS/WEEK 4.3 for the period
 7D TREND -0.8% vs prev week	 REACTIONS/POST 93.2 only 1,584 reactions, 309 reposts, 0 comments	 POST LENGTH 626 chars median 571 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 2K 24h avg	 CHURN / MONTH -1572 last month	 CITATION RATE 166 citation index · 356 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 21.01.2021

AI EDITOR SUMMARY

Channel «Alfa Digital» — 55 584 subs. Each post averages 3.5K people (6% of subs), reach is low — consider expanding audience. Posts 4 posts per week (~1/day) — infrequent. For the week of June 22–28, reach stable (-0.8% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 17 posts over 27 days.
- 02 Dominant format — Photo (13/17 posts).
- 03 Avg post length — 626 chars (median 571).
- 04 Peak audience activity — Thu, 12:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (4.6K avg top vs 3K worst) — among 17 posts over 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 16:06 PHOTO Looking for experienced testers 🔥 We need a tech lead and a senior automated testing specialist in C#. To learn more...	VIEWS 5 004 REP. 34	REACTIONS 105 ER 9.0%
Nº2 11.06 · 09:15 TEXT Silicon Valley tech giants promised many exciting updates, but we trust actions, not words. So we wait for the release and...	VIEWS 4 649 REP. 9	REACTIONS 95 ER 8.4%
Nº3 26.06 · 09:27 VIDEO Awarding best projects ❤️ Alfa-Bank has its own financial 'Oscar' — Alfa Award. For the fifth year, teams submit their...	VIEWS 4 253 REP. 16	REACTIONS 102 ER 7.7%

Nº4

19.06 · 12:30

PHOTO

Sun, mountains, tech ☀️ Went to South HUB – a camp for IT leaders. Spent a few days discussing management, AI, and...

VIEWS

3 958

REACTIONS

152

REP.

15

ER

7.1%

Nº5

18.06 · 15:10

PHOTO

How to find the perfect metric? Development is like complex manufacturing, only instead of lathes – Jira, CI/CD pipelines, and eternal...

VIEWS

3 713

REACTIONS

60

REP.

22

ER

6.7%

WORST 3

↓

29.06 · 16:10

VIDEO

How does the mobile bank team help visually impaired people? In Russia, about 6 million people live with visual impairments, and it's important...

VIEWS

3 204

REACTIONS

51

REP.

15

ER

5.8%

↓

01.07 · 10:50

PHOTO

Trying not to blow up on data leak via AI agent

1

2

1

Agent leaked context ...

VIEWS

2 947

REACTIONS

66

REP.

18

ER

5.3%

↓

03.07 · 12:55

PHOTO

Won AI award 🏆 On June 25, the Generation AI Awards ceremony took place – the first independent award in the field of application...

VIEWS

2 701

REACTIONS

40

REP.

21

ER

4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

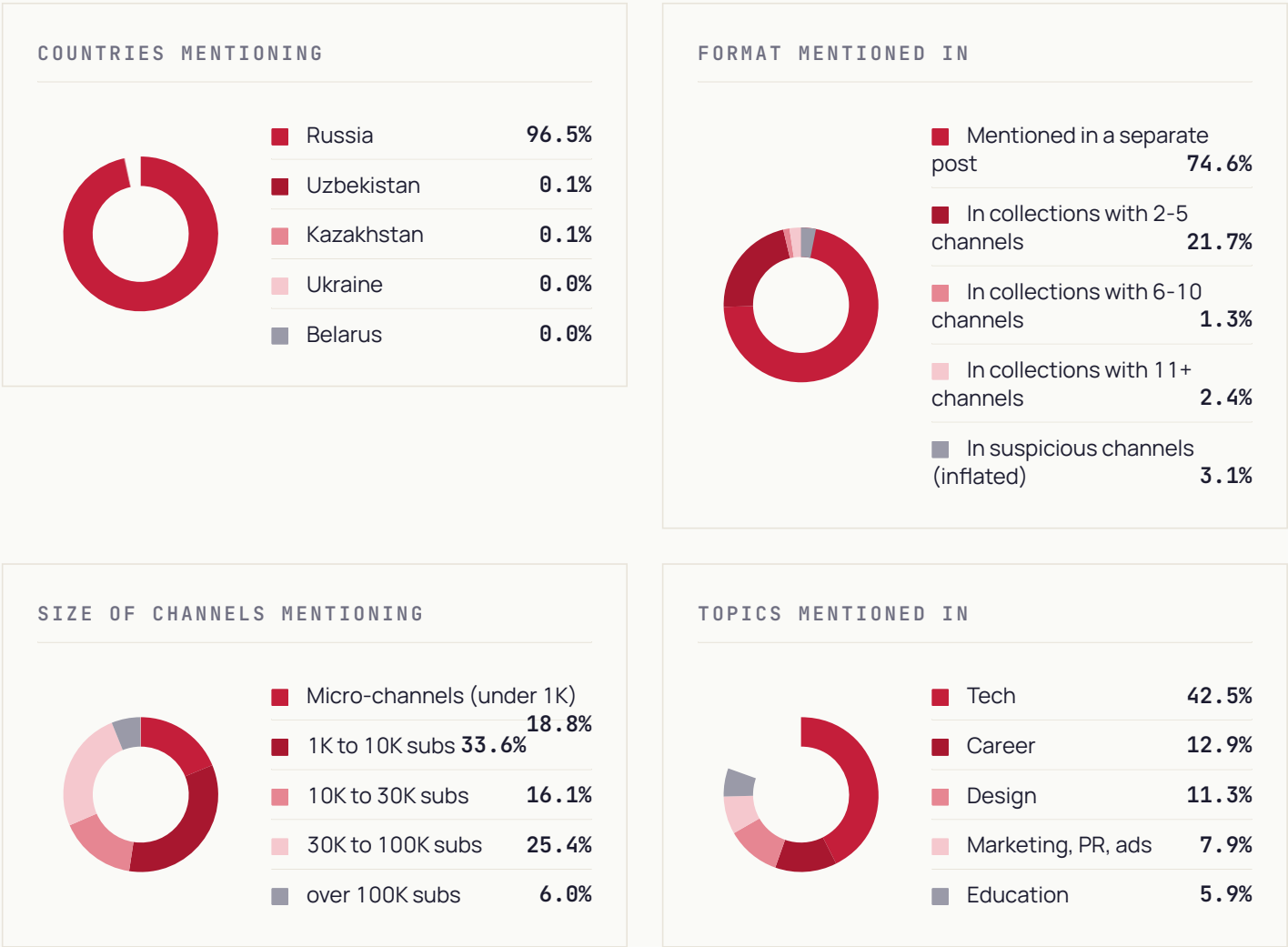
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

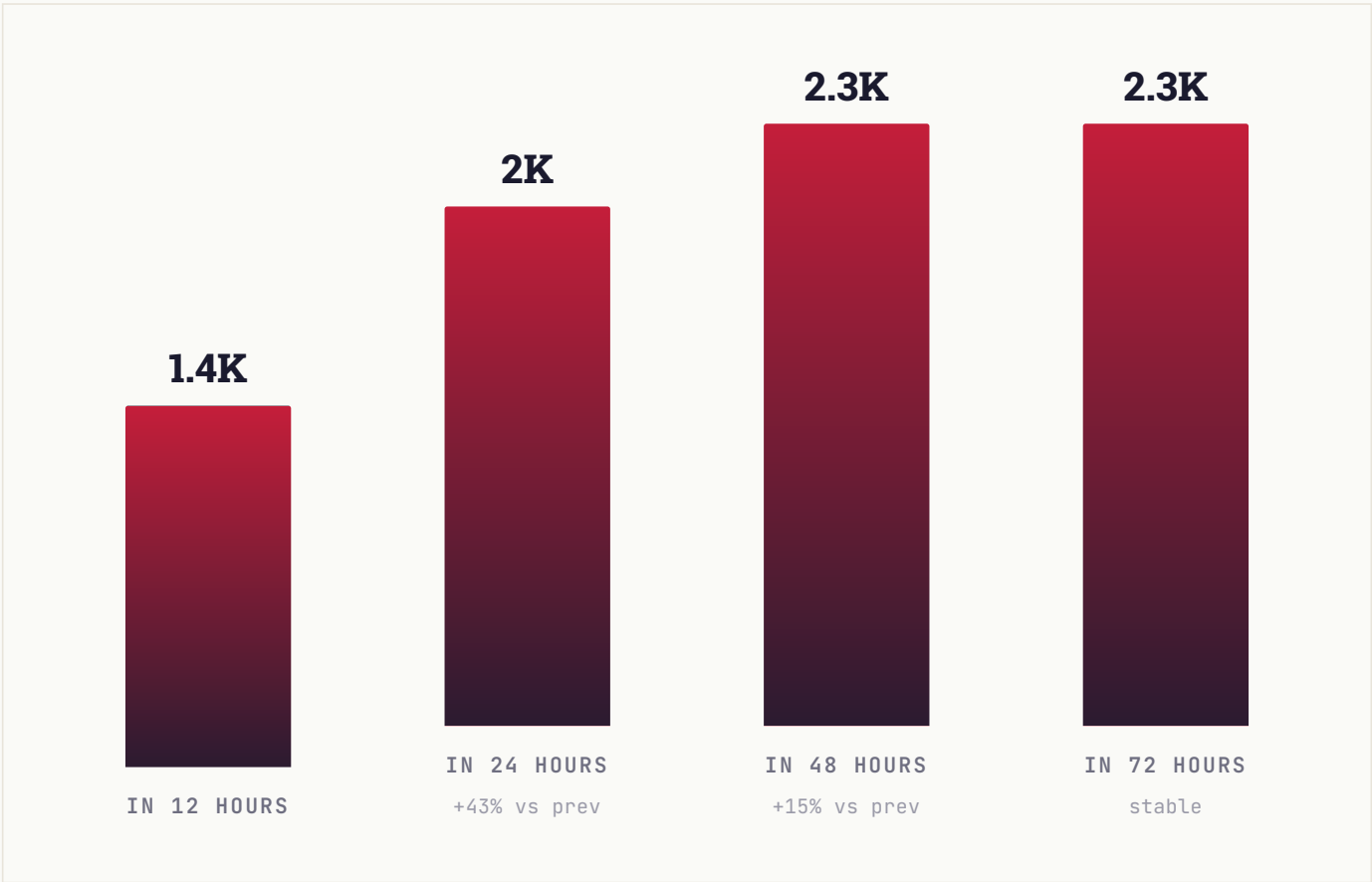
Citation index **166** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **356** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TE The Economist	1.3M
TE Axe. Economy.	1.2M
AL Alfa-Bank	1M
BB Ruthless Bankster	997.9K
RE Russian economy	995.6K
MU Multiplier	757K
AL Alfa-Investments	730.6K
SB Sber	712.9K
BC More than economy	596.4K
OG Olga Gogaladze	587.2K
AD Alfa Digital YOU	55.6K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 177.9K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **45**, they brought **45 324** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	1	10 402
December 2025	2	2	17 208
Nov 2025	0	0	13 316
Oct 2025	13	13	232
September 2025	14	13	3 701
August 2025	14	11	465
TOTAL MENTIONS	45	MONTHS OF DATA	6
		ACQUIRED SUBS	45 324

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Economy» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to 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 this report in a month.

01

Increase posting frequency

Now 4.3 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. Not daily — 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 a few minutes using public data.
To go further – run ads through 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
