

PROMTPRESS PUBLIC REPORT

# Channel audit

## Без брошки



@banki\_broshka

Your daily source for economic & banking news. Collab:  
@whoisdonny Registered in RKN: <https://rkn.link/B2T>

SUBSCRIBERS

**63 426**

-417 per month

ERR (% SEE POSTS)

**9.0%**

in 24 hrs **6.0%**

REACH/POST

**5.2K**

ad reach **3.8K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

|                                                                                                                                                             |                                                                                                                                                                    |                                                                                                                                                                                                  |                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>63 426</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>8.16%</div><div>avg % subs see post</div></div>   | <div><div> VIEWS/POST</div><div>5.2K</div><div>median 5.3K · 29 days</div></div>                                | <div><div> POSTS/DAY</div><div>11.6</div><div>~81 per week</div></div>                    |
| <div><div> 7D TREND</div><div>-0.8%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>          | <div><div> POST LENGTH</div><div>250 chars</div><div>median 251 · 29 days</div></div>                           | <div><div> POSTS ANALYZED</div><div>348</div><div>29 days</div></div>                     |
| <div><div> AD REACH</div><div>3.8K</div><div>24h avg</div></div>           | <div><div> CHURN / MONTH</div><div>-417</div><div>over the last month</div></div> | <div><div> CITATION RATE</div><div>708</div><div>citation index · 1,761 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>1 year 8 months</div><div>created 09.11.2024</div></div> |

AI EDITOR SUMMARY

Channel «Bez Broshki» — 63 426 subs. Each post averages 5.2K people (8% of subs), reach is low — consider expanding audience. Publishes 81 posts per week (~12/day) — very active. Week of Jul 6–12 reach stable (-0.8% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **348** posts in 29 days.
- 02 Dominant format – **Text** (250/348 posts).
- 03 Avg post length – **250** chars (median 251).
- 04 Peak audience activity – **Sunday**, 00:00 MSK.
- 05 Top posts get **1x** more views than the weakest (6.3K avg for top vs 4.4K for worst) – among 348 posts over 29 days. Worth analyzing what top posts have in common – topic, format, publish time.

TOP 5 POSTS

|                                                                                                                                                                                                                                    |                                                                    |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>26.06 · 18:03</div><div>VIDEO</div></div> <div>Pavel Durov spotted on Batumi beach. Local media say Telegram founder came to Georgia to explore potential...</div>                                         | <div>VIEWS</div> <div>6 325</div> <div>REPOSTS</div> <div>53</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>10.0%</div> |
| <div><div>Nº2</div><div>21.06 · 21:01</div><div>PHOTO</div></div> <div>Moscow now serves sausage sandwiches for 650 rubles. @banki_broshka</div>                                                                                   | <div>VIEWS</div> <div>6 315</div> <div>REPOSTS</div> <div>62</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>10.0%</div> |
| <div><div>Nº3</div><div>19.06 · 20:27</div><div>TEXT</div></div> <div>Arabic language to be introduced in Russian schools from September 1. The Ministry of Education has approved the curriculum, which will take effect...</div> | <div>VIEWS</div> <div>6 252</div> <div>REPOSTS</div> <div>62</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>9.9%</div>  |

|                                                                                                                                                                                                                                      |                                                                    |                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>26.06 · 08:18</div><div>TEXT</div></div> <div>Death penalty for corruption may be introduced in Russia. A bill providing for the highest measure of punishment has been submitted to the State Duma...</div> | <div>VIEWS</div> <div>6 226</div> <div>REPOSTS</div> <div>54</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>9.8%</div> |
| <div><div>Nº5</div><div>22.06 · 17:50</div><div>PHOTO</div></div> <div>iPhone 17 Pro Max price drops to 83,000 RUB. Apple's flagship smartphone has significantly fallen in price since launch and now...</div>                      | <div>VIEWS</div> <div>6 147</div> <div>REPOSTS</div> <div>44</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>9.7%</div> |

|

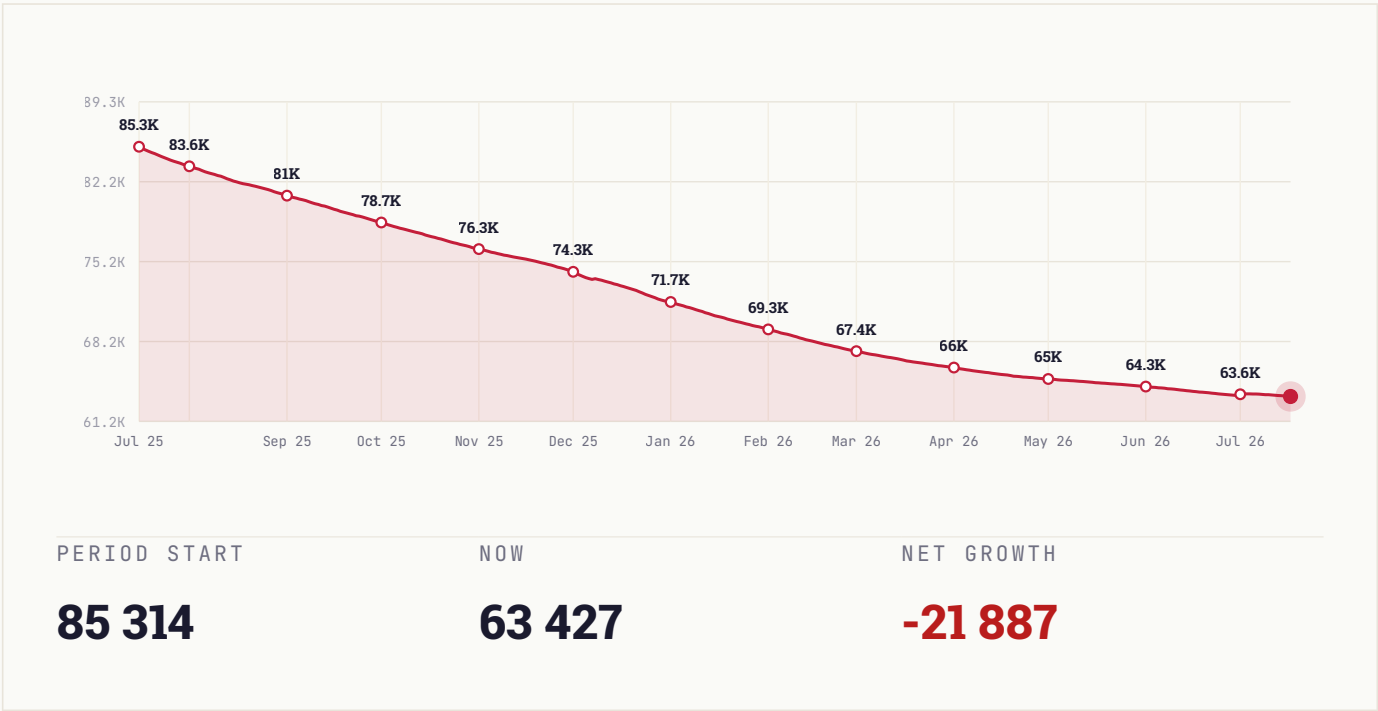
WORST 3

|                                                                                                                                                                                                                           |                                                                    |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>11.07 · 07:55</div><div>TEXT</div></div> <div>Free land plots of 20+ acres for dachas proposed in Russia. Plots must be within 100 km...</div>                                                      | <div>VIEWS</div> <div>4 512</div> <div>REPOSTS</div> <div>25</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>7.1%</div> |
| <div><div>↓</div><div>13.07 · 15:05</div><div>VIDEO</div></div> <div>Powerful typhoon Bavi to hit Russia from China in coming days. Primorye and Khabarovsk regions will be hit hardest...</div>                          | <div>VIEWS</div> <div>4 461</div> <div>REPOSTS</div> <div>19</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>7.0%</div> |
| <div><div>↓</div><div>13.07 · 14:27</div><div>TEXT</div></div> <div>Trump announced resumption of 'Iran blockade' in the Strait of Hormuz. The US president said shipping through the strait will continue 'with...</div> | <div>VIEWS</div> <div>4 216</div> <div>REPOSTS</div> <div>3</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>6.6%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

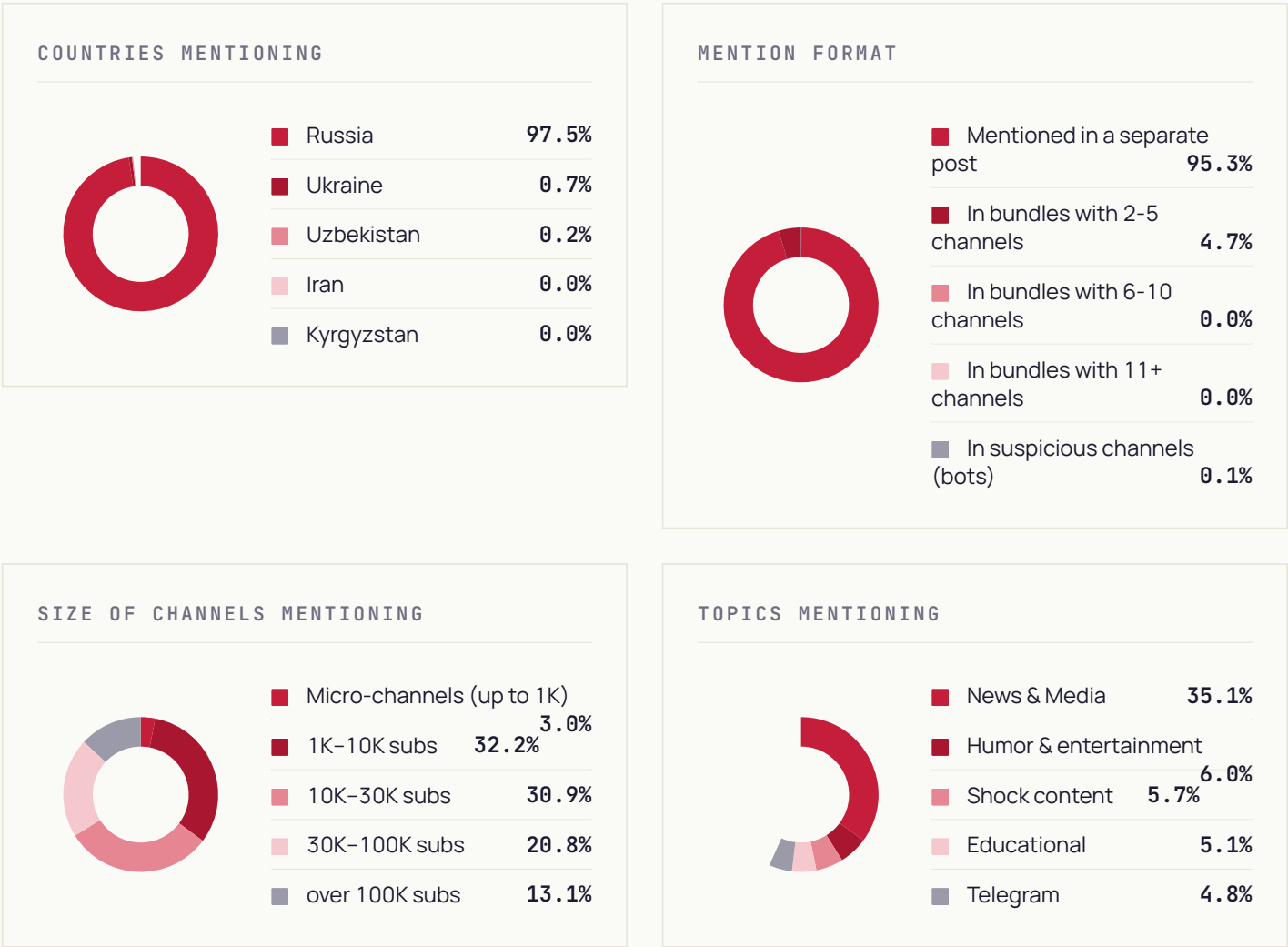
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

# Who & how mentions the channel

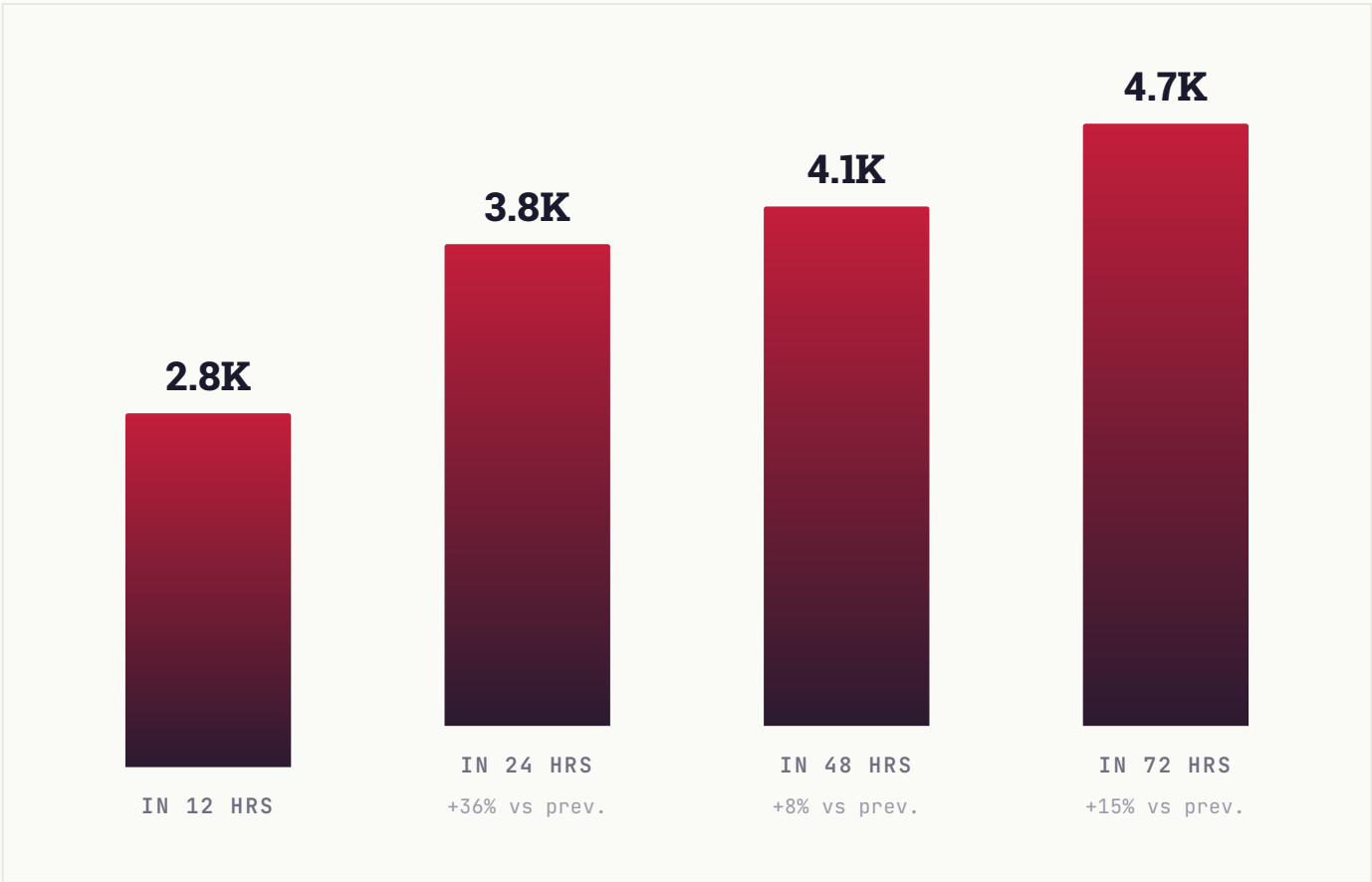
Citation index **708** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 761** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

| CHANNEL                                 | SUBSCRIBERS |
|-----------------------------------------|-------------|
| آت آقاي تحليلگر                         | 5.2M        |
| قد قيمت لحظه ای دلار طلا خودرو و سکه    | 3.7M        |
| اق اخبار فوری قيمت دلار طلا حمله امريکا | 3.6M        |
| اش Sharif   شريف                        | 2.8M        |
| TW Trade Watcher                        | 2.6M        |
| قل قيمت لحظه ای دلار طلا خودرو          | 2M          |
| KE KING EL GOLD 🏆                       | 1.8M        |
| TЭ The Economist                        | 1.3M        |
| TE Axe. Economy.                        | 1.2M        |
| QE QUBTAN EL GOLD                       | 1.1M        |
| ББ Без брошки YOU                       | 63.4K       |

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقاي تحليلگر (5.2M), median top-98: 350.2K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

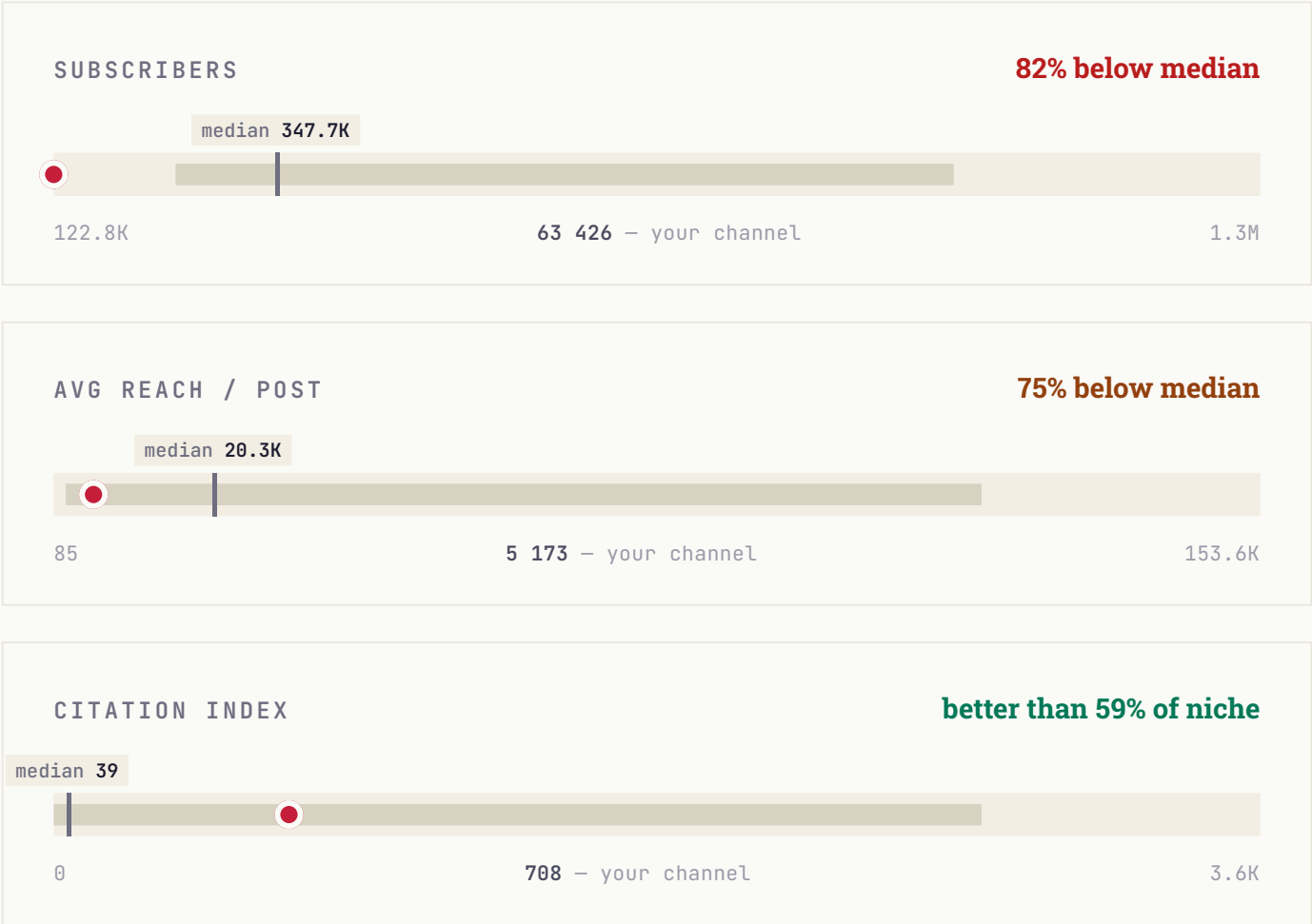
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **58** new subs.

| PERIOD         | MENTIONS       | CHANNELS | BROUGHT SUBS   |
|----------------|----------------|----------|----------------|
| January 2026   | 0              | 0        | 0              |
| December 2025  | 0              | 0        | 58             |
| Nov 2025       | 0              | 0        | 0              |
| Oct 2025       | 0              | 0        | 0              |
| Sep 2025       | 0              | 0        | 0              |
| August 2025    | 0              | 0        | 0              |
|                |                |          |                |
| TOTAL MENTIONS | MONTHS OF DATA |          | ATTRACTED SUBS |
| 0              | 6              |          | 58             |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Top-100 channels in category «Economy» (Russia) and compared your channel against them. Gray band: range covering 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 ranked by expected impact. Check off and revisit this report in a month.

- 01

**Top post of the week — Sunday**

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

EFFECT

**Best window for important posts**
- 02

**Increase share of video posts**

Video in Telegram holds audience longer & performs better with algorithm. Aim for 15-25% share.

EFFECT

**Video retains audience better**
- 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 & interactive formats**

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

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Swap posts quarterly with channels in same niche. No need 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 based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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