

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Russian Economy



@banki\_economy

She's one of a kind. We write fast about banks, economy, and everything related. Ads: @whoisdonny Assistant: @justcage Working with @bidfox\_news and @Spiral\_Miya Registered with RKN:...

SUBSCRIBERS

**849 108**

+1770 per month

ERR (% WHO SEE POSTS)

**4.0%**

per day 2.5%

REACH/POST

**28.2K**

ad reach 21.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

|                                                                                                                                                  |                                                                                                                                                         |                                                                                                                                                                                        |                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>849 108</div> <div>—</div>         | <div> SUBS REACH</div> <div>3.33%</div> <div>avg % subs see post</div> | <div> VIEWS/POST</div> <div>28.2K</div> <div>median 30.5K · 19 days</div>                             | <div> POSTS/DAY</div> <div>47.9</div> <div>~335 per week</div>                    |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>—</div> <div>MTPROTO only</div>        | <div> POST LENGTH</div> <div>275 chars</div> <div>median 242 · 19 days</div>                          | <div> POSTS ANALYZED</div> <div>929</div> <div>19 days</div>                      |
| <div> AD REACH</div> <div>21.9K</div> <div>avg per 24h</div>   | <div> CHURN / MONTH</div> <div>+1770</div> <div>last month</div>      | <div> CITATION RATE</div> <div>5 155</div> <div>citation index · 6,459 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>1 year 7 months</div> <div>created 07.11.2024</div> |

AI EDITOR SUMMARY

Channel «Russian Economy» – 849 108 subs. Each post averages 28.2K people (3% from subs), reach is low – consider expanding audience. Publishes 335 posts per week (~48/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

# Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **929** posts over 19 days.
- 02 Dominant format – **Text** (647/929 posts).
- 03 Avg post length – **275** chars (median 242).
- 04 Peak audience activity – **Sat**, 00:00 MSK.
- 05 Top posts get **4x** more views than the weakest (64.6K avg for top vs 15.4K for bottom) – across 929 posts in 19 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                        |                                                                   |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>03.06 · 13:09</div><div>PHOTO</div></div> <div>Tech innovations at SPIEF-2026: Sber integrated GigaChat into the official bot of the Roscongress Foundation. Also in the AI assistant...</div> | <div>VIEWS</div> <div>110 874</div> <div>REP.</div> <div>40</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>13.1%</div> |
| <div><div>Nº2</div><div>28.05 · 20:04</div><div>VIDEO</div></div> <div>A ball lightning was spotted in Moscow. Such glowing balls can unexpectedly explode, fly into apartments through open windows and burn...</div> | <div>VIEWS</div> <div>42 205</div> <div>REP.</div> <div>425</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>5.0%</div>  |
| <div><div>Nº3</div><div>31.05 · 21:59</div><div>PHOTO</div></div> <div>Russians get long weekends in June for Russia Day. Short work week before – just four days. @banki_economy</div>                                | <div>VIEWS</div> <div>40 751</div> <div>REP.</div> <div>139</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>4.8%</div>  |

|                                                                                                                                                                                                                     |                                                                  |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>28.05 · 21:25</div><div>TEXT</div></div> <div>Capital of the wealthiest clients of Russian banks with assets from 100 million rubles in 2025 grew by 12% – to 23.9 trillion rubles...</div> | <div>VIEWS</div> <div>40 391</div> <div>REP.</div> <div>48</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>4.8%</div> |
| <div><div>Nº5</div><div>23.05 · 20:58</div><div>PHOTO</div></div> <div>Americans now fear losing their jobs more than rising prices and expensive gas, WSJ reports. Despite a relatively stable...</div>            | <div>VIEWS</div> <div>40 212</div> <div>REP.</div> <div>46</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>4.7%</div> |

|

WORST 3

|                                                                                                                                                                                                                                            |                                                                  |                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>04.06 · 14:46</div><div>PHOTO</div></div> <div>Dollar rose above 74 rubles for the first time in days. The US currency is strengthening on the forex market after a period of decline...</div>                       | <div>VIEWS</div> <div>15 754</div> <div>REP.</div> <div>30</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.9%</div> |
| <div><div>↓</div><div>04.06 · 15:07</div><div>TEXT</div></div> <div>Visa-free travel between Russia and Iran is getting closer. Tehran is ready to open the country to Russian citizens and is already discussing this issue with...</div> | <div>VIEWS</div> <div>15 726</div> <div>REP.</div> <div>25</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.9%</div> |
| <div><div>↓</div><div>04.06 · 15:03</div><div>TEXT</div></div> <div>Minfin plans to gradually reach zero primary budget deficit by 2029, said Siluanov. According to him, this goal is set in...</div>                                     | <div>VIEWS</div> <div>14 606</div> <div>REP.</div> <div>12</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.7%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

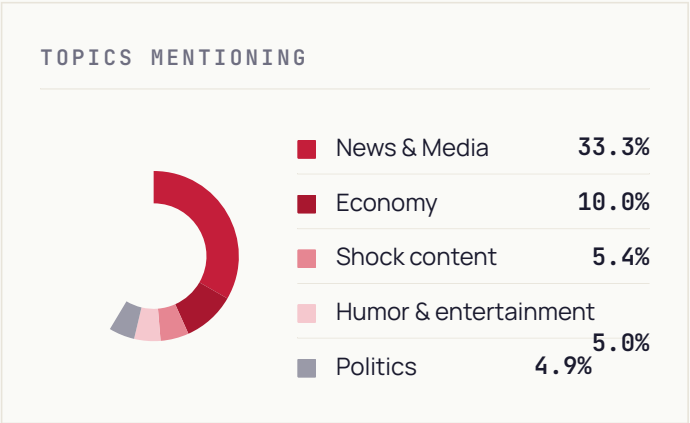
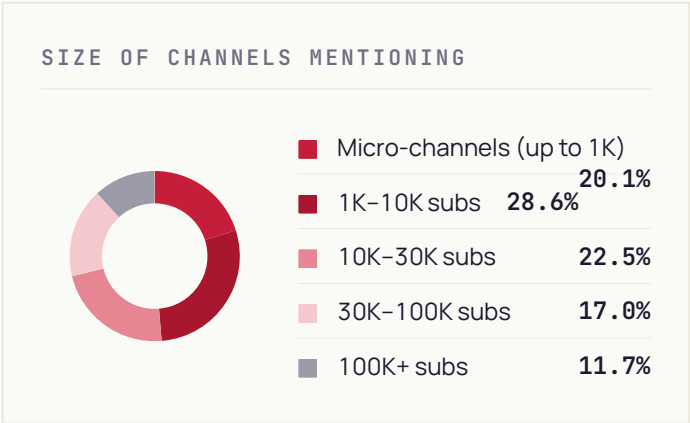
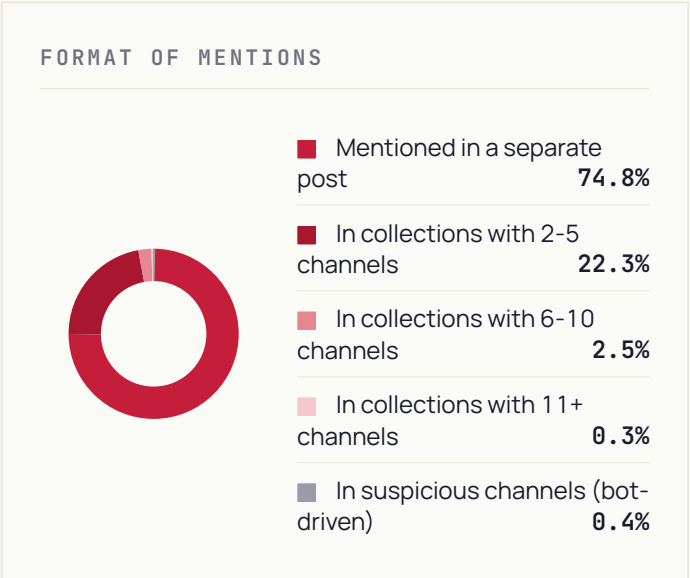
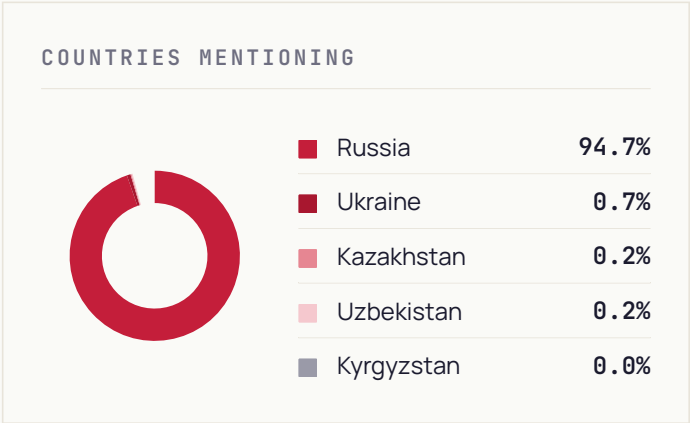
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

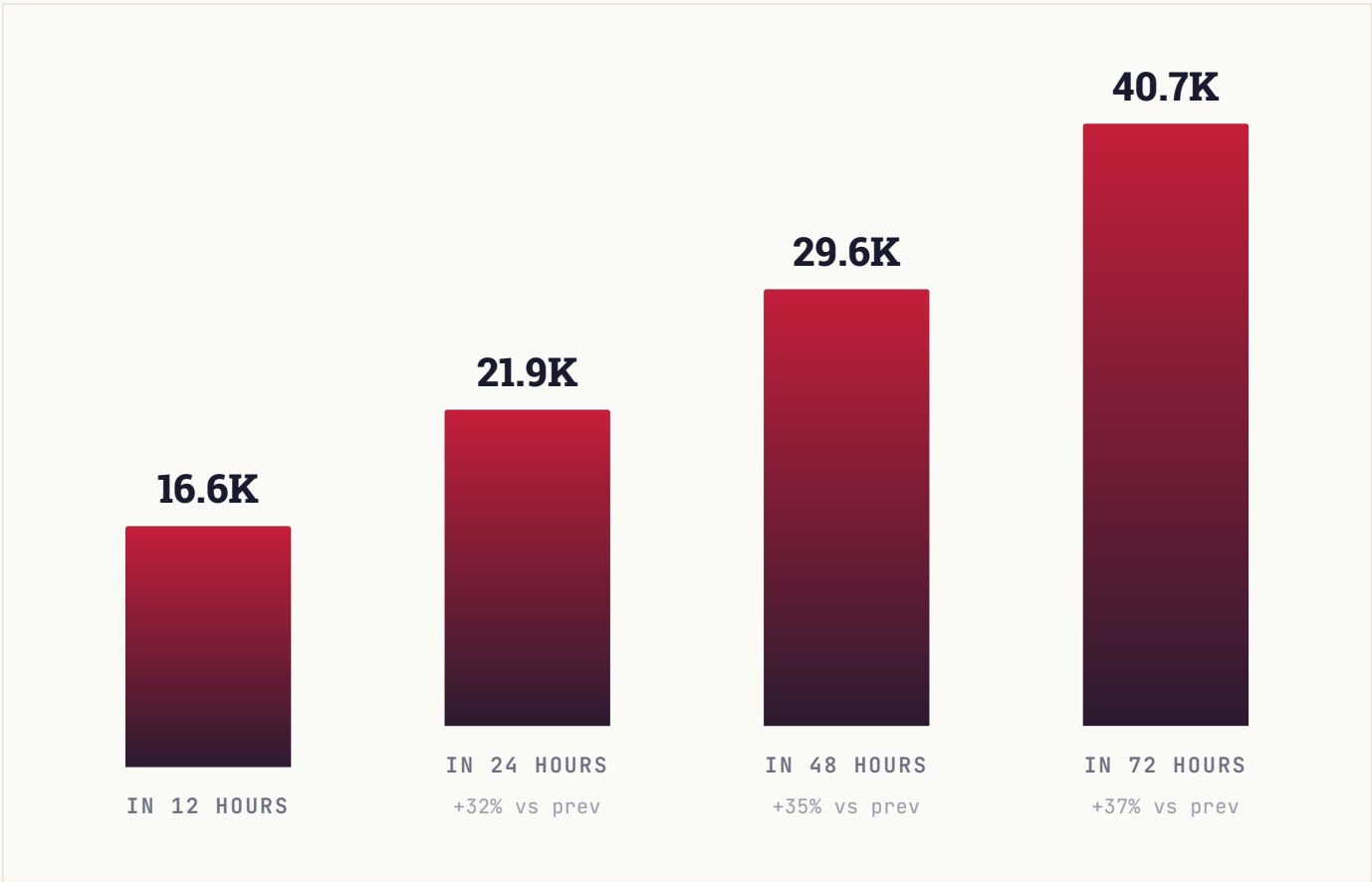
Citation index **5 155** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **6 459** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post over time from 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 |
|------------------------|-------------|
| TE The Economist       | 1.2M        |
| TE Topor. Economy.     | 1.2M        |
| BB Ruthless Bankster   | 1M          |
| AL Alfa-Bank           | 1M          |
| RE Russian Economy YOU | 849.1K      |
| AL Alfa-Investments    | 736.6K      |
| MU Multiplier          | 734.3K      |
| SB Sber                | 717K        |
| OG Olga Gogaladze      | 590.2K      |
| BC More than economics | 541.2K      |
| T- T-Investments       | 535.3K      |

COMPARATIVE INSIGHT

Channel in top 10 in niche (#5 of 99). Strong position. Niche leader — The Economist (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **1 307**, they brought **118 924** new subs.

| PERIOD                | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|-----------------------|----------|----------|---------------------|
| December 2025         | 367      | 113      | 23 440              |
| Nov 2025              | 219      | 104      | 34 419              |
| Oct 2025              | 183      | 103      | 5 934               |
| September 2025        | 161      | 76       | 15 894              |
| August 2025           | 204      | 99       | 14 396              |
| July 2025             | 173      | 87       | 24 841              |
| TOTAL MENTIONS        |          |          | 1 307               |
| MONTHS OF DATA        |          |          | 6                   |
| ATTRACTED SUBSCRIBERS |          |          | 118 924             |

SECTION 08 · NICHE COMPARISON

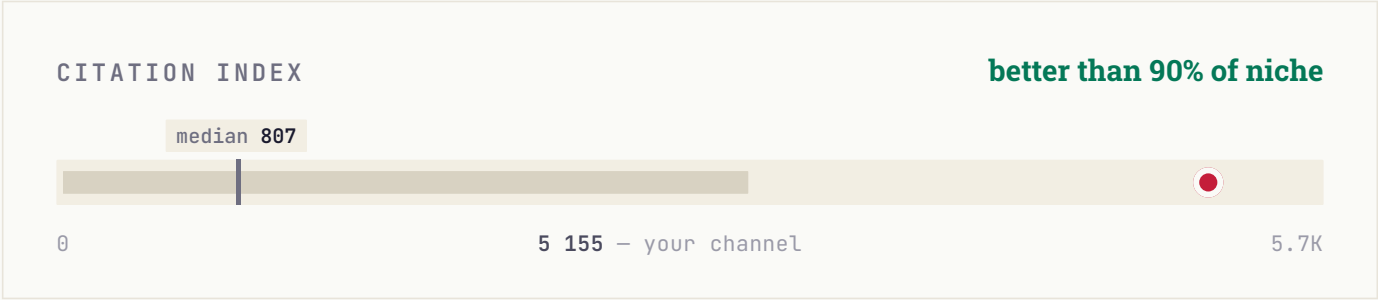
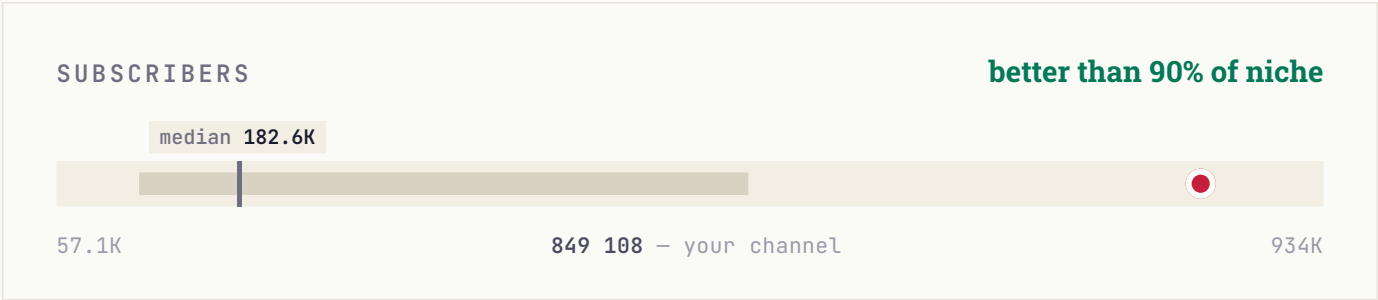
# Where the channel stands in its league

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

#5/100

POSITION IN NICHE

Channel in top 5% economics Russia



## — SECTION 09 • STRATEGY

# What to do right now

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

01

## Main post of the week — on Saturday

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

EFFECT

**Best window  
for important  
posts**

02

## Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains  
audience  
better**

03

## ER below niche benchmark — rethink formats

Current ER 3.33% vs norm 4.5%. Try polls and interactive formats.

EFFECT

**+1.2pp ER**

04

## Systematic traffic buying

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

EFFECT

**+1000-3000  
subs**

05

## Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.  
One weekly poll on a hot topic is an easy win.

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

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01

**Launch ads in  
Telegram**

<https://panel.promptpress.com/register>

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02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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