

PROMTPRESS PUBLIC REPORT

Channel audit

Баррель черной икры



@banki_oil

DNA of all things Russian — oil, black caviar, Malevich's square. We cover banks, economy, sanctions, and new reality. Collaboration: @nikmazel Registered with RKN: <https://rkn.link/z86>

SUBSCRIBERS

472 803

+3339 per month

ERR (% SEE POSTS)

18.0%

per day **16.1%**

REACH/POST

75.8K

ad reach **75.6K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economics» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 472 803 —	 SUBSCRIBER REACH 16.03% avg % of subs see post	 VIEWS/POST 75.8K median 76.9K · 18 days	 POSTS/DAY 44.5 ~311 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 278 chars. median 221 · 18 days	 POSTS ANALYZED 829 18 days
 AD REACH 75.6K 24h avg	 CHURN / MONTH +3339 last month	 CITATION RATE 3 136 citation index · 7,637 channels mentioned ever	 CHANNEL AGE 7 years 3 months created 27.02.2019

AI EDITOR SUMMARY

Channel «Barrel of Black Caviar» — 472 803 subs. Each post averages 75.8K people (16% of subs), average reach — room to grow. Publishes 311 posts per week (~44/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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **829** posts in 18 days.
- 02 Dominant format – **Text** (421/829 posts).
- 03 Avg post length – **278** chars (median 221).
- 04 Audience peak – **Sunday**, 04:00 MSK.
- 05 Top posts get **3x** more views than the weakest (148.7K avg top vs 53.4K worst) – across 829 posts in 18 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 19:24 PHOTO Half of humanity will die by 2064, scientists predict. Physicists built an equation that accurately described Earth's population growth...	VIEWS 159 552 REP. 2 194	REACTIONS — ER 33.7%
Nº2 28.05 · 16:55 PHOTO Businesses allowed to buy anti-aircraft weapons and artillery for drone defense — RBC. Large companies also allowed to purchase turrets...	VIEWS 143 904 REP. 1 411	REACTIONS — ER 30.4%
Nº3 04.06 · 14:45 TEXT T-Bank and Gazprom-Media Holding agreed to jointly develop a monetization system on RUTUBE. T-Bank will offer the holding a fintech solution...	VIEWS 142 544 REP. 233	REACTIONS — ER 30.1%

Nº4 24.05 • 01:59 VIDEO Jesus Christ tried to kill Trump. 21-year-old black American Nasir Best, claiming to be Jesus, fired 20–30 shots near the White...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>129 678</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>333</td><td>27.4%</td></tr> </table>	VIEWS	REACTIONS	129 678	—	REP.	ER	333	27.4%
VIEWS	REACTIONS								
129 678	—								
REP.	ER								
333	27.4%								
Nº5 03.06 • 21:09 PHOTO «We've waited». Russians celebrate removal of state messenger Max from App Store. Best news today, they write online...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>126 679</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1 565</td><td>26.8%</td></tr> </table>	VIEWS	REACTIONS	126 679	—	REP.	ER	1 565	26.8%
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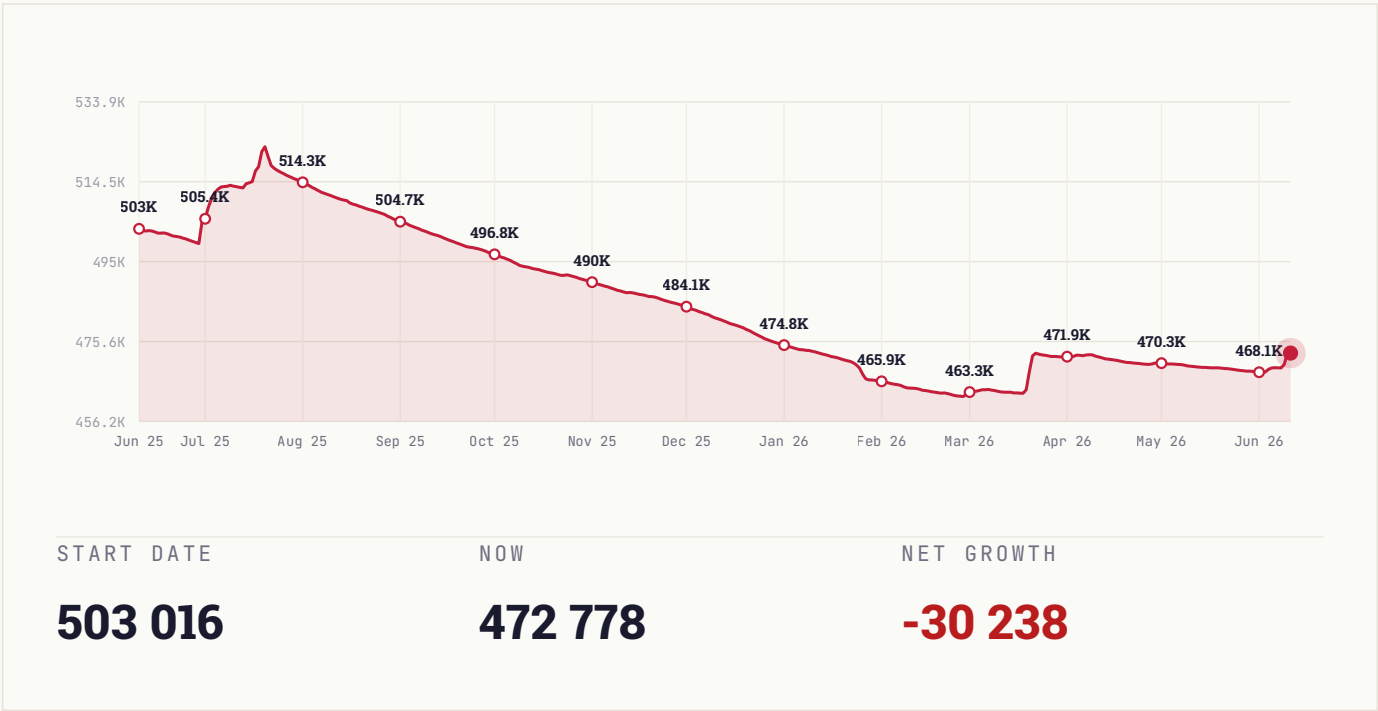
WORST 3

↓ 26.05 • 17:59 PHOTO Two views on the market. Two investment philosophies. One broadcast. ☒ While some investors seek aggressive tools and are ready to enter...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>53 429</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>13</td><td>11.3%</td></tr> </table>	VIEWS	REACTIONS	53 429	—	REP.	ER	13	11.3%
VIEWS	REACTIONS								
53 429	—								
REP.	ER								
13	11.3%								
↓ 05.06 • 14:11 TEXT Lowering the revenue threshold for VAT can be frozen – Putin. @banki_oil	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>53 368</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>85</td><td>11.3%</td></tr> </table>	VIEWS	REACTIONS	53 368	—	REP.	ER	85	11.3%
VIEWS	REACTIONS								
53 368	—								
REP.	ER								
85	11.3%								
↓ 05.06 • 14:00 TEXT Over 5 years, real wages in Russia grew by 30% – Putin. @banki_oil	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>53 304</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>286</td><td>11.3%</td></tr> </table>	VIEWS	REACTIONS	53 304	—	REP.	ER	286	11.3%
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53 304	—								
REP.	ER								
286	11.3%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

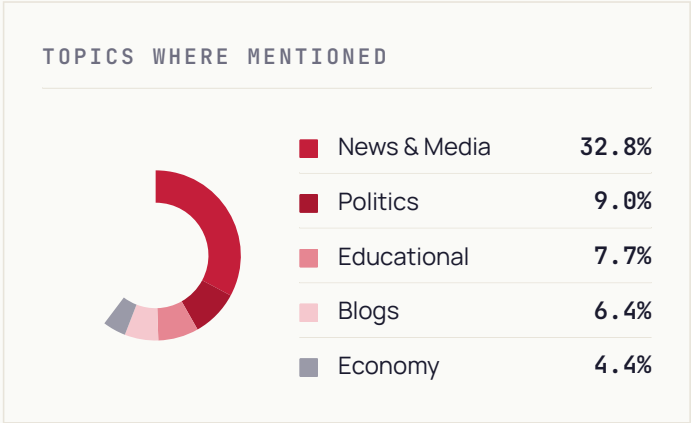
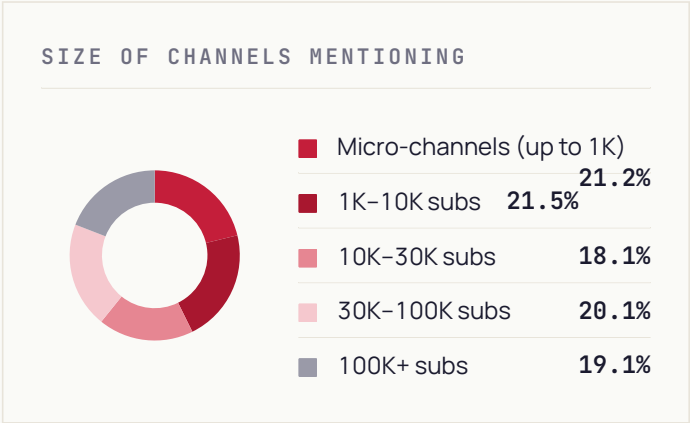
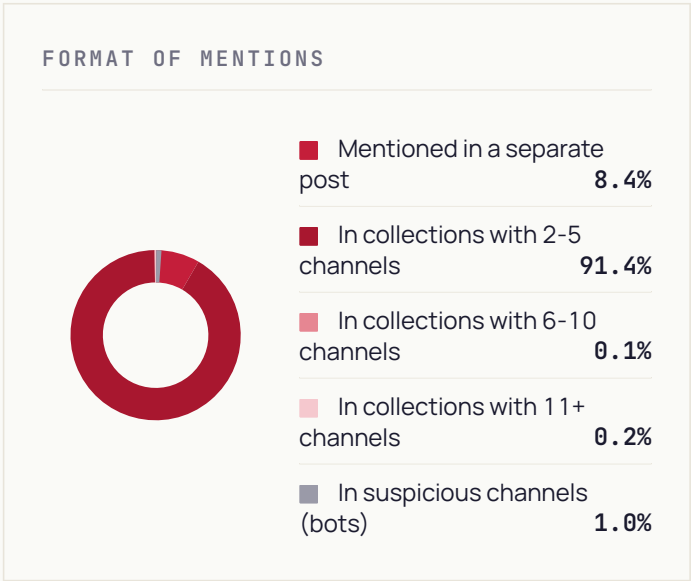
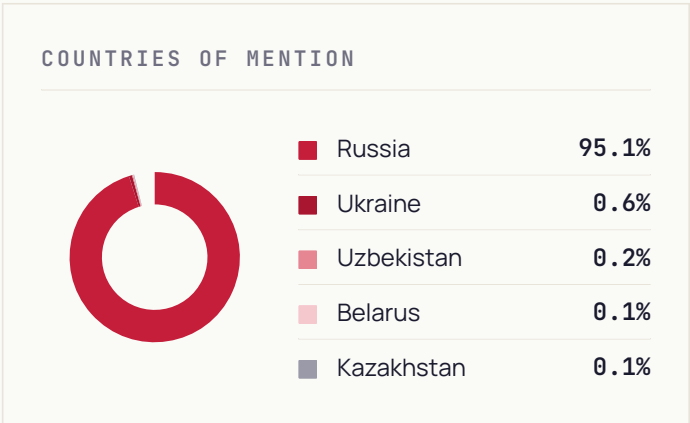
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

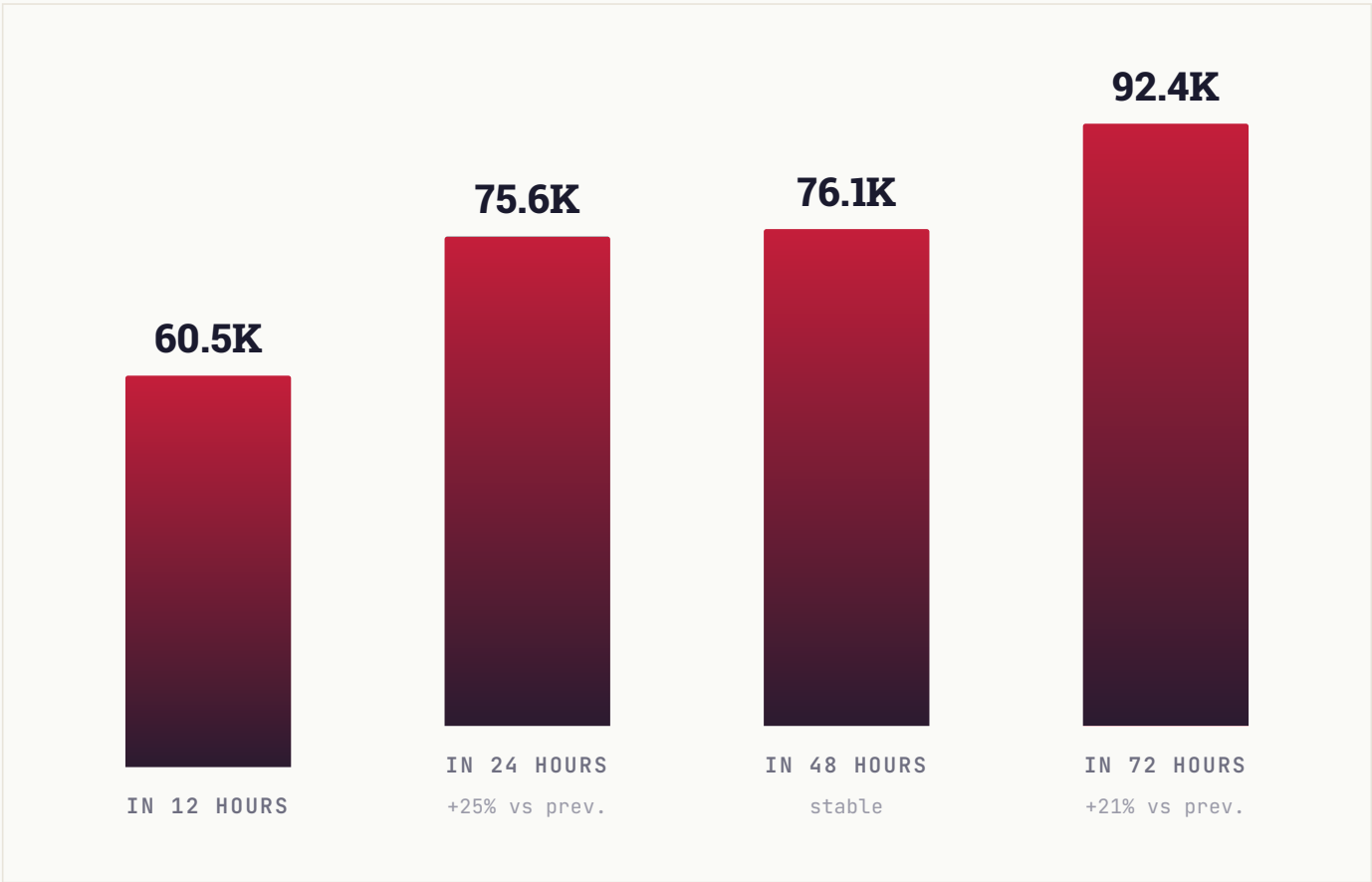
Citation index **3 136** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **7 637** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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
TE The Economist	1.2M
TE Axe. 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
BCh Баррель черной икры YOU	472.8K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#14 of 99). Leader — The Economist (1.2M). Goal for the coming months: enter the niche top 10 through systematic traffic work.

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 **539**, they brought **19 118** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	0	0	0	
Nov 2025	3	2	50	
Oct 2025	0	0	113	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	536	514	18 955	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
539	6	19 118

SECTION 08 · NICHE COMPARISON

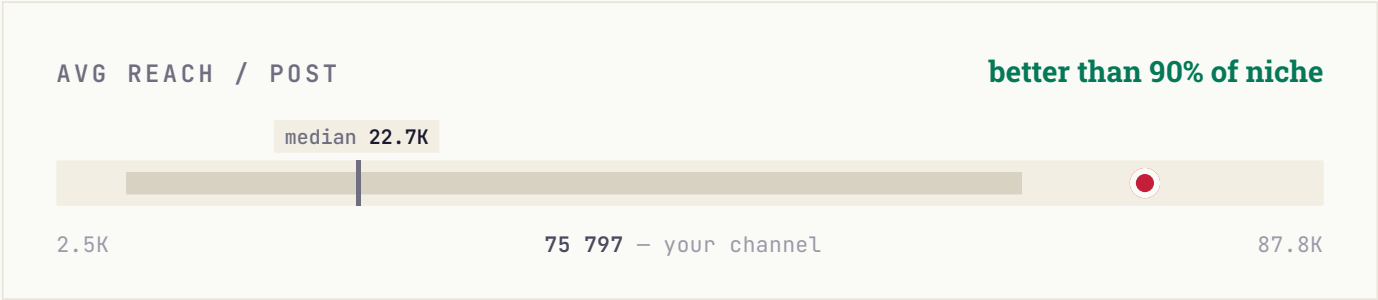
Where the channel stands in its league

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.

#14/100

RANK IN NICHE

Channel in top 14% — strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 04:00 MSK.

IMPACT

**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.

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

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

IMPACT

+5-15% ER

04

Cross-promo with similar channels

Exchange posts with similar channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

IMPACT

**Source of
organic traffic**

★ 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 plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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