

PUBLIC PROMTPRESS REPORT

Channel audit

Banks-Jars



@bankiskyanki

Independent beauty media Collab & ads: @webkaskader Me:
@kreativnyidirector Partners: @mediaacrobatads
@Tgpodbor_official @serksander @yunus_kad Registered with
Roskomnadzor -...

SUBS

106 131

-2256 per month

ERR (% SEE POSTS)

5.0%

per day 2.3%

REACH/POST

4.8K

ad reach 2.5K/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 period it covers.

 SUBS 106 131 —	 SUBSCRIBER REACH 4.52% avg % subs see post	 VIEWS/POST 4.8K median 4.7K · 29 days	 POSTS/WEEK 18.2 over period
 7D TREND -10.6% vs previous week	 REACTIONS/POST 127.7 total 9,831 reactions, 2,708 reposts, 61 comments	 POST LENGTH 311 chars median 302 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 2.5K 24h avg	 CHURN/MONTH -2256 last month	 CITATION RATE 548 citation index · 674 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 03.01.2024

AI EDITOR SUMMARY

Channel «Banks-Jars» — 106 131 subs. Each post averages 4.8K people (5% from subs), reach is low — need to grow audience. Publishes 18 posts per week (~3/day) — steady pace. For week Jun 22–28, reach dropped -10.6% by week of Jun 15–21 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 77 posts over 29 days.
- 02 Dominant format – Video (47/77 posts).
- 03 Avg post length – 311 chars (median 302).
- 04 Peak audience activity – Wed, 12:00 MSK.
- 05 Top posts get 3x more views than the weakest (10K avg for top vs 3.7K for worst) – among 77 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 09:36 VIDEO Literally your admin after spending all money on Korean cosmetics 😊💧	VIEWS 11 967 REPOSTS 32	REACTIONS 274 ER 11.3%
Nº2 18.06 · 16:46 PHOTO Beauty of Joseon is prepping a summer drop: a SPF tint! The product will combine skincare, coverage, and SPF 30 protection. Promises hydration...	VIEWS 9 494 REPOSTS 75	REACTIONS 144 ER 8.9%
Nº3 09.06 · 16:46 PHOTO For everyone collecting the best-smelling fabric softeners – this one is a MUST-HAVE! Black aroma...	VIEWS 8 401 REPOSTS 90	REACTIONS 248 ER 7.9%

Nº4 10.06 • 16:45 VIDEO YSL Beauty dropped a stunning cushion that doubles as a bag charm! The formula gives a soft, glowing finish with...	VIEWS 8 304 REPOSTS 54 REACTIONS 197 ER 7.8%
Nº5 10.06 • 08:31 VIDEO A dream car spotted in Moscow! 🚗🚗 On Patriki and near Luzhniki saw a Ferrari with a huge tube of SPF inside, but...	VIEWS 8 251 REPOSTS 44 REACTIONS 225 ER 7.8%

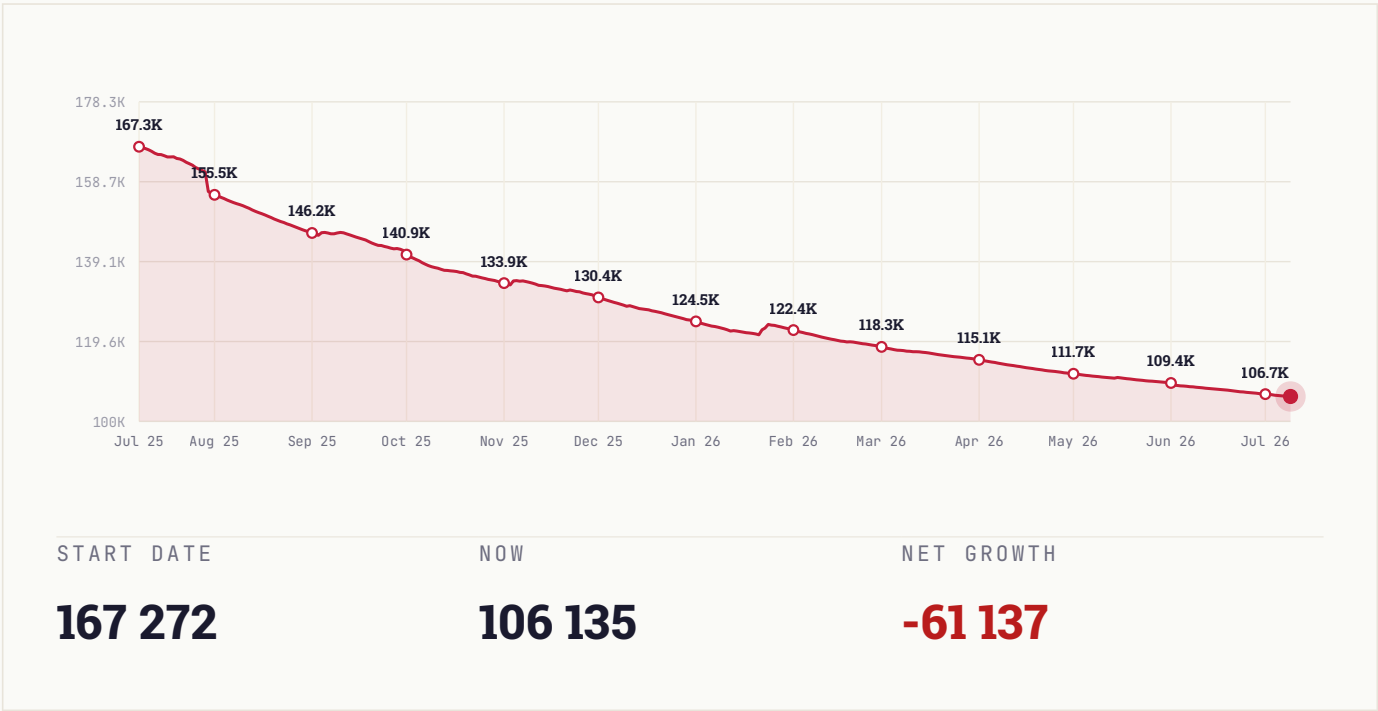
WORST 3

↓ 04.07 • 08:36 VIDEO If public opinion in the nail world didn't exist, every admin's manicure would be like this 🍷🍷	VIEWS 3 832 REPOSTS 50 REACTIONS 132 ER 3.6%
↓ 05.07 • 08:36 VIDEO This is the last post about the new beauty collection from Marc Jacobs, I swear! 🙏 The brand sent bloggers PR packages with cosmetics, and one...	VIEWS 3 762 REPOSTS 8 REACTIONS 117 ER 3.5%
↓ 06.07 • 08:36 VIDEO Selena Gomez's Rare Beauty finally drops new goodies ❤️ The brand launched a new lip product that works as oil, gloss and...	VIEWS 3 550 REPOSTS 21 REACTIONS 108 ER 3.3%

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 and which lost subs.



SECTION 04 • MENTIONS

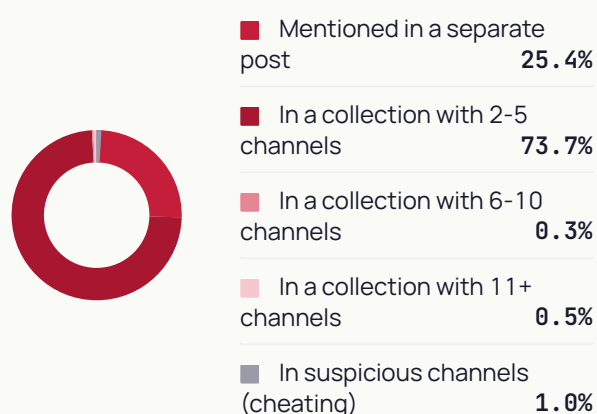
Who mentions the channel & how

Citation index **548** — 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 mentions: **674** different channels.

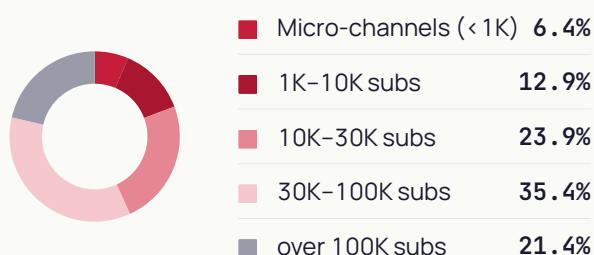
FROM WHICH COUNTRIES MENTIONED



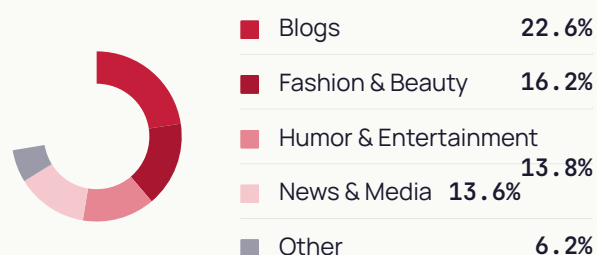
IN WHICH FORMAT MENTIONED



WHAT SIZE CHANNELS MENTION



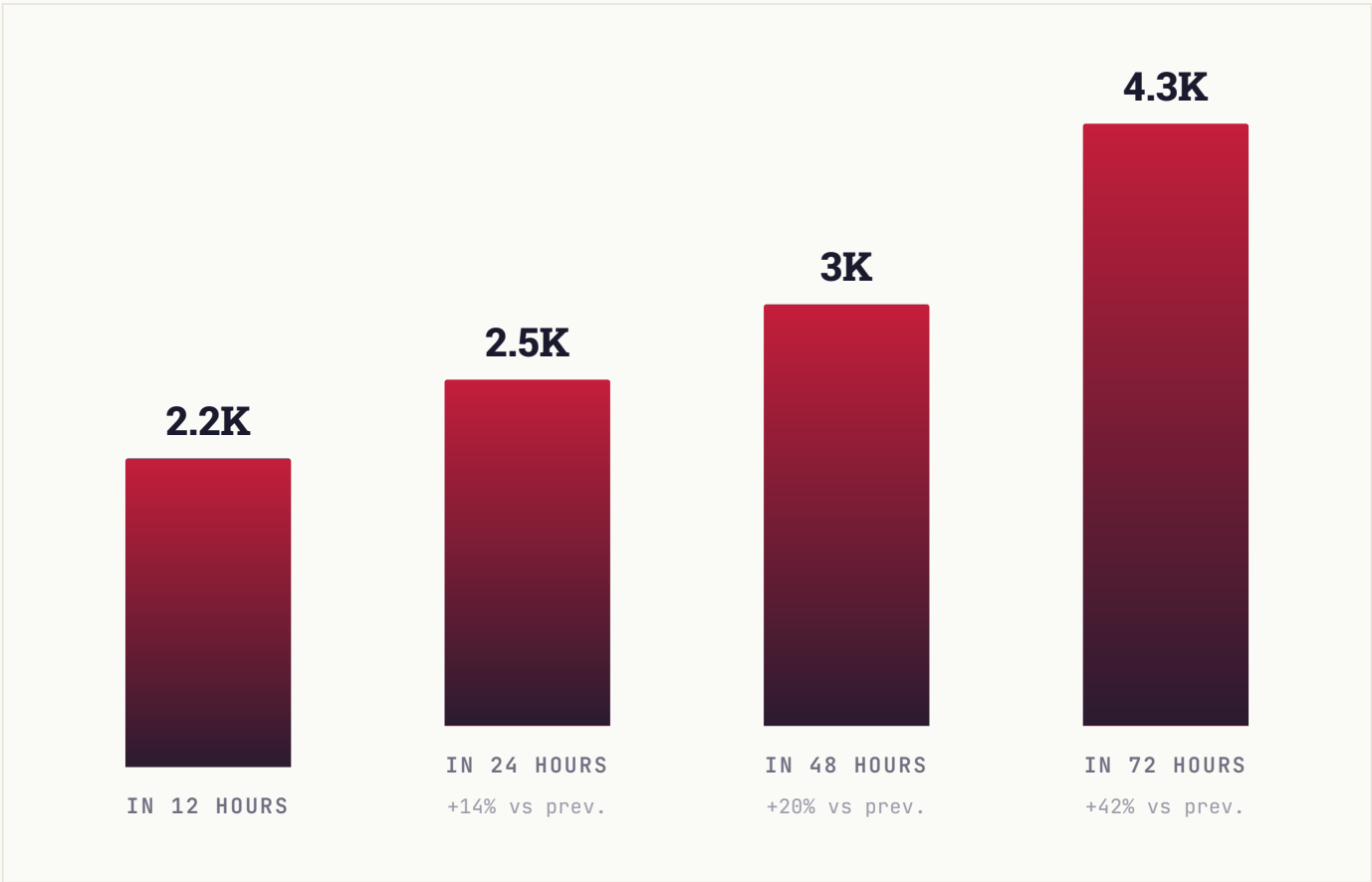
IN WHICH TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
TЭ The Economist	1.3M
ER Topor. Economy.	1.2M
RE Russian economy	1M
AL Alfa-Bank	1M
BB Ruthless Bankster	991.1K
MU Multiplier	759.6K
AL Alfa-Investments	728.8K
Sat Sber	712.3K
BC More than Economy	602.6K
OG Olga Gogaladze	586.5K
BA Banks-Jars YOU	106.1K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 178.2K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **130**, they brought **5 181** new subs.

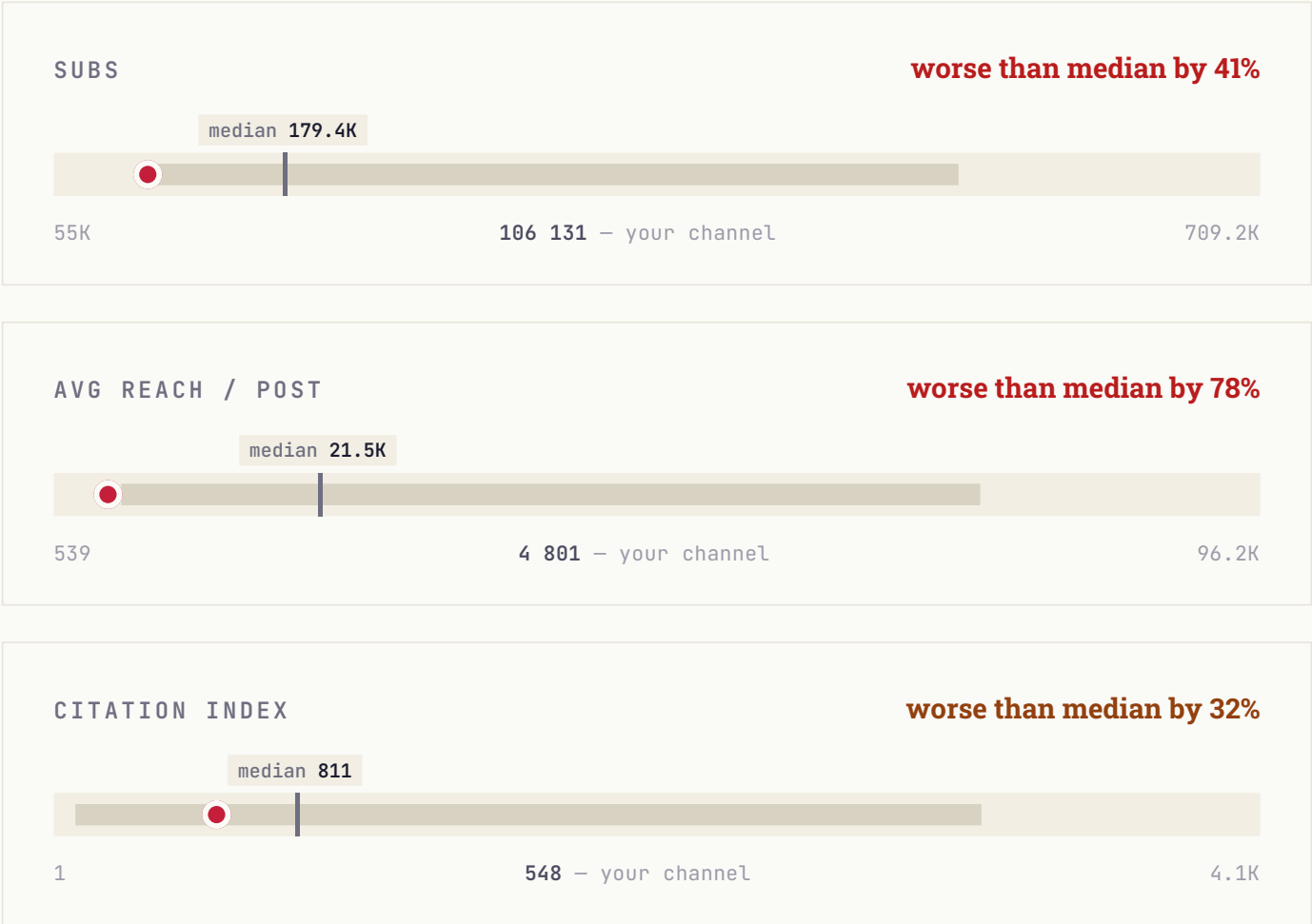
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	8	6	2 622	
December 2025	12	11	134	
Nov 2025	28	17	1 321	
Oct 2025	35	30	0	
September 2025	42	33	1 104	
August 2025	5	5	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
130	6	5 181

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 where 80% of niche channels fall (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 them off and revisit this report in a month.

01

Main post of the week — on Wednesday

On this day at 12:00 MSK audience is most active.

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 is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

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

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **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 on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager