

— PUBLIC PROMTPRESS REPORT

Channel audit

Bankoff - Finance



@bankoffo

Iconic channel on economy, finance & business. Collab: @vodomars

Listed in Roskomnadzor registry: <https://rkn.link/GCf>

SUBSCRIBERS

213 739

-4310 per month

ERR (% SEE POSTS)

14.0%

per day 12.0%

REACH/POST

27.2K

ad reach 25.7K/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 213 739 —	 SUBSCRIBER REACH 12.73% avg % subs see post	 VIEWS/POST 27.2K median 27.3K · 21 days	 POSTS/DAY 37.6 ~263 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 270 chars. median 214 · 21 days	 POSTS ANALYZED 807 21 days
 AD REACH 25.7K 24h avg	 CHURN / MONTH -4310 last month	 CITATION RATE 1 050 citation index · 3,056 channels mentioned ever	 CHANNEL AGE 4 years 8 months created 10.10.2021

AI EDITOR SUMMARY

Channel «Bankoff - Finance» — 213 739 subs. Each post averages 27.2K people (13% from subs), reach is low — need to grow audience. Posts 263 posts per week (~38/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **807** posts over 21 days.
- 02 Dominant format – **Text** (354/807 posts).
- 03 Avg post length – **270** chars (median 214).
- 04 Audience peak activity – **Wed**, 14:00 MSK.
- 05 Top posts get **3x** more views than the weakest (top avg 51.9K vs bottom 18.7K) – among 807 posts over 21 days. Find what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 05.06 · 18:05 PHOTO How to assess a business's social capital? → At the SPIEF'26 sidelines, VEB signed a tripartite agreement with ASI and the Moscow government...	VIEWS 59 138 REP. 2	REACTIONS — ER 27.7%
Nº2 20.05 · 11:41 TEXT «Russian Post» agreed to cooperate with Wayzim Technology – a Chinese provider of integrated solutions for intelligent...	VIEWS 58 189 REP. 65	REACTIONS — ER 27.2%
Nº3 01.06 · 06:22 TEXT EV and hybrid owners face heavy fines for underground parking. From today, such cars must be parked only in...	VIEWS 38 385 REP. 839	REACTIONS — ER 18.0%

Nº4 26.05 · 12:14 VIDEO «About 11 trillion already, f*ck». State Duma started swearing over Russia's huge budget deficit. «What are we going to do? Print...	VIEWS 37 966 REP. 1 060	REACTIONS — ER 17.8%
Nº5 06.06 · 12:25 PHOTO Windows blown out at SPbSU building in Peterhof. The building belongs to Fock Institute of Physics. @bankoffo	VIEWS 36 478 REP. 159	REACTIONS — ER 17.1%

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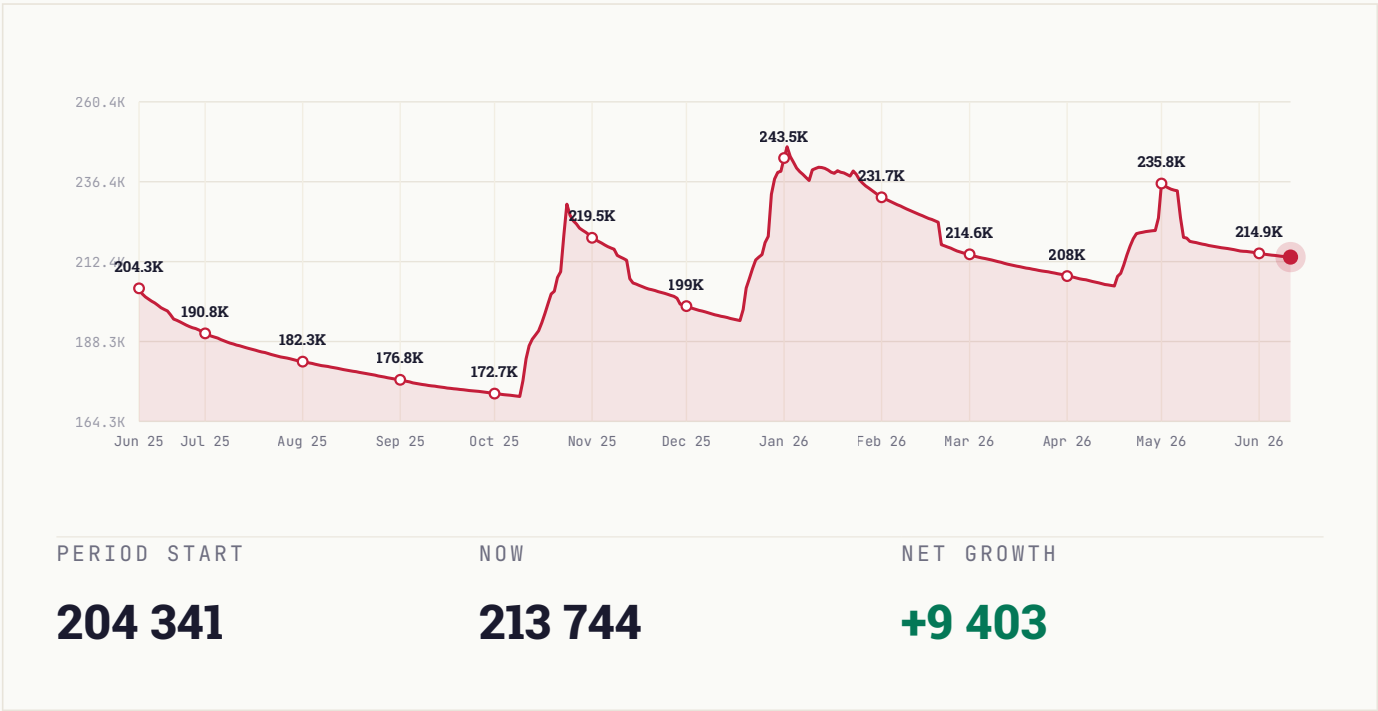
WORST 3

↓ 05.06 · 16:47 TEXT We never supplied weapons to Iran — Putin. @bankoffo	VIEWS 20 190 REP. 14	REACTIONS — ER 9.4%
↓ 05.06 · 16:59 VIDEO SPIEF plenary session ended. Robots saluted Putin. @bankoffo	VIEWS 20 184 REP. 61	REACTIONS — ER 9.4%
↓ 26.05 · 17:35 PHOTO Two views on the market. Two investment philosophies. One broadcast. ☒ While some investors seek aggressive tools and are ready to enter...	VIEWS 15 818 REP. 3	REACTIONS — ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

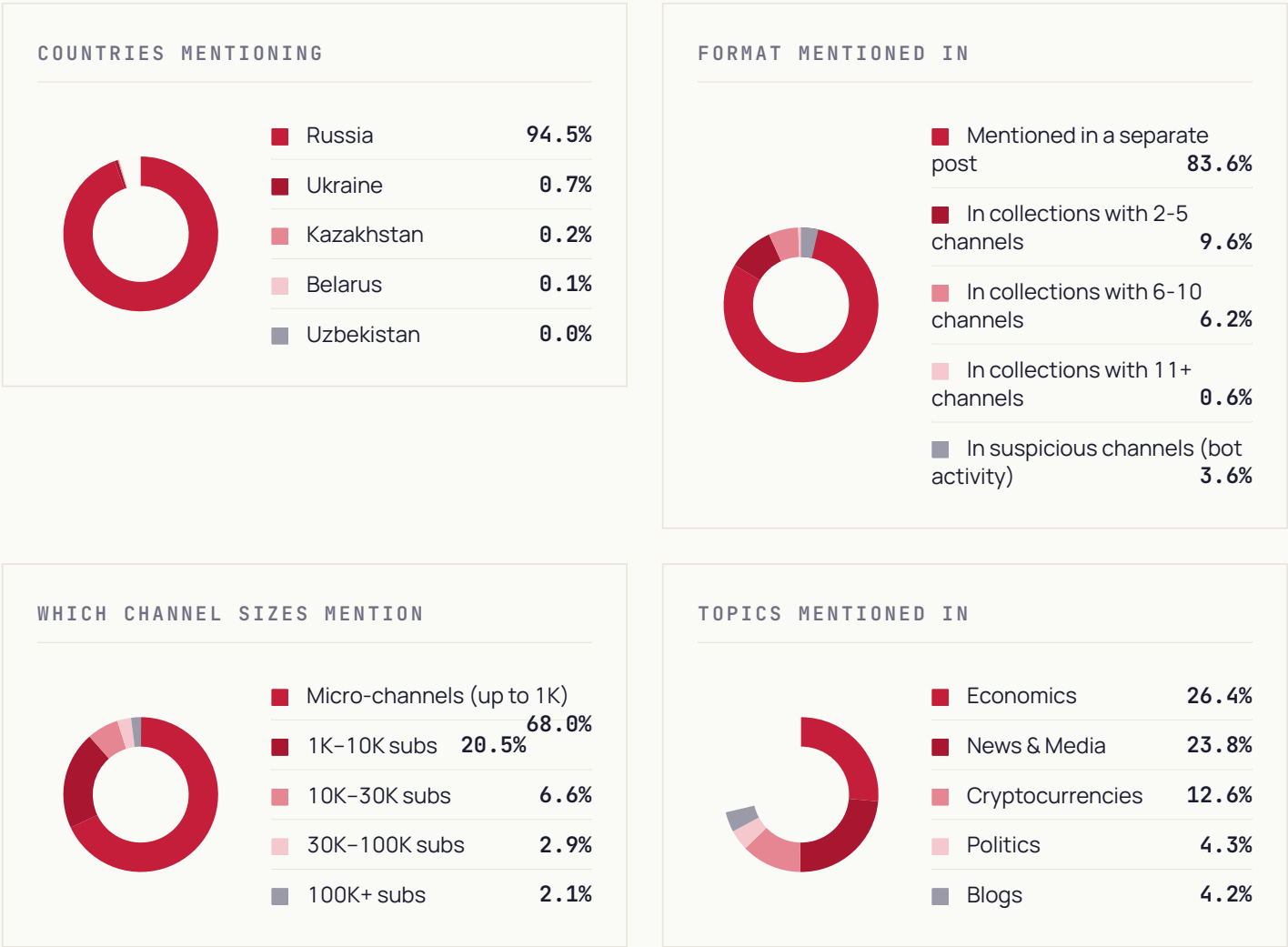
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

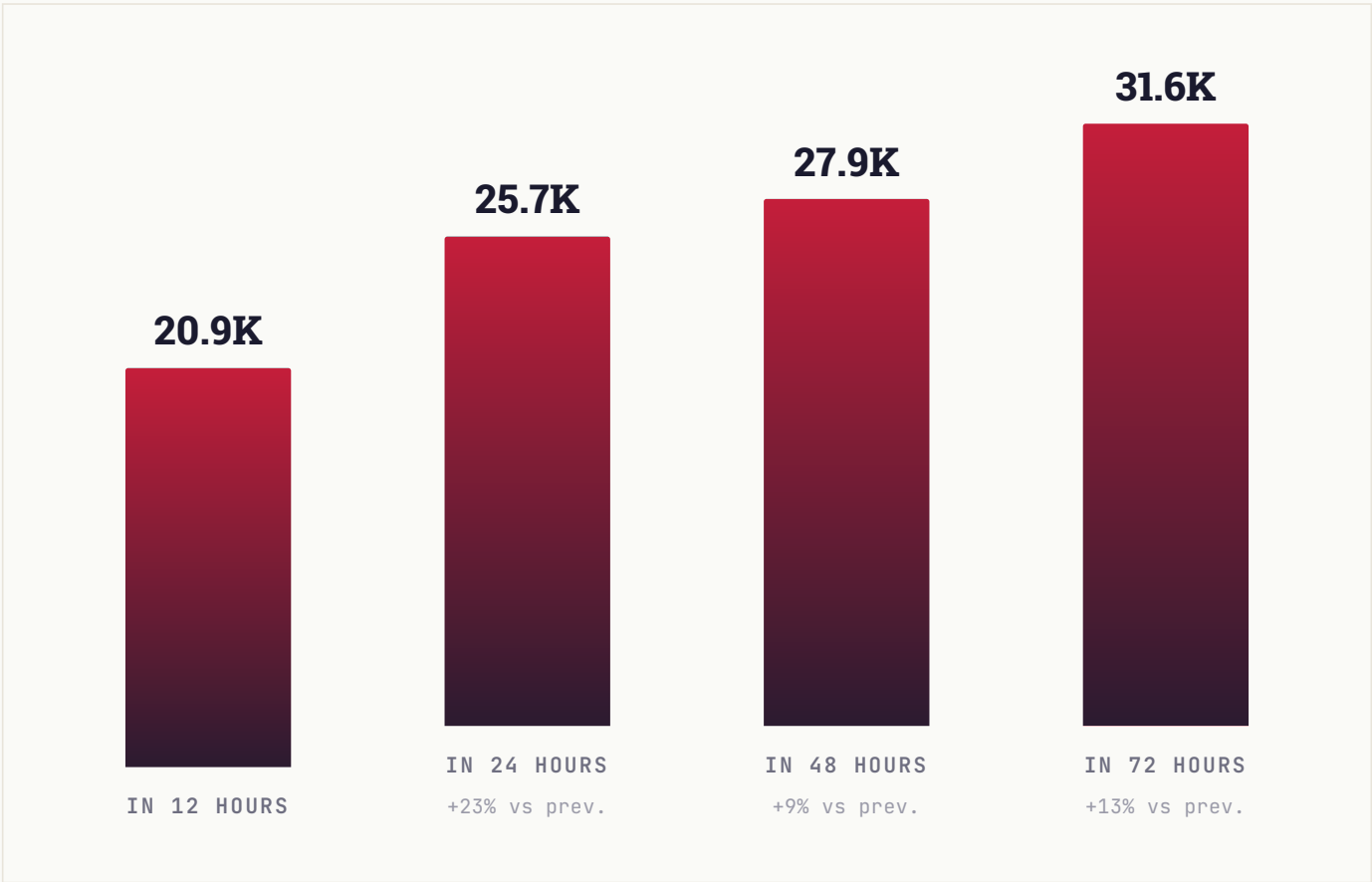
Citation index **1 050** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 056** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



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
TЭ The Economist	1.2M
TE Topor. 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than Economy	541.2K
B- Bankoff - Finance YOU	213.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#40 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **2 913**, they brought **102 725** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	542	165	44 916
Nov 2025	506	143	0
Oct 2025	510	157	57 809
September 2025	389	134	0
August 2025	403	125	0
July 2025	563	132	0
TOTAL MENTIONS	2 913	MONTHS OF DATA	6
		SUBS ATTRACTED	102 725

SECTION 08 · NICHE COMPARISON

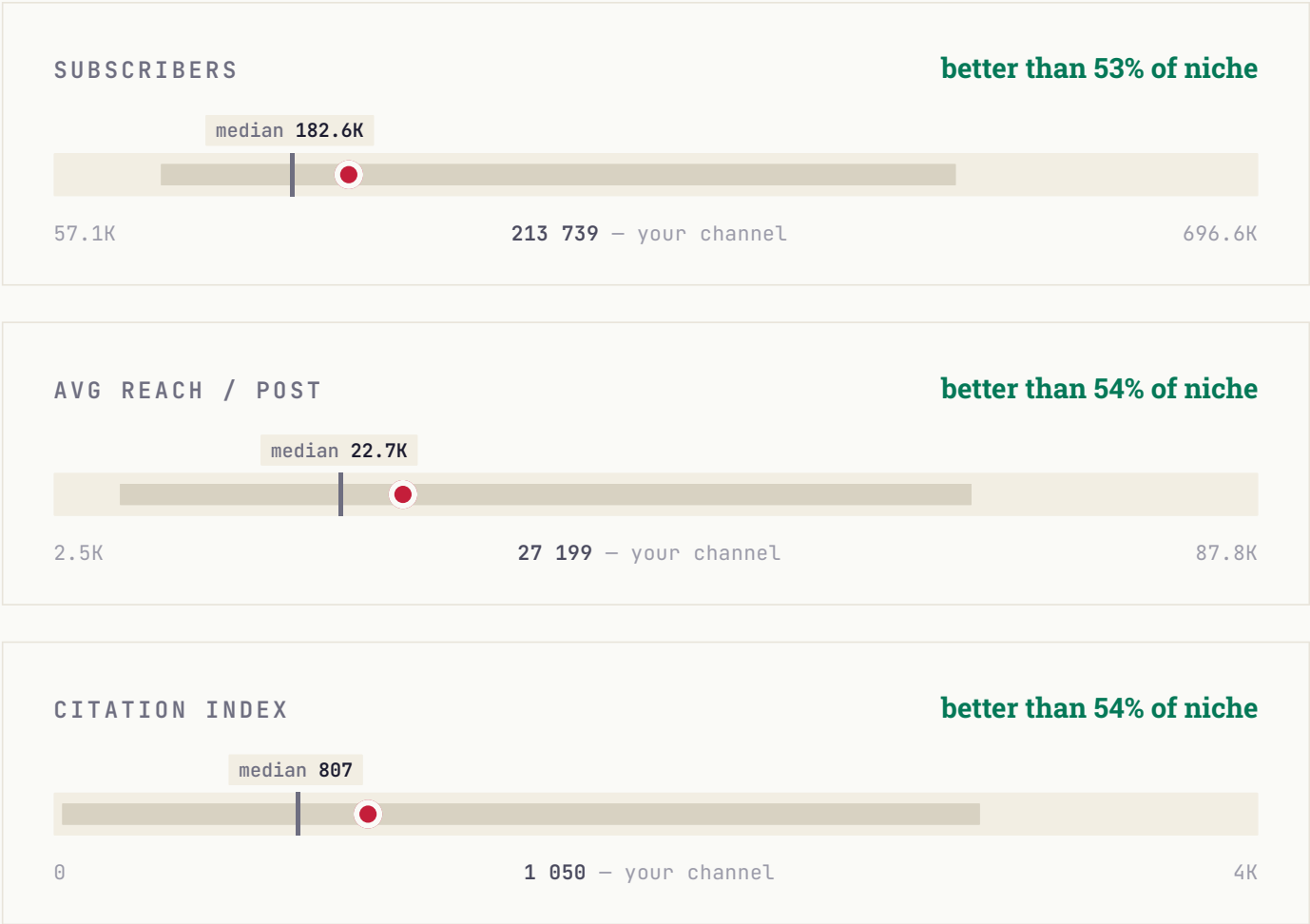
Where the channel stands in its league

Took top-100 channels in category "Economics» (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.

#40/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 14:00 MSK.

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 finds 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 — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs bring 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 us to do it PromptPress?

This audit is 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.

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