

PUBLIC PROMTPRESS REPORT

Channel audit

Banks, Money, Two Offshore



@bankrollo

Top channel on economy, finance & banks. Collaboration:
@vodomars Included in Roskomnadzor registry: <https://rkn.link/3wi>

SUBSCRIBERS

438 559

+2932 per month

ERR (% SEE POSTS)

23.0%

daily 20.5%

REACH/POST

93.8K

ad reach 89.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

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 place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economy» category

09 Strategy

5 priority actions

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 438 559 —	 SUBSCRIBER REACH 21.39% avg % subs see post	 VIEWS/POST 93.8K median 93.6K · 15 days	 POSTS/DAY 54.1 ~379 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 294 chars median 228 · 15 days	 POSTS ANALYZED 837 15 days
 AD REACH 89.8K 24h avg	 CHURN / MONTH +2932 last month	 CITATION RATE 3 422 citation index · 11,725 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 25.08.2019

AI EDITOR SUMMARY

Channel «Banks, Money, Two Offshore» — 438 559 subs. Each post averages 93.8K people (21% of subs), that's average reach — room to grow. Publishes 379 posts per week (~54/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **837** posts over 15 days.
- 02 Dominant format — **Text** (467/837 posts).
- 03 Avg post length — **294** chars (median 228).
- 04 Peak audience activity — **Sunday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (158.1K avg for top vs 71K for worst) — among 837 posts over 15 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 12:20 PHOTO Russia is falling far behind global tech leaders — RAS. The country now accounts for less than 2% of global R&D spending...	VIEWS	REACTIONS
	164 688	—
	REP.	ER
	1 059	37.6%
Nº2 27.05 · 09:17 PHOTO In South Korea, Samsung employees forced the company to pay \$400K bonuses through mass protests. According to Yonhap, the agreement...	VIEWS	REACTIONS
	161 627	—
	REP.	ER
	837	36.9%
Nº3 04.06 · 15:58 PHOTO T-Bank completed Multi-Banking testing with Sberbank and scales the feature to 55M clients. Users can now add...	VIEWS	REACTIONS
	147 879	—
	REP.	ER
	572	33.7%

Nº4 05.06 • 17:31 TEXT Managing Director for Corporate Development of RUSNANO Group Svetlana Merkushina at SPIEF initiated a discussion on the applicability of...	VIEWS 146 552 REP. 119 REACTIONS — ER 33.4%
Nº5 03.06 • 21:03 TEXT A fake American came to SPIEF. US Secretary of State Rubio said he knows nothing about the US delegation at SPIEF. @bankrollo	VIEWS 144 633 REP. 1 667 REACTIONS — ER 33.0%

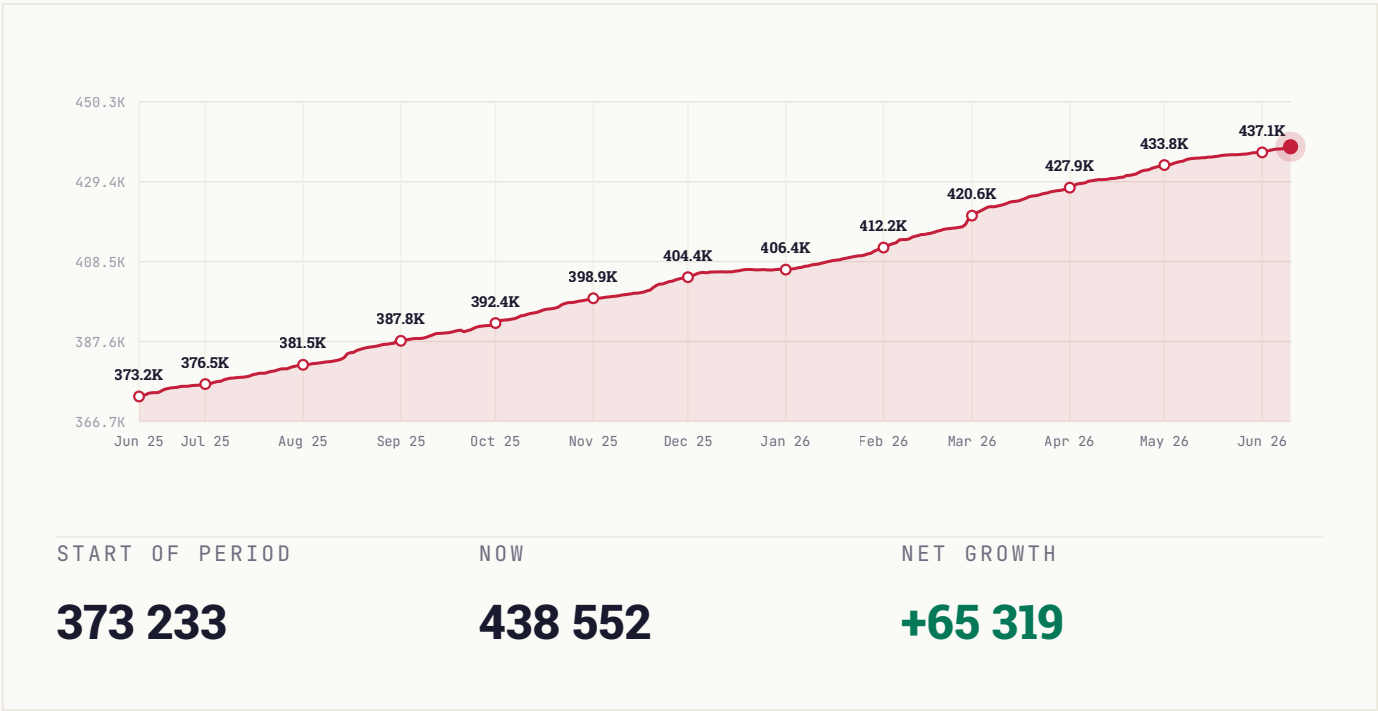
WORST 3

↓ 05.06 • 14:37 TEXT Evacuation announced on ISS. NASA astronauts must immediately move to the spacecraft and prepare for evacuation due to increased air leak...	VIEWS 71 366 REP. 635 REACTIONS — ER 16.3%
↓ 05.06 • 14:35 TEXT Uzbekistan expects 8% GDP growth in 2026 – President Mirziyoyev. 'We created an open Uzbekistan for the whole world and created conditions for...	VIEWS 71 139 REP. 251 REACTIONS — ER 16.2%
↓ 05.06 • 14:47 TEXT In Tanzania you can register a new business online in 24 hours – President of Tanzania. @bankrollo	VIEWS 70 444 REP. 305 REACTIONS — ER 16.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

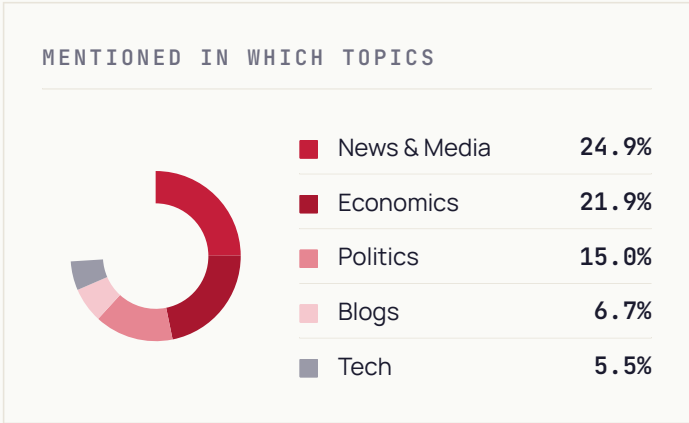
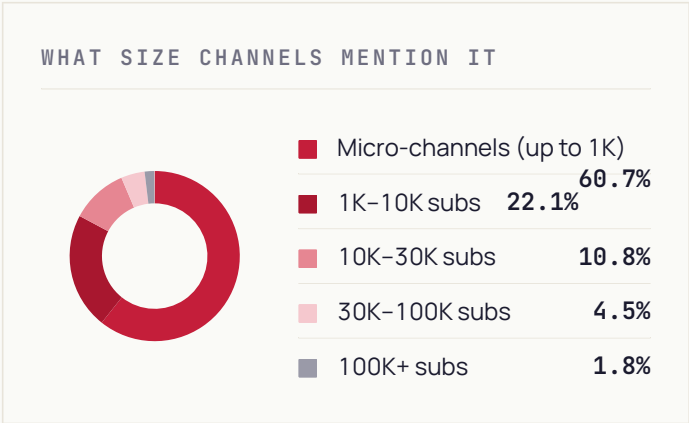
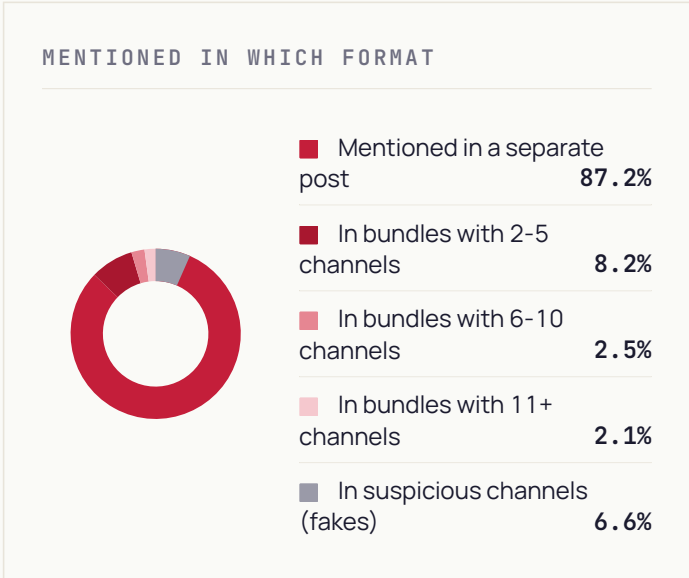
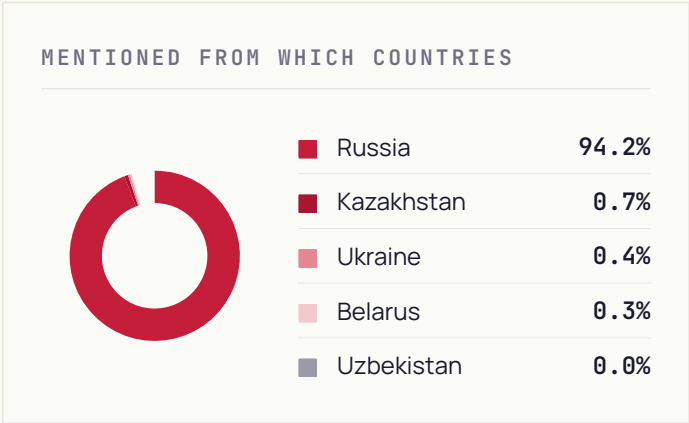
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

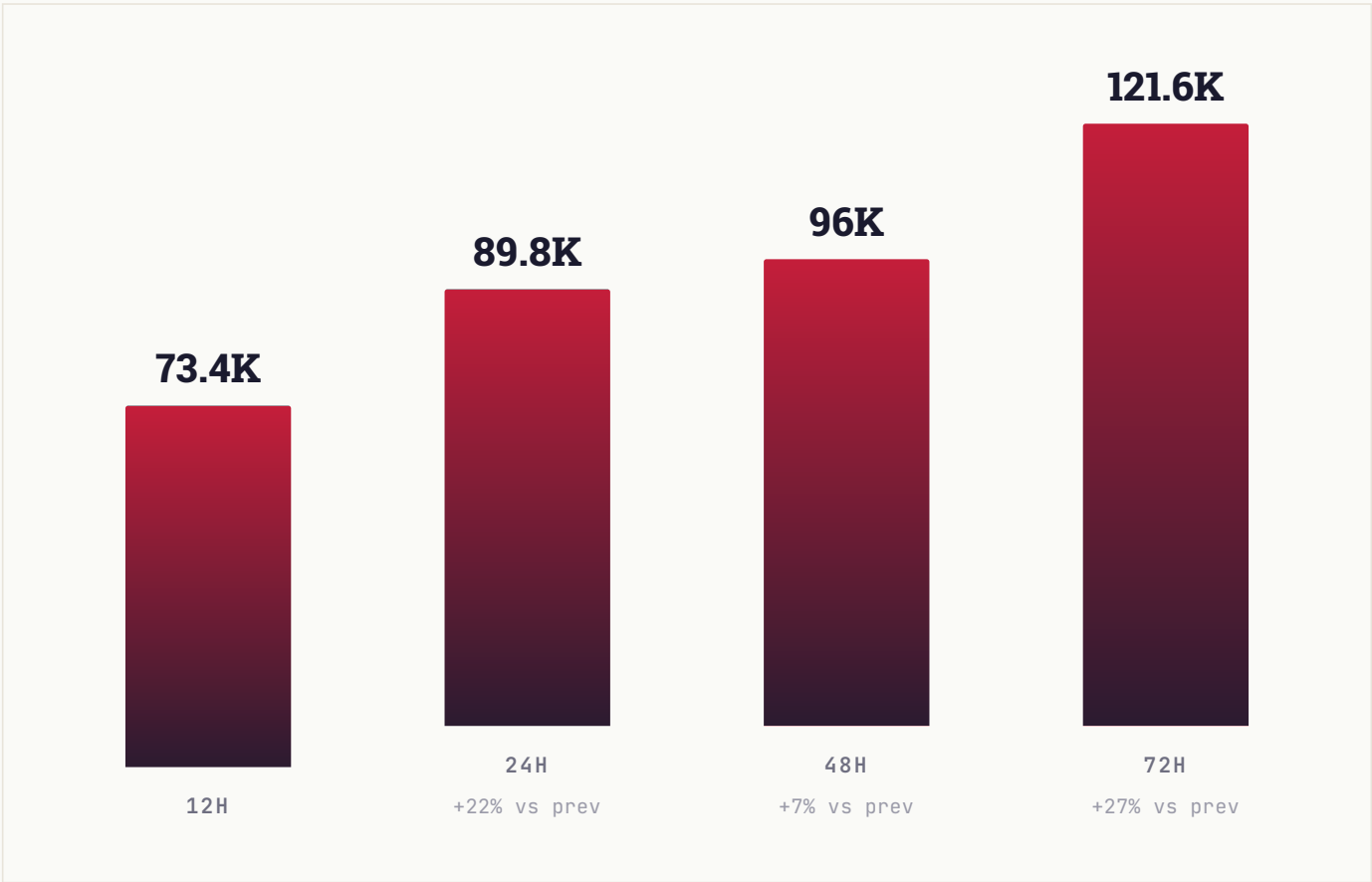
Citation index **3 422** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **11 725** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ 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
BD Banks, Money, Two Offshore YOU	438.6K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#16 of 99). Leader — The Economist (1.2M). Goal for coming months: enter 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 **18 851**, they brought **31 563** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3 423	724	2 525
Nov 2025	3 295	807	5 667
Oct 2025	3 514	768	6 594
Sep 2025	3 216	695	4 626
August 2025	2 856	676	7 155
July 2025	2 547	668	4 996

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
18 851	6	31 563

SECTION 08 · NICHE COMPARISON

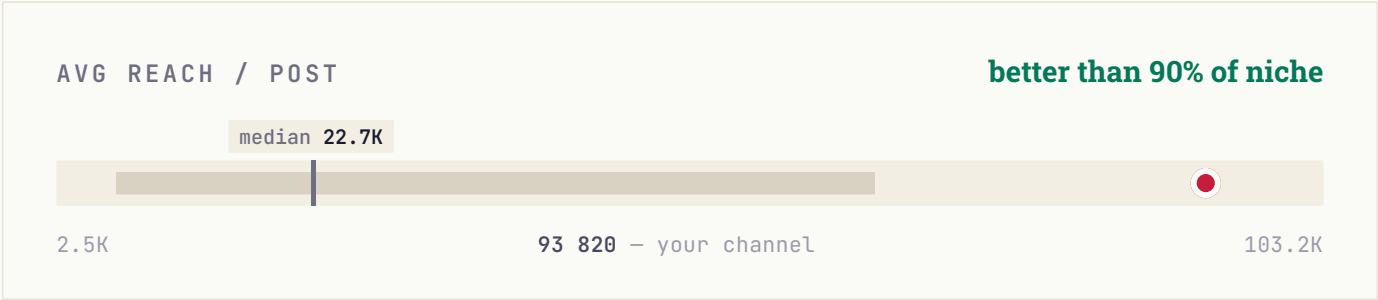
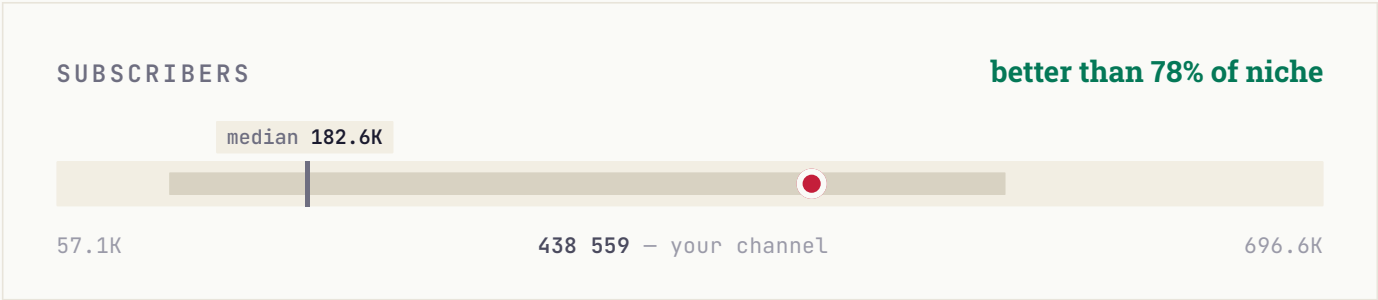
Where the channel stands in its league

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.

#16/100

RANK IN NICHE

Channel in top 16% – 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 15:00 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

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 point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 using public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
