

— PROMTPRESS PUBLIC REPORT

Channel audit

Economy for dummies



@bankrus

It's about money. Russian economy, banking, business — simplified.
For all inquiries: @lurialex

SUBSCRIBERS

109 367

-1825 per month

ERR (% SEE POSTS)

9.0%

per day 3.6%

REACH/POST

9.8K

ad reach 3.9K/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 109 367 —	 SUBS REACH 9.0% avg % subs see post	 VIEWS/POST 9.8K median 10.1K · 11 days	 POSTS/WEEK 3.5 for the period
 7D TREND — no data for period	 REACTIONS/POST 139.3 total 836 reactions, 295 reposts, 0 comments	 POST LENGTH 270 chars median 284 · 11 days	 POSTS ANALYZED 6 11 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH -1825 last month	 CITATION INDEX 7 citation index · 82 channels mentioned all time	 CHANNEL AGE 1 year 10 days created 01.06.2025

AI EDITOR SUMMARY

Channel «Economy Simplified» — 109 367 subs. Each post averages 9.8K people (9% from subs), reach is low — consider growing audience. Publishes 4 posts per week (~0/day) — rare updates.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 11 days.
- 02 Dominant format – Photo (5/6 posts).
- 03 Avg post length – 270 chars (median 284).
- 04 Audience peak – Friday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (11.5K avg for top vs 8.2K for worst) – among 6 posts in 11 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:06 PHOTO Trump announced he will make a final decision on the Iran deal today. Most points are already agreed, the president said...	VIEWS 13 282 REPOSTS 13	REACTIONS 105 ER 12.1%
Nº2 29.05 · 09:44 PHOTO Weddings in Russia rose 25% in a year. In Moscow, average cost is now ~700K RUB. Most...	VIEWS 11 095 REPOSTS 31	REACTIONS 71 ER 10.1%
Nº3 28.05 · 18:13 TEXT Corporate lending in Russia in 2026 will grow closer to the lower end of the forecast – around 10%. This was stated ahead of SPIEF by...	VIEWS 10 193 REPOSTS 12	REACTIONS 49 ER 9.3%

Nº4 01.06 · 17:31 PHOTO «Zenit» unveiled the «SuperUeba» scarf. Pre-order for the trendy accessory is open. @bankrus	VIEWS 9 941 REPOSTS 40	REACTIONS 109 ER 9.1%
Nº5 03.06 · 16:03 PHOTO Metropolitan Hilarion of the Russian Orthodox Church, detained in the Czech Republic for drug trafficking, was sent to serve in South America. South America is a world...	VIEWS 9 611 REPOSTS 110	REACTIONS 263 ER 8.8%

|

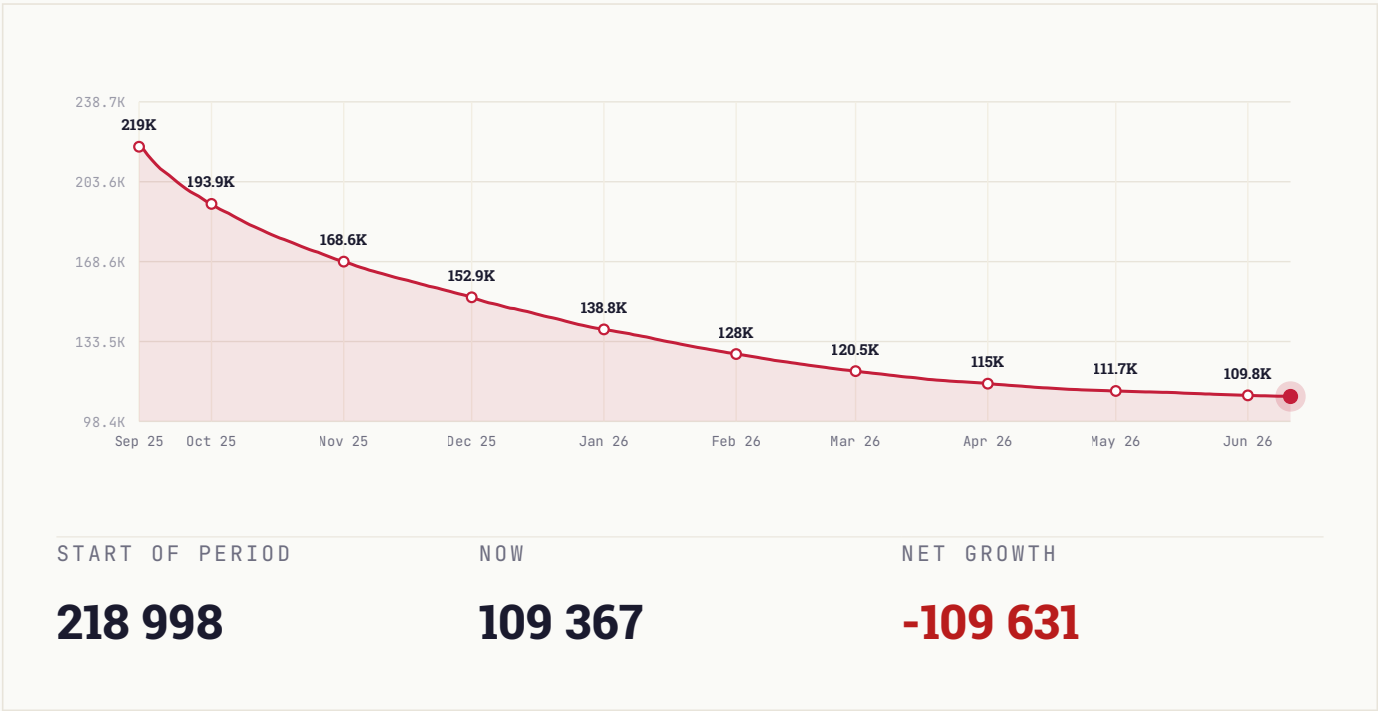
WORST 3

↓ 01.06 · 17:31 PHOTO «Zenit» unveiled the «SuperUeba» scarf. Pre-order for the trendy accessory is open. @bankrus	VIEWS 9 941 REPOSTS 40	REACTIONS 109 ER 9.1%
↓ 03.06 · 16:03 PHOTO Metropolitan Hilarion of the Russian Orthodox Church, detained in the Czech Republic for drug trafficking, was sent to serve in South America. South America is a world...	VIEWS 9 611 REPOSTS 110	REACTIONS 263 ER 8.8%
↓ 09.06 · 14:32 PHOTO «RКСN isn't that bad, since Telegram still works for Russians,» said deputy head Oleg Terlyakov. Yesterday at a meeting with...	VIEWS 4 917 REPOSTS 89	REACTIONS 239 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

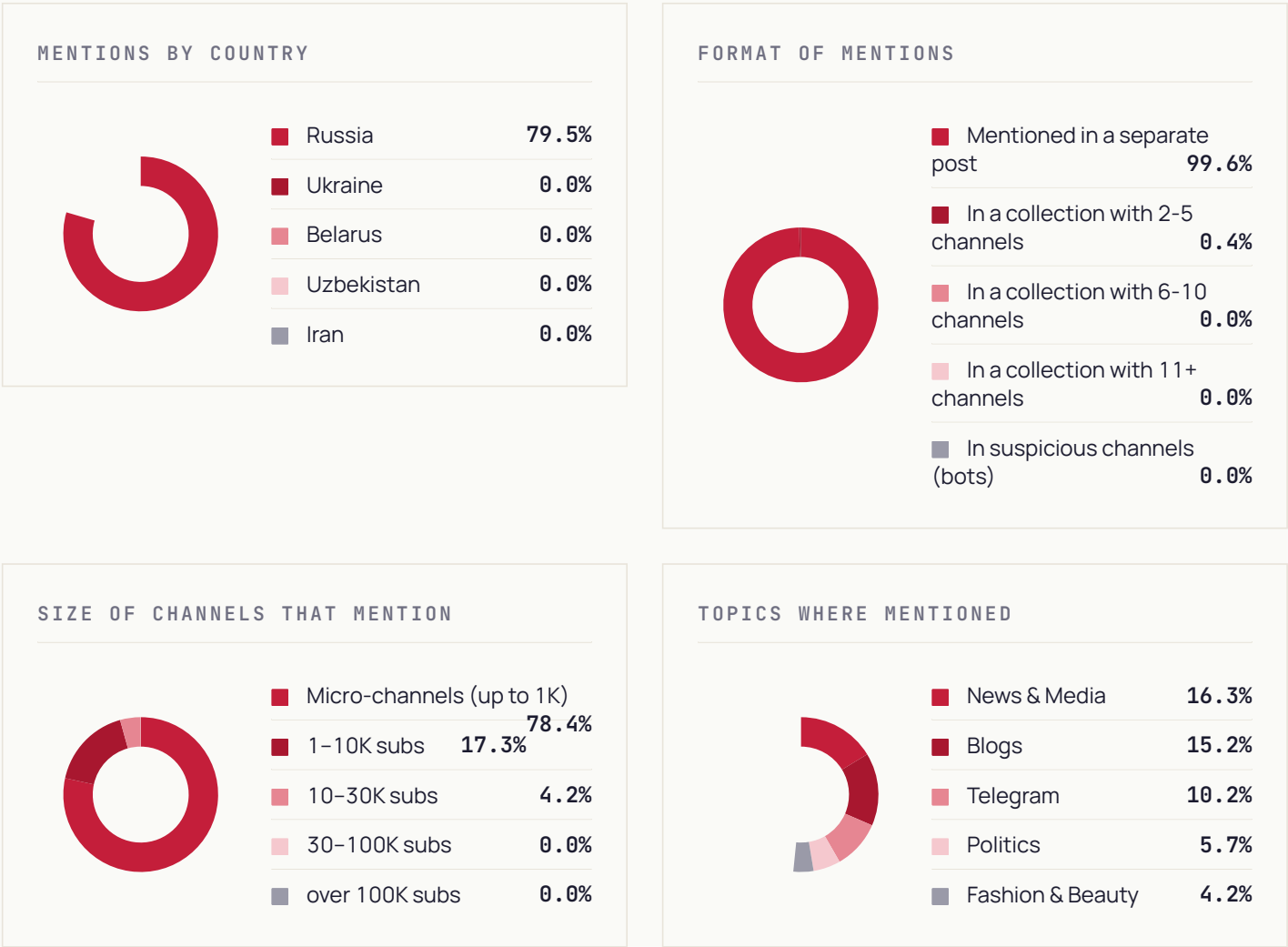
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

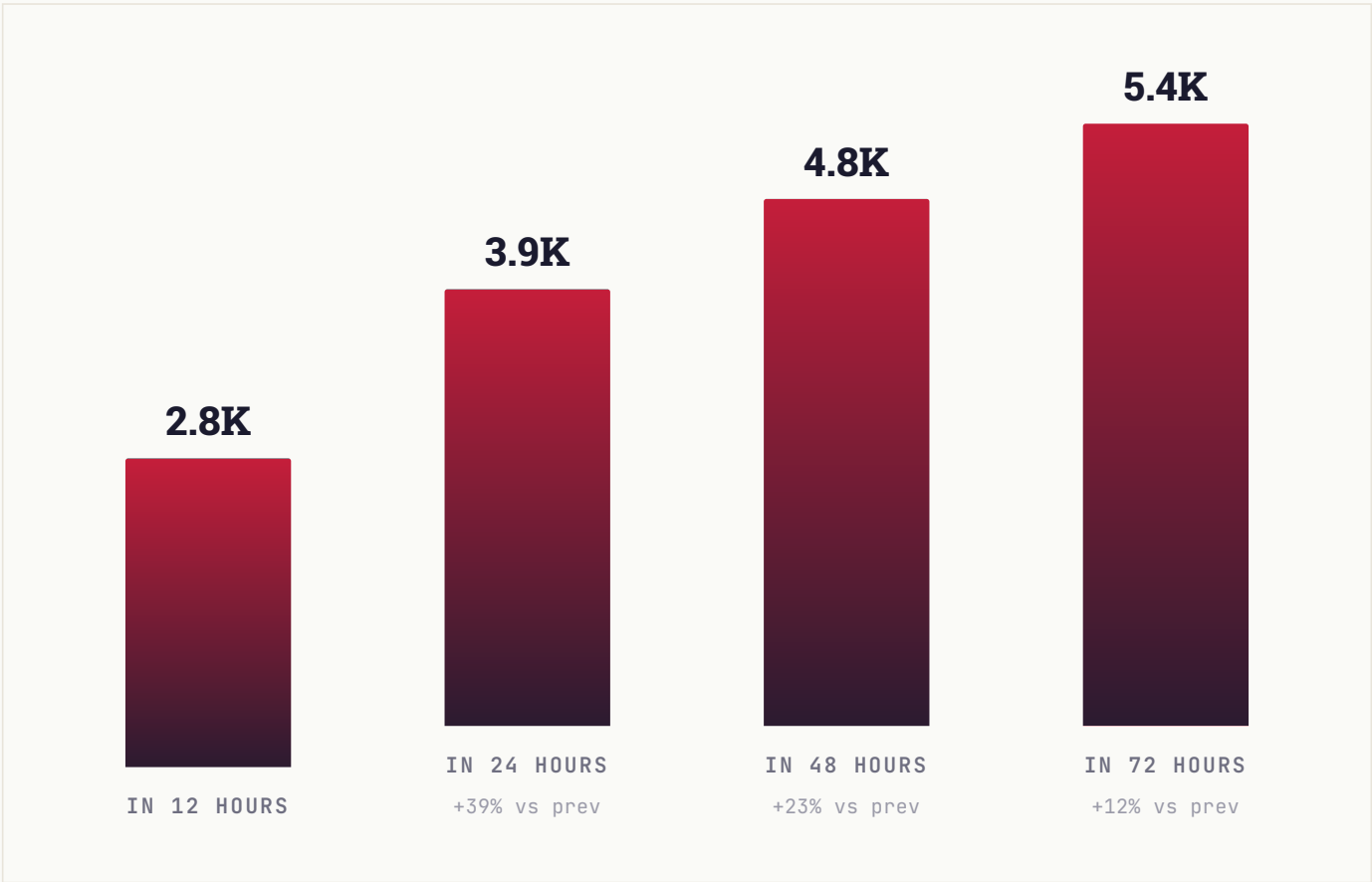
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 82 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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. Highlighted your channel — you can 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
ER Russian Economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More than economics	541.2K
EN Economy for dummies YOU	109.4K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#95 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

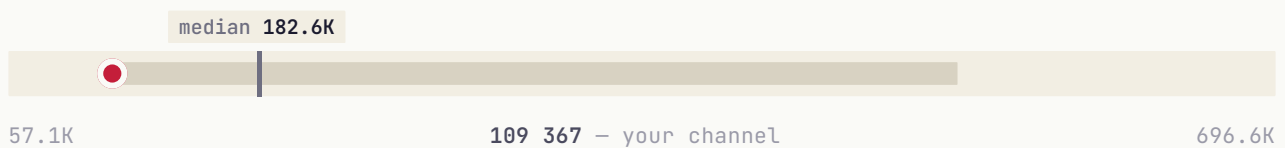
Took top-100 channels in category «Economy» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#95 /100

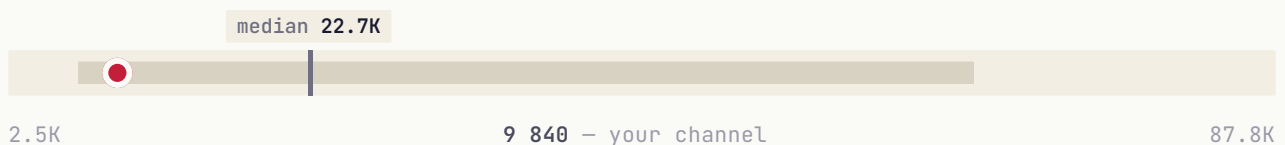
RANK IN NICHE

Channel in the bottom half of the ranking

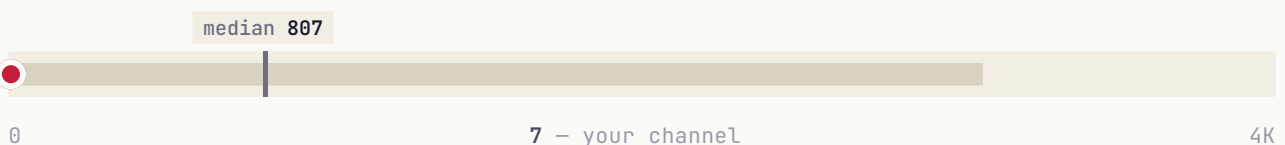
SUBSCRIBERS

worse than median by 40%

AVG REACH / POST

worse than median by 57%

CITATION INDEX

worse than median by 99%

— SECTION 08 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 3.5 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

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

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in a few minutes based on public data. 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
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02	Contact manager	t.me/PromptPress_manager
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