

PUBLIC REPORT BY PROMTPRESS

Channel audit

Money in the Bank



@bankser

About banks, money and economy honestly. Sometimes we use humor. Collaboration: @justcage Channel works with ad service @Tgpodbor_official, @swaymedia and @Spiral_Miya Roskomnadzor registry:...

SUBS

131 971

-938 per month

ERR (% SEE POSTS)

8.0%

per day 7.4%

REACH/POST

10.3K

ad reach 9.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 131 971 —	 SUB REACH 7.79% avg % subs see post	 VIEWS/POST 10.3K median 10.2K · 21 days	 POSTS/DAY 44.0 ~308 per week
 7D TREND — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 237 chars median 200 · 21 days	 POSTS ANALYZED 940 21 days
 AD REACH 9.8K 24h average	 CHURN / MONTH -938 over the last month	 CITATION RATE 3 760 citation index · 4,417 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 23.06.2020

AI EDITOR SUMMARY

Channel «Money in the Bank» – 131 971 subs. Each post averages 10.3K people (8% from subs), reach is low – consider expanding audience. Publishes 308 posts per week (~44/day) – very active posting.

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 **940** posts over 21 days.
- 02 Dominant format – **Text** (677/940 posts).
- 03 Avg post length – **237** chars (median 200).
- 04 Audience peak – **Saturday**, 00:00 MSK.
- 05 Top posts get **5x** more views than the weakest (34.6K avg for top vs 6.6K for worst) – among 940 posts over 21 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 14:06 TEXT Moscow parents plan to leave their children an average of 7.1 million rubles by the start of adult life. Every third Russian is already saving...	VIEWS 38 749 REP. 381	REACTS — ER 29.4%
Nº2 02.06 · 05:32 VIDEO In Tyumen, a developer started renting out garden beds for residents of their residential complex so they can grow vegetables, herbs and other crops right...	VIEWS 32 936 REP. 512	REACTS — ER 25.0%
Nº3 06.06 · 10:30 TEXT Pension supplement for working retirees after annual adjustment will be up to 470 rubles per month, says MP Alexei Govyrin...	VIEWS 32 080 REP. 253	REACTS — ER 24.3%

Nº4 06.06 · 09:08 TEXT Russia won't switch to a six-day work week, says Valentina Matviyenko. According to her, this contradicts current...	VIEWS 31 643 REP. 127	REACTS — ER 24.0%
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Nº5 30.05 · 21:09 TEXT Zoomers are massively skipping dates and relationships due to high costs, — media. In the US, the solo maxxng trend is gaining popularity...	VIEWS 21 472 REP. 316	REACTS — ER 16.3%
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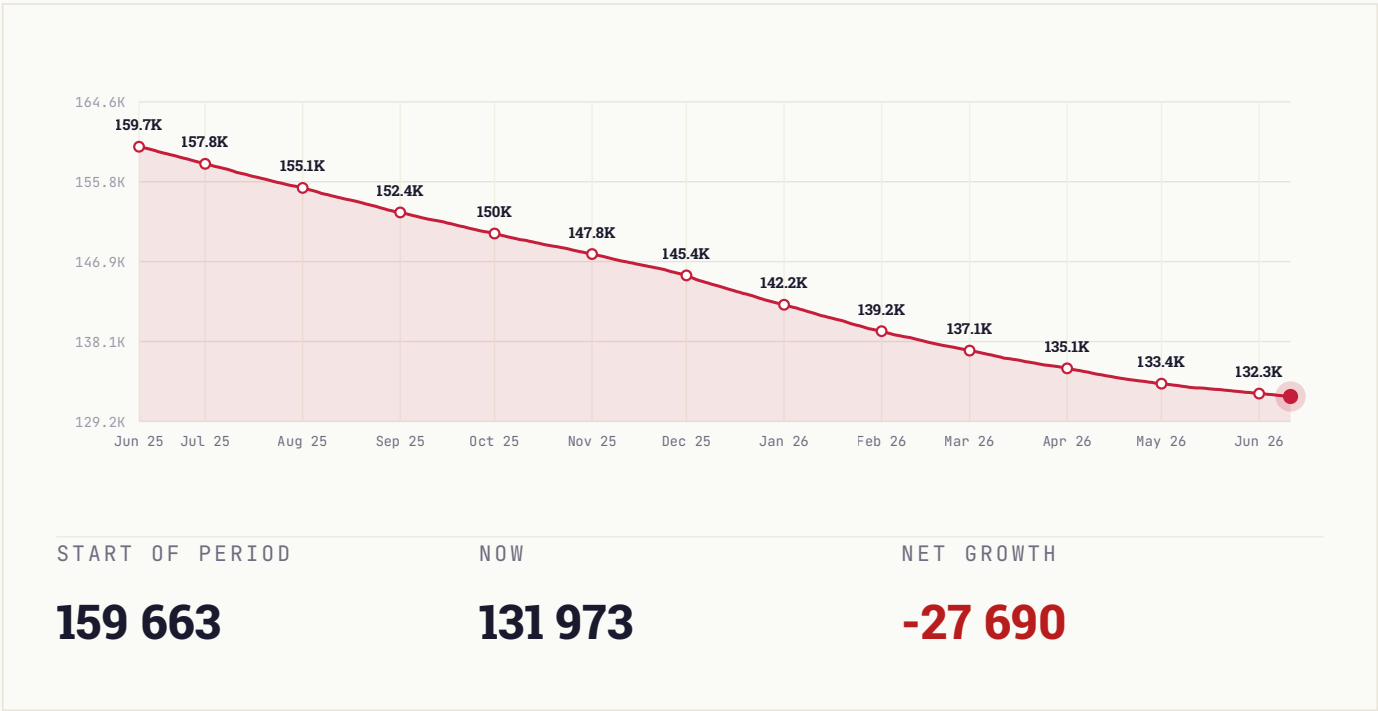
WORST 3

↓ 05.06 · 15:22 TEXT The conflict in Ukraine might not have started if Trump had stayed in power after the 2020 election, Putin believes. @bankser	VIEWS 6 644 REP. 3	REACTS — ER 5.0%
↓ 05.06 · 15:20 TEXT Russia needs long-term agreements to resolve the conflict, not a temporary ceasefire, says Putin. @bankser	VIEWS 6 619 REP. 2	REACTS — ER 5.0%
↓ 05.06 · 15:22 TEXT Key settlement decisions should be made by Russia and Ukraine, while other countries can act as guarantors and help create...	VIEWS 6 579 REP. 2	REACTS — ER 5.0%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

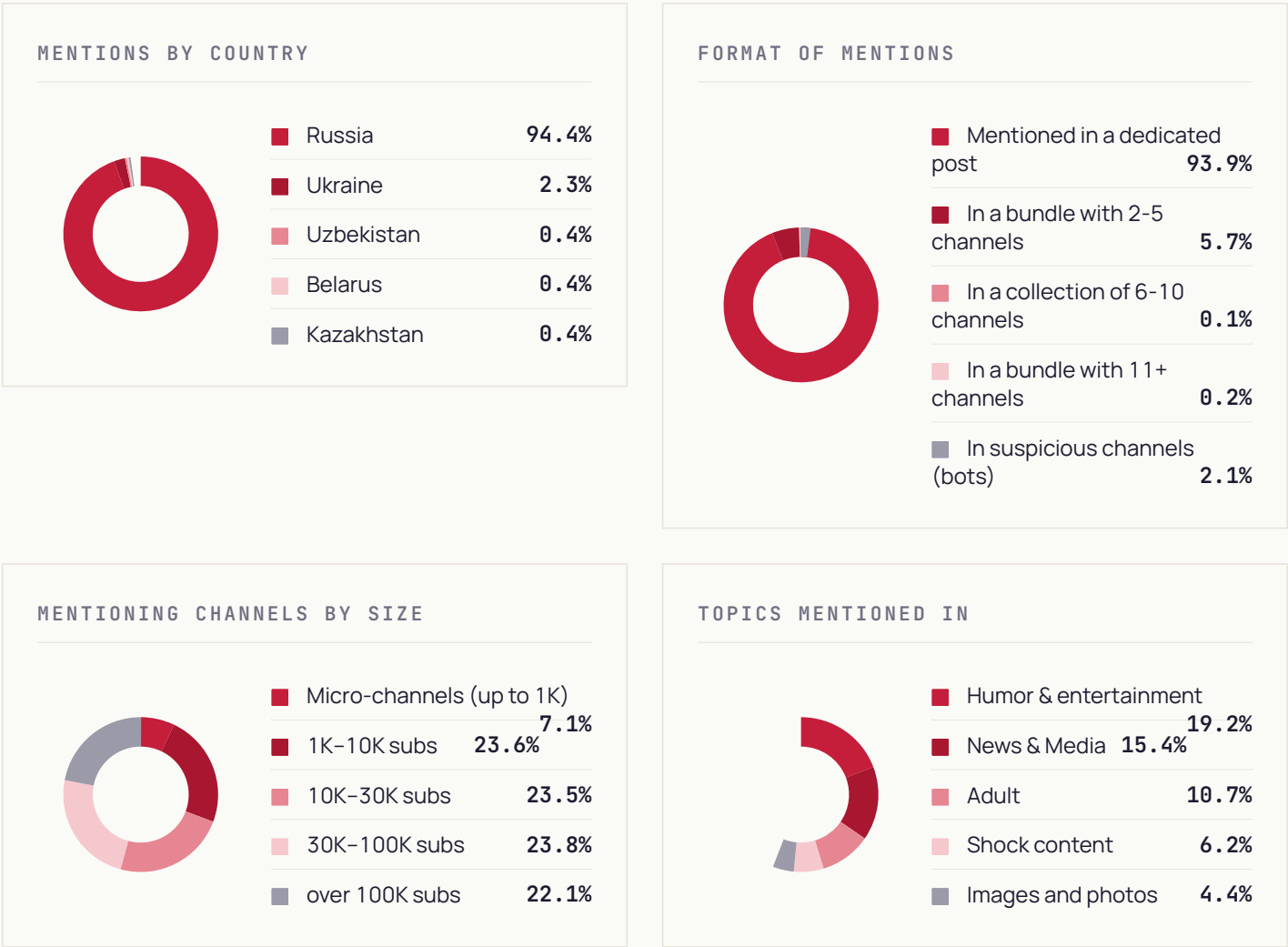
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

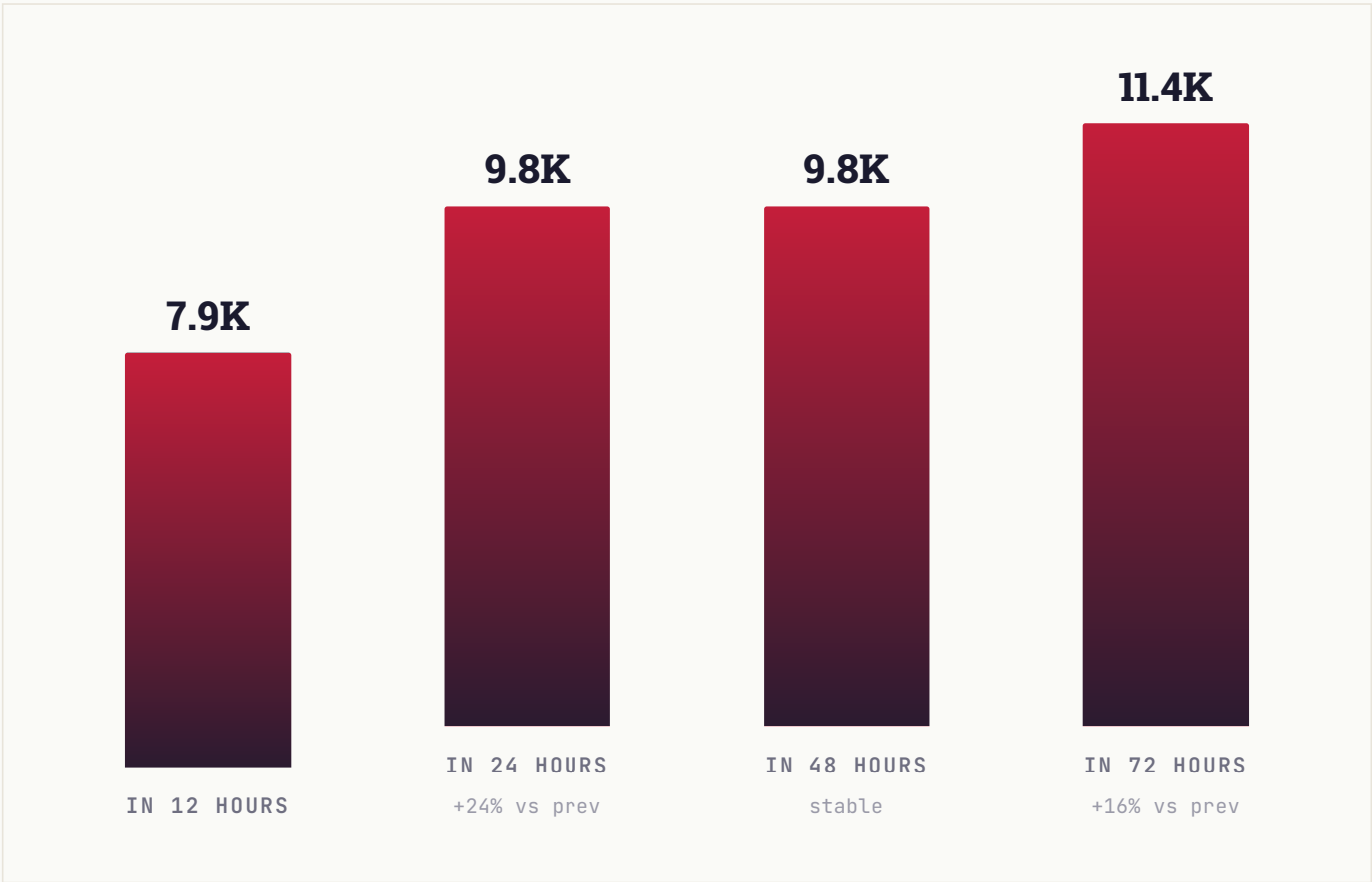
Citation index **3 760** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **4 417** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBS
TЭ The Economist	1.2M
TE Blunt. Economics.	1.2M
BB Merciless 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
BCh More than economy	541.2K
DV Money in the Bank YOU	132K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#70 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 "Economics» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

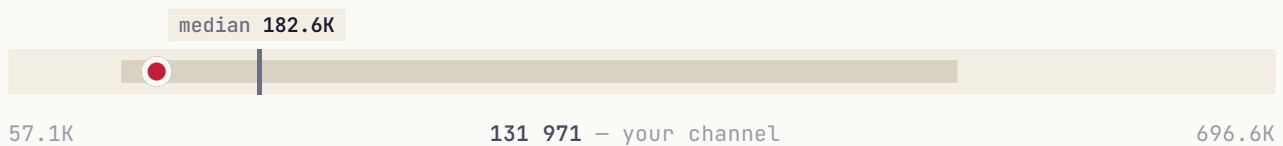
#70 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

28% below median



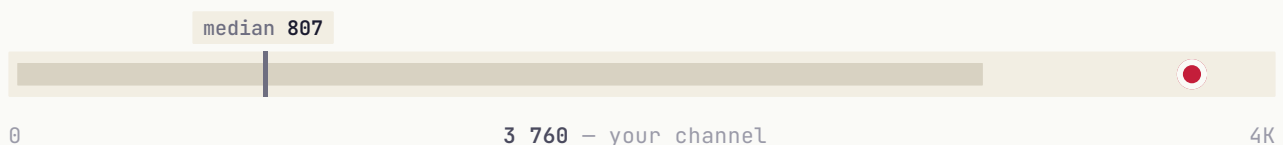
AVG REACH / POST

55% below median



CITATION INDEX

better than 90% of niche



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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**

03

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**

04

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

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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
