

PROMTPRESS PUBLIC REPORT

Channel audit

Banksta



@banksta

The angriest channel about bankers. For news and ads, write to bankrock@protonmail.com (mail from Mail.ru and corporate addresses may not get through) The one and only Banksta Registered in...

SUBSCRIBERS

435 672

+280 per month

ERR (% SEE POSTS)

16.0%

per day 13.5%

REACH/POST

55.8K

ad reach 58.7K/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 and 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 435 672 —	 SUBSCRIBER REACH 12.81% avg % subs see post	 VIEWS/POST 55.8K median 54.7K · 11 days	 POSTS/DAY 71.3 ~499 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 465 chars median 422 · 11 days	 POSTS ANALYZED 786 11 days
 AD REACH 58.7K 24h avg	 CHURN / MONTH +280 last month	 CITATION RATE 5 394 citation index · 15,565 channels mentioned ever	 CHANNEL AGE 8 years 9 months created 03.09.2017

AI EDITOR SUMMARY

Channel «Banksta» — 435 672 subs. Each post averages 55.8K people (13% subs), reach is low — consider expanding audience. Publishes 499 posts per week (~71/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **786** posts over 11 days.
- 02 Dominant format – **Text** (406/786 posts).
- 03 Avg post length – **465** chars (median 422).
- 04 Audience peak activity – **Sat, 01:00 MSK**.
- 05 Top posts get **4x** more views than the weakest (1 16.9K avg for top vs 32.9K for bottom) – among 786 posts over 11 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 16:34 PHOTO A major scandal erupts in recruiting: HeadHunter's top HR rating can be easily rigged...	VIEWS 120 883 REPOSTS 1 557	REACTIONS — ER 27.7%
Nº2 05.06 · 05:25 VIDEO Pranksters Vovan and Lexus at SPIEF proposed creating domestic anti-call centers based on T-Bank's fraud roulette. The idea is to...	VIEWS 116 013 REPOSTS 263	REACTIONS — ER 26.6%
Nº3 05.06 · 04:16 VIDEO Since the 1980s, the Sahara has shrunk by about 8%. Satellite observations show large-scale greening not only in Africa, but also...	VIEWS 113 744 REPOSTS 1 152	REACTIONS — ER 26.1%

Nº4 30.05 • 22:14 TEXT	VIEWS 109 268	REACTIONS —
Ebola virus out of control. According to Doctors Without Borders, the deadly disease is spreading rapidly across Central Africa...	REPOSTS 1 736	ER 25.1%
Nº5 31.05 • 09:48 PHOTO	VIEWS 104 390	REACTIONS —
15-year-old girl convicted in Finland for calling a pedophile a pedophile @banksta	REPOSTS 800	ER 24.0%

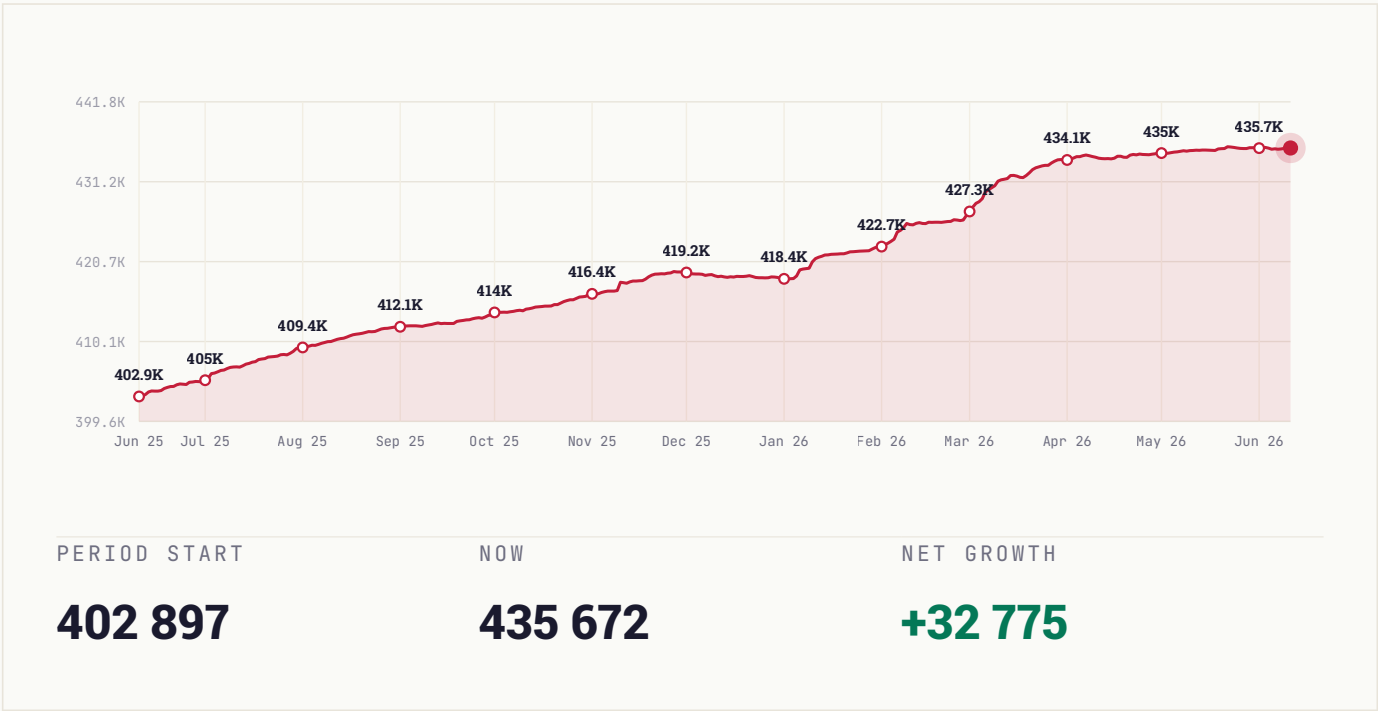
WORST 3

↓ 05.06 • 14:33 TEXT	VIEWS 33 000	REACTIONS —
Russia's corporate debt market remains stable, with significant growth in loan demand expected as...	REPOSTS 11	ER 7.6%
↓ 05.06 • 15:12 TEXT	VIEWS 32 921	REACTIONS —
Music AI Suno raised \$400M, valuation hit \$5.4B. Funds will be used to...	REPOSTS 83	ER 7.6%
↓ 05.06 • 15:17 TEXT	VIEWS 32 894	REACTIONS —
☒☒ New model of Russian economy — focused on growth and efficiency — theme of the macro session at SPIEF This year the economic agenda at SPIEF...	REPOSTS 12	ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

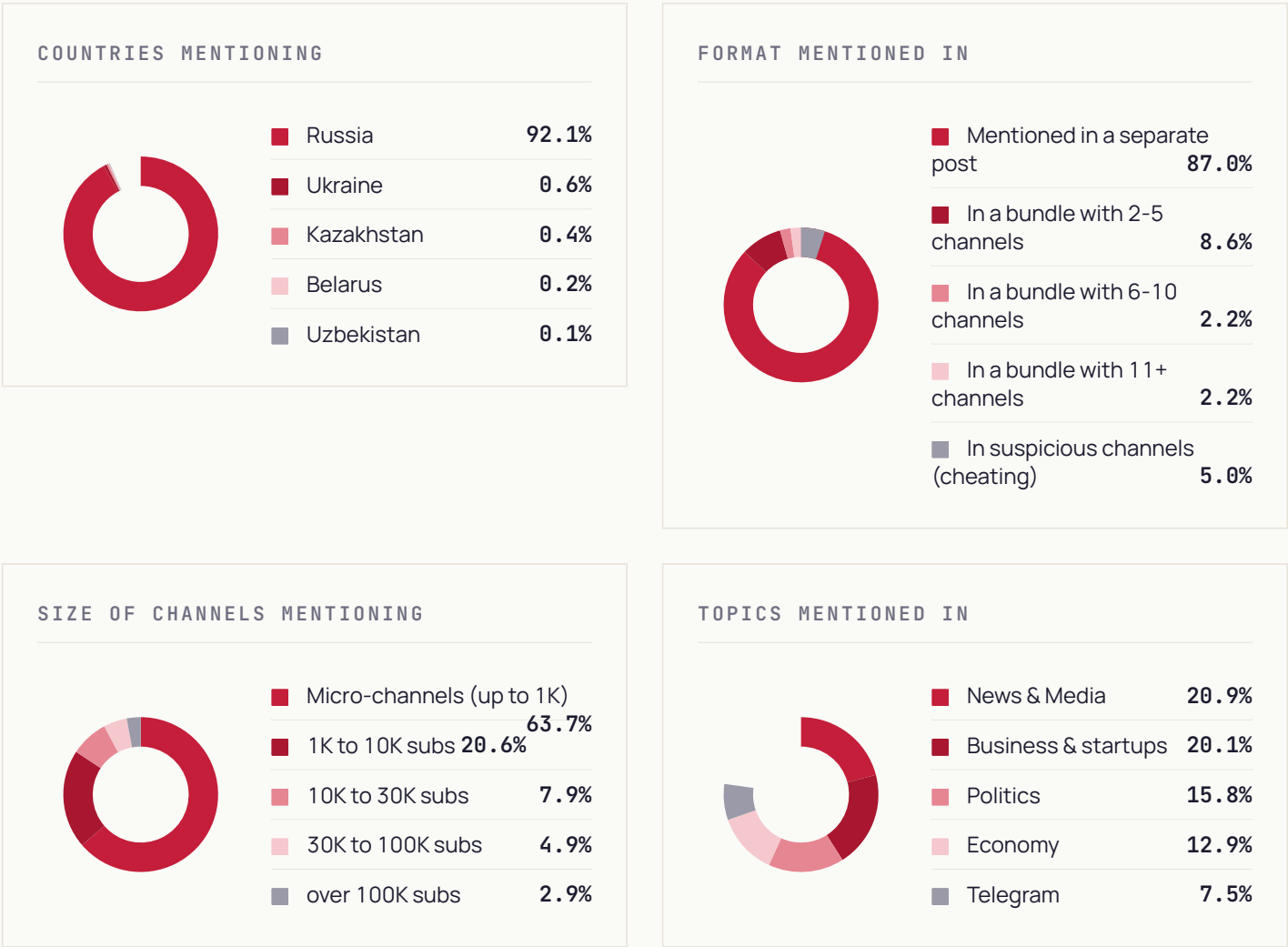
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

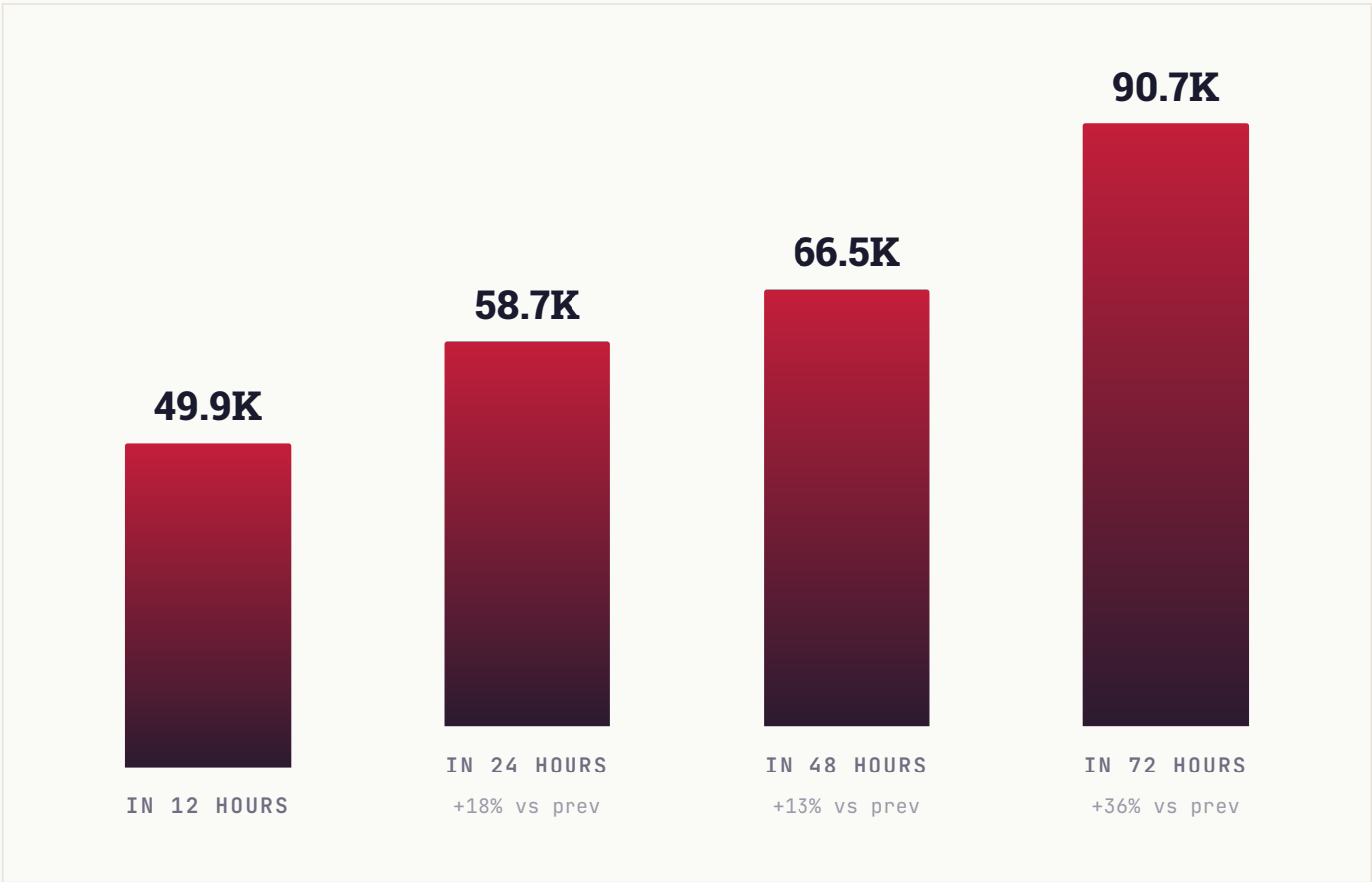
Citation index **5 394** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **15 565** different channels.



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 should 'live'.



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 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More than economy	541.2K
BA Banksta YOU	435.7K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#17 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 **31 194**, they brought **15 889** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4 692	942	549
Nov 2025	4 951	967	3 196
Oct 2025	5 919	1 163	2 879
September 2025	5 224	921	1 930
August 2025	4 779	987	2 748
July 2025	5 629	1 072	4 587

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
31 194	6	15 889

SECTION 08 · NICHE COMPARISON

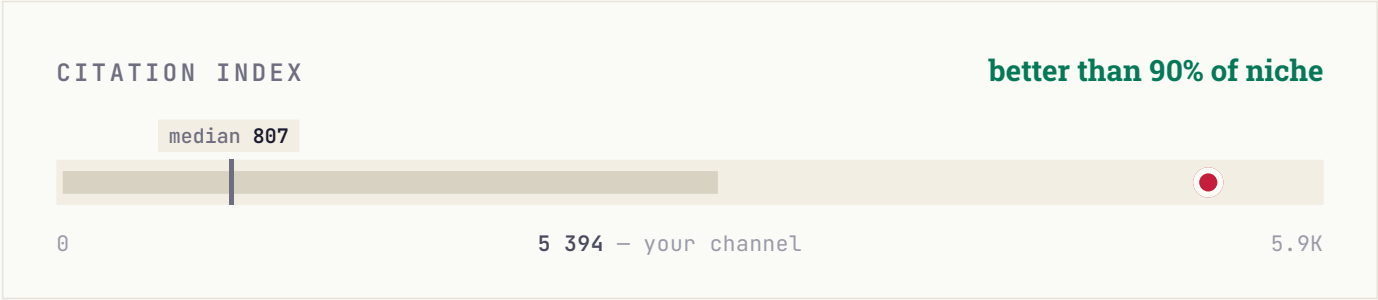
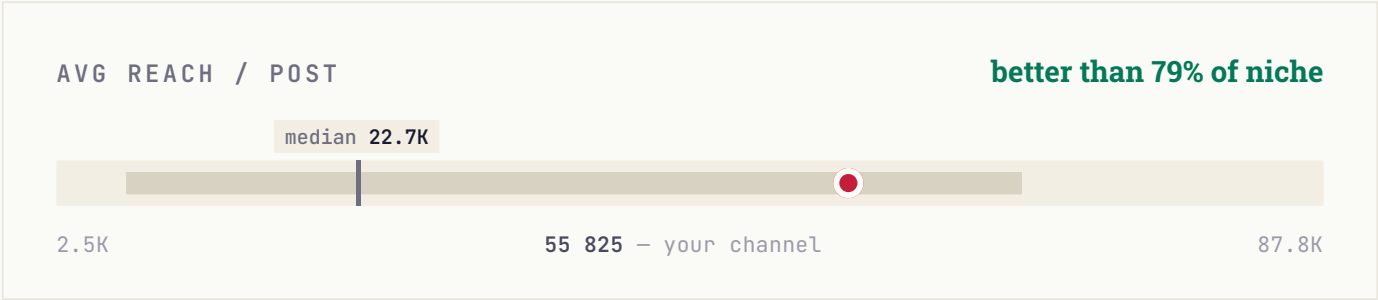
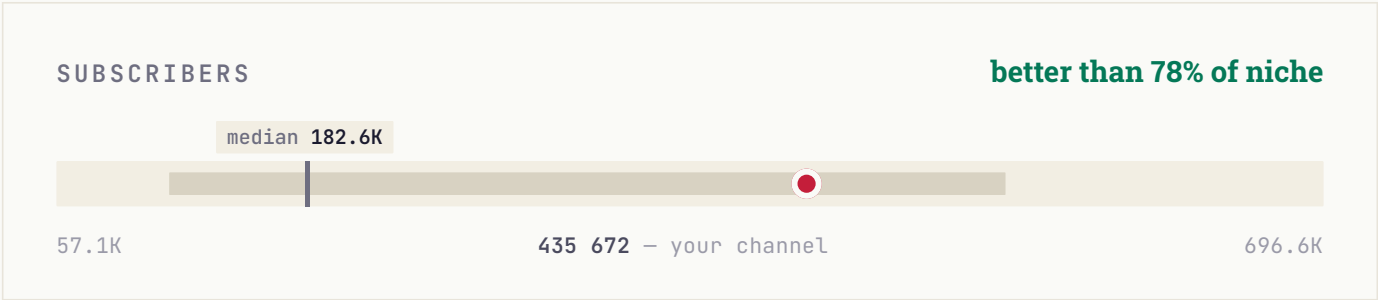
Where the channel stands in its league

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.

#17/100

RANK IN NICHE

Channel in top 17% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is most active on this day at 01:00 MSK.

IMPACT

**Best window
for important
posts**

02

Increase share of video posts

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

IMPACT

**Video holds
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.

IMPACT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth point.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

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

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan 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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