

PUBLIC REPORT BY PROMTPRESS

Channel audit

VTB



@bankvtb

Bank news and more. Registered with RKN: <https://gosuslugi.ru/snet/6737615a9d804a279bb43f30>

SUBSCRIBERS

461 038

+4313 per month

ERR (% SEE POSTS)

35.0%

per day 20.9%

REACH/POST

150.1K

ad reach 95.8K/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

Position 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 461 038 —	 SUBSCRIBER REACH 32.56% avg % subs see a post	 VIEWS/POST 150.1K median 136.2K · 29 days	 POSTS/WEEK 10.6 for the period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 1275.0 total 56 100 reactions, 6 459 reposts, 0 comments	 POST LENGTH 426 chars median 423 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 95.8K 24h avg	 CHURN / MONTH +4313 last month	 CITATION RATE 1 181 citation index · 2 554 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 03.04.2020

AI EDITOR SUMMARY

Channel 'VTB' — 461 038 subs. Each post gets avg 150.1K people (33% of subs), that's good reach. Publishes 11 posts/week (~2/day) — regular schedule. Week of May 25–31 reach stable (-4.2% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format – Photo (24/44 posts).
- 03 Avg post length – 426 chars (median 423).
- 04 Peak audience activity – Thu, 16:00 MSK.
- 05 Top posts get 3× more views than the weakest (349.5K avg top vs 129.8K worst) – among 44 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 13:01 VIDEO VTB Online now has levels like in games 🐱 Only real bonuses In the 'Grow with VTB' section, routine tasks (salary, purchases...)	VIEWS 379 049 REP. 247	REACTIONS 1 355 ER 82.2%
Nº2 03.06 · 06:00 PHOTO 📌 Pushkin, Gogol, Dostoevsky & Tolstoy – on a scale you can't miss VTB booth at St. Petersburg International...	VIEWS 367 125 REP. 971	REACTIONS 1 410 ER 79.6%
Nº3 04.06 · 13:09 VIDEO 📌 We've updated our payment terminals! Decided to pleasantly surprise both business owners and their customers 📌 Large touchscreen, easy menu...	VIEWS 302 295 REP. 165	REACTIONS 1 293 ER 65.6%

Nº4

05.06 · 05:00

VIDEO

📺

VTB Online is back on iOS! Download fast while it's there – you know how it goes. ➡ Install VTB Online And yes, in App...

VIEWS

158 308

REACTIONS

1 738

REP.

2 653

ER

34.3%

Nº5

15.05 · 09:03

PHOTO

📷

There was cashback 😊 Now it's in VTB Online already VTB Plus subscribers, choose a new category by 16...

VIEWS

150 925

REACTIONS

1 212

REP.

24

ER

32.7%

WORST 3

↓

02.06 · 13:04

PHOTO

📷

Classics even inspired a wardrobe update To celebrate the launch of «Classics Inspire» we released a limited collection...

VIEWS

131 195

REACTIONS

1 205

REP.

38

ER

28.5%

↓

02.06 · 13:41

PHOTO

📷

Delighting subscribers is a classic We're giving away 20 cool new merch items: hoodies, sweatshirts, glass bottles & boxes...

VIEWS

130 996

REACTIONS

1 224

REP.

35

ER

28.4%

↓

07.06 · 07:01

VIDEO

📺

Robinson desperately missed his family... So in the new ad «VTB – it's a classic» we went to that very island and proved...

VIEWS

127 105

REACTIONS

1 226

REP.

39

ER

27.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



PERIOD START

344 106

NOW

461 042

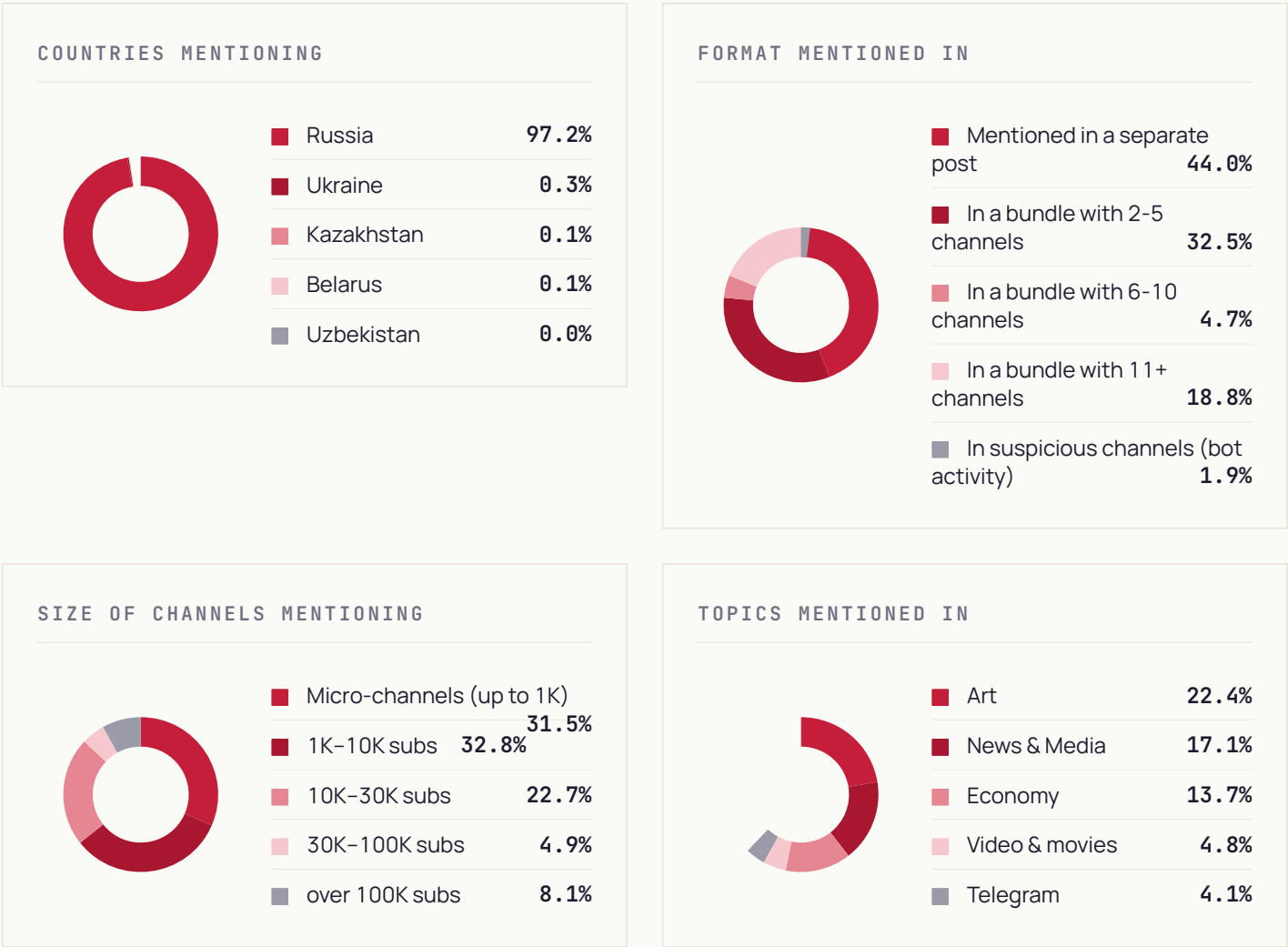
NET GROWTH

+116 936

SECTION 04 · MENTIONS

Who mentions the channel & how

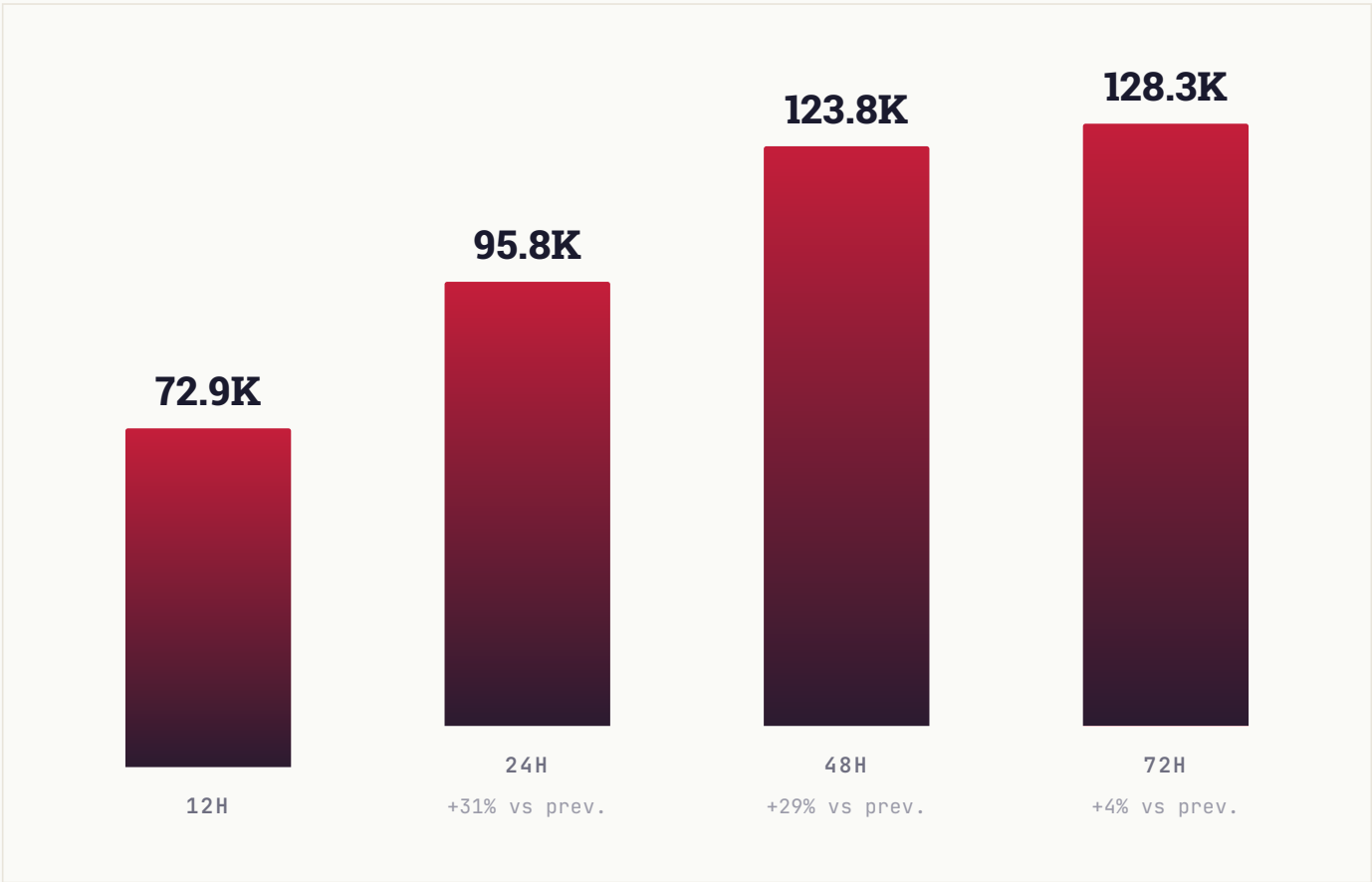
Citation index **1 181** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **2 554** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
TE 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
BC More than economy	541.2K
VT VTB YOU	461K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#15 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **982**, they brought **121 558** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	183	89	25 244
November 2025	173	98	33 365
October 2025	135	68	13 513
September 2025	167	95	17 239
August 2025	111	52	22 180
July 2025	213	91	10 017
TOTAL MENTIONS			982
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			121 558

— 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 for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

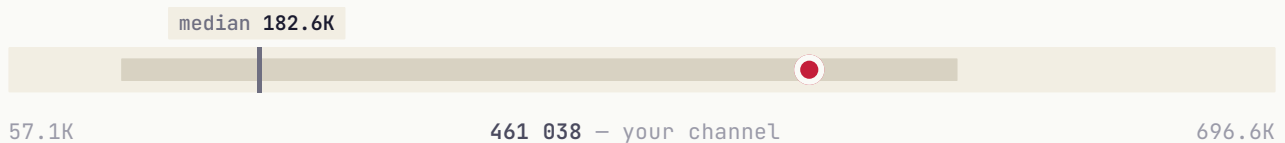
#15 /100

POSITION IN NICHE

Channel in top 15% – strong position

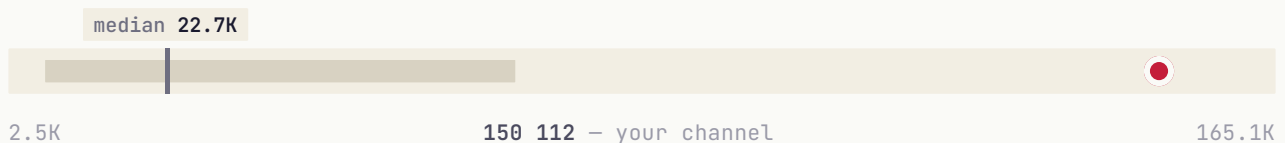
SUBSCRIBERS

better than 81% of niche



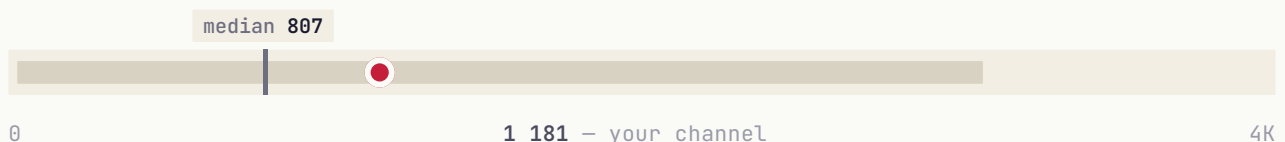
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 56% of niche



— 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 Thursday

Audience is most active on this day at 16:00 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 picks 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 is an easy growth lever.

EFFECT

+5-15% ER**04**

Cross-promo with nearby channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give 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 this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
