

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ruthless Bankster



@bezposhady

The main voice of Russian banking, finance and economy Ads:
@Alivian Channel link: <https://t.me/+vtKZerJl9QwxM2Yy> Working
with @swaymedia and @Spiral_Miya RKN: <https://clck.ru/3FXDor>

SUBSCRIBERS

1 043 708

+131598 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 3.6%

REACH/POST

41.6K

ad reach 37.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 1 043 708 —	 SUBSCRIBER REACH 3.98% avg % subs see post	 VIEWS/POST 41.6K median 41.2K · 22 days	 POSTS/DAY 41.3 ~289 per week
 7D TREND — no data for period	 REACTIONS/POST 609.0 total 561,503 reactions, 239,311 reposts, 0 comments	 POST LENGTH 314 chars. median 300 · 22 days	 POSTS ANALYZED 922 22 days
 AD REACH 37.6K 24h avg	 CHURN / MONTH +131598 last month	 CITATION RATE 7 417 citation index · 9,955 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 09.03.2020

AI EDITOR SUMMARY

Channel «Ruthless Bankster» — 1 043 708 subs. Each post averages 41.6K people (4% from subs), reach is low — consider expanding audience. Posts 289 posts per week (~41/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **922** posts over 22 days.
- 02 Dominant format — **Text** (616/922 posts).
- 03 Avg post length — **314** chars (median 300).
- 04 Peak audience activity — **Monday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (76K avg top vs 30.6K worst) — across 922 posts in 22 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 19:19 TEXT 61% of Russians think kids can work from age 12 — valuable life experience. The other 37% disagree: at this age...	VIEWS 77 088 REP. 164	REACTIONS 1 243 ER 7.4%
Nº2 01.06 · 22:05 TEXT Sauna at least 4x/week cuts sudden cardiac death risk — 20-year study finds	VIEWS 75 753 REP. 694	REACTIONS 551 ER 7.3%
Nº3 01.06 · 20:56 TEXT Even by age 40, one in four workers never gets a promotion — researchers found after studying data from 1.3 million people. Many...	VIEWS 75 018 REP. 113	REACTIONS 429 ER 7.2%

Nº4

28.05 • 13:52

PHOTO

HR departments are being massively cut in Russian companies. According to market players, vacancies for recruiters now...

VIEWS

74 835

REP.

737

REACTIONS

543

ER

7.2%

Nº5

01.06 • 20:25

TEXT

Children may be sent to labor camps again – Moscow children's ombudsman Yaroslavskaya proposed the initiative. Teenagers need...

VIEWS

74 634

REP.

236

REACTIONS

1 301

ER

7.2%

WORST 3

↓ 04.06 • 08:56 TEXT

Russia's fuel market remains stable. Price hikes at most stations stay within normal inflation, said...

VIEWS

30 869

REP.

87

REACTIONS

754

ER

3.0%

↓ 05.06 • 15:23 TEXT

"I see no point," Putin replied to the proposal for a meeting with Zelensky. @bezposhady

VIEWS

30 595

REP.

155

REACTIONS

867

ER

2.9%

↓ 05.06 • 14:15 TEXT

Revenue threshold for mandatory VAT can be kept unchanged for now, Putin said. @bezposhady

VIEWS

30 403

REP.

38

REACTIONS

406

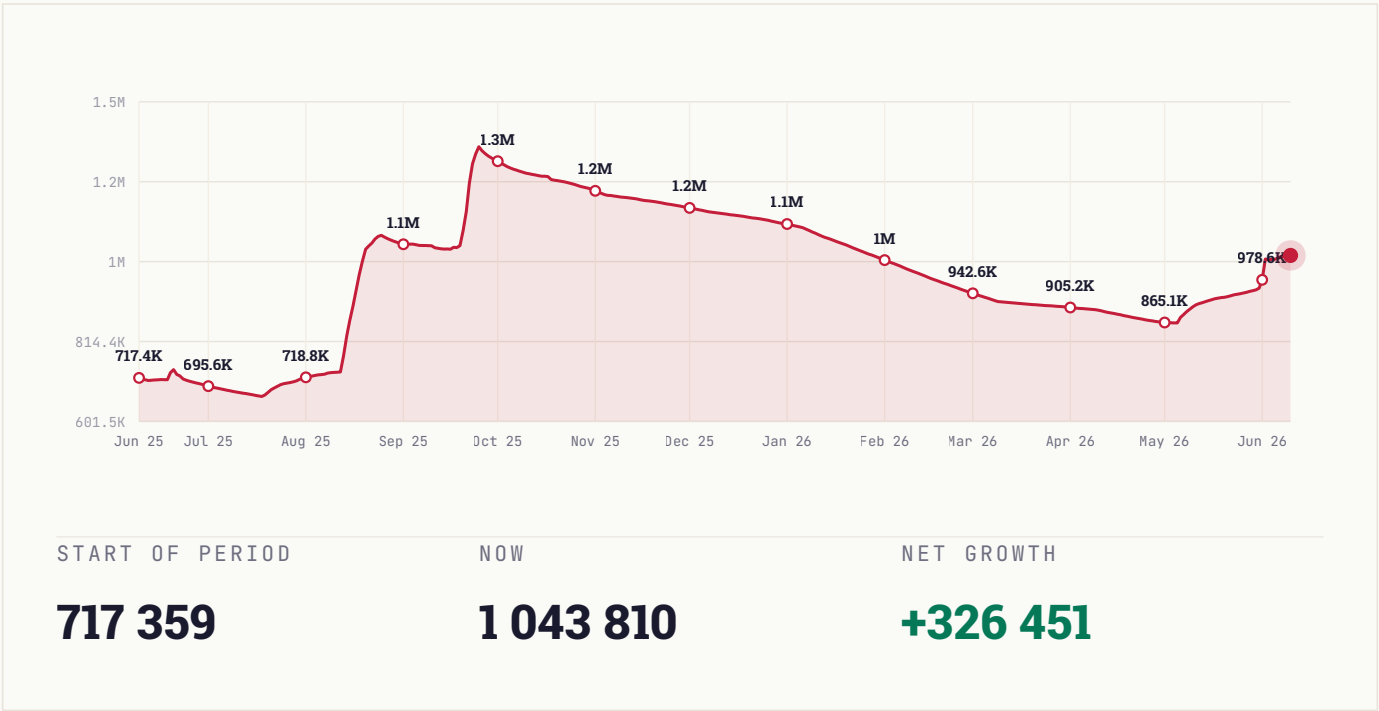
ER

2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

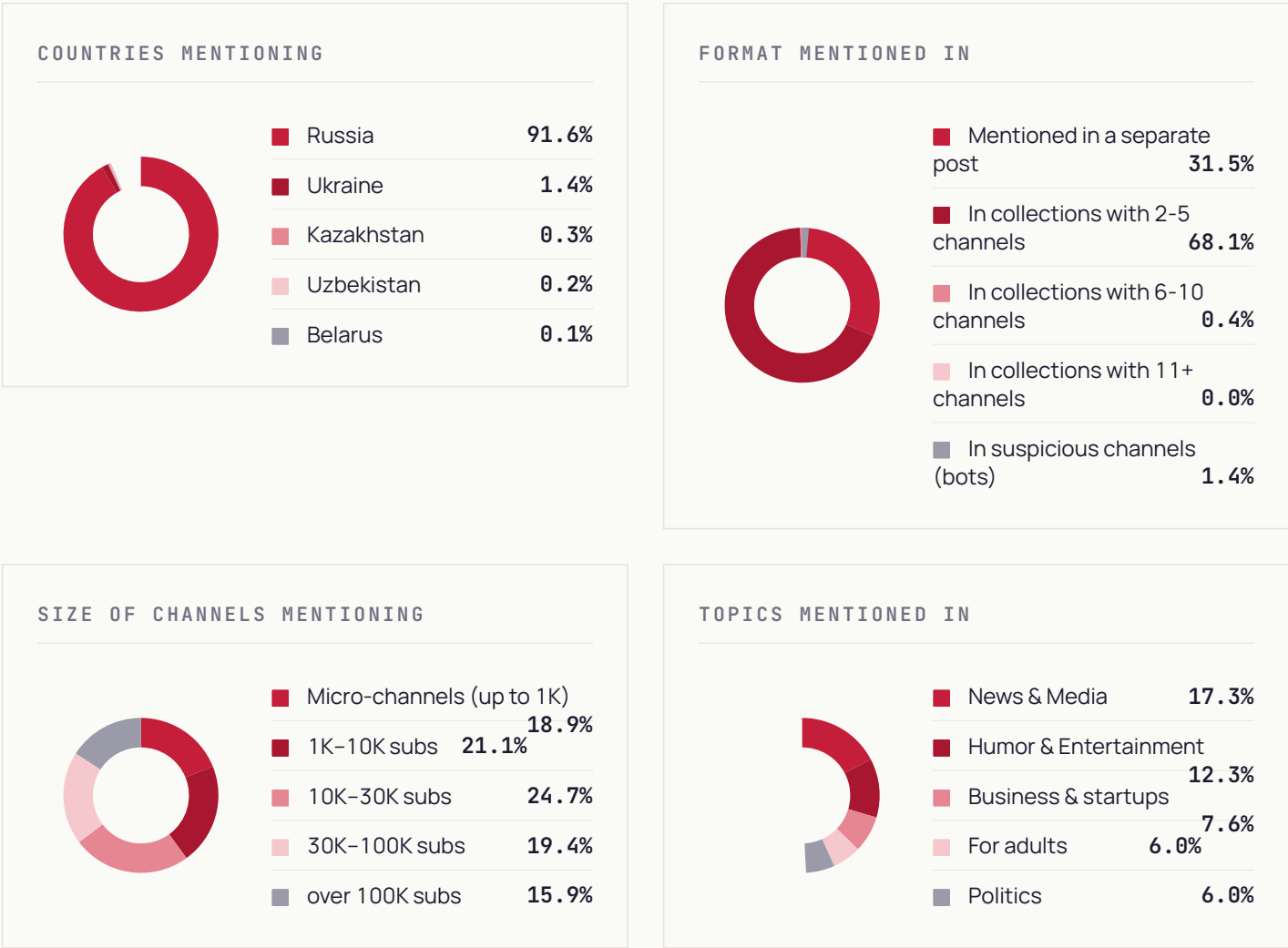
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

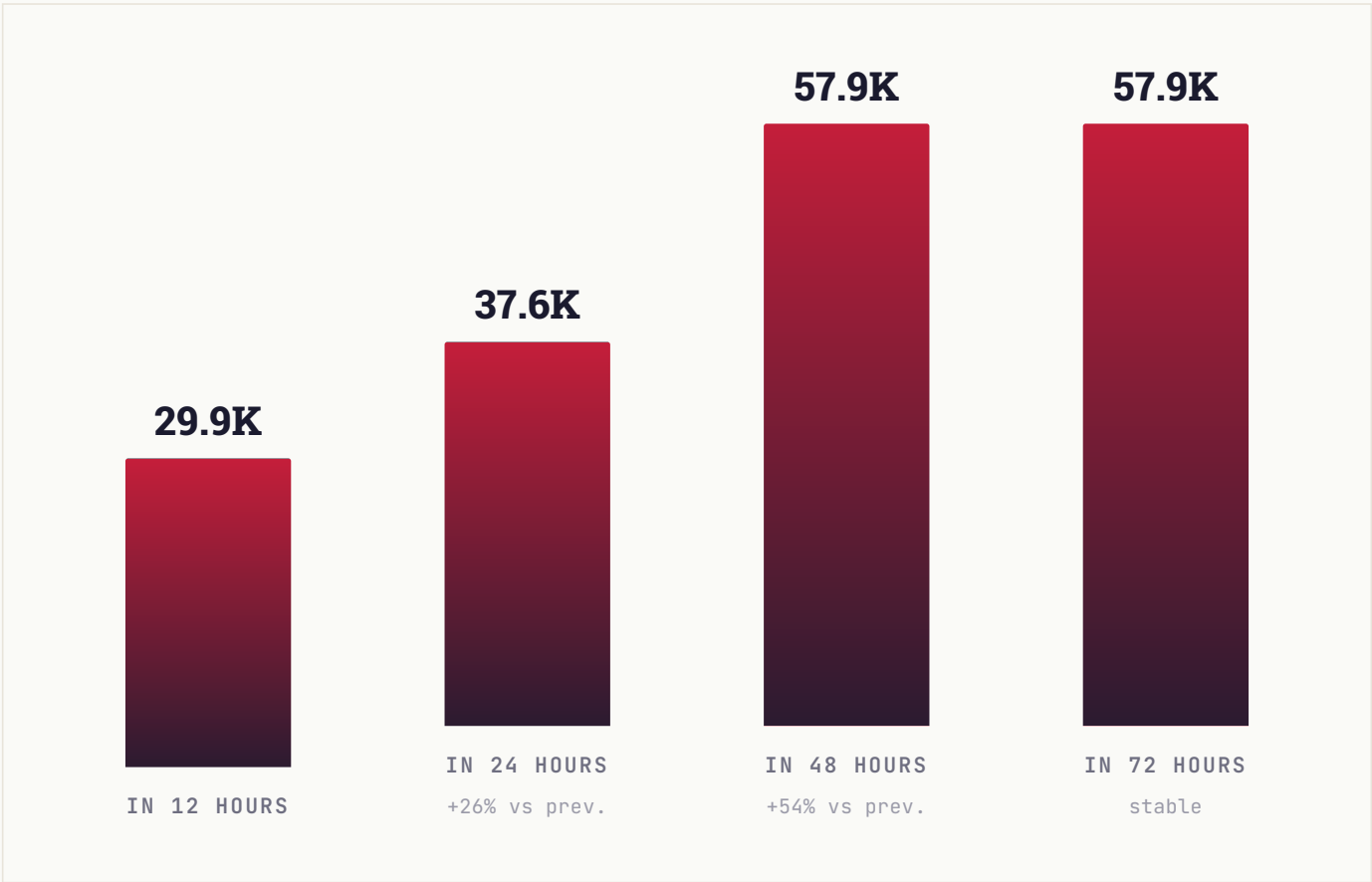
Citation index **7 417** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **9 955** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



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 YOU	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
T- T-Investments	535.3K

COMPARATIVE INSIGHT

Channel in top-3 niches (#3 of 99 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

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** mentions count **3 578**, they brought **703 530** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS	
December 2025	580	167	0	
Nov 2025	560	161	0	
Oct 2025	508	144	0	
Sep 2025	558	176	274 196	
August 2025	710	132	380 848	
July 2025	662	153	48 486	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
3 578		6	703 530	

SECTION 08 · NICHE COMPARISON

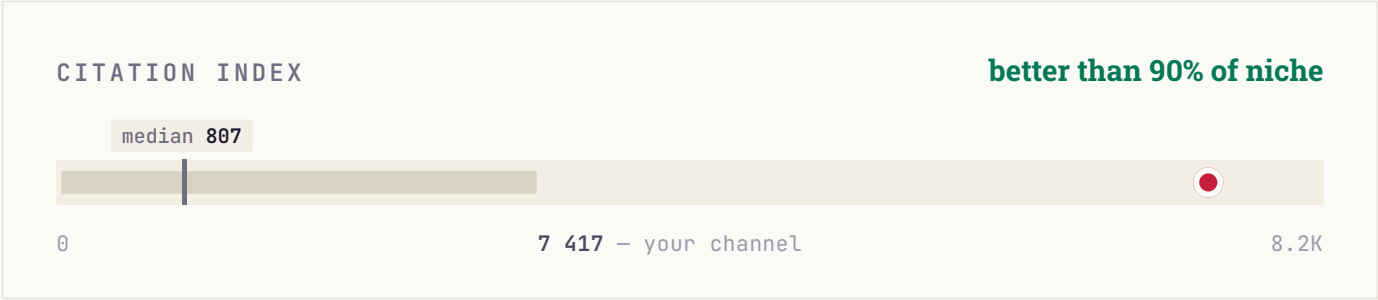
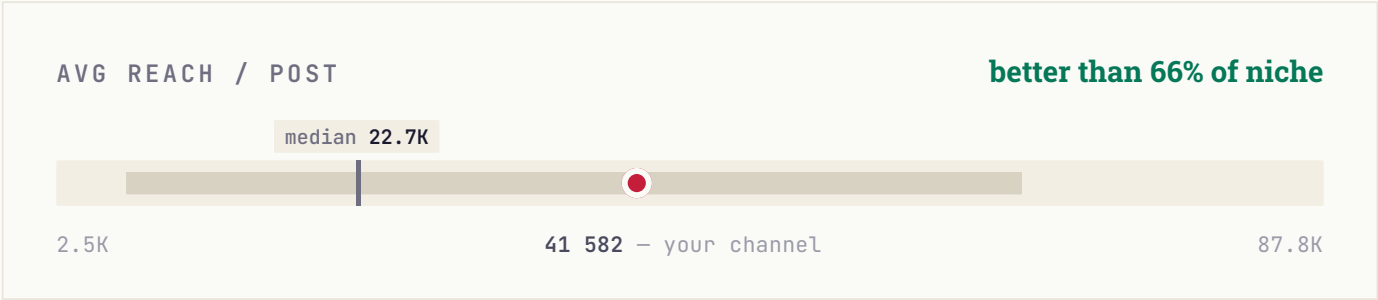
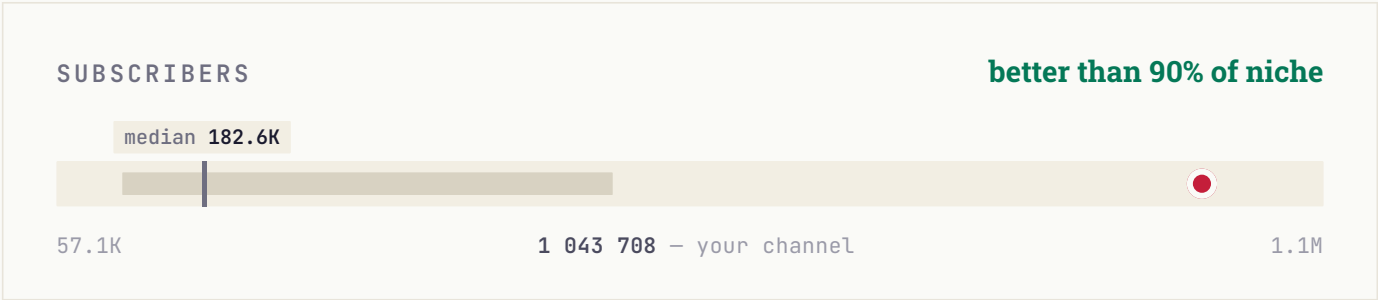
Where the channel stands in its league

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.

#3/100

POSITION IN NICHE

Channel in top 3% economy Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a to-do list and revisit this report in a month.

01

Top post of the week — Monday
 Audience is most active on this day at 22:00 MSK.

EFFECT
Best time for an important post

02

Increase video post 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

03

ER below niche benchmark — rethink formats
 Current ER 3.98% vs norm 4.5%. Try polls & interactive formats.

EFFECT
+0.5pp ER

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 — an easy growth point.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager