

PUBLIC REPORT BY PROMTPRESS

Channel audit

Billionaire Wallet



@billionaireswallet

Business, economy & finance Admin, ads: @ElaginMedia

SUBSCRIBERS

120 132

-2388 per month

ERR (% SEE POSTS)

22.0%

per day 14.8%

REACH/POST

25.9K

ad reach 17.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 120 132 —	 SUBSCRIBER REACH 21.52% avg % of subs see post	 VIEWS/POST 25.9K median 26.8K · 21 days	 POSTS/WEEK 8.6 for period
 7D TREND — no data for period	 REACTIONS/POST 244.2 total 6,593 reactions, 6,188 reposts, 0 comments	 POST LENGTH 367 chars median 331 · 21 days	 POSTS ANALYZED 27 21 days
 AD REACH 17.8K 24h avg	 CHURN / MONTH -2388 last month	 CITATION RATE 1 694 citation index · 2,479 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 03.02.2023

AI EDITOR SUMMARY

Channel 'Millionaire's Wallet' — 120 132 subs. Each post averages 25.9K people (22% from subs), average reach — room to grow. Publishes 9 posts per week (~1/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 21 days.
- 02 Dominant format – Text (14/27 posts).
- 03 Avg post length – 367 chars (median 331).
- 04 Peak audience activity – Thu, 08:00 MSK.
- 05 Top posts get 1× more views than the weakest (27.7K avg top vs 26.1K worst) – among 27 posts in 21 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 05:55 PHOTO The main challenge for physical AI in industry remains data scarcity – there is still no global knowledge base linking movements...	VIEWS 27 863 REPOSTS 339	REACTIONS 251 ER 23.2%
Nº2 26.05 · 16:36 TEXT Italian banking group UniCredit signed a non-binding agreement to sell part of its Russian business to a private investor from...	VIEWS 27 788 REPOSTS 206	REACTIONS 223 ER 23.1%
Nº3 20.05 · 12:06 PHOTO According to Financial Times, after smartphones went mainstream, global birth rates dropped sharply – by almost...	VIEWS 27 465 REPOSTS 598	REACTIONS 265 ER 22.9%

Nº4 20.05 • 11:10 TEXT ☹️ Moscow employers massively inflate salaries in job postings due to staff shortage, Mash Money reports. For example, ads for...	VIEWS 27 330 REACTIONS 277 REPOSTS 262 ER 22.7%
Nº5 20.05 • 07:57 TEXT Russia may introduce student mortgages with a 3% down payment – TASS. The support measure is designed for...	VIEWS 27 293 REACTIONS 246 REPOSTS 392 ER 22.7%

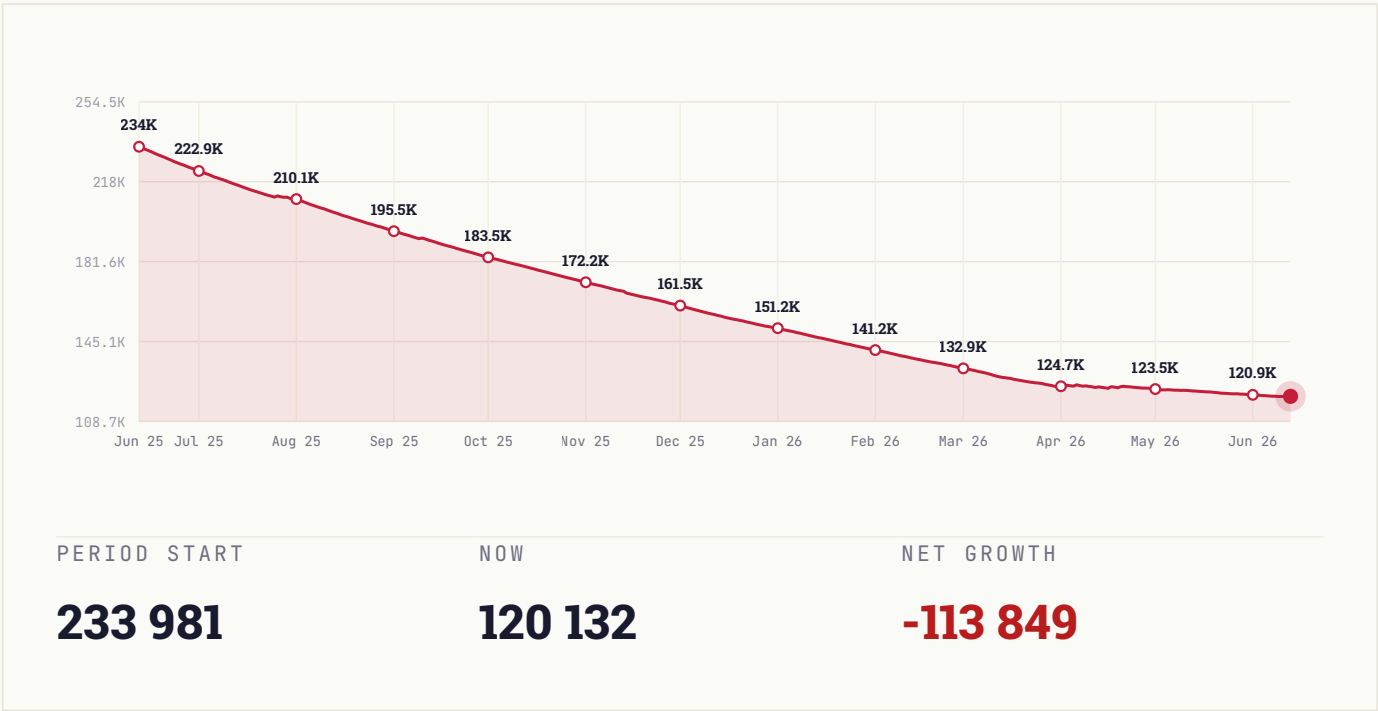
WORST 3

↓ 20.05 • 17:44 PHOTO ☹️ Global oil market is breaking into separate blocs, – WSJ. After 2022, energy trade looks less like a single...	VIEWS 26 396 REACTIONS 265 REPOSTS 78 ER 22.0%
↓ 20.05 • 13:13 TEXT Authorities intensify fight against 'shadow' employment: since the start of the year, about 220k workers stopped receiving 'envelope' salaries, reports...	VIEWS 26 057 REACTIONS 221 REPOSTS 219 ER 21.7%
↓ 20.05 • 15:06 TEXT Elon Musk claims he developed 'Jesus-level' technology, commenting on Neuralink chip capabilities. The device is now being implanted in...	VIEWS 25 811 REACTIONS 276 REPOSTS 268 ER 21.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

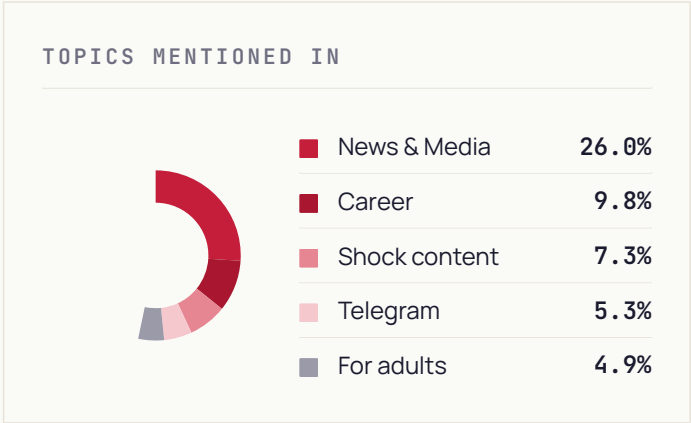
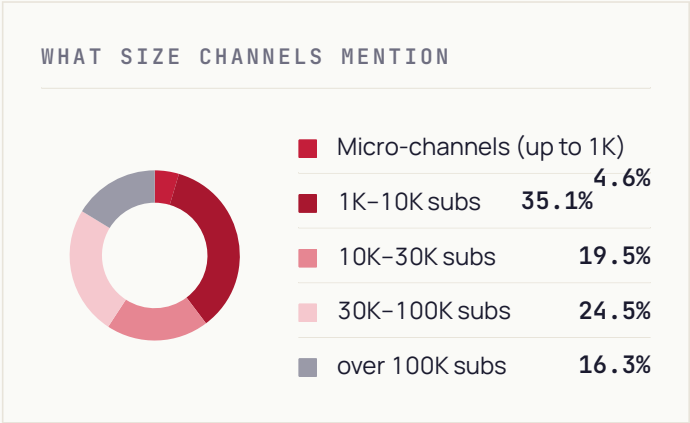
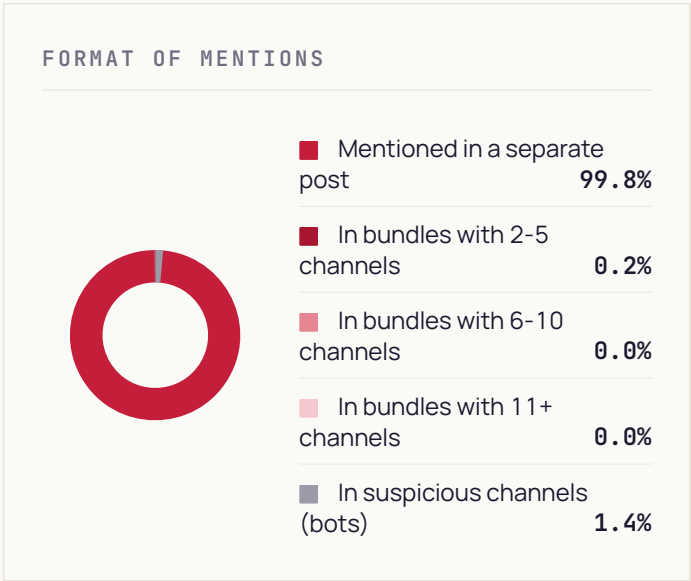
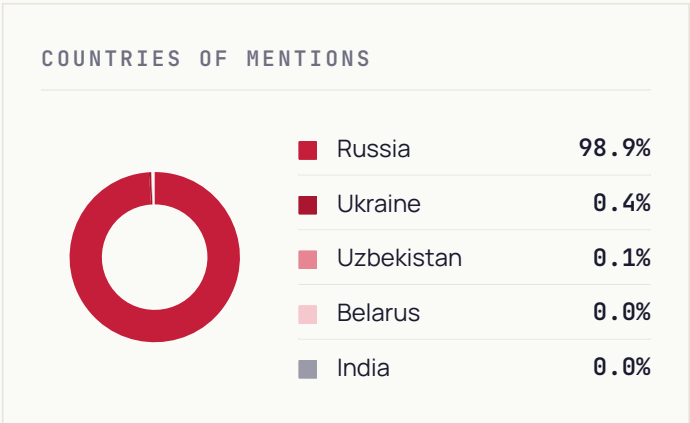
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

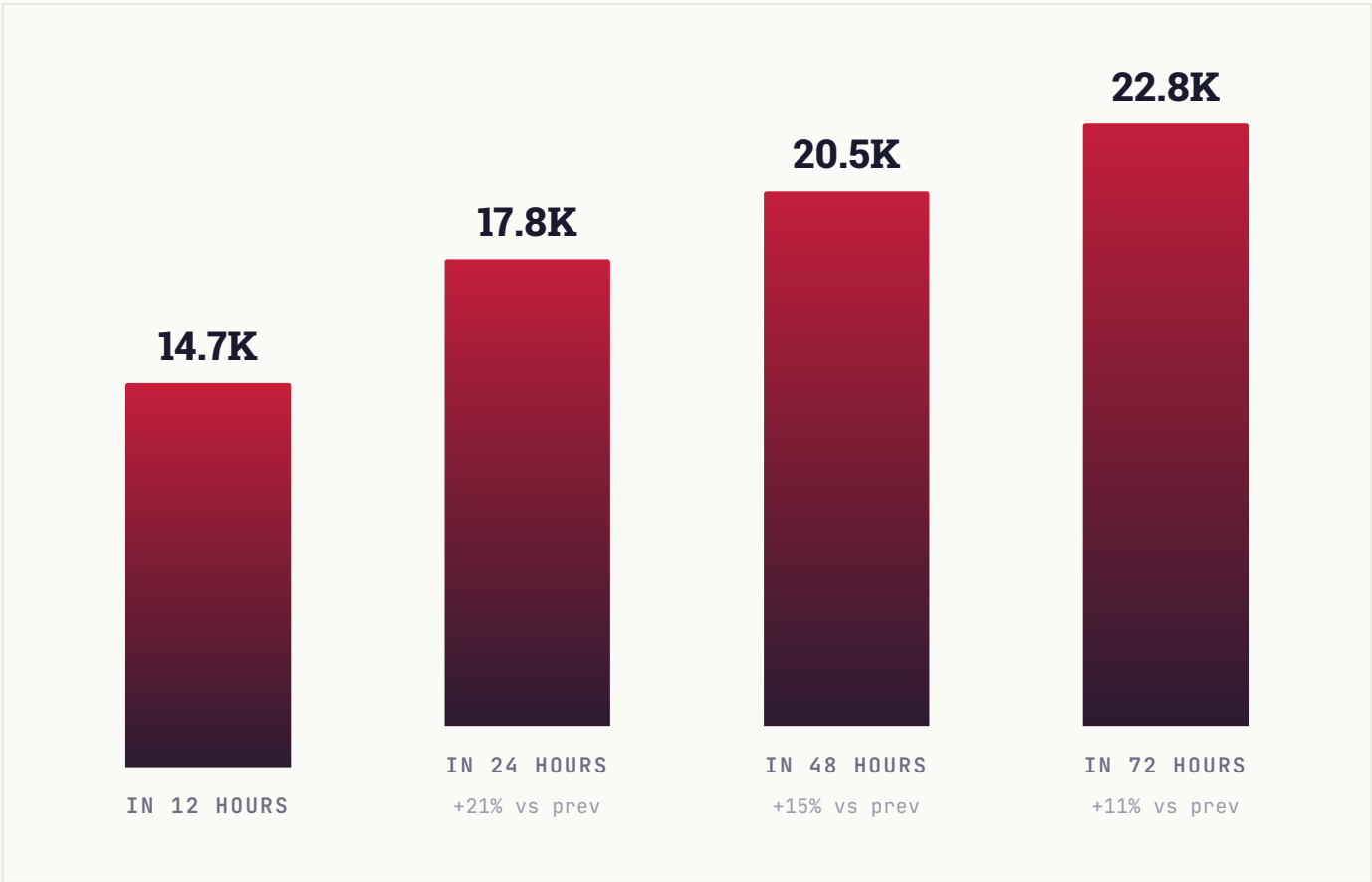
Citation index **1 694** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **2 479** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long 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
MO Moscow Business	966.6K
KN Million-Dollar Books Business Blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
ERR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
KM Billionaire Wallet YOU	120.1K

COMPARATIVE INSIGHT

Channel intop half of niche (#43 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **26**, they brought **914** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	1	1	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
Sep 2025	0	0	278	
August 2025	0	0	0	
July 2025	25	21	636	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
26	6	914

SECTION 08 · NICHE COMPARISON

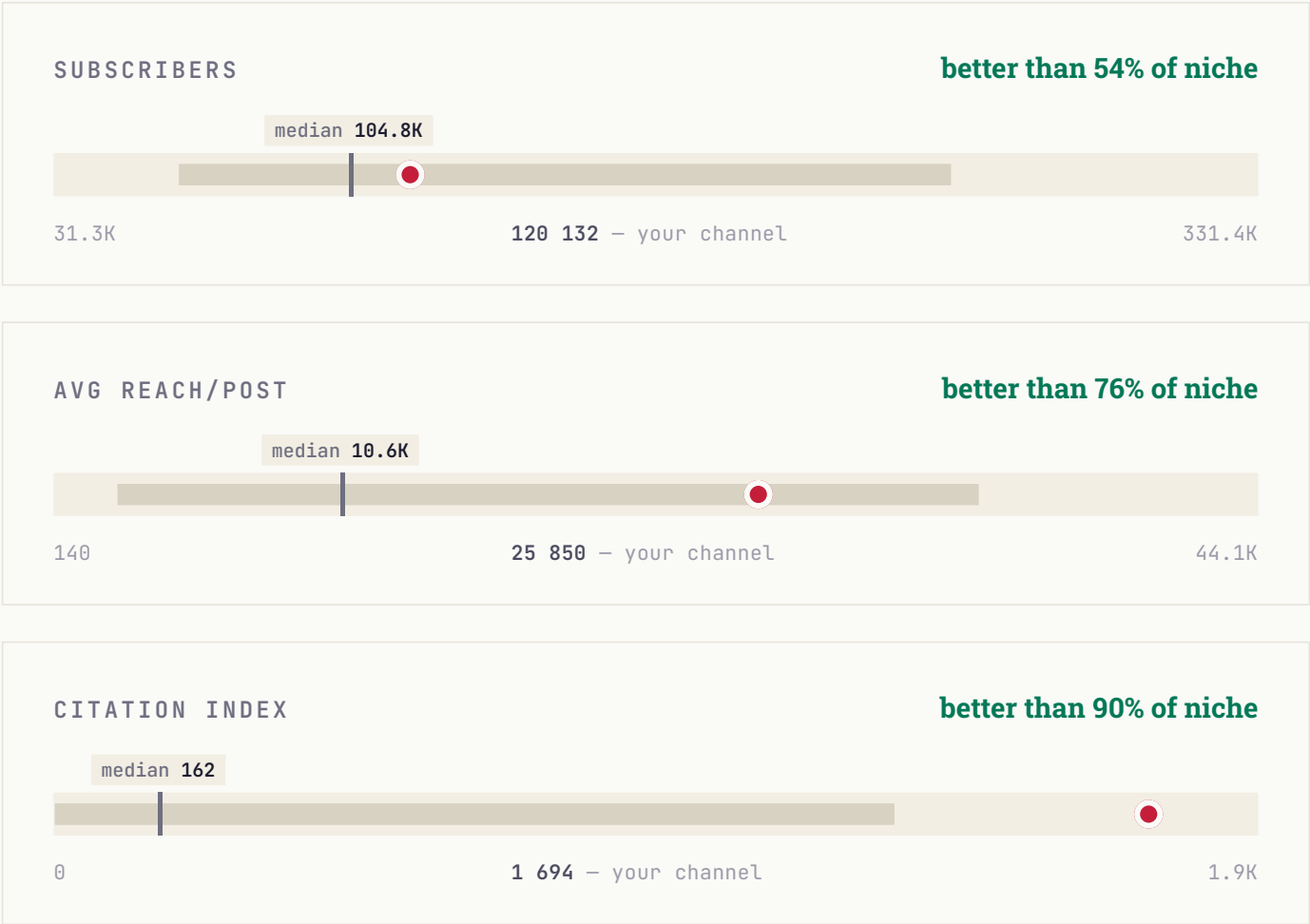
Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#43/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Top post of the week — on Thursday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. We recommend a share of 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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
