

PROMTPRESS PUBLIC REPORT

Channel audit bitkogan



@bitkogan

Investment banker Evgeny Kogan and his team — about investing, economics, and the future <https://knd.gov.ru/license?id=673b63bd340096358bb0453d@istryType=bloggersPermission>
Ads and PR:...

SUBSCRIBERS

263 118

-1126 per month

ERR (% SEE POSTS)

12.0%

per day 8.4%

REACH/POST

31.2K

ad reach 22.1K/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 263 118 —	 SUBS REACH 11.87% avg % subs see post	 VIEWS/POST 31.2K median 30.7K · 29 days	 POSTS/WEEK 22.1 over period
 7D TREND +9.8% vs prev week	 REACTIONS/POST 177.5 total 16 505 reactions, 11 489 reposts, 0 comments.	 POST LENGTH 895 chars median 1000 · 29 days	 POSTS ANALYZED 93 29 days
 AD REACH 22.1K 24h avg	 CHURN/MONTH -1126 last month	 CITATION RATE 2 275 citation index · 4 219 channels mentioned ever	 CHANNEL AGE 8 years 4 months created 14.01.2018

AI EDITOR SUMMARY

Channel «bitkogan» — 263 118 subs. Each post averages 31.2K people (12% from subs), reach is low — need to grow audience. Publishes 22 posts per week (~3/day) — active posting. Week 25–31 May reach grew by +9.8% vs week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 93 posts in 29 days.
- 02 Dominant format — Text (58/93 posts).
- 03 Avg post length — 895 chars (median 1000).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (59.5K avg top vs 25K worst) — across 93 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:31 TEXT Battle for the wealthy Financial capital of affluent clients with assets over 100M RUB reached 23.9T RUB by end of 2025...	VIEWS 89 775 REP. 120	REACTIONS 145 ER 34.1%
Nº2 22.05 · 06:00 PHOTO ☒Dividend kings 2026 Dividend season in Russia sets a new vector. Investors shift from growth stocks or 2nd and 3rd tier...	VIEWS 47 308 REP. 245	REACTIONS 169 ER 18.0%
Nº3 13.05 · 06:01 PHOTO Russian oil stocks nearly lost all gains. Opportunity or stay away? Good morning, friends! Rosneft, Lukoil...	VIEWS 41 293 REP. 122	REACTIONS 236 ER 15.7%

Nº4 01.06 · 06:03 TEXT Business is a family affair According to PwC 2025, family businesses account for 2/3 of global GDP and ~60% of employment. Why...	VIEWS 39 545 REP. 135	REACTIONS 196 ER 15.0%
Nº5 13.05 · 15:00 PHOTO And again the Russian stock market shows: geopolitics still comes first. After May 9 passed without a spike...	VIEWS 39 476 REP. 16	REACTIONS 73 ER 15.0%

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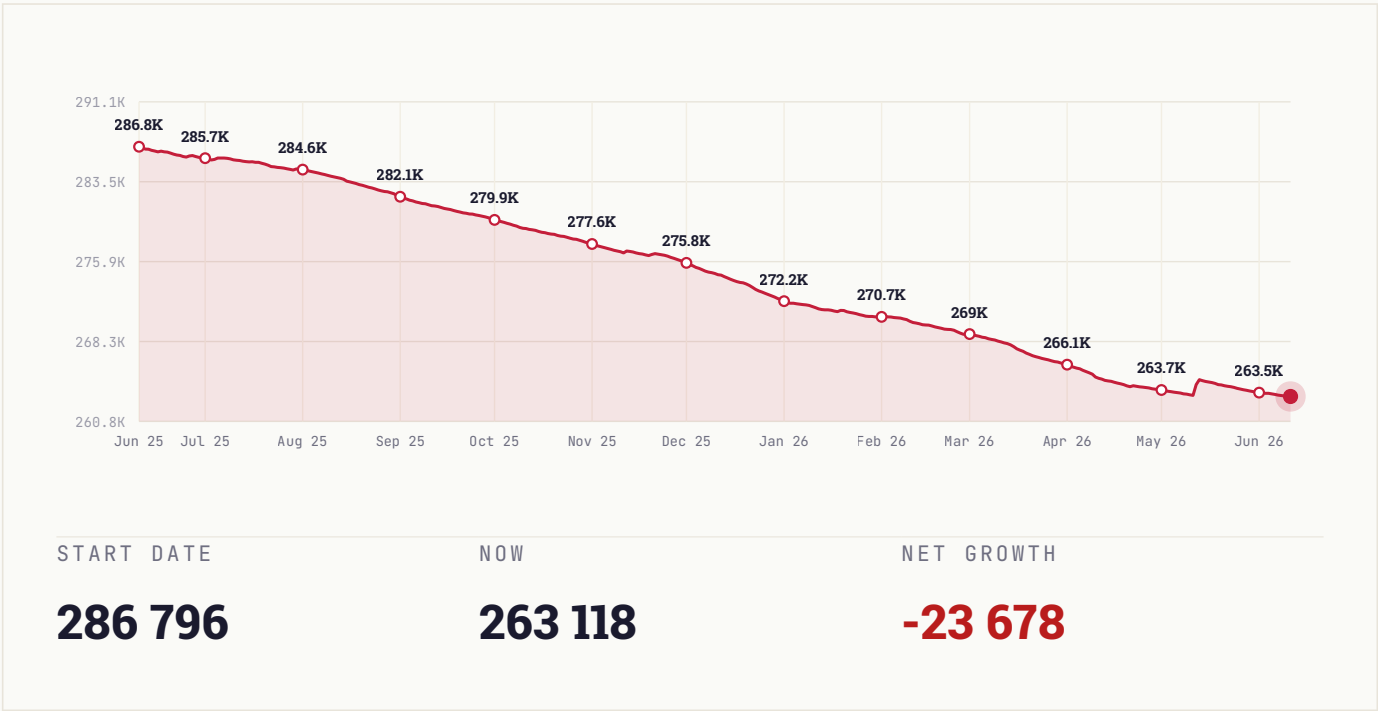
WORST 3

↓ 06.06 · 10:09 PHOTO Friends! BF FAMILY is still raising funds for summer camp trips for orphans. Kids are practically packed, we urgently need 170...	VIEWS 26 224 REP. 6	REACTIONS 83 ER 10.0%
↓ 05.06 · 13:21 TEXT What's the main problem of the Russian labor market? All this talk about 'disappearing professions' due to AI is so yesterday. How...	VIEWS 24 794 REP. 57	REACTIONS 126 ER 9.4%
↓ 07.06 · 10:01 PHOTO What happened that global markets fell so sharply on Friday? Not only stocks but many other asset classes dropped...	VIEWS 23 887 REP. 85	REACTIONS 222 ER 9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

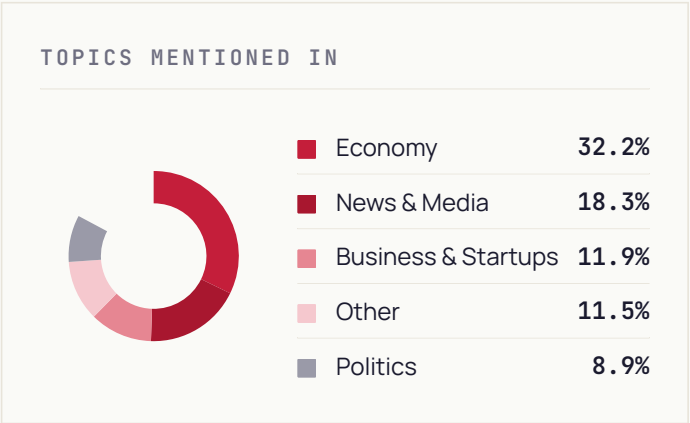
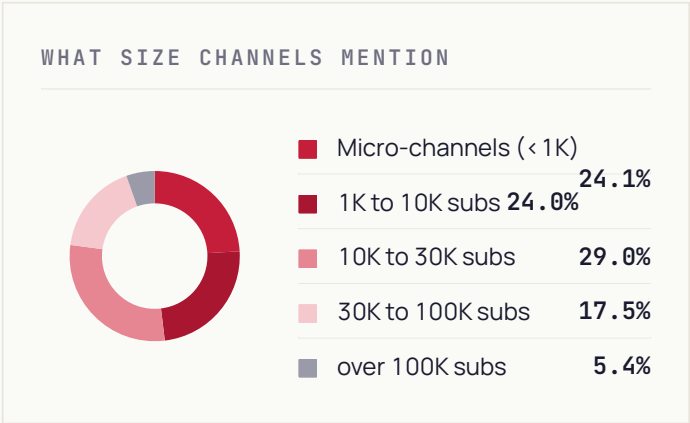
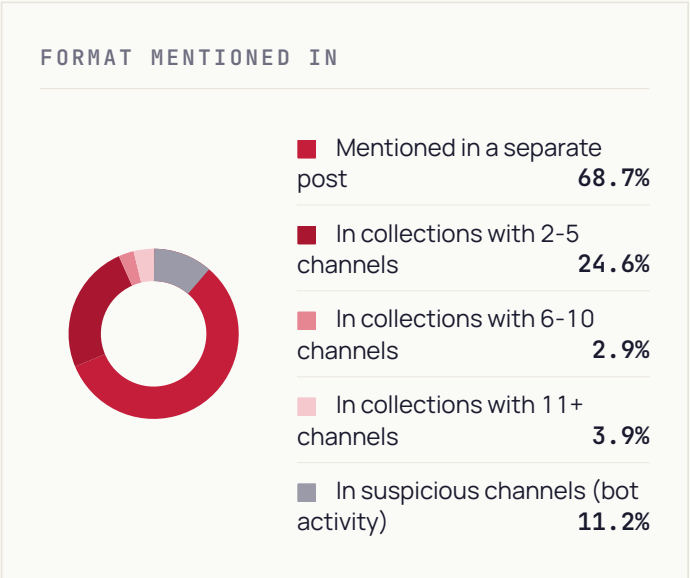
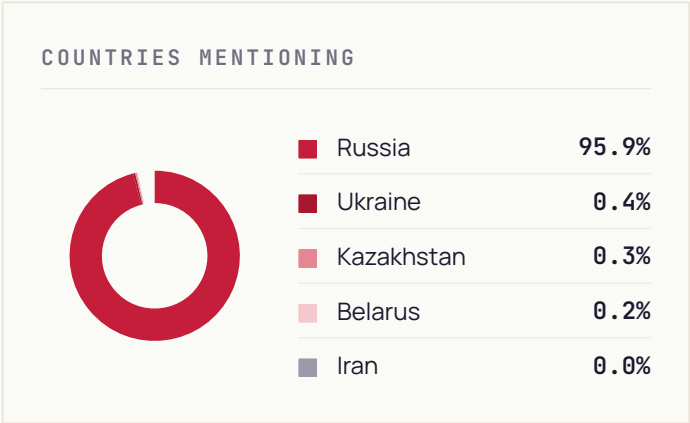
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

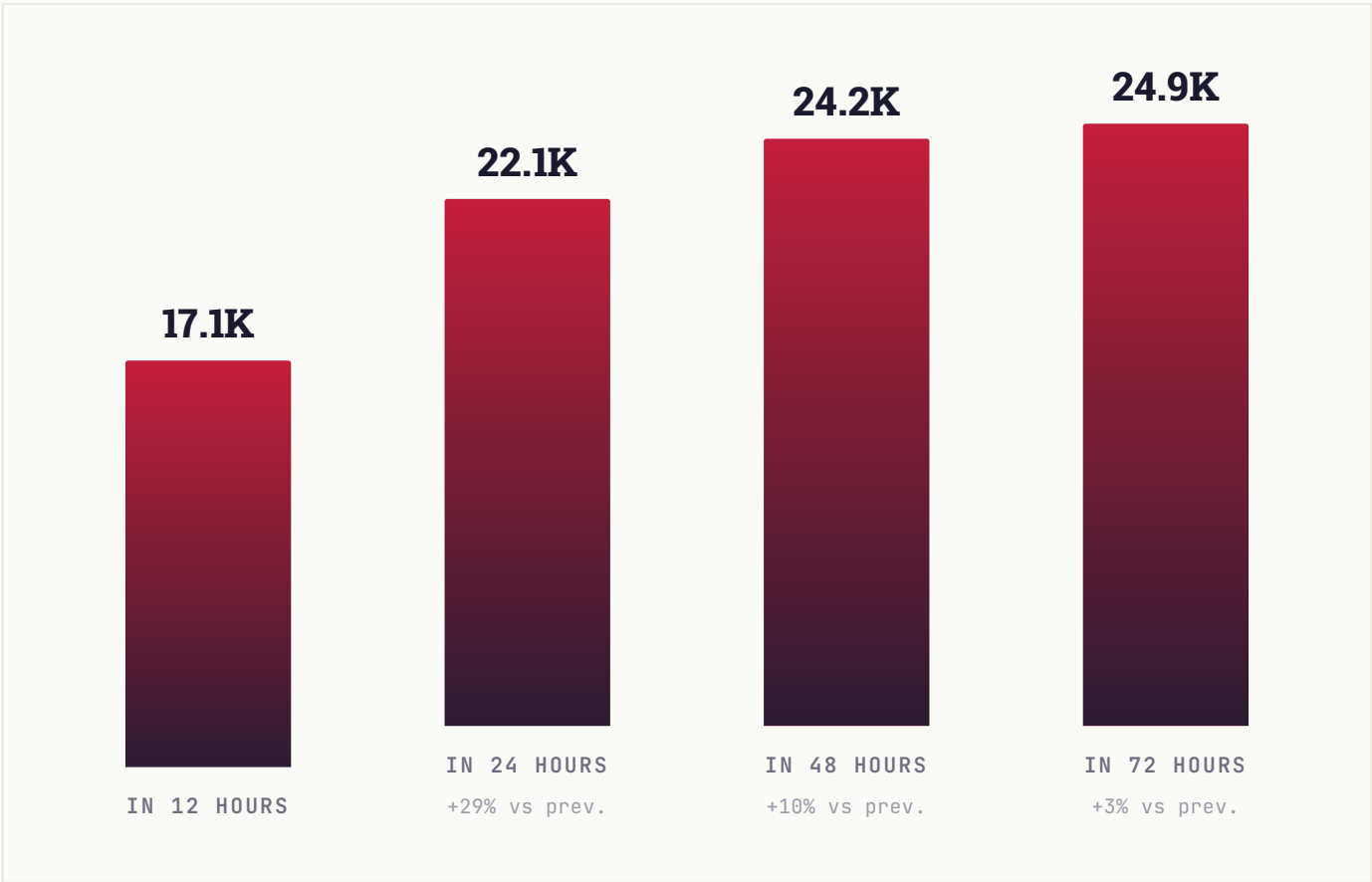
Citation index **2 275** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **4 219** different channels.



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 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 Beyond Economics	541.2K
BI bitkogan YOU	263.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#30 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

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 **779**, they brought **659** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Dec 2025	124	52	0	
Nov 2025	72	31	356	
Oct 2025	136	66	0	
September 2025	146	73	0	
August 2025	129	56	0	
Jul 2025	172	75	303	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
779	6	659

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#30/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Top post of the week — on Friday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. We recommend reaching 15-25% share.

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 similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager