

PUBLIC PROMTPRESS REPORT

Channel audit

bitkogan ⚡ HOTLINE



@bitkogan_hotline

Markets: the most important in a couple of paragraphs. Spoken and shown by Evgeny Kogan's analyst team @bitkogan. Ads @bitkogan_ads For all questions...

SUBSCRIBERS

83 173

+517 per month

ERR (% SEE POSTS)

24.0%

per day 17.6%

REACH/POST

19.1K

ad reach 14.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quote rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Economics» 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 83 173 —	 SUBS REACH 23.01% avg % of subs see post	 VIEWS/POST 19.1K median 18.6K · 29 days	 POSTS/DAY 13.1 ~92 per week
 7D TREND +2.7% vs prev week	 REACTIONS/POST 169.7 total 65,487 reactions, 23,287 reposts, 4,639 comments	 POST LENGTH 338 chars median 336 · 29 days	 POSTS ANALYZED 386 29 days
 AD REACH 14.7K 24h avg	 CHURN / MONTH +517 over the last month	 QUOTE RATE 333 citation index · 1,084 channels mentioned all time	 CHANNEL AGE 4 years 11 months created 24.07.2021

AI EDITOR SUMMARY

Channel «bitkogan ⚡ HOTLINE» — 83 173 subs. Each post gets on avg 19.1K people (23% of subs), average reach — room to grow. Publishes 92 posts per week (~13/day) — very active. For the week of Jul 6–12, reach stable (+2.7% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **386** posts over 29 days.
- 02 Dominant format – **Text** (213/386 posts).
- 03 Avg post length – **338** characters (median 336).
- 04 Peak audience activity – **Sunday**, 17:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (43K avg for top vs 15.7K for worst) – among 386 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 10:43 TEXT Belgium refuses to unblock Russians? News emerged that after resuming application review, the Belgian Treasury...	VIEWS	REACTIONS
	44 857	92
	REPOSTS	ER
	35	53.9%
Nº2 06.07 · 14:12 PHOTO Huge volumes are trading on the market. Someone is selling, but someone is buying. Wave of margin calls in VTB, X5, Inter RAO, pref shares...	VIEWS	REACTIONS
	42 144	174
	REPOSTS	ER
	330	50.7%
Nº3 02.07 · 11:27 TEXT The Bank of Russia expects a higher key rate trajectory – partly due to the budget bitkogan's view: In July, the CBR will raise its forecast for...	VIEWS	REACTIONS
	42 051	78
	REPOSTS	ER
	71	50.6%

Nº4

09.07 • 11:20

PHOTO

 In June, the best returns on the Russian financial market came from currency assets and money market funds. The worst — chemical stocks...

VIEWS

40 820

REPOSTS

92

REACTIONS

77

ER

49.1%

Nº5

05.07 • 14:35

TEXT

Russia sees a surge in horse sales Keeping animals for rural residents turned out cheaper and easier than fueling a car. On...

VIEWS

24 974

REPOSTS

484

REACTIONS

435

ER

30.0%

WORST 3



15.07 • 15:50

TEXT

 Russian companies' business activity sharply deteriorated, while inflation expectations rose ▪ In July, the corporate price expectations index...

VIEWS

15 738

REPOSTS

46

REACTIONS

134

ER

18.9%



15.07 • 15:42

TEXT

US banks & financials – second day of earnings ▪ Morgan Stanley (MS) • Revenue \$21.4B (+27% YoY) • EPS \$3.46 (+62% YoY) ▪ BlackRock...

VIEWS

15 674

REPOSTS

10

REACTIONS

52

ER

18.8%



15.07 • 16:05

TEXT

US to lower tariffs for largest buyers of Russian oil and gas Washington reduced maximum tariffs from 500% to 100% and made...

VIEWS

15 624

REPOSTS

10

REACTIONS

104

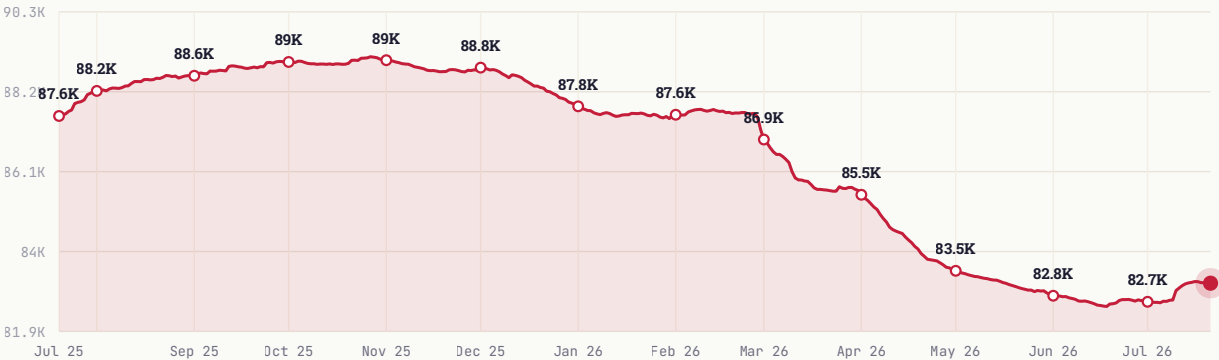
ER

18.8%

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 lost subs.



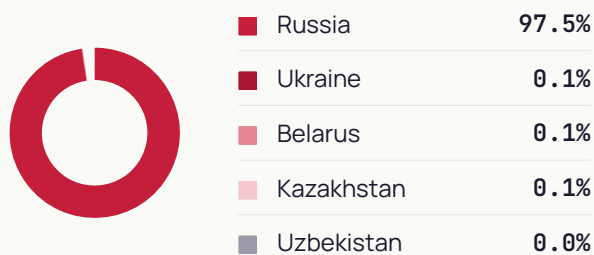
START OF PERIOD	NOW	NET GROWTH
87 552	83 173	-4 379

SECTION 04 • CITATIONS

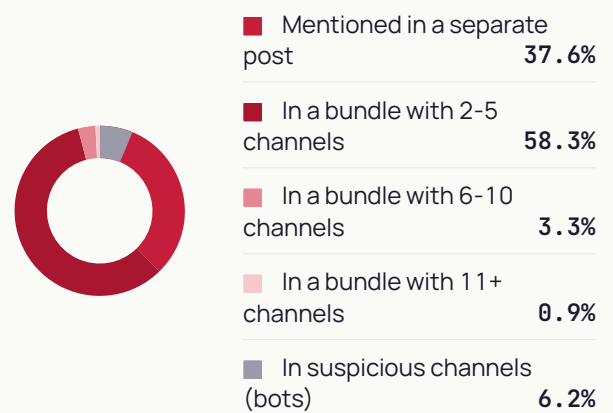
Who and how mentions the channel

Citation index **333** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 084** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



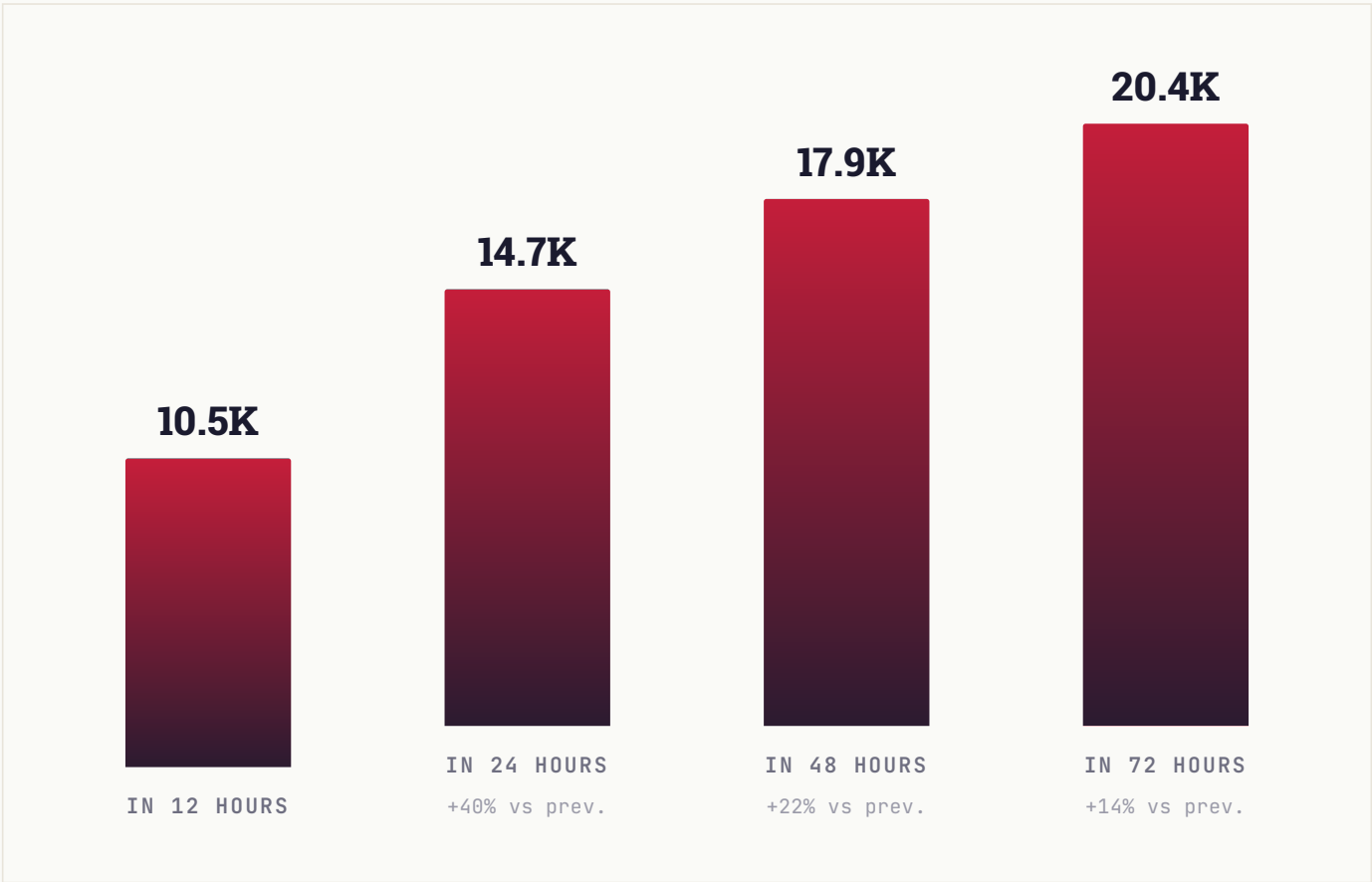
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
Sharif شریف	2.8M
Trade Watcher	2.5M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏰	1.8M
The Economist	1.3M
Topor. Economy.	1.2M
QUBTAN EL GOLD	1.1M
bitkogan ⚡️ HOTLINE YOU	83.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal: enter top-98 via systematic traffic & content 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 **508**, they brought **1 983** new subs.

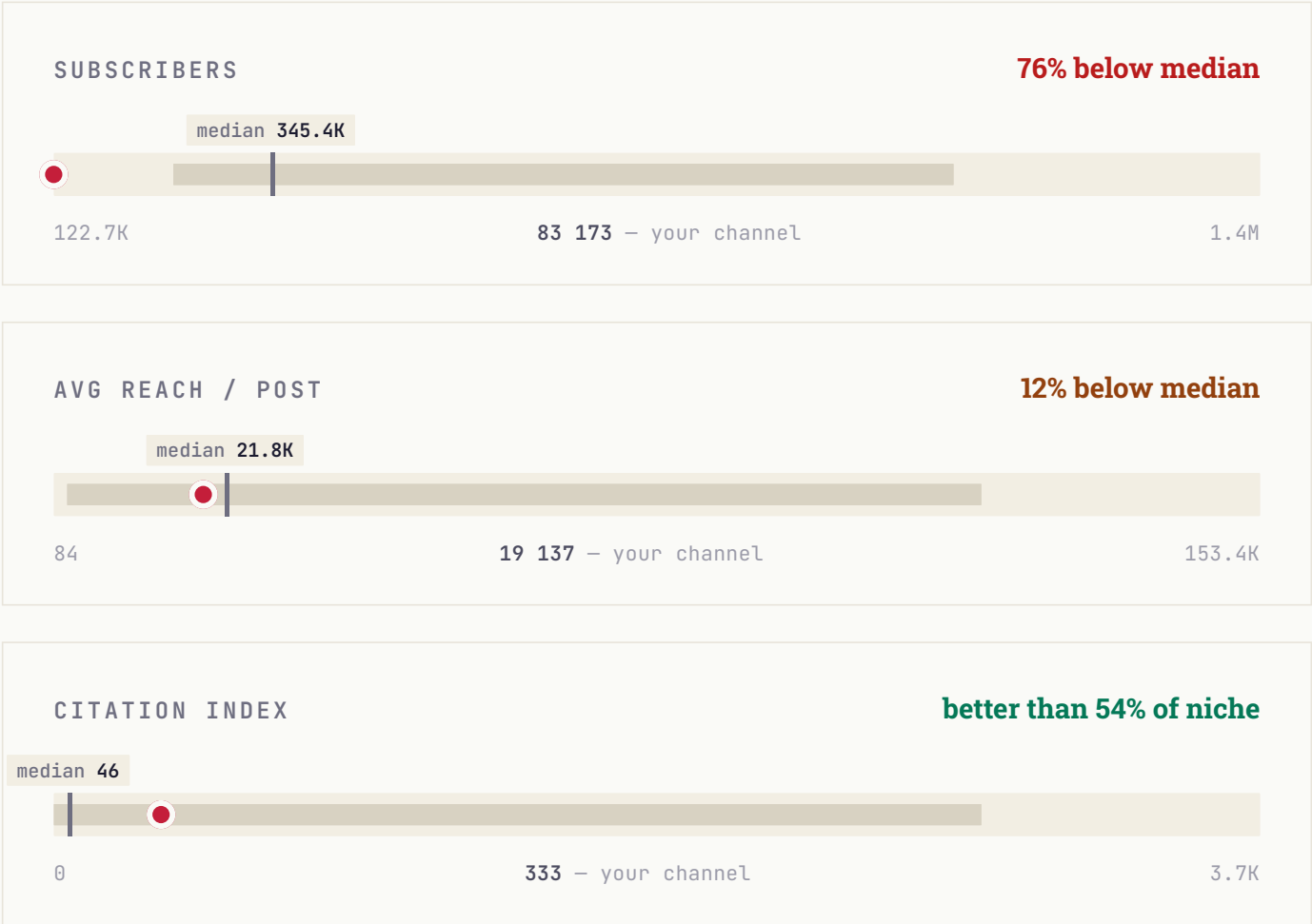
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	48	20	306
December 2025	84	24	158
Nov 2025	54	21	126
Oct 2025	119	32	305
Sep 2025	102	34	528
August 2025	101	28	560

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
508	6	1 983

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 = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— 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

Main post of the week — on Sunday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

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 win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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