

PROMTPRESS PUBLIC REPORT

Channel audit

BRICS Finance



@brics_finances

First Russian economic publication about BRICS Collaboration:
@theatre_adv Managers: t.me/tube_price/133 Unofficial
community Channel in RKN registry: <https://rkn.link/4KB>

SUBSCRIBERS

169 855

-3587 per month

ERR (% SEE POSTS)

28.0%

per day 20.6%

REACH/POST

46.1K

ad reach 35K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 169 855 —	 SUBSCRIBER REACH 27.17% avg % subs see post	 VIEWS/POST 46.1K median 47.7K · 29 days	 POSTS/WEEK 45.8 for period
 7D TREND -0.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 326 chars median 336 · 29 days	 POSTS ANALYZED 193 29 days
 AD REACH 35K 24h avg	 CHURN / MONTH -3587 last month	 CITATIONS 646 citation index · 1,229 channels mentioned ever	 CHANNEL AGE 1 year 7 months created 25.10.2024

AI EDITOR SUMMARY

Channel «BRICS Finance» — 169 855 subs. Each post avg views 46.1K people (27% of subs), good reach. Publishes 46 posts per week (~7/day) — active posting. Week of May 25–31 reach stable (-0.2% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 193 posts in 29 days.
- 02 Dominant format – Photo (112/193 posts).
- 03 Avg post length – 326 chars (median 336).
- 04 Peak audience activity – Thu, 19:00 MSK.
- 05 Top posts get 1× more views than the weakest (54.2K avg for top vs 41.1K for worst) – among 193 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 16:32 VIDEO Employers will value soft skills more due to AI This was stated by the First Deputy Chairman... at the SPIEF in an interview with Alexander Tsypkin in VK Studio	VIEWS 58 177 REPOSTS 56	REACTIONS — ER 34.3%
Nº2 20.05 · 14:33 VIDEO India: official brought ACs to temple, cooled it for his visit, then took them away...	VIEWS 53 086 REPOSTS 307	REACTIONS — ER 31.3%
Nº3 19.05 · 18:31 PHOTO Almost all job vacancies are fake, say experts According to analysts, only 10-30% of listings are genuine...	VIEWS 51 408 REPOSTS 55	REACTIONS — ER 30.3%

Nº4 12.05 • 16:21 PHOTO Russia's labor market shifts to layoffs Mass layoffs hit 25% of the workforce...	VIEWS 50 499 REACTIONS — REPOSTS 77 ER 29.7%
Nº5 16.05 • 09:15 PHOTO Russians say money is the best stress cure 73% of bank respondents said it helps their mental health...	VIEWS 50 229 REACTIONS — REPOSTS 44 ER 29.6%

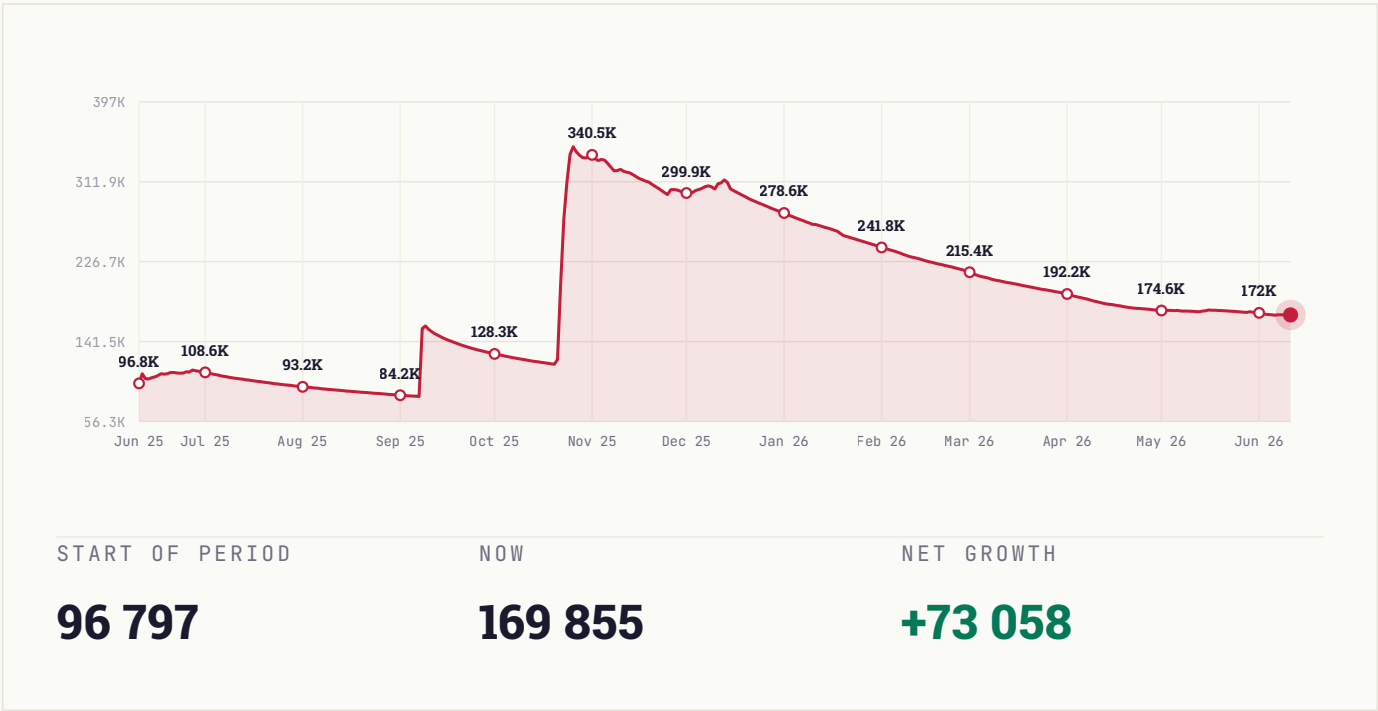
WORST 3

↓ 13.05 • 12:25 PHOTO Lavrov: US wants to fix Nord Streams and swap them for beads The official said if Washington succeeds, it will be able to...	VIEWS 41 246 REACTIONS — REPOSTS 8 ER 24.3%
↓ 13.05 • 17:03 VIDEO I don't think about Americans' finances. I don't think about anyone. I think only: we can't let Iran have nukes —...	VIEWS 41 157 REACTIONS — REPOSTS 38 ER 24.2%
↓ 19.05 • 12:18 TEXT Digital financial assets to be used in tech independence projects Big business will adopt new tools to fund IT consortia...	VIEWS 40 969 REACTIONS — REPOSTS 13 ER 24.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

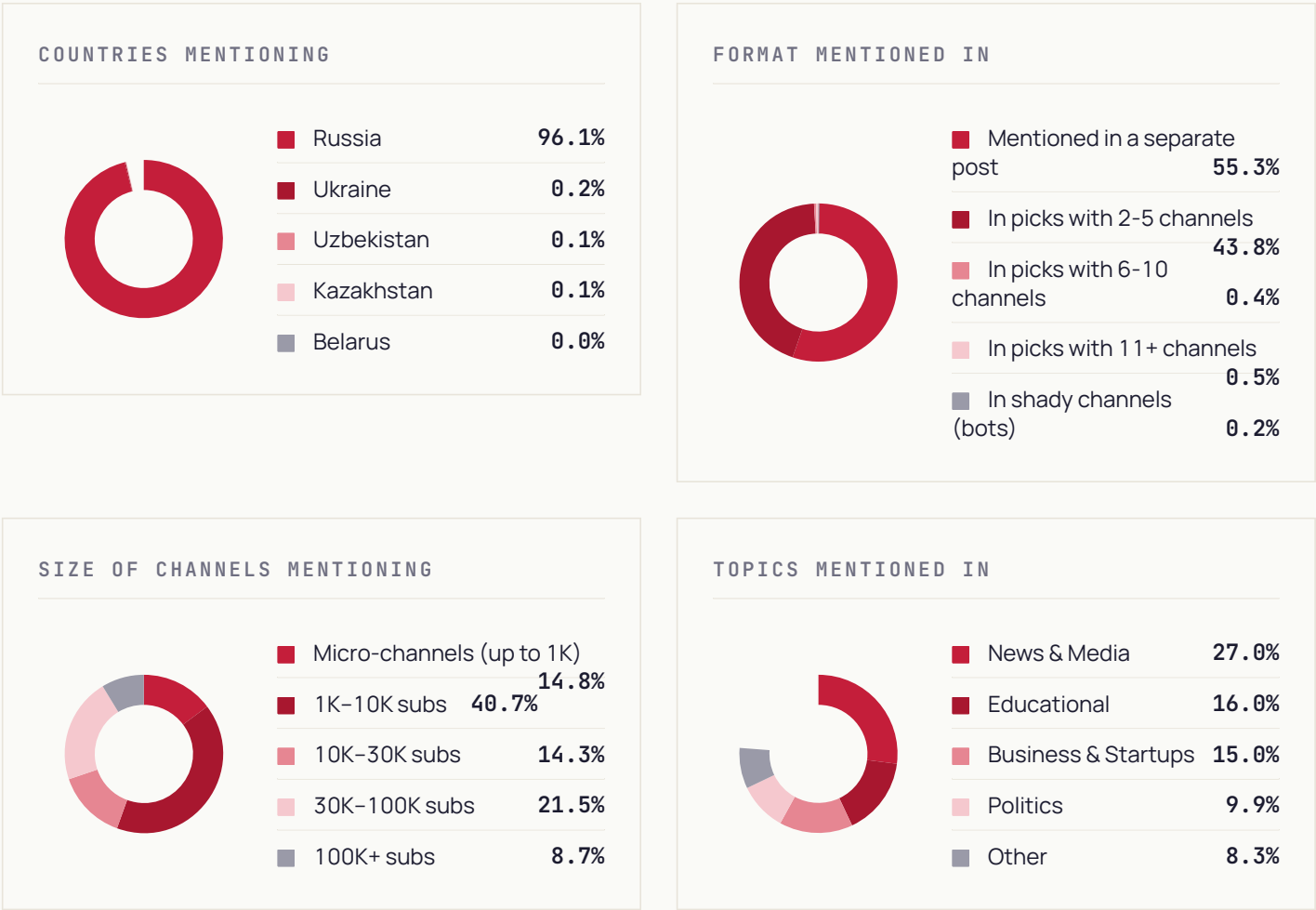
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

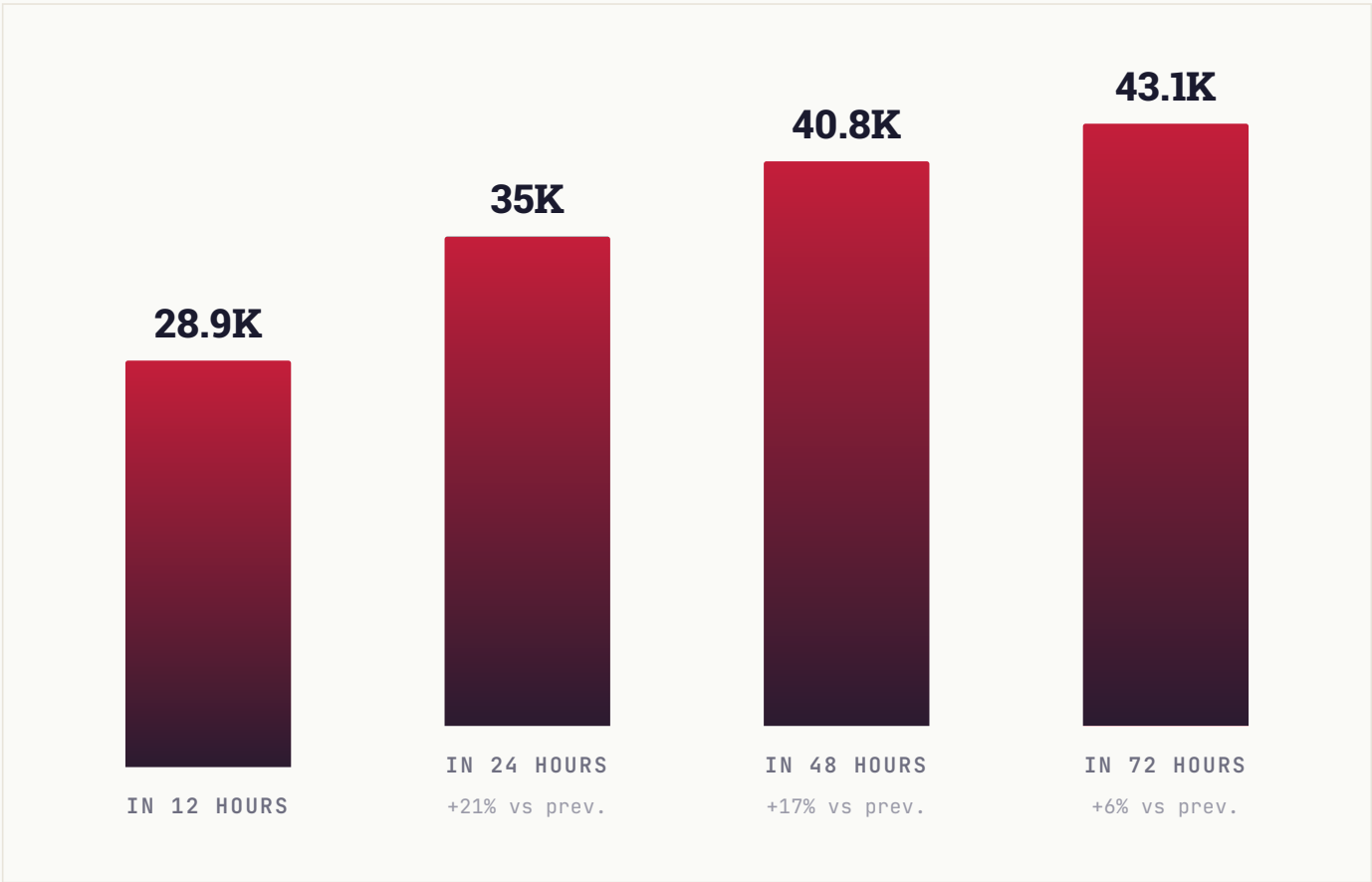
Citation index **646** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 229** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
TE The Economist	1.2M
ER Topor. 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BCh More than Economy	541.2K
BF BRICS Finance YOU	169.9K

COMPARATIVE INSIGHT

Channel inbottom half of niche top 100 (#54 of 99). Niche median — 182.3K subs.
First growth KPI — reach the median. Leader: The Economist (1.2M).

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** mentions count **633**, they brought **337 240** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	30	14	18 390	
November 2025	60	34	10 309	
October 2025	278	229	233 375	
Sep 2025	164	101	75 166	
August 2025	42	13	0	
Jul 2025	59	12	0	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
633		6		337 240

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#54

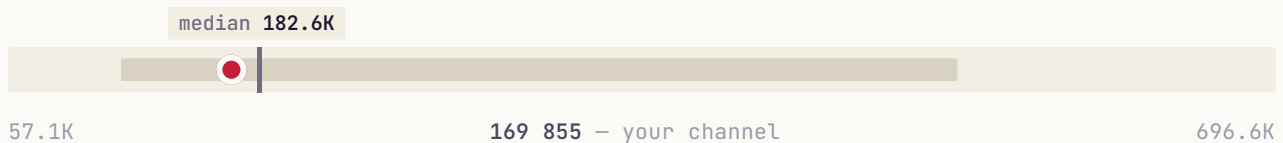
/100

POSITION IN NICHE

Channel in bottom half of ranking

SUBSCRIBERS

worse than median by 7%



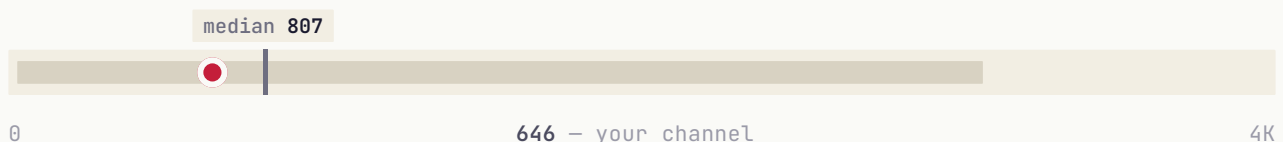
AVG REACH / POST

top 30% of niche



CITATION INDEX

worse than median by 20%



— SECTION 09 · STRATEGY

What to do now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — Thursday
 Audience most active on this day at 19:00 MSK.

IMPACT
Best window for a key post
- 02

Increase video post share
 Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

IMPACT
Video retains audience better
- 03

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

IMPACT
+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 is an easy growth lever.

IMPACT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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