

PROMTPRESS PUBLIC REPORT

Channel audit

VTB My Investments



@brokervtb

About investments and personal finance — official Telegram channel of broker VTB My Investments. <https://www.vtb.ru/personal/investicii/> No individual investment recommendations here 📖KND portal:...

SUBSCRIBERS

132 306

-7697 per month

ERR (% SEE POSTS)

23.0%

per day 16.4%

REACH/POST

30.2K

ad reach 21.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 132 306 —	 SUBSCRIBER REACH 22.81% avg % subs see post	 VIEWS/POST 30.2K median 30.6K · 28 days	 POSTS/WEEK 8.4 over period
 7D TREND +1.5% vs previous week	 REACTIONS/POST 76.1 only 2,586 reactions, 615 reposts, 0 comments	 POST LENGTH 840 chars median 999 · 28 days	 POSTS ANALYZED 34 28 days
 AD REACH 21.7K avg per 24h	 CHURN / MONTH -7697 last month	 CITATION RATE 232 citation index · 481 channels mentioned ever	 CHANNEL AGE 6 years 4 months created 30.01.2020

AI EDITOR SUMMARY

Channel «VTB My Investments» — 132 306 subs. Each post avg views 30.2K people (23% from subs), avg reach — room to grow. Publishes 8 posts/week (~1/day) — regular. Week May 25–31 reach stable (+1.5% vs week 18–24 May).

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 **34** posts in 28 days.
- 02 Dominant format – **Photo** (27/34 posts).
- 03 Avg post length – **840** chars (median 999).
- 04 Peak audience activity – **Wednesday**, 16:00 MSK.
- 05 Strongest posts get **1x** more views than weakest (34.7K avg top vs 28.2K worst) – among 34 posts in 28 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 13:15 PHOTO ☒ May dividends: where to reinvest payouts Holidays are over, so it's time to think where to invest incoming dividends. Our...	VIEWS 35 214 REPOSTS 22	REACTIONS 186 ER 26.6%
Nº2 26.05 · 18:02 TEXT VTB Supervisory Board decisions Details for investors at link	VIEWS 35 060 REPOSTS 69	REACTIONS 69 ER 26.5%
Nº3 22.05 · 11:20 PHOTO ☒ Which detective character does your portfolio resemble? Imagine that the investment strategies of the 'Intellect' service are detective characters...	VIEWS 33 756 REPOSTS 6	REACTIONS 119 ER 25.5%

Nº4 03.06 · 16:56 PHOTO ✂ Norilsk Nickel bond placement in yuan Norilsk Nickel is the world's largest palladium producer, one of the largest producers...	VIEWS 33 021 REPOSTS 23	REACTIONS 39 ER 25.0%
Nº5 28.05 · 15:06 PHOTO ✂ NOVATEK has only two allies: deficit and fleet ✂ Since the start of the year, NOVATEK shares have fallen 10%, while the Moscow Exchange index...	VIEWS 32 733 REPOSTS 7	REACTIONS 63 ER 24.7%

|

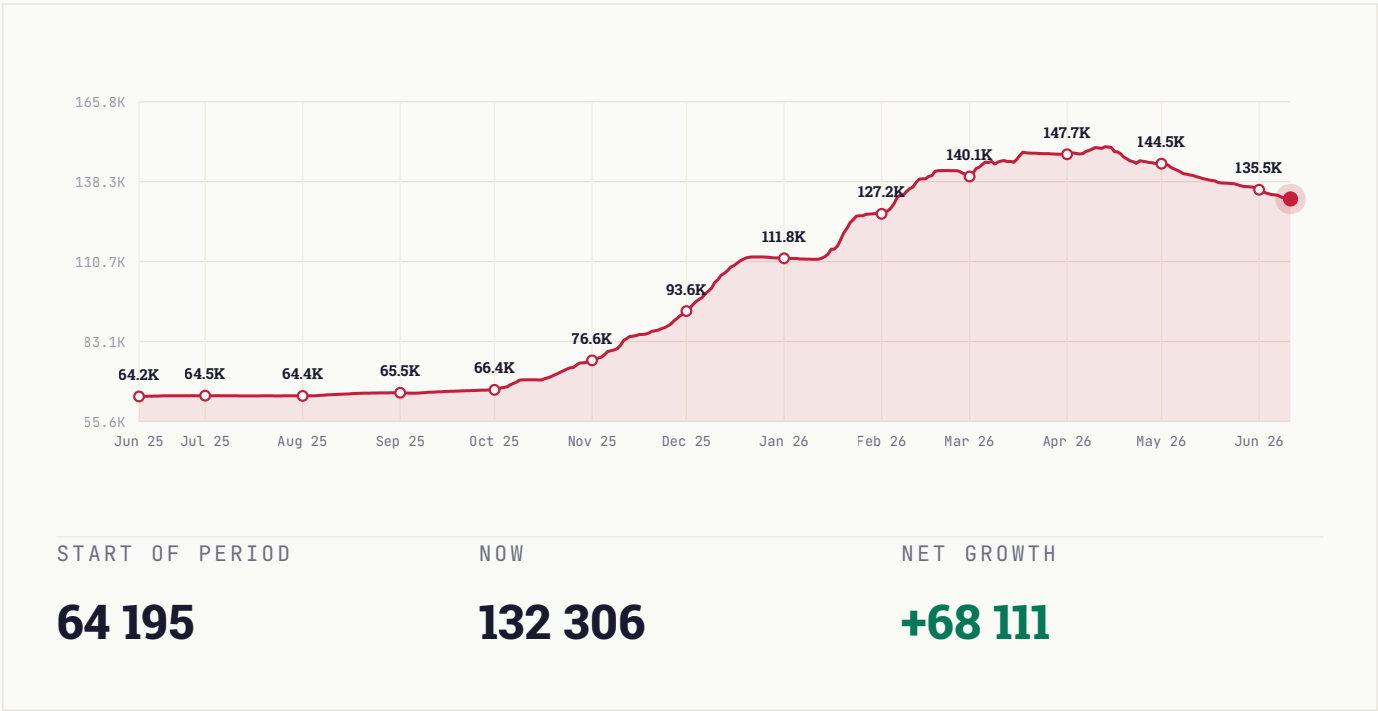
WORST 3

↓ 04.06 · 08:11 PHOTO ✂ How investors can stop relying on intuition A sixth sense is unlikely to suggest the perfect moment to buy an asset. It's safer to conduct...	VIEWS 28 338 REPOSTS 12	REACTIONS 70 ER 21.4%
↓ 02.06 · 15:50 PHOTO 📉📉📉📉 Ruble in the risk zone. How to profit from the reversal? In early May we wrote: due to reduced currency purchases under the budget rule...	VIEWS 28 291 REPOSTS 9	REACTIONS 40 ER 21.4%
↓ 01.06 · 17:45 PHOTO 📈😊😊😊 Rally in black gold. How to benefit from oil? For the third month in a row, Brent stays above \$90 per barrel, while Russian...	VIEWS 28 035 REPOSTS 6	REACTIONS 42 ER 21.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

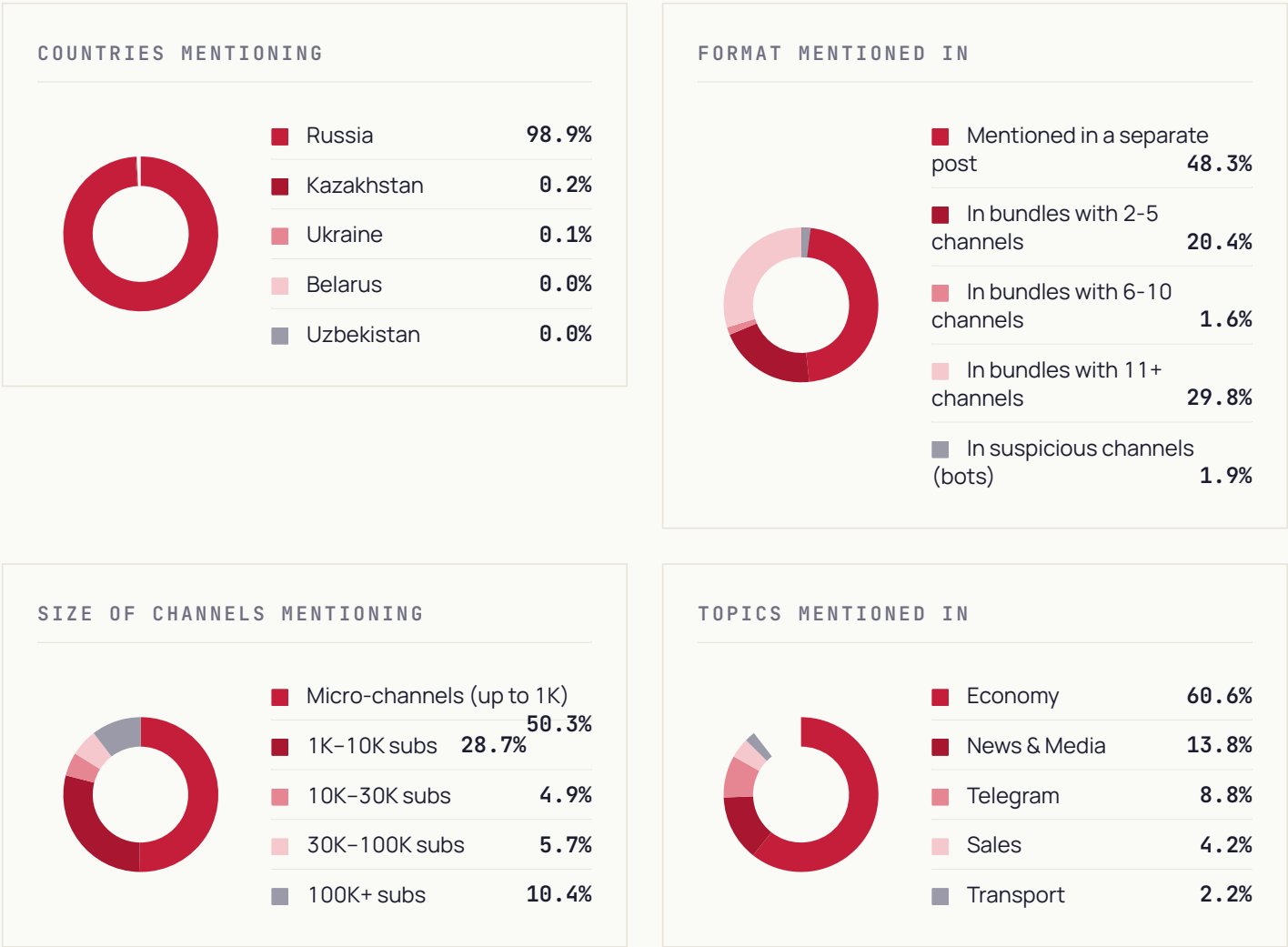
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · CITATIONS

Who mentions the channel and how

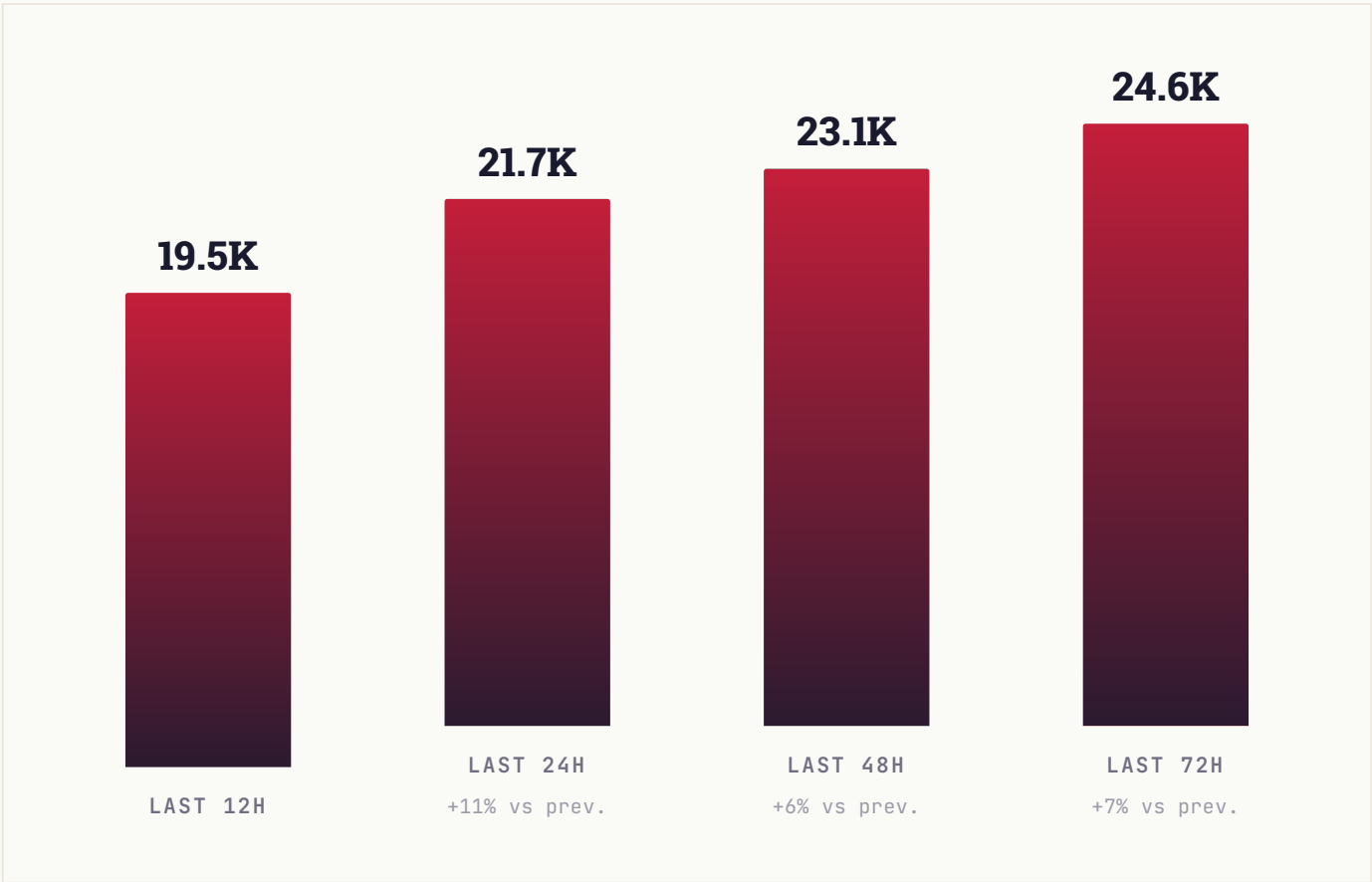
Citation index **232** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **481** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long 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	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 More than economy	541.2K
VM VTB My Investments	132.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#68 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 your channel. Over the last **6 months** such mentions were **55**, they brought **48 337** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	5	19 658
November 2025	8	4	16 444
October 2025	6	6	9 865
Sep 2025	19	13	1 125
August 2025	1	1	1 081
July 2025	11	10	164
TOTAL MENTIONS			55
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			48 337

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

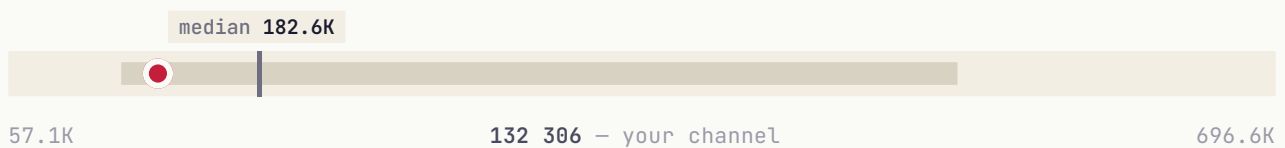
Took top-100 channels in category "Economy» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#68 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

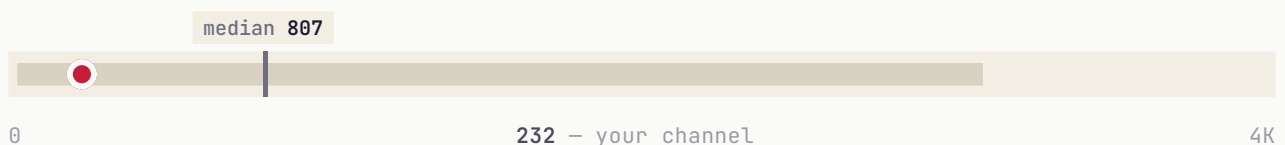
SUBSCRIBERS

28% below median

AVG REACH / POST

better than 56% of niche

CITATION INDEX

71% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. 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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels 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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager