

PUBLIC REPORT BY PROMTPRESS

Channel audit

Elvira's Brooch: Economics & Finance



@brooella

What's happening with the economy and what changes await us. Crises and exchanges, insider info and secret ties – all from the team of leading economic journalists from RBC, Vedomosti and...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
173 230	24.0%	40.8K
+56730 per month 11.06.2026	daily 20.4%	ad reach 35.3K/24h HTTPS://PROMTPRESS.COM/AUDIT/BROOELLA

— 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 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Economy» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 173 230 —	 SUBSCRIBER REACH 23.57% avg % of subs see post	 VIEWS/POST 40.8K median 41.8K · 29 days	 POSTS/WEEK 22.8 for the period
 7D TREND +2.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 381 chars median 304 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 35.3K 24h avg	 CHURN / MONTH +56730 last month	 CITATION RATE 115 citation index · 484 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 26.02.2024

AI EDITOR SUMMARY

Channel «Elvira's Brooch: Economics & Finance» — 173 230 subs. Each post averages 40.8K people (24% from subs), this is average reach — room to grow. Publishes 23 posts per week (~3/day) — active posting. For the week of May 25–31, reach stable (+2.5% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 96 posts over 29 days.
- 02 Dominant format — Text (51/96 posts).
- 03 Avg post length — 381 chars (median 304).
- 04 Audience peak activity — Thu, 21:00 MSK.
- 05 Top posts get 3x more views than the weakest (71.3K avg for top vs 24.8K for bottom) — among 96 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 18:03 TEXT Many think of Rosatom as just nuclear power, but it's long been more: today the corporation is one of...		VIEWS 100 799	REACTIONS —
		REPOSTS 9	ER 58.2%
Nº2 05.06 · 08:36 PHOTO SPIEF guests sell forum merch on classifieds. Almost everything is already on sale: a SPIEF bag for 100 rubles, badges for...		VIEWS 59 321	REACTIONS —
		REPOSTS 44	ER 34.2%
Nº3 18.05 · 07:04 TEXT State Duma reminds: Russians can get compensation for Soviet deposits. Payments are available for citizens born before 1992...		VIEWS 53 851	REACTIONS —
		REPOSTS 19	ER 31.1%

Nº4

19.05 · 07:10

VIDEO

Researchers gave AI \$21,000 and full control over a real coffee shop. Within two weeks the business was on the brink of failure. First...

VIEWS

53 156

REACTIONS

—

REPOSTS

28

ER

30.7%

Nº5

23.05 · 08:03

TEXT

Due to hot water shutdown in Moscow, call girls are visiting clients less often. If there's no water heater or hot shower at home, the price...

VIEWS

51 698

REACTIONS

—

REPOSTS

15

ER

29.8%

WORST 3

↓ 01.06 · 11:28 PHOTO In St. Petersburg you can rent a palace apartment for just 3.5 million rubles a month. Inside — painted ceilings, carved 19th-20th century furniture and...	VIEWS 28 224 REACTIONS — REPOSTS 24 ER 16.3%
↓ 06.06 · 15:10 PHOTO Russians who went bankrupt again see previously written-off debts — data appeared on Gosuslugi and in the database...	VIEWS 27 207 REACTIONS — REPOSTS 17 ER 15.7%
↓ 23.05 · 15:20 VIDEO China to give free home robots for cooking and cleaning to families. First tested with elderly and large families, and...	VIEWS 19 105 REACTIONS — REPOSTS 34 ER 11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

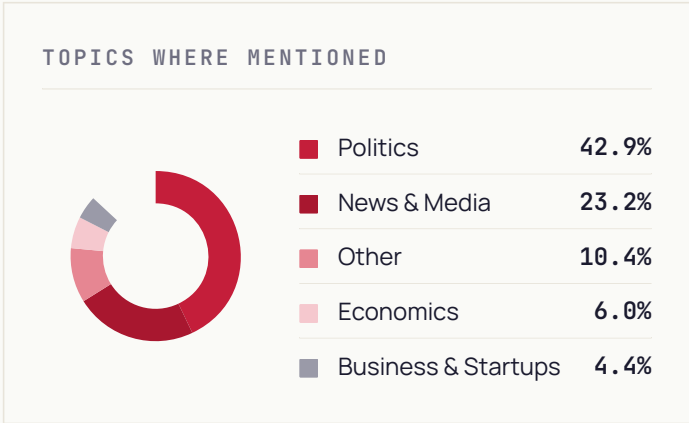
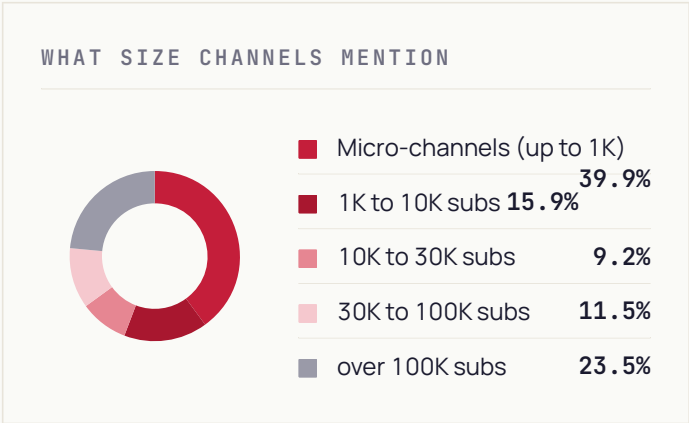
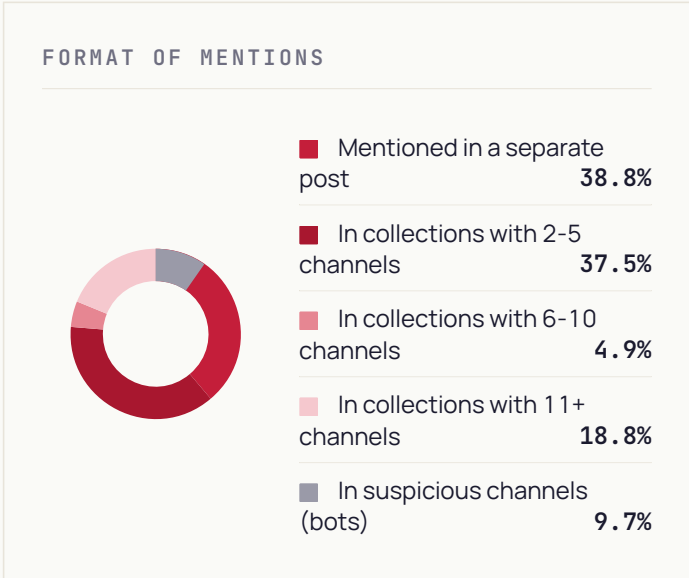
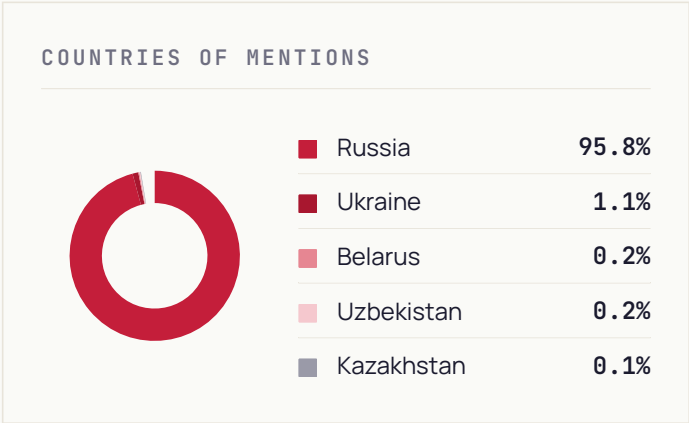
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

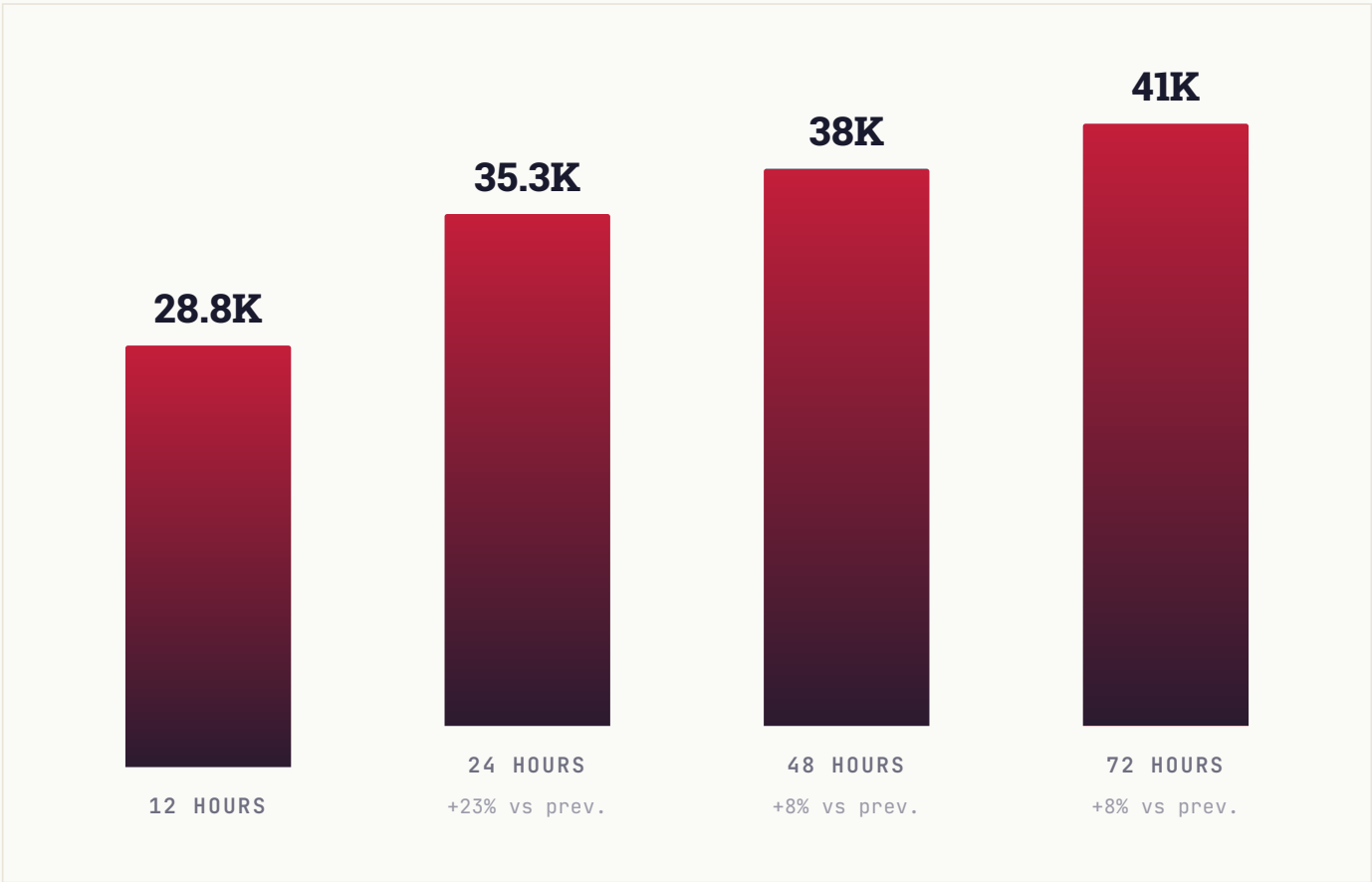
Citation index **115** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **484** different channels.



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 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More Than Economics	541.2K
БЭ Elvira's Brooch: Economics & Finance YOU	173.2K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#53 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

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 **464**, they brought **61 762** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	117	68	16 288
November 2025	81	33	1 994
October 2025	55	29	21 138
September 2025	41	15	18 097
August 2025	81	48	3 716
July 2025	89	40	529
TOTAL MENTIONS			464
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			61 762

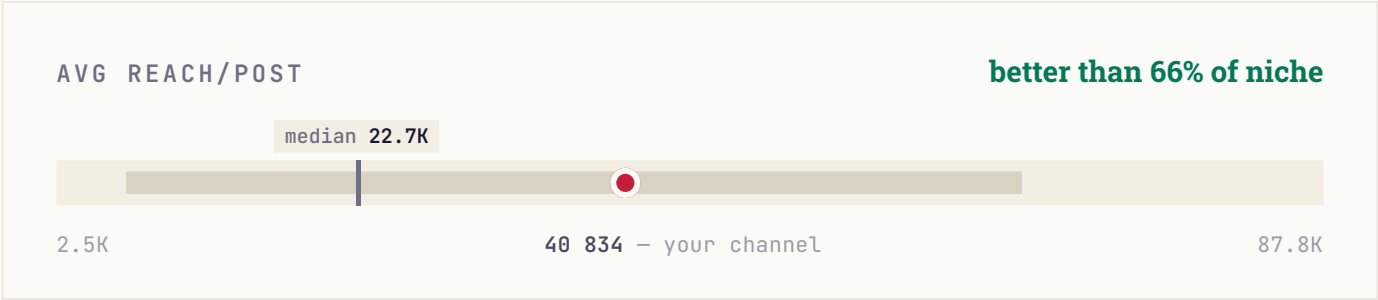
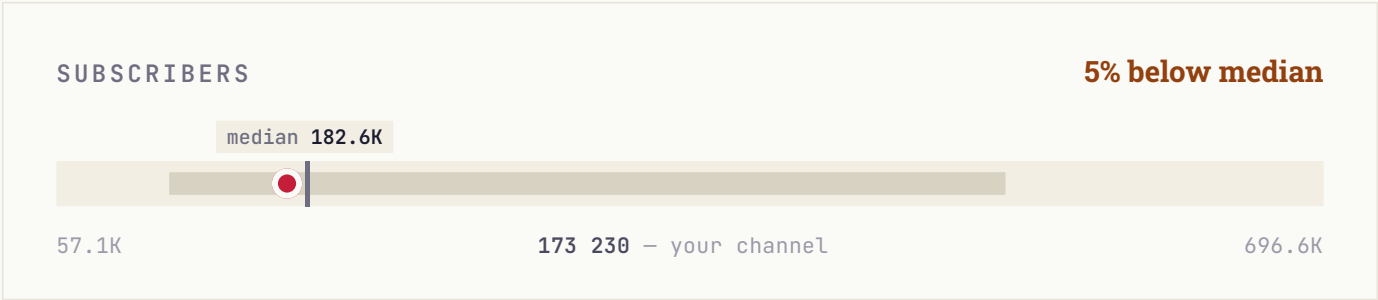
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#53/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
