

PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian money



@cashruss

Registered with Roskomnadzor — <https://clck.ru/3MjzhE> We talk about everything where Russian money is. Real estate & banks. Marketplaces & energy. Pharma, IPOs & industry. Editor-in-chief Kirill...

SUBSCRIBERS

111 927

+6999 per month

ERR (% SEE POSTS)

29.0%

last day **11.8%**

REACH/POST

31K

ad reach **13.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 111 927 —	 SUBS REACH 27.74% avg % subs see post	 VIEWS/POST 31K median 13.8K · 29 days	 POSTS/WEEK 22.9 over period
 7D TREND +6.9% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 985 chars median 1000 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 13.3K 24h avg	 CHURN / MONTH +6999 last month	 CITATION RATE 856 citation index · 1,795 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 27.02.2022

AI EDITOR SUMMARY

Channel «Russian Money» – 111 927 subs. Avg views per post: 31K people (28% of subs), good reach. Publishes 23 posts/week (~3/day) – active. Week 25–31 May reach up +6.9% week 18–24 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **96** posts over 29 days.
- 02 Dominant format – **Text** (89/96 posts).
- 03 Avg post length – **985** chars (median 1000).
- 04 Audience peak – **Friday**, 18:00 MSK.
- 05 Strongest posts get **302*** more views than the weakest (178.5K avg for top vs 592 for worst) – among 96 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 15:29 TEXT ⚡Gas prices rising In a month, liquefied petroleum gas rose 23.6% on the exchange – from 19.6k to 24.3k rubles per...	VIEWS 199 355 REPOSTS 14	REACTIONS — ER 178.1%
Nº2 13.05 · 18:36 TEXT 🍲Food shortage predicted A Roskongress report titled “Fertilizer Market: Geopolitics Impact on Logistics and...”	VIEWS 186 441 REPOSTS 16	REACTIONS — ER 166.6%
Nº3 19.05 · 15:11 TEXT ☺️🇷🇺Fight against envelope wages intensifies In just the first three months of 2026, authorities legalized about 220k Russians...	VIEWS 149 776 REPOSTS 7	REACTIONS — ER 133.8%

Nº4 27.05 • 16:35 TEXT Parallel imports cut — market reshuffles Since May 27, a Ministry of Industry and Trade order has removed from parallel import...	VIEWS 147 924 REACTIONS — REPOSTS 9 ER 132.2%
Nº5 26.05 • 09:33 TEXT Retail outlook pessimistic A survey by consulting group B1 (formerly Ernst & Young) shows nearly half of Russians (40%)...	VIEWS 110 328 REACTIONS — REPOSTS 14 ER 98.6%

WORST 3

↓ 13.05 • 18:16 PHOTO Oil & gas industry pays the most taxes in Russia. Not that we didn't know, but exact figures matter. According to...	VIEWS 832 REACTIONS — REPOSTS — ER 0.7%
↓ 13.05 • 16:31 TEXT Escrow accounts to be extended to tourism At a meeting with Deputy Prime Minister Marat Khusnullin, the possibility of introducing a system...	VIEWS 576 REACTIONS — REPOSTS 1 ER 0.5%
↓ 14.05 • 10:21 TEXT What's happening with the gasoline market? Sales of AI-92 gasoline bring gas stations a loss of about 84 kopecks...	VIEWS 370 REACTIONS — REPOSTS 3 ER 0.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

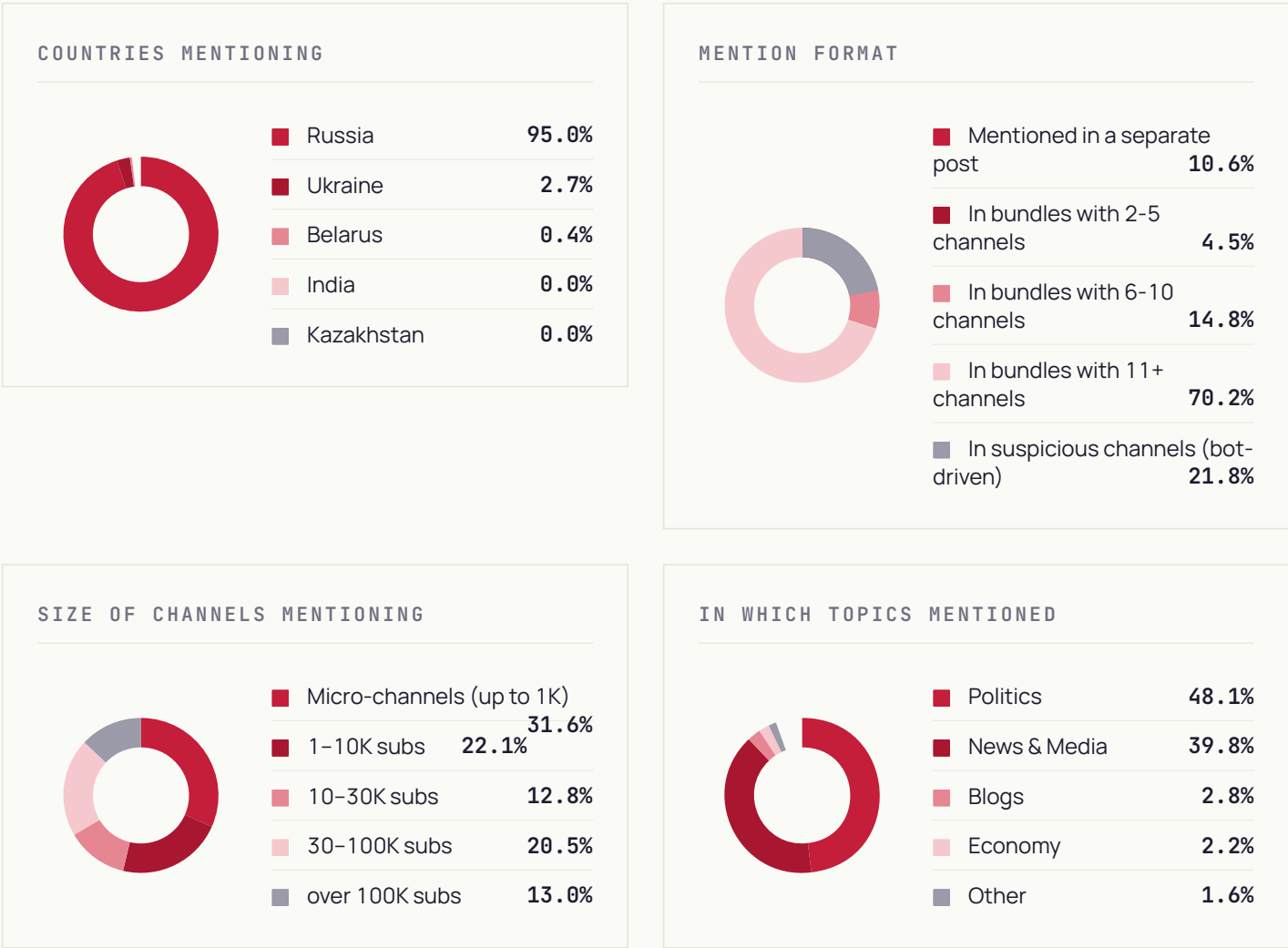
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

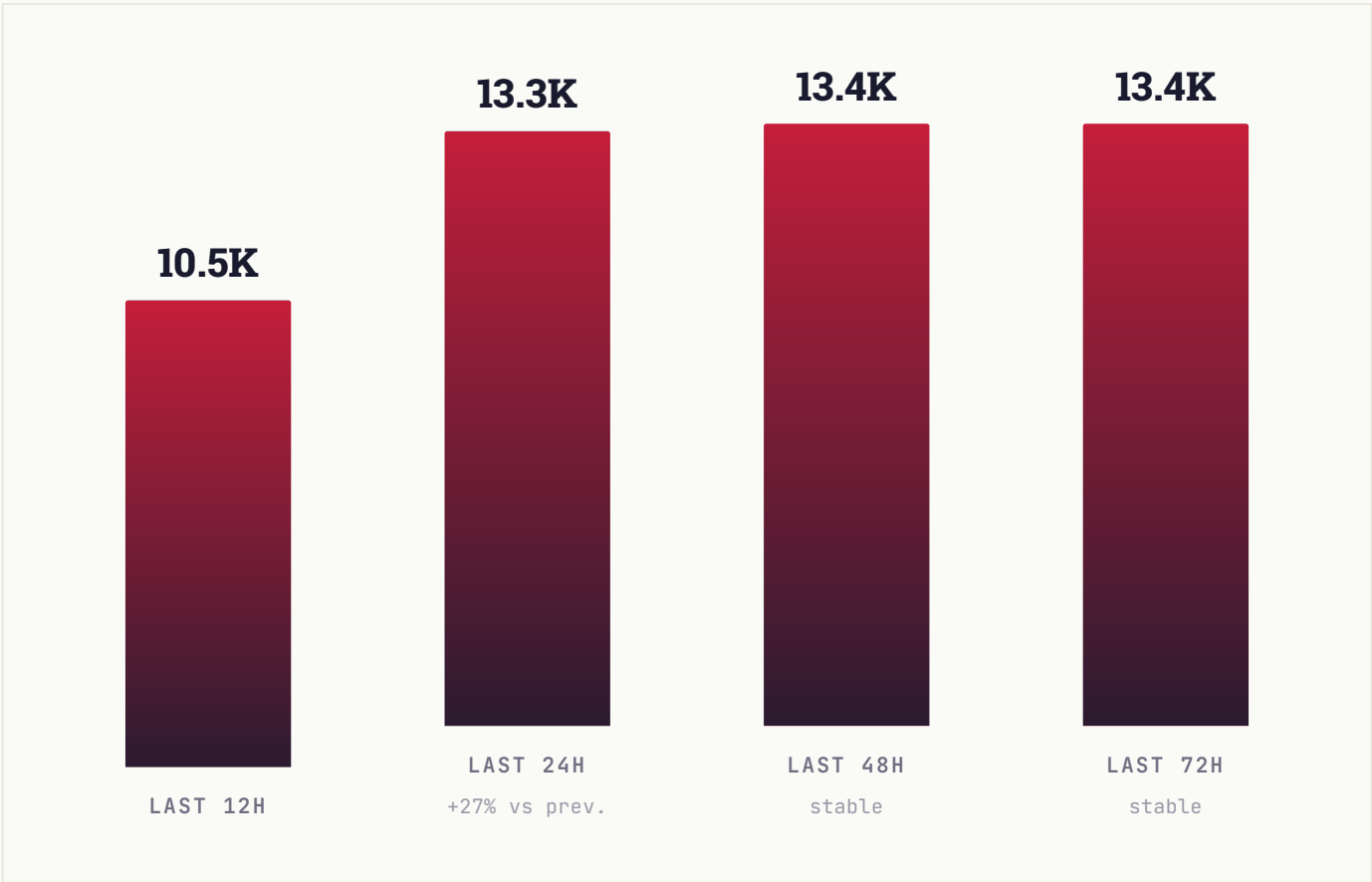
Citation index **856** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **1 795** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your rank among niche neighbors.

CHANNEL		SUBSCRIBERS
ТЭ	The Экономист	1.2M
TE	Topor. Economy.	1.2M
BB	Беспощадный Банкстер	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
RD	Russian money	111.9K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#92 of 99). Niche median — 182.3K subs.
First growth KPI — reach median. Leader: The Экономист (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions: **4 140**, they brought **75 978** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
December 2025	837	121	13 446	
Nov 2025	627	104	9 035	
Oct 2025	635	131	6 239	
Sep 2025	946	116	22 853	
August 2025	682	101	12 220	
July 2025	413	87	12 185	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
4 140		6	75 978	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

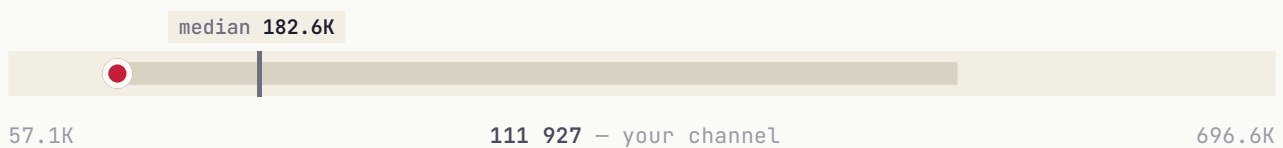
Took top-100 channels in category «Economy» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#92 /100

RANK IN NICHE

Channel in the bottom half of the ranking

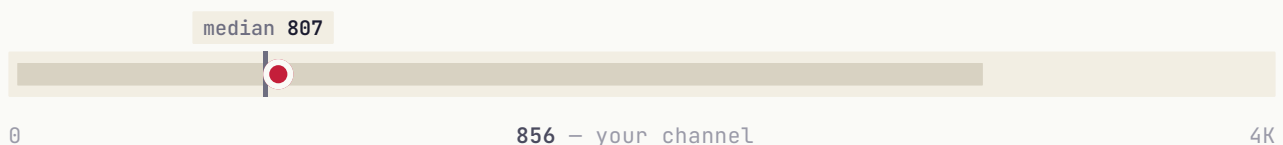
SUBSCRIBERS

39% below median

AVG REACH / POST

top 57% of niche

CITATION INDEX

top 50% of niche

— 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**Main post of the week — on Friday**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 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 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 — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-niche channels quarterly. 2-3 collabs give relevant growth — no need daily.

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 through us and hit your growth plan 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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