

PUBLIC PROMTPRESS REPORT

# Channel audit

## KB. economy



@cb\_economics

Suggestions: @negativegrowth\_bot Ads: @paprikamedia KB folder:  
<https://t.me/addlist/5f0hGQbvYaJINWZi> <https://knd.gov.ru/license?id=674c4491340096358bf0956d@istryType=bloggersPermission>

SUBSCRIBERS

**314 552**

-1173 per month

ERR (% SEE POSTS)

**23.0%**

per day **18.8%**

REACH/POST

**69.6K**

ad reach **59.3K/24h**

---

— CONTENTS · 2026

# What's inside the report

---

## 01 Channel snapshot

12 key metrics · AI summary

## 02 Content analysis

Top 5 posts · worst 3 · insights

## 03 Subscriber dynamics

Yearly chart · growth

## 04 Citation rate

Who mentions the channel and how

## 05 Ad Potential

How long a post brings reach

## 06 Competitors

Niche neighbors · your position

## 07 Mention dynamics

6 months · monthly

## 08 Niche Comparison

Rank in «Economy» category

## 09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                    |                                                                                                                                                                                                 |                                                                                                                                                                                       |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>314 552</div> <div>—</div>           | <div> SUBSCRIBER REACH</div> <div>22.14%</div> <div>avg % subs see post</div>                                  | <div> VIEWS/POST</div> <div>69.6K</div> <div>median 69.6K · 27 days</div>                            | <div> POSTS/DAY</div> <div>30.6</div> <div>~214 per week</div>                      |
| <div> 7D TREND</div> <div>-3.9%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>2268.5</div> <div>total 1,941,859 reactions, 412,666 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>318 chars</div> <div>median 290 · 27 days</div>                         | <div> POSTS ANALYZED</div> <div>856</div> <div>27 days</div>                        |
| <div> AD REACH</div> <div>59.3K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>-1173</div> <div>last month</div>                                             | <div> CITATION RATE</div> <div>475</div> <div>citation index · 2,250 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 13.01.2022</div> |

AI EDITOR SUMMARY

Channel 'KB. economy' — 314 552 subs. Each post averages 69.6K people (22% from subs), this is average reach — room to grow. Publishes 214 posts per week (~31 per day) — very active posting. For week May 25–31 reach stable (-3.9% vs week of May 18–24).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **856** posts in 27 days.
- 02 Dominant format — **Text** (357/856 posts).
- 03 Avg post length — **318** characters (median 290).
- 04 Audience peak activity — **Saturday**, 09:00 MSK.
- 05 Top posts get **3x** more views than the weakest (151.2K avg for top vs 53.3K for bottom) — among 856 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                          |                                                                       |                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>21.05 · 13:47</div><div>PHOTO</div></div> <div>No replacement for outdated An-24, An-26, Yak-40: new regional Russian aircraft TVRS-44 'Ladoga' project...</div> | <div>VIEWS</div> <div>153 695</div> <div>REPOSTS</div> <div>586</div> | <div>REACTIONS</div> <div>2 441</div> <div>ER</div> <div>48.9%</div> |
| <div><div>Nº2</div><div>15.05 · 13:17</div><div>VIDEO</div></div> <div>Ukraine claims corruption of Ukrainian elites is due to a "Russian virus" brought in since 1991.</div>            | <div>VIEWS</div> <div>152 452</div> <div>REPOSTS</div> <div>585</div> | <div>REACTIONS</div> <div>4 271</div> <div>ER</div> <div>48.5%</div> |
| <div><div>Nº3</div><div>23.05 · 06:17</div><div>TEXT</div></div> <div>Market forces: "green" startups in the US are pivoting to data centers and critical metals. Boston...</div>        | <div>VIEWS</div> <div>147 392</div> <div>REPOSTS</div> <div>116</div> | <div>REACTIONS</div> <div>1 261</div> <div>ER</div> <div>46.9%</div> |

Nº4

18.05 · 13:17

PHOTO

"The price includes a surcharge for covering up Epstein's materials." Scene at US gas stations.

VIEWS

145 334

REACTIONS

2 412

REPOSTS

258

ER

46.2%

Nº5

14.05 · 06:17

PHOTO

In Pakistan, ads promote relocation to Russia via talent program. Since April 15, a new legal status has been in effect in Russia...

VIEWS

143 016

REACTIONS

4 449

REPOSTS

951

ER

45.5%

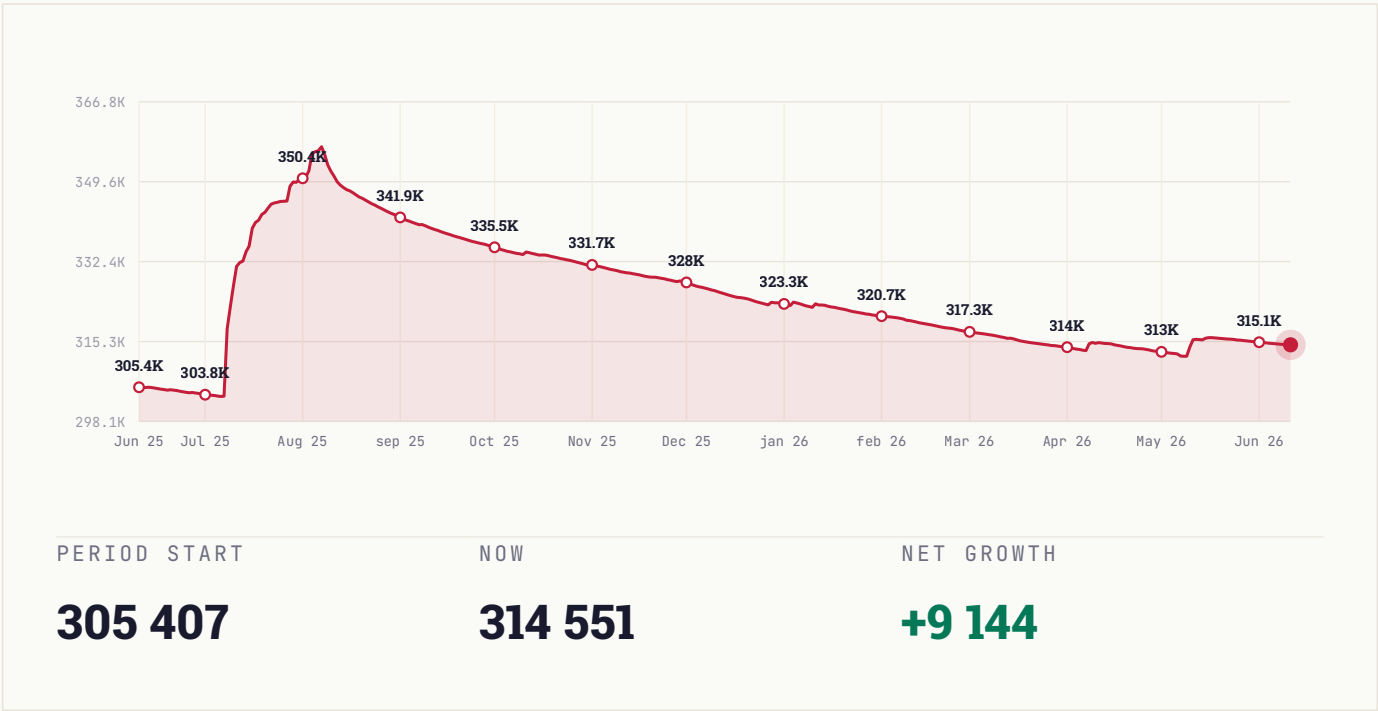
WORST 3

|                                                                                                                                                                                                    |                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <div>↓</div> <div>05.06 · 13:25</div> <div>PHOTO</div> <div>Mental fatigue reduction training could boost Russia's GDP. So says Deputy Chief of Staff of the Russian Government Olga...</div>      | <div>VIEWS</div> <div>53 656</div> <div>REACTIONS</div> <div>1 380</div> <div>REPOSTS</div> <div>128</div> <div>ER</div> <div>17.1%</div> |
| <div>↓</div> <div>05.06 · 14:37</div> <div>TEXT</div> <div>Lada Granta to get automatic transmission like Lada Vesta. It's about the Chinese WLY CVT already used on other models...</div>         | <div>VIEWS</div> <div>53 142</div> <div>REACTIONS</div> <div>1 670</div> <div>REPOSTS</div> <div>155</div> <div>ER</div> <div>16.9%</div> |
| <div>↓</div> <div>05.06 · 13:27</div> <div>PHOTO</div> <div>Official in Volgograd worked only 142 days in 7 years. Man held deputy head post and moonlighted as lawyer. Per investigation...</div> | <div>VIEWS</div> <div>53 065</div> <div>REACTIONS</div> <div>1 790</div> <div>REPOSTS</div> <div>241</div> <div>ER</div> <div>16.9%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

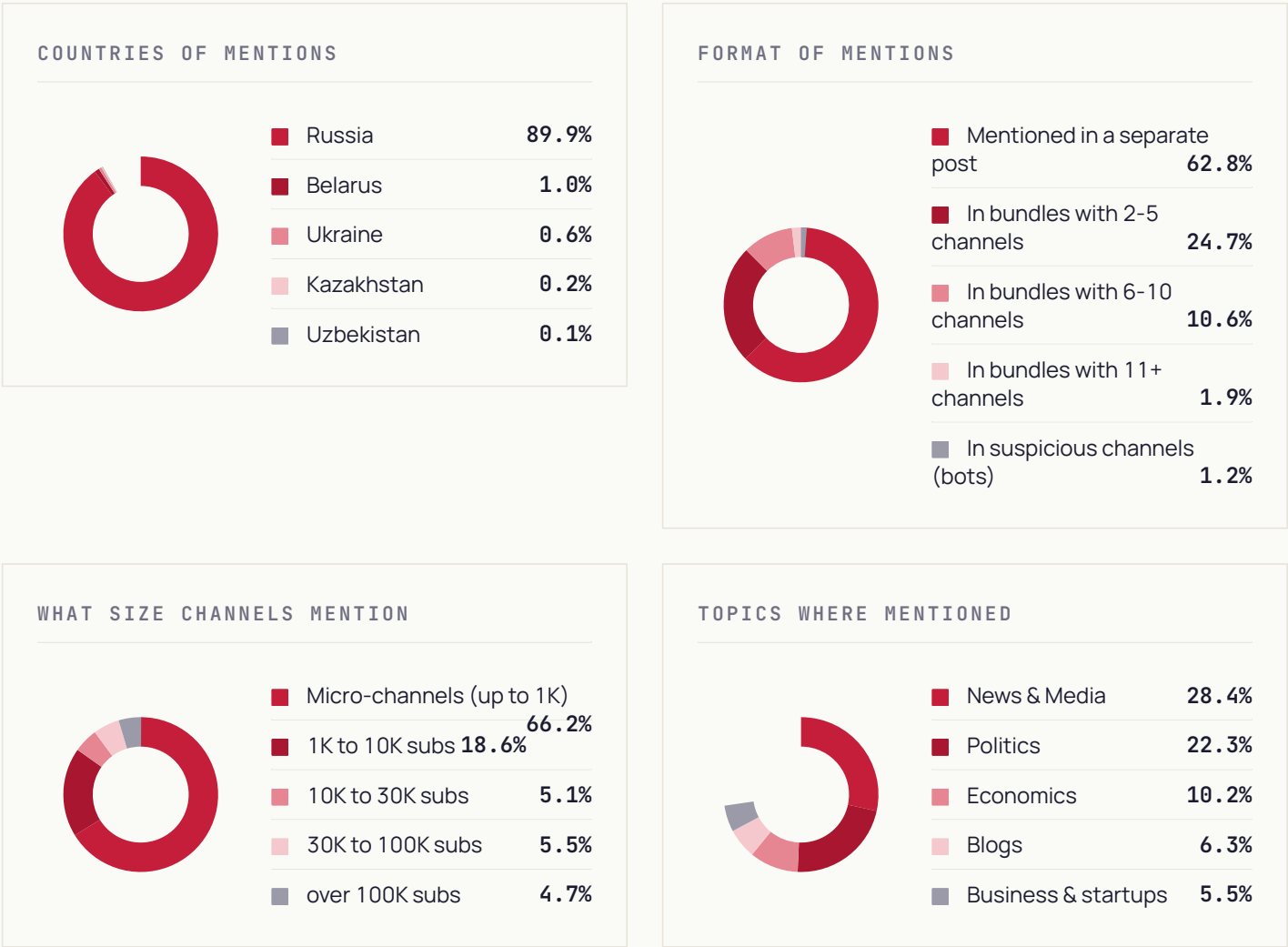
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

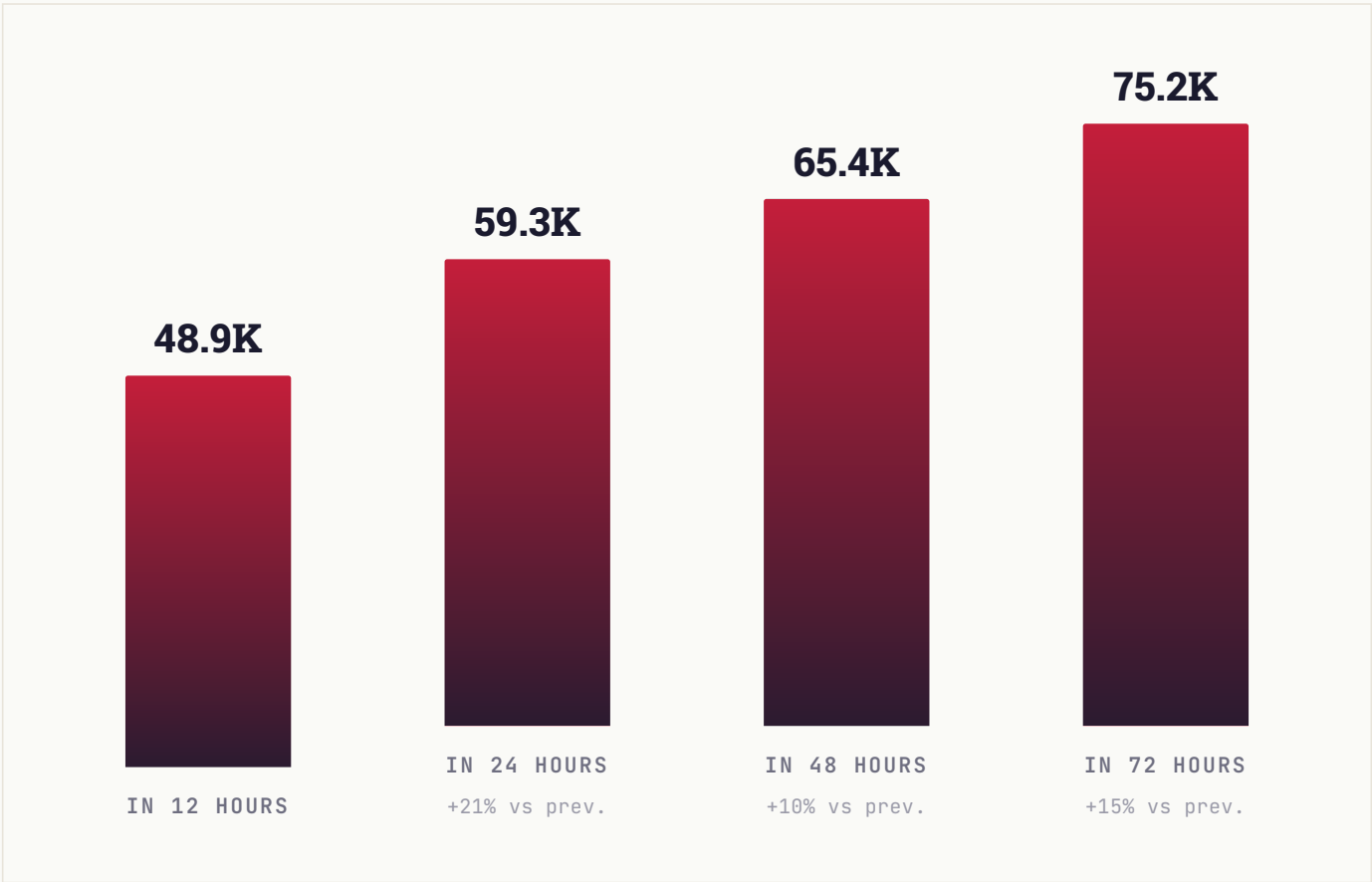
Citation index **475** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time the channel was mentioned **2 250** different channels.



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 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 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      |
| Sat Sber             | 717K        |
| OG Olga Gogaladze    | 590.2K      |
| BC More than economy | 541.2K      |
| KE KB. economy YOU   | 314.6K      |

COMPARATIVE INSIGHT

Channel in top half of niche (#25 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aiming for the top quartile is realistic within 6-12 months.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** mentions found **720**, they brought **55 069** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|----------------|----------|----------|---------|-------------|
| December 2025  | 70       | 33       | 551     | <div></div> |
| November 2025  | 124      | 75       | 158     | <div></div> |
| October 2025   | 152      | 92       | 580     | <div></div> |
| September 2025 | 101      | 62       | 24      | <div></div> |
| August 2025    | 113      | 55       | 7 084   | <div></div> |
| July 2025      | 160      | 71       | 46 672  | <div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 720            | 6              | 55 069                |

SECTION 08 · NICHE COMPARISON

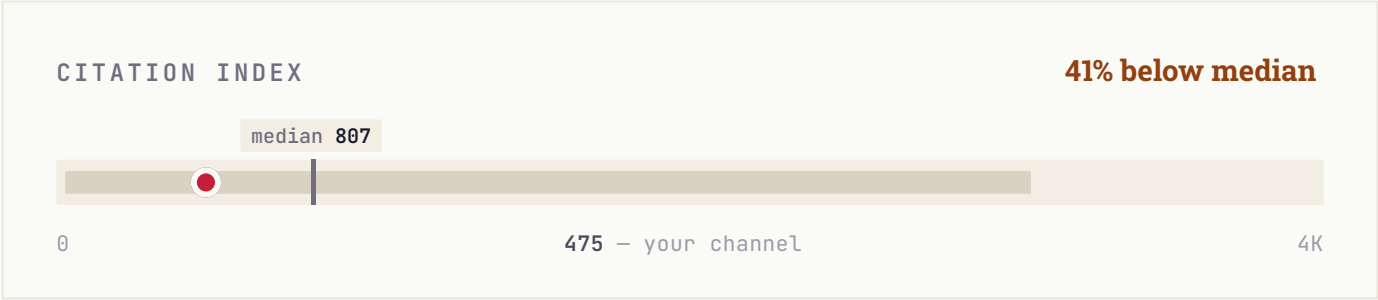
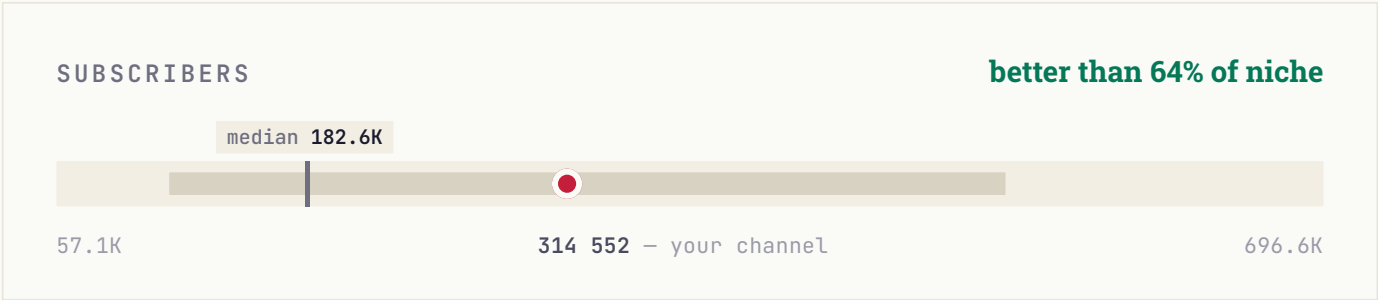
# Where the channel stands in its league

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

#25/100

RANK IN NICHE

Channel in top 25% – strong position



## — SECTION 09 · STRATEGY

# What to do right now

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

**01**

## Main post of the week — on Saturday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window  
for an  
important post**

**02**

## 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**

**03**

## Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

**+5-15% ER**

**04**

## Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.

Want to go further — run ads through us and hit your growth target in a month.

01

**Launch ad in  
Telegram**

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

02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)