

PUBLIC REPORT BY PROMTPRESS

Channel audit

Security



@cennayabumaga

World economics and finance news from the source. RKN <https://clck.ru/3Pck9n> We are on MAX - <https://max.ru/cennayabumaga>
Collaboration - @WeSell_Igor

SUBSCRIBERS

523 353

+135394 per month

ERR (% SEE POSTS)

7.0%

per day 3.1%

REACH/POST

31.7K

ad reach 14.9K/24h

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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 523 353 —	 SUBSCRIBER REACH 6.06% avg % of subs see post	 VIEWS/POST 31.7K median 29.2K · 29 days	 POSTS/DAY 8.5 ~60 per week
 TREND 7D -29.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 225 chars median 219 · 29 days	 POSTS ANALYZED 251 29 days
 AD REACH 14.9K 24h avg	 CHURN / MONTH +135394 last month	 CITATIONS 19 citation index · 98 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 05.07.2023

AI EDITOR SUMMARY

Channel «Valuable Paper» — 523 353 subs. Each post averages 31.7K people (6% from subs), reach is low — need to grow audience. Publishes 60 posts per week (~9/day) — active posting. For the week of May 25–31, reach dropped -29.8% to the week of May 18–24 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 251 posts over 29 days.
- 02 Dominant format – Text (186/251 posts).
- 03 Avg post length – 225 chars (median 219).
- 04 Peak audience activity – thu, 22:00 MSK.
- 05 Strongest posts gather 5x more views than the weakest (73.1K avg for top vs 15.9K for bottom) – among 251 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 11:03 PHOTO Africa to join gas supplies to Europe. Nigeria, Niger, and Algeria started building a 4128 km pipeline. Planned...	VIEWS 80 217 REP. 22	REACTIONS — ER 15.3%
Nº2 04.06 · 19:00 TEXT AvtoVAZ launched a neural network in 200 dealerships analyzing age, gender, emotions, route, and price reaction of visitors. Data...	VIEWS 70 710 REP. 60	REACTIONS — ER 13.5%
Nº3 05.06 · 04:20 TEXT Real incomes in Russia grew almost 28%, real wages – 25%, Putin said ☒ Cennaya Bumaga ☒ We are on Max	VIEWS 68 470 REP. 56	REACTIONS — ER 13.1%

Nº4

06.06 · 17:52

TEXT

Many US companies that left Russia are waiting for the right moment to return, said the head of the American Chamber of Commerce...

VIEWS

67 426

REACTIONS

—

REP.

58

ER

12.9%

Nº5

06.06 · 16:04

TEXT

State Duma warned of new financial blow to Russians due to rising fuel prices. Deputy Mironov said that by autumn prices will rise...

VIEWS

67 228

REACTIONS

—

REP.

70

ER

12.8%

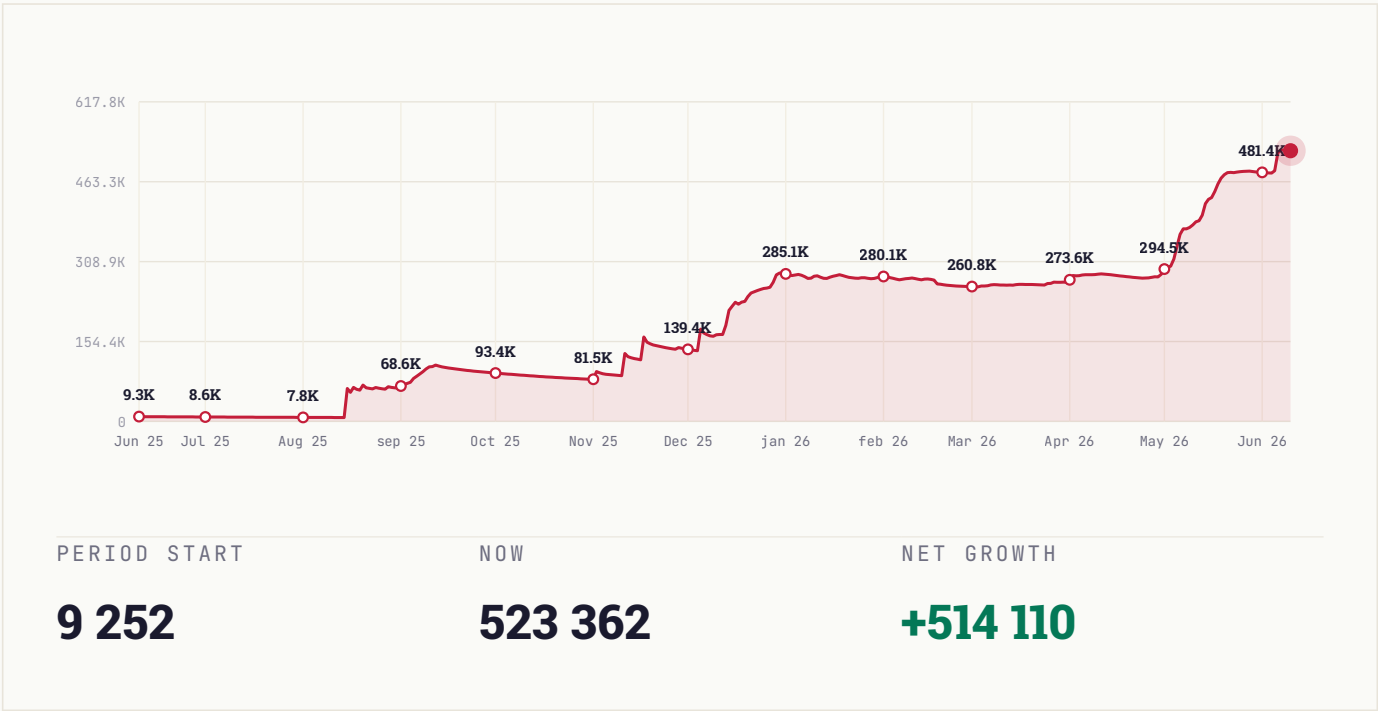
WORST 3

↓ 03.06 · 07:59 VIDEO At SPIEF, the Volga K50 crossover was shown, a copy of the Geely Monjaro. It has a 2.0L 238 hp engine, all-wheel...	VIEWS 16 655 REACTIONS — REP. 43 ER 3.2%
↓ 30.05 · 12:15 TEXT Russians may be allowed to officially buy fancy license plates. A corresponding bill has been submitted to the State Duma. It allows for a fee...	VIEWS 16 217 REACTIONS — REP. 48 ER 3.1%
↓ 03.06 · 08:28 TEXT Central Bank and other bank employees allowed to use weapons against drones. The Federation Council approved the relevant law. Near...	VIEWS 14 694 REACTIONS — REP. 63 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

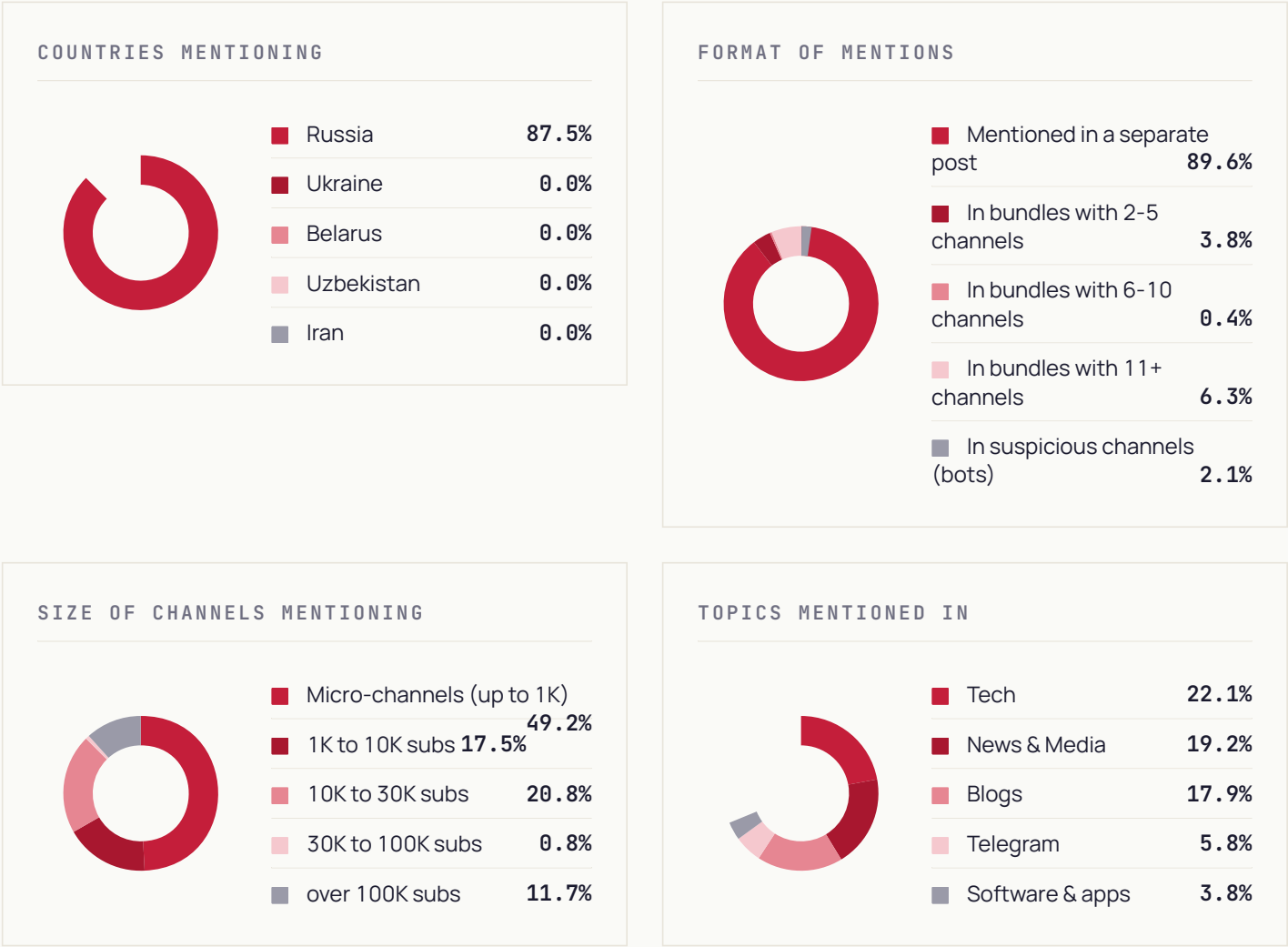
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

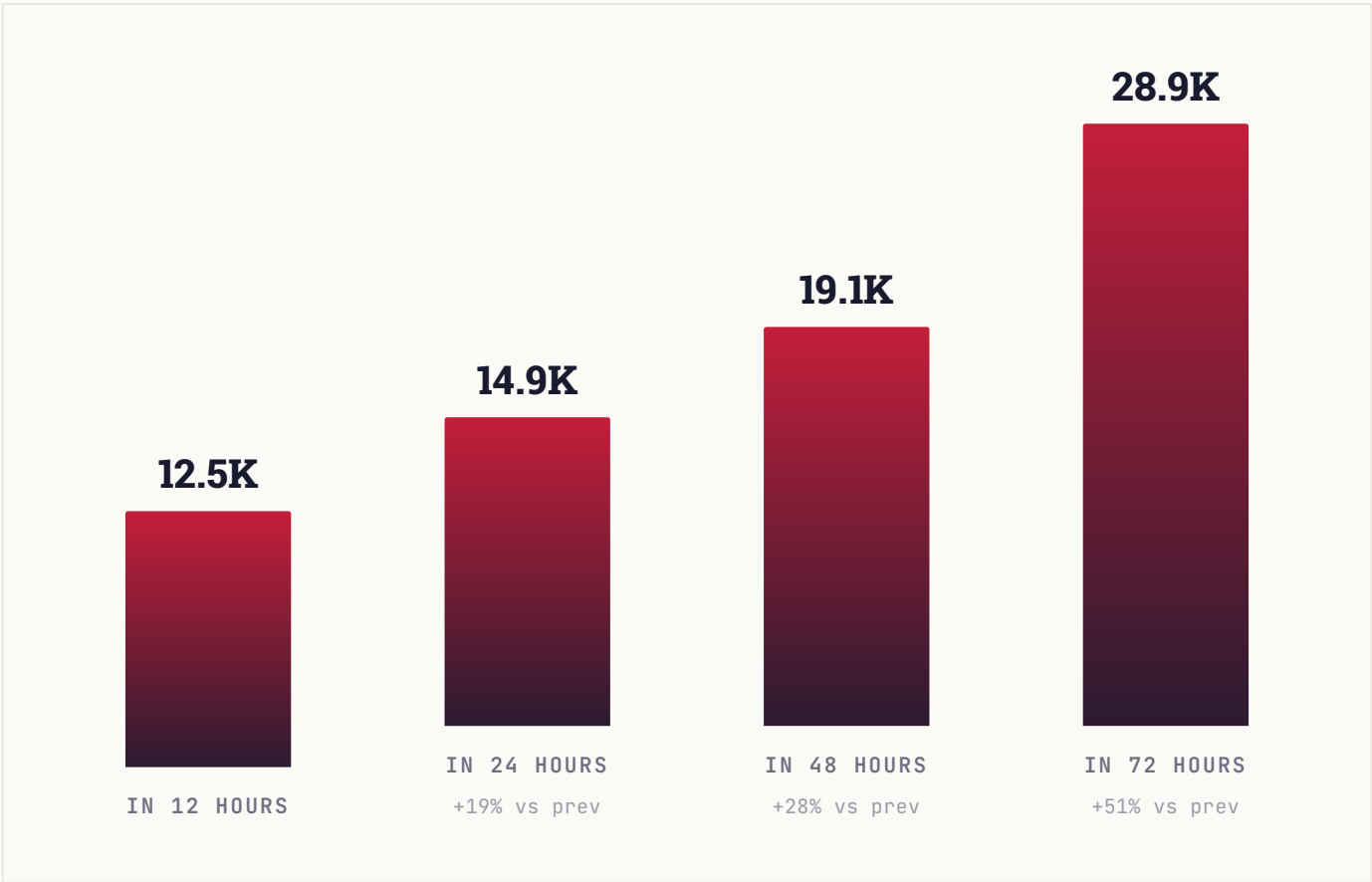
Citation index **19** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **98** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TE 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
BC More than economy	541.2K
CB Security YOU	523.4K

COMPARATIVE INSIGHT

Channel intop quarter of niche (#12 of 99). Leader — The Economist (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

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** mentions found **101**, they brought **400 624** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	19	8	168 170
November 2025	10	9	105 165
October 2025	20	8	0
September 2025	30	5	44 470
August 2025	20	11	82 819
July 2025	2	2	0
TOTAL MENTIONS			101
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			400 624

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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#12/100

POSITION IN NICHE

Channel in top 12% – strong position



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 Thursday

Audience is most active on this day and at 22:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment 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 using public data. To go further, run ads with us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager