

PROMTPRESS PUBLIC REPORT

Channel audit

Bank of Russia



@centralbank_russia

Our chat: t.me/+ynG8mSh8m6UxNjE6, temporarily down,
monitoring 📊RKN: clck.ru/3PkgX9

SUBS

247 311

-1922 per month

ERR (% SEE POSTS)

15.0%

per day 7.3%

REACH/POST

34.7K

ad reach 18.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBS 247 311 —	 SUB REACH 14.04% avg % subs see post	 VIEWS/POST 34.7K median 32.7K · 29 days	 POSTS/WEEK 14.5 over period
 TREND 7D -4.2% vs previous week	 REACTIONS/POST 269.0 total 16,142 reactions, 6,767 reposts, 0 comments	 POST LENGTH 832 chars median 999 · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 18.1K 24h avg	 CHURN/MONTH -1922 last month	 CITATION RATE 2 587 citation index · 11,501 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Bank of Russia» — 247 311 subs. Each post averages 34.7K people (14% of subs), reach low — should expand audience. Posts 14 posts per week (~2/day) — regular schedule. Week of May 25–31 reach stable (-4.2% vs week of May 18–24).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **60** posts in 29 days.
- 02 Dominant format – **Photo** (45/60 posts).
- 03 Avg post length – **832** chars (median 999).
- 04 Peak audience activity – **Monday**, 12:00 MSK.
- 05 Top posts get **3x** more views than the weakest (65.8K avg top vs 24.5K worst) – among 60 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 09:47 TEXT 🏦 Bank of Russia challenges EU regulation treating its sovereign assets as financial support to third...	VIEWS 73 723 REPOSTS 285	REACTIONS 860 ER 29.8%
Nº2 21.05 · 09:22 TEXT Banks to tighten control over sources of funds for large cash deposits: Bank of Russia recommendations Bank of Russia...	VIEWS 62 929 REPOSTS 630	REACTIONS 522 ER 25.4%
Nº3 05.06 · 17:00 TEXT Bank of Russia changes euro-to-ruble official rate calculation From June 8, 2026, the Bank of Russia will calculate the official exchange rate...	VIEWS 60 639 REPOSTS 445	REACTIONS 359 ER 24.5%

Nº4 14.05 · 13:35 PHOTO ⚠ Anti-fraud transfer measures Q1 results 📄 In Jan-Mar banks blocked nearly 16.8M fraud attempts...	VIEWS 60 273 REACTIONS 252 REPOSTS 86 ER 24.4%
Nº5 14.05 · 11:10 PHOTO #notes on economy This time we analyze Q1 2026 data: Economic activity falling? We're on track to...	VIEWS 59 194 REACTIONS 421 REPOSTS 198 ER 23.9%

WORST 3

↓ 04.06 · 16:16 PHOTO #ОтвѣтыЦБ Answers to questions 📄 you send (pt.1) Sometimes one subscriber's message can make a whole collection...	VIEWS 24 975 REACTIONS 242 REPOSTS 48 ER 10.1%
↓ 01.06 · 13:59 TEXT 📄 Transfer restrictions for non-residents from unfriendly countries remain Bank of Russia extends restrictions from June 8...	VIEWS 24 935 REACTIONS 132 REPOSTS 56 ER 10.1%
↓ 28.05 · 11:46 PHOTO 👤 New thresholds for professional participant categorization The Bank of Russia revises criteria for brokers, managers, dealers...	VIEWS 23 577 REACTIONS 96 REPOSTS 45 ER 9.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

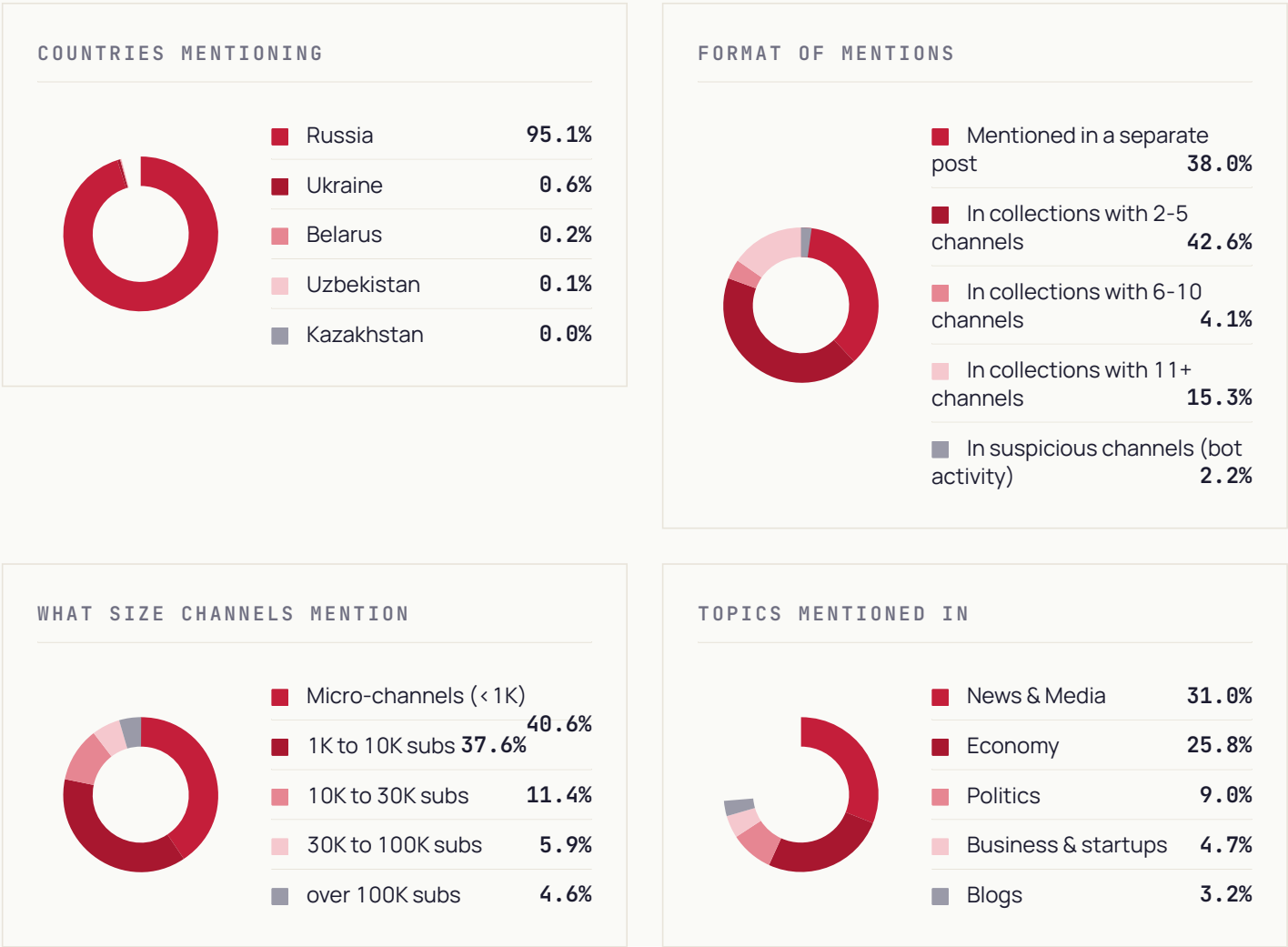
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

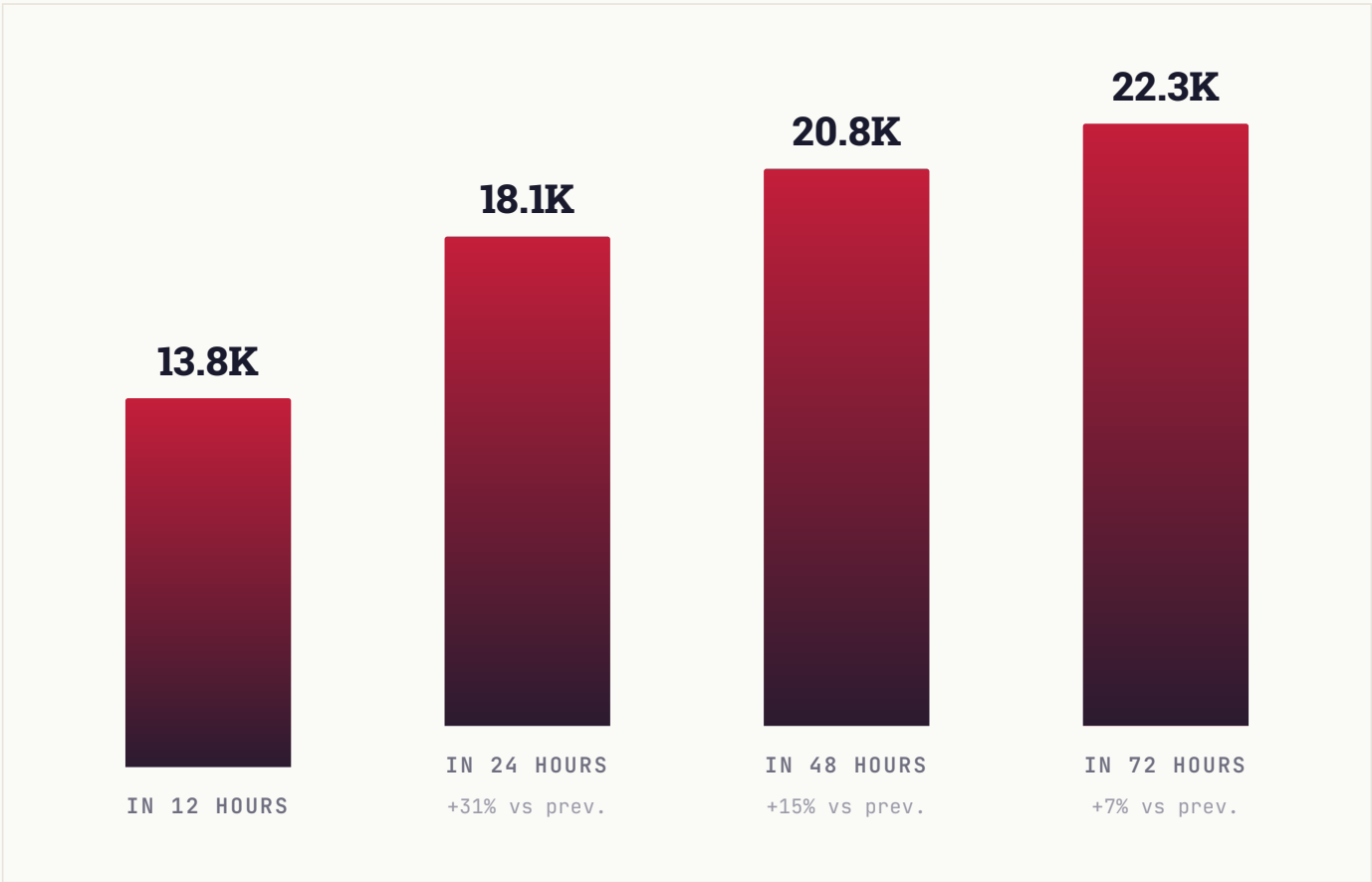
Citation index **2 587** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **11 501** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TE 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
BC More than economy	541.2K
BR Bank of Russia YOU	247.3K

COMPARATIVE INSIGHT

Channel in top half of niche (#35 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **2 902**, they brought **17 147** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	614	425	1 281
Nov 2025	218	150	957
Oct 2025	664	482	3 119
September 2025	492	348	5 701
August 2025	453	325	3 219
July 2025	461	330	2 870

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
2 902	6	17 147

SECTION 08 · NICHE COMPARISON

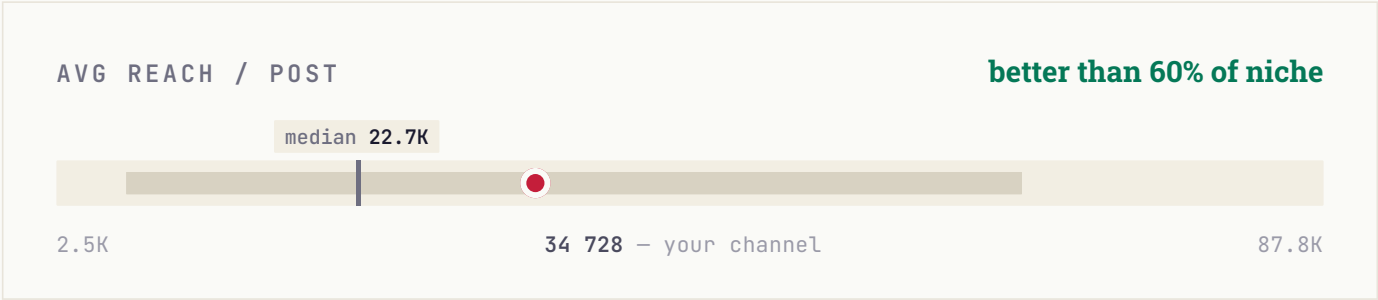
Where the channel stands in its league

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

#35/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — Monday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

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 boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts 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 — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager