

PUBLIC REPORT BY PROMTPRESS

Channel audit

❌ Cozy Trade | Investments



@cozytrade

— 📖 Always a balanced, expert take on the market. — Collab & ads:
@cozytradeclub Link: <https://t.me/+BDzPfdpwAltiMzdi> 📖 All content
in this channel is not individual...

SUBSCRIBERS

102 618

-1110 per month

ERR (% SEE POSTS)

10.0%

last 24 hrs **6.8%**

REACH/POST

9.7K

ad reach **7.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 102 618 —	 SUBS REACH 9.46% avg % subs see post	 VIEWS/POST 9.7K median 9.8K · 28 days	 POSTS/WEEK 13.8 for period
 7D TREND +5.8% vs prev week	 REACTIONS/POST 99.9 total 5,696 reactions, 364 reposts, 316 comments	 POST LENGTH 811 chars median 928 · 28 days	 POSTS ANALYZED 57 28 days
 AD REACH 7.1K 24h avg	 CHURN / MONTH -1110 last month	 CITATION RATE 747 citation index · 907 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 14.01.2021

AI EDITOR SUMMARY

Channel « Cozy Trade | Investments» — 102 618 subs. Avg views per post: 9.7K people (9% subs), reach is low — consider expanding audience. Publishes 14 posts/week (~2/day) — regular schedule. Week 8–14 Jun reach grew by +5.8% Week 1–7 Jun — positive trend.

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 HAVE IN COMMON

- 01 Analysis based on 57 posts over 28 days.
- 02 Dominant format – Photo (36/57 posts).
- 03 Avg post length – 811 chars (median 928).
- 04 Peak audience activity – Thursday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (12.1K avg for top vs 7.9K for worst) – among 57 posts in 28 days. Worth analyzing what the top has in common – topic, format, publish time.

TOP 5 POSTS

Nº1 28.05 · 12:20 PHOTO Текущая оценка компании – \$900 млрд Потенциал к IPO >233% Anthropic will get over 300 MW of computing power from SpaceX for Claude AI...	VIEWS 12 675 REPOSTS 8	REACTIONS 15 ER 12.4%
Nº2 11.06 · 14:12 PHOTO 📊 Defaults & retail power: – 2 charts from the latest CB review: 😊 Stock market is business as usual. Except the peak of buying 'like crazy' from...	VIEWS 12 494 REPOSTS 9	REACTIONS 108 ER 12.2%
Nº3 07.06 · 15:15 PHOTO 📺 New video is live on the channel!! !! What I expect from the market? – Movement potential and my outlook ahead. --- 📺 Watch on YouTube: link 📺...	VIEWS 11 160 REPOSTS 13	REACTIONS 43 ER 10.9%

Nº4

08.06 · 08:03

TEXT

☕ Thought Digest. 😊 Finance Ministry plans to launch a new marketing campaign in H2 2026 to promote...

VIEWS

10 937

REPOSTS

4

REACTIONS

64

ER

10.7%

Nº5

31.05 · 15:44

PHOTO

📺 New video is live on the channel!! !! What I expect from the market? — Movement potential and my outlook ahead. --- 📺 Watch on YouTube: link 📺...

VIEWS

10 929

REPOSTS

16

REACTIONS

49

ER

10.7%

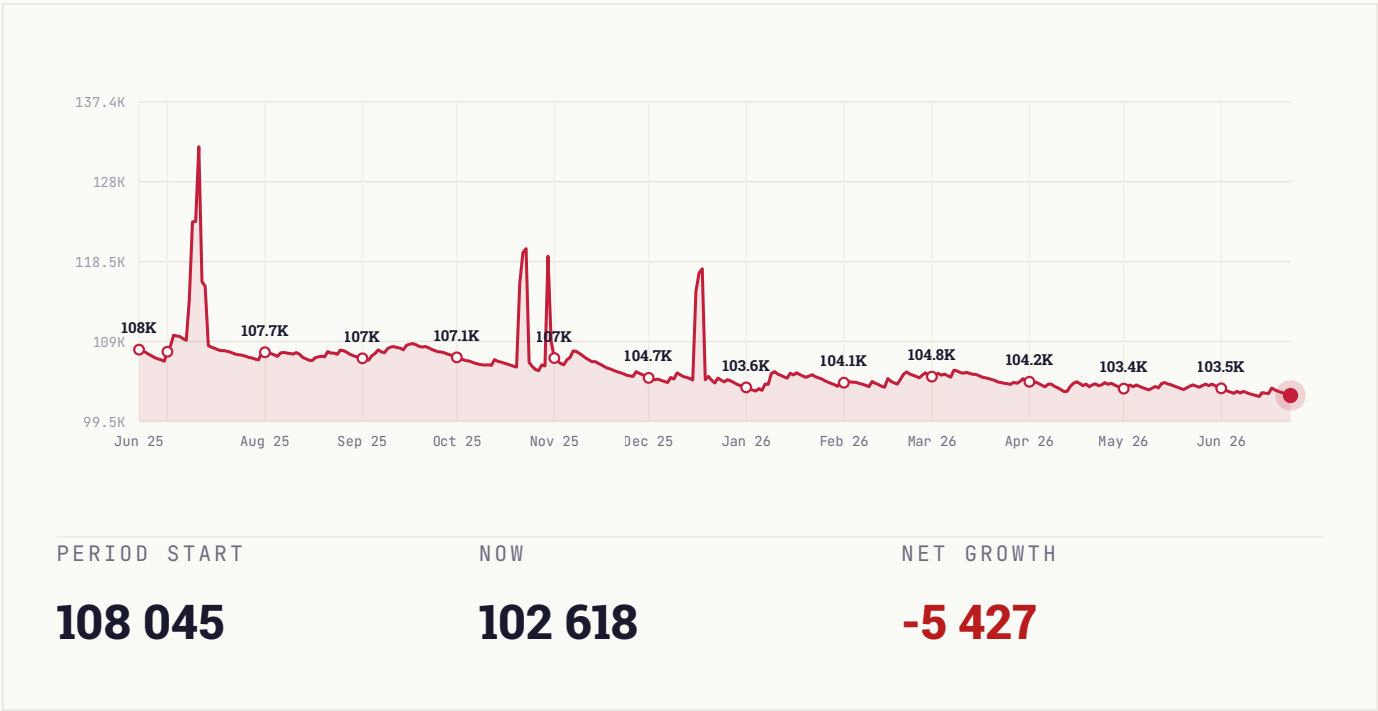
WORST 3

↓ 19.06 · 17:05 VIDEO 📺 Some thoughts on the rate & market: 📺 The CB surprised with a 0.25 cut? Only partly. Discussed a possible further trajectory here -...	VIEWS 8 203 REPOSTS 8	REACTIONS 64 ER 8.0%
↓ 20.06 · 08:26 PHOTO 📺 OFZ index was also upset yesterday... — Many issues are already at ~15% (or higher) yields. On the RGBI chart, the gap is closed. 😊 A...	VIEWS 7 808 REPOSTS 9	REACTIONS 180 ER 7.6%
↓ 20.06 · 15:01 PHOTO 😊 These our investments... Continuing the beloved series on interest & search queries characterizing it. --- 😊...	VIEWS 7 751 REPOSTS 5	REACTIONS 124 ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

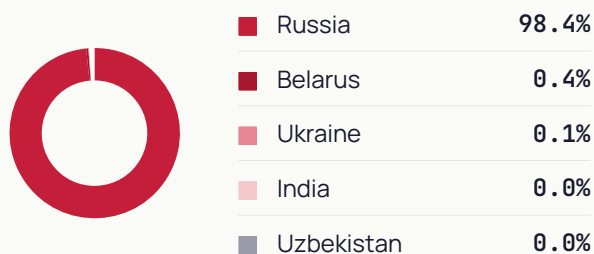


SECTION 04 • MENTIONS

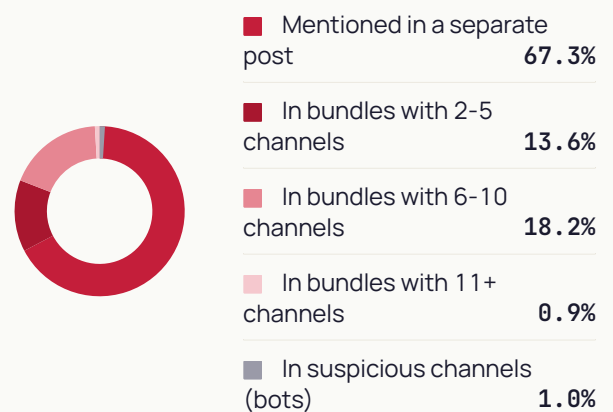
Who mentions the channel and how

Citation index **747** — 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 a 1K subs channel. All time channel was mentioned **907** different channels.

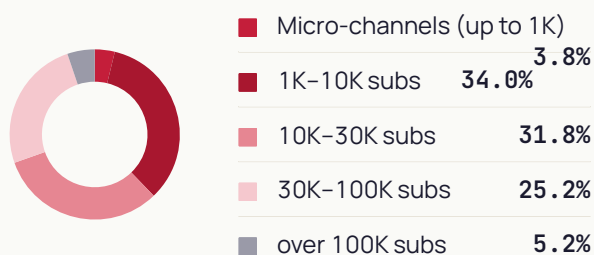
COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



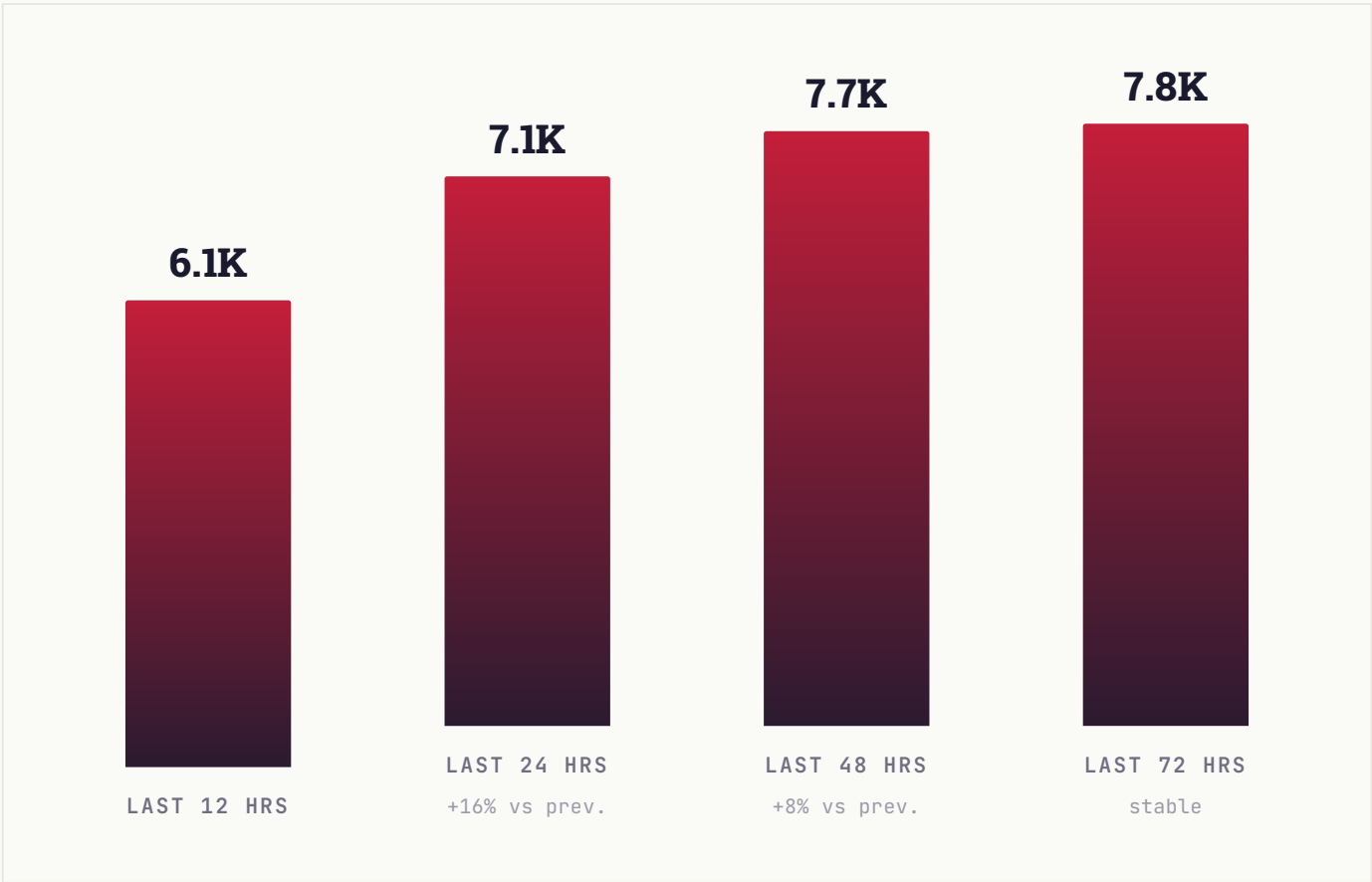
TOPICS MENTIONED IN



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 and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.3M
TE Topor. Economy.	1.2M
AL Alfa-Bank	1M
BB Ruthless Bankster	1M
RE Russian Economy	920.6K
AL Alfa-Investments	737.6K
MU Multiplier	731.2K
SB Sber	715K
OG Olga Gogaladze	588.5K
BCh More than economy	577.4K
ⓈC Cozy Trade Investments YOU	102.6K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#100 of 99). Niche median — 179.9K subs. First growth KPI — reach median. Leader: The Economist (1.3M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

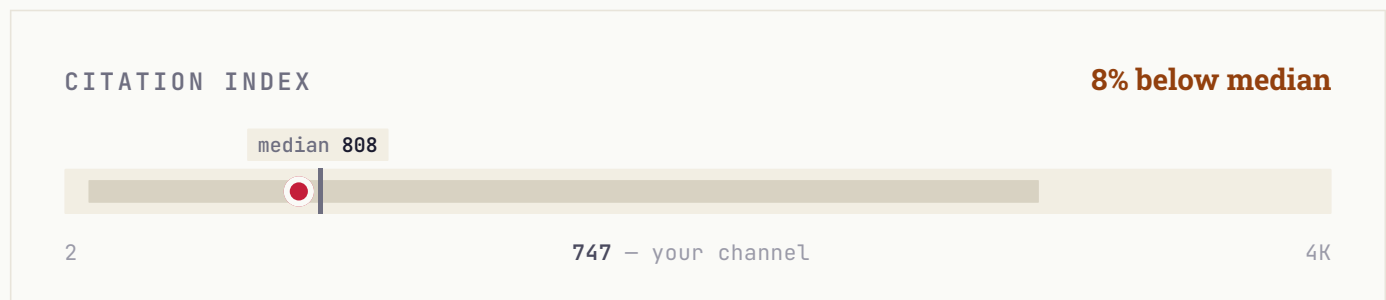
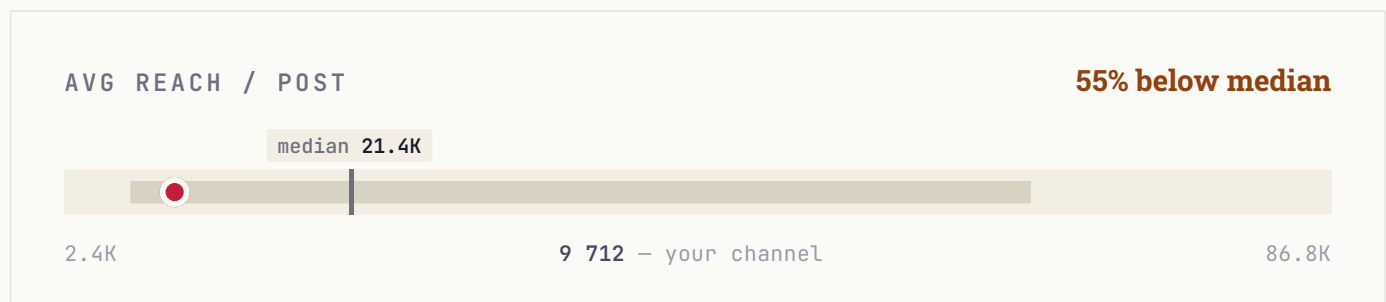
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **290**, they brought **78 445** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	18	14	15 817
November 2025	77	35	2 239
October 2025	21	12	28 411
Sep 2025	35	24	2 732
August 2025	65	42	2 315
July 2025	74	40	26 931

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
290	6	78 445

Where the channel ranks in its league

#100 /100 RANK IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

- | | | |
|----|---|--|
| 01 | Best post day — Thursday
Audience most active on this day at 15:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Recommend share of 15-25%. | EFFECT
Video retains
audience
better |
| 03 | System 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Cross-post with similar channels once a quarter. 2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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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