

PUBLIC PROMTPRESS REPORT

Channel audit

Money



@dengi_s_umom

Entry by request, bots filtered (instant approval) <https://t.me/+ZbKq5FZ-hjxjMjQy> Ads: @Pr_r_rekLama (payment here)
Collaborate with @bidfox_news Work with @swaymedia In registry...

SUBSCRIBERS

226 693

-4064 per month

ERR (% SEE POSTS)

6.0%

per day 4.1%

REACH/POST

13K

ad reach 9.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 226 693 —	 SUBSCRIBER REACH 5.75% avg % subs see post	 VIEWS/POST 13K median 13.1K · 29 days	 POSTS/DAY 13.3 ~93 per week
 7D TREND -3.6% vs previous week	 REACTIONS/POST 200.2 total 79,073 reactions, 36,543 reposts, 0 comments	 POST LENGTH 289 chars. median 293 · 29 days	 POSTS ANALYZED 395 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH -4064 last month	 CITATION RATE 4 681 citation index · 6,287 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 04.02.2022

AI EDITOR SUMMARY

Channel «Money» — 226 693 subs. Each post averages 13K people (6% from subs), reach is low — consider growing audience. Publishes 93 posts per week (~13/day) — very active posting. Week of May 25–31 reach stable (-3.6% vs week 18–24 May).

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 **395** posts over 29 days.
- 02 Dominant format – **Text** (201/395 posts).
- 03 Avg post length – **289** chars (median 293).
- 04 Audience peak – **Thu**, 15:00 MSK.
- 05 Top posts get **3x** more views than the weakest (32.2K avg top vs 10.5K worst) – among 395 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 12:51 VIDEO 📌 Argentine TV channel accidentally invited a UROLOGIST instead of a UFOLOGIST to discuss recently published UFO materials. @dengi	VIEWS 35 696 REP. 417	REACTIONS 243 ER 15.7%
Nº2 22.05 · 08:25 PHOTO 📌 Russian woman bought a castle in Belarus for 2,300 rubles. A Russian woman bought a castle in Belarus for just 2,300 Russian rubles – she turned out to be...	VIEWS 30 698 REP. 314	REACTIONS 271 ER 13.5%
Nº3 28.05 · 09:16 TEXT 📌 Double kokoshnik, please. Russia proposed renaming hamburgers to 'kokoshniks' as part of the fight against Anglicisms. Also heard...	VIEWS 30 203 REP. 134	REACTIONS 309 ER 13.3%

Nº4

19.05 · 07:25

VIDEO

📺 In China, marriage agencies started using photos of Russian female tourists to create AI videos of 'ideal Slavic brides'. ...

VIEWS

29 963

REACTIIONS

211

REP.

208

ER

13.2%

Nº5

17.05 · 06:21

VIDEO

📺 Russia found the 'mortgage queen'. A woman holds 13 housing loans totaling nearly 100 million rubles, with monthly payments reaching...

VIEWS

26 255

REACTIIONS

242

REP.

329

ER

11.6%

BOTTOM 3

↓

04.06 · 11:24

TEXT

⚙️ All smartphones officially imported into Russia may be required to pre-install the Max messenger, said the deputy head of the State Duma committee Andrey...

VIEWS

10 697

REACTIIONS

303

REP.

41

ER

4.7%

↓

06.06 · 11:02

PHOTO

Financial situation in 2026, summary:

VIEWS

10 491

REACTIIONS

207

REP.

93

ER

4.6%

↓

04.06 · 14:59

TEXT

📺 Success scale. Russians' success should be measured not by money and cars, but by number of children, said Valentina Matvienko. According to her...

VIEWS

10 439

REACTIIONS

359

REP.

34

ER

4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

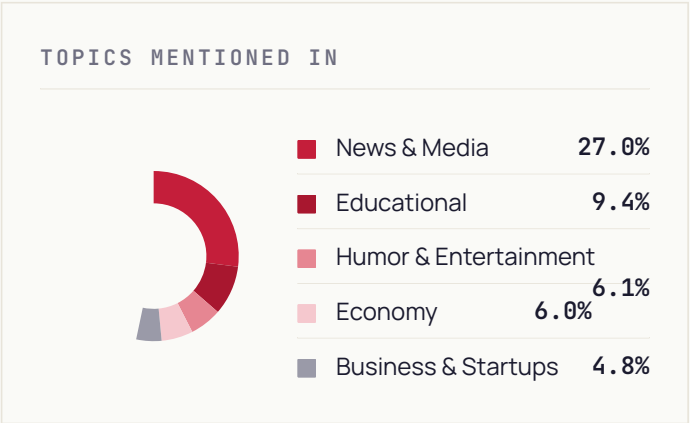
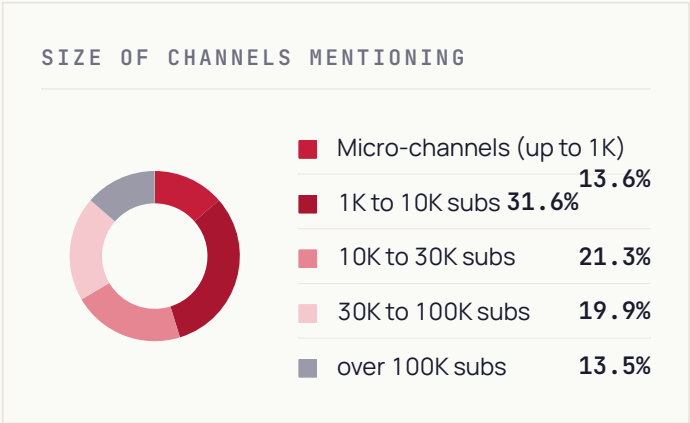
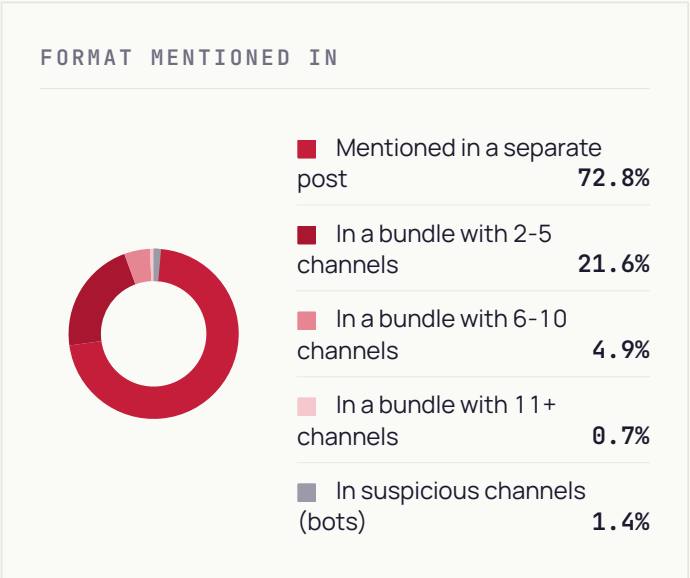
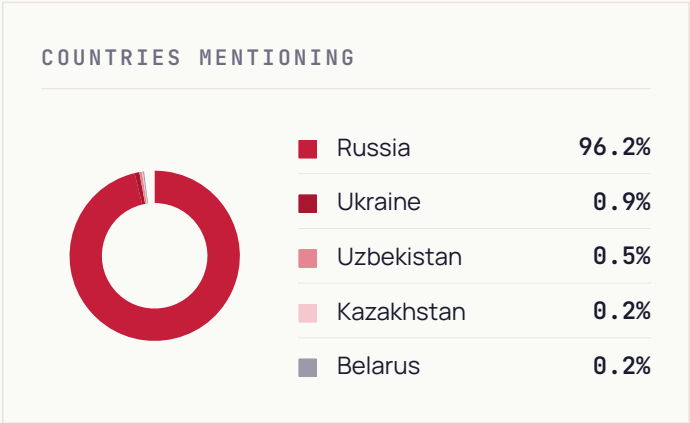
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

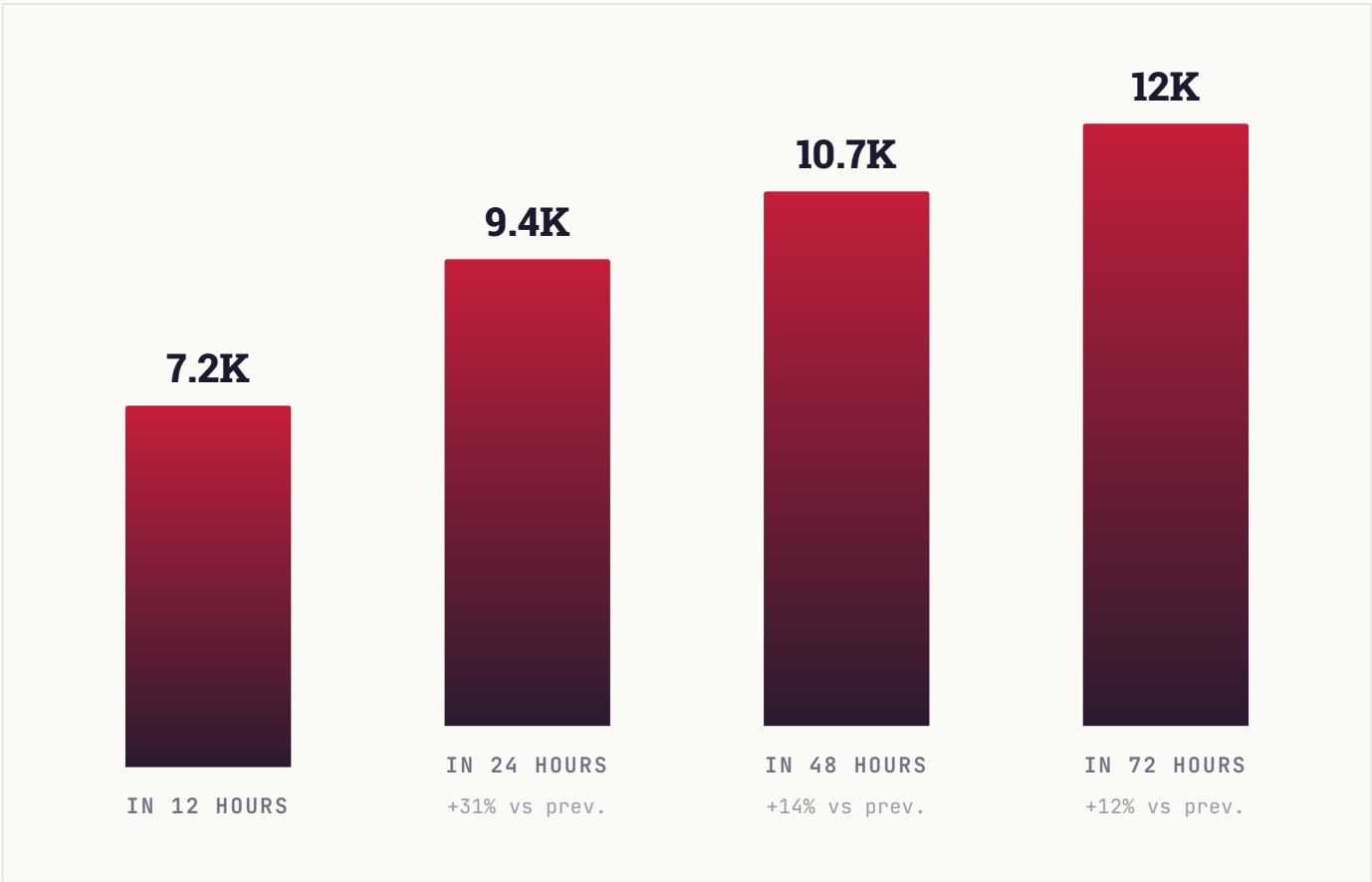
Citation index **4 681** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **6 287** different channels.



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 and audience. Your channel is highlighted — see its rank among niche neighbors.

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
DE Money YOU	226.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#38 of 99). Niche leader: The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 604**, they brought **5 815** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	284	161	1 380	
Nov 2025	218	80	782	
Oct 2025	284	45	838	
September 2025	234	28	903	
August 2025	211	38	796	
July 2025	373	33	1 116	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
1 604		6		5 815

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category "**Economy**" (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#38

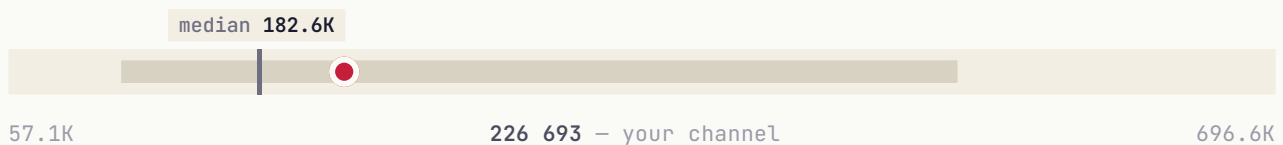
/100

POSITION IN NICHE

Channel in top half of ranking

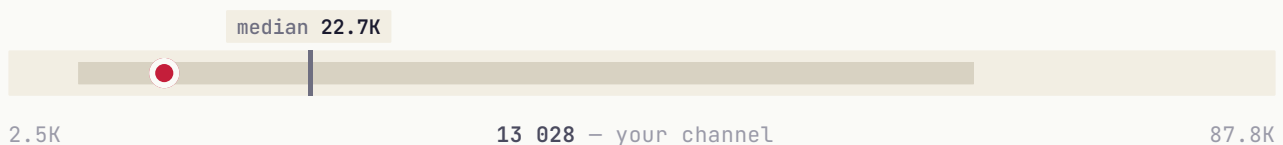
SUBSCRIBERS

better than 54% of niche



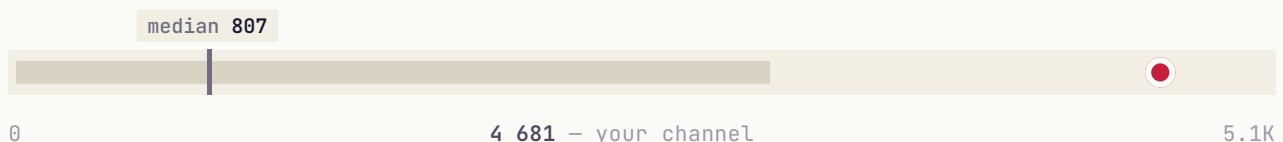
AVG REACH / POST

43% below median



CITATION INDEX

better than 90% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|---|
| 01 | Main post of the week — on Thursday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best window
for important
post |
| 02 | Increase video post share
Video in Telegram holds 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 nearby 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 is what we can do in a few minutes using public data. If you want to go further — run ads through us and close 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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