

PROMTPRESS PUBLIC REPORT

Channel audit

Kids and Money



@deti_dengi

I'm Olya Yarygina 🙋 Here about: Finance for kids & teens 💰 ❤️
Turning "buy!" into "I'll save" ❤️ Teach managing pocket money & earning! ❤️ Raising financial investors playfully ❤️ Your child...

SUBSCRIBERS

56 615

+54334 per month

ERR (% SEE POSTS)

2.0%

per day 0.1%

REACH/POST

651

ad reach 47/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

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 place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Economy» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 56 615 —	 SUBS REACH 1.15% avg % subs see post	 VIEWS/POST 651 median 112 · 15 days	 POSTS/WEEK 14.4 over period
 7D TREND — no data for period	 REACTIONS/POST 7.6 only 237 reactions, 21 reposts, 17 comments	 POST LENGTH 696 chars median 1000 · 15 days	 POSTS ANALYZED 31 15 days
 AD REACH 47 avg per 24h	 CHURN / MONTH +54334 last month	 CITATION RATE 0 citation index · 9 channels mentioned ever	 CHANNEL AGE 1 year 7 days created 14.07.2025

AI EDITOR SUMMARY

Channel «Kids and Money ❤️» — 56 615 subs. Each post averages 651 people (1% of subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 31 posts over 15 days.
- 02 Dominant format – Photo (15/31 posts).
- 03 Avg post length – 696 chars (median 1000).
- 04 Peak audience activity – Wednesday, 21:00 MSK.
- 05 Top posts gather 23x more views than the weakest (2K avg for top vs 89 for worst) – among 31 posts in 15 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 15.07 · 18:50 VIDEO  Giveaway Finished  Total tickets: 83174 Winners list: 1. Easter Egg #99791 - @Kenz68obrol		VIEWS 2 142	REACTIONS —
		REPOSTS 12	ER 3.8%
Nº2 15.07 · 18:49 PHOTO Hi everyone, financially savvy! 🙌 Let's recall the glossary Today about Bonds 📈🔴 For parents: A bond is not a «stock for...		VIEWS 2 064	REACTIONS 4
		REPOSTS —	ER 3.6%
Nº3 14.07 · 18:11 POLL (post without caption – poll)		VIEWS 1 812	REACTIONS 1
		REPOSTS —	ER 3.2%

Nº4 14.07 · 18:11 PHOTO Summer in the yard: the best financial literacy university 🦊 While we rack our brains over the child's leisure, the yard itself is ready to become their main...	VIEWS 1760 REPOSTS —	REACTIONS 9 ER 3.1%
Nº5 11.07 · 18:15 PHOTO The boy who harnessed the wind 🥳 While hurricanes have reached Moscow and a real storm is raging outside, it's time to brew tea and...	VIEWS 1729 REPOSTS —	REACTIONS 9 ER 3.1%

|

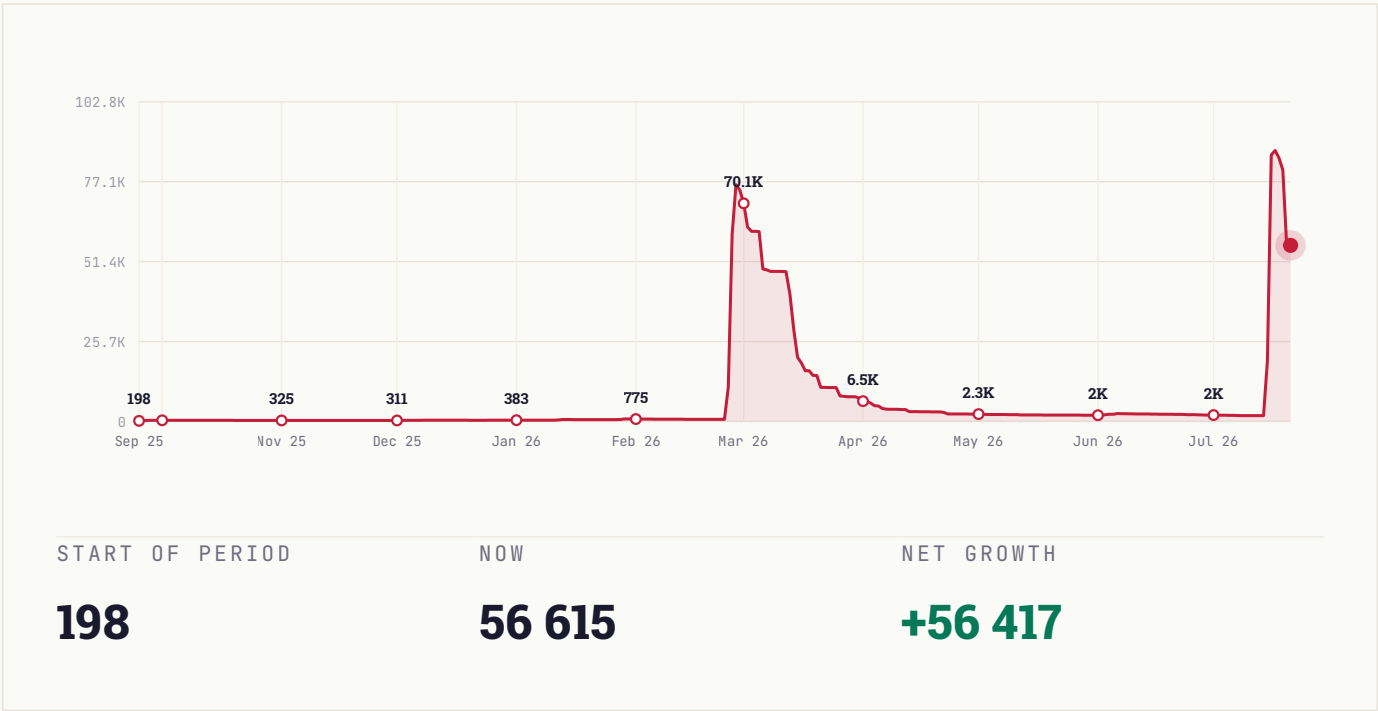
WORST 3

↓ 11.07 · 07:58 VIDEO (post without caption — video)	VIEWS 95 REPOSTS —	REACTIONS 7 ER 0.2%
↓ 17.07 · 17:55 PHOTO Now I'm on the cover of Glamour Bulgaria 🧐 waiting for the print version!	VIEWS 92 REPOSTS 4	REACTIONS 35 ER 0.2%
↓ 10.07 · 17:22 POLL (post without caption — poll)	VIEWS 81 REPOSTS —	REACTIONS 1 ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

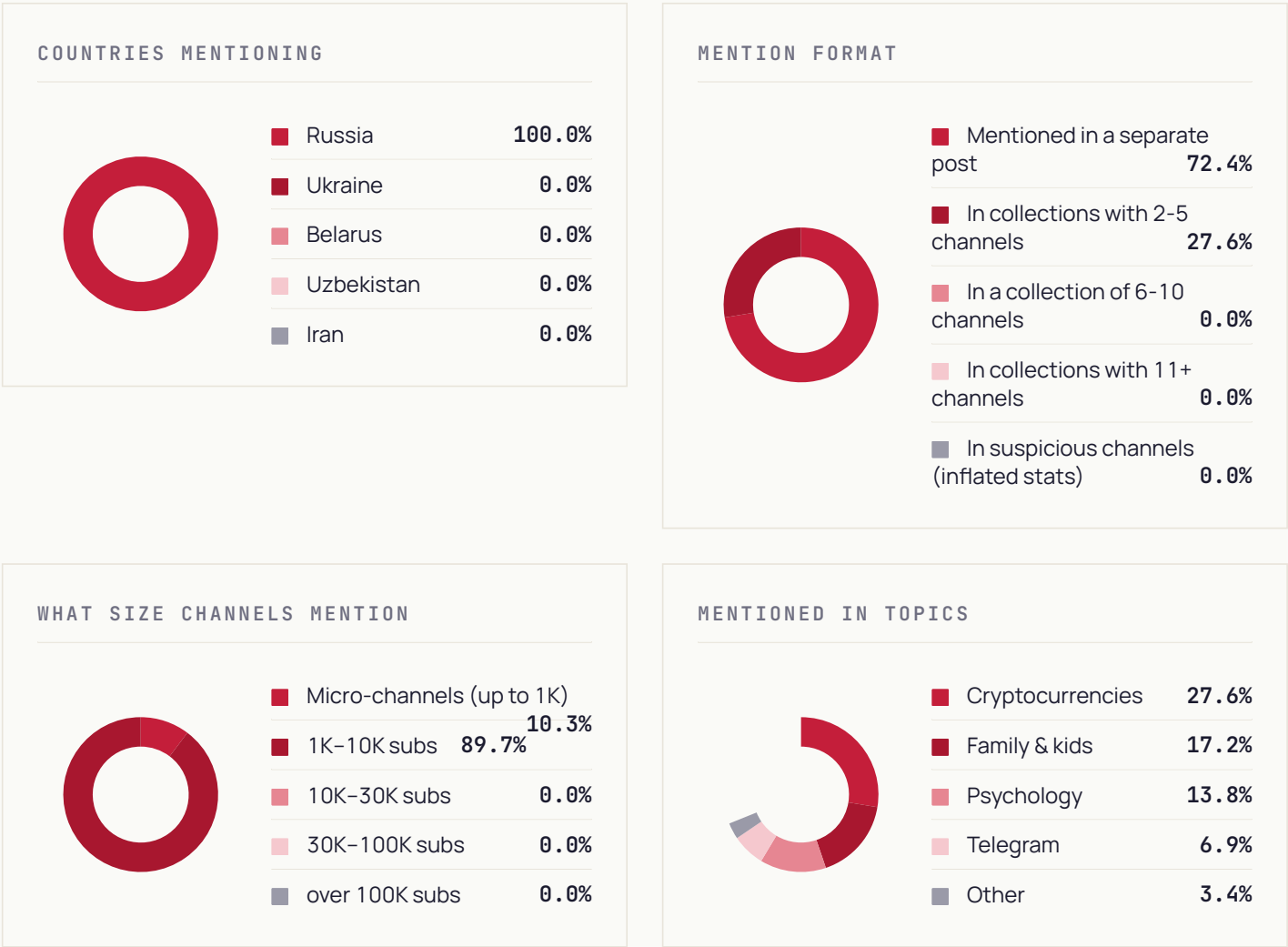
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

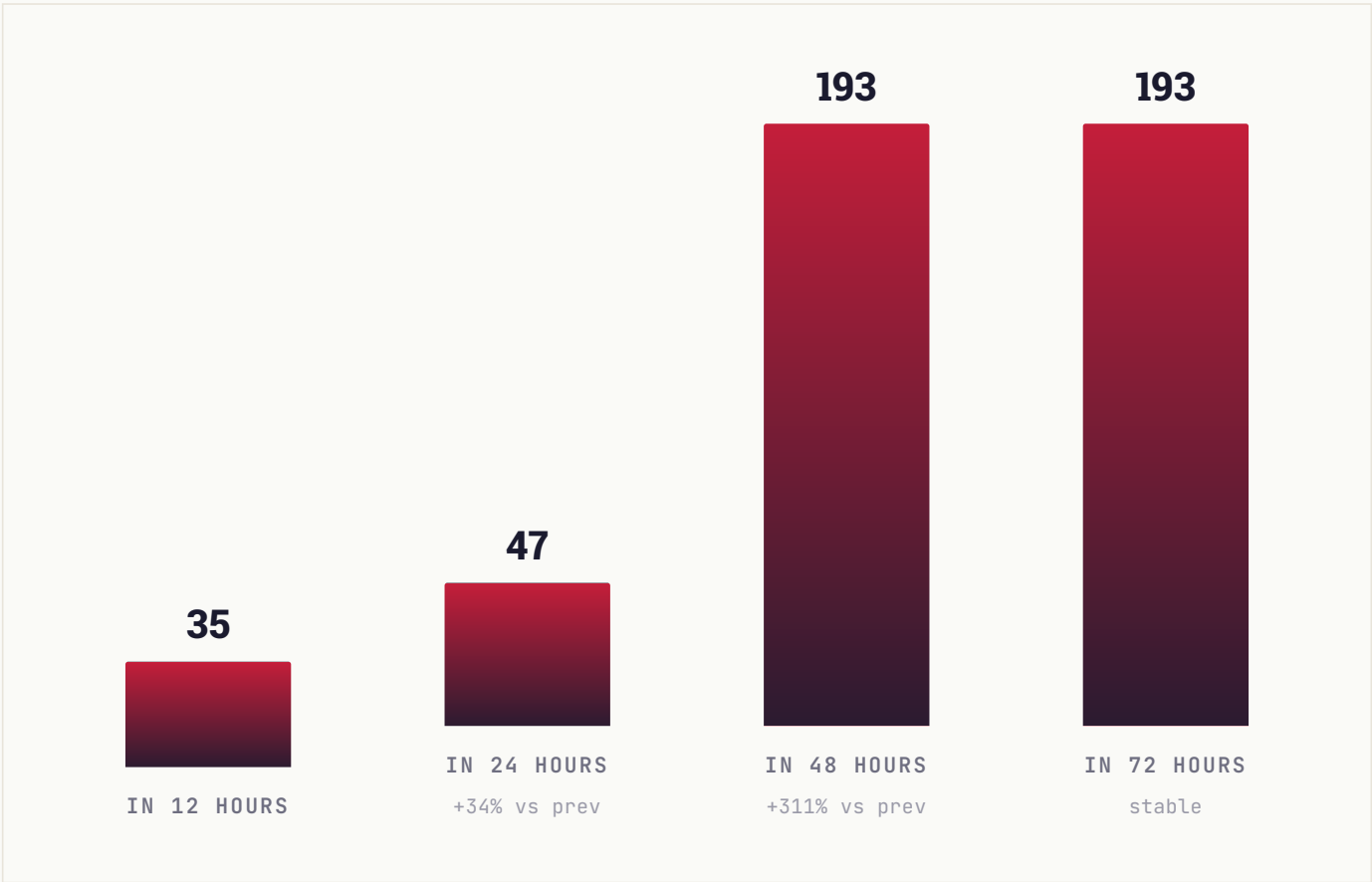
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 9 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخ اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
اش Sharif شریف	2.8M
TW Trade Watcher	2.5M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TЭ The Economist	1.3M
TE Topor. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
DI Kids and Money 💖 YOU	56.6K

COMPARATIVE INSIGHT

Channel is still outside top 98 of niche — early growth stage. Niche leader — آقاي تحليلگر (5.2M), median top-98: 349.1K. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **9**, they brought **600** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	2	484
December 2025	0	0	85
November 2025	0	0	7
October 2025	0	0	17
September 2025	5	5	7
August 2025	1	1	0
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS	
9	6	600	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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 — on Wednesday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.15% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+3.4pp ER

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 is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager