

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Economy in Detail



@eco_details

Be first to know key events in economy & finance Partnership -
@EcoDetails_Bot RKN: <https://clck.ru/3LHLXj>

SUBSCRIBERS

187 063

+91459 per month

ERR (% SEE POSTS)

28.0%

per day 23.3%

REACH/POST

49.1K

ad reach 43.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 187 063 —	 SUBS REACH 26.24% avg % subs see post	 VIEWS/POST 49.1K median 48.5K · 27 days	 POSTS/WEEK 3.6 over period
 7D TREND +16.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 383 chars. median 230 · 27 days	 POSTS ANALYZED 14 27 days
 AD REACH 43.6K 24h average	 CHURN / MONTH +91459 last month	 CITATION RATE 2 citation index · 93 channels mentioned ever	 CHANNEL AGE 1 year 9 months created 11.09.2024

AI EDITOR SUMMARY

Channel «Economics in Detail» — 187 063 subs. Each post averages 49.1K people (26% of subs), that's good reach. Publishes 4 posts per week (~1/day) — rare posts. For week 25–31 May reach grew by +16.9% to week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 14 posts over 27 days.
- 02 Dominant format — Photo (12/14 posts).
- 03 Avg post length — 383 chars (median 230).
- 04 Peak audience activity — Tuesday, 19:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (68.4K avg for top vs 39.5K for worst) — among 14 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 16:25 TEXT Pochta cut losses 3x in Q1 2026 Russian Post ended Q1 2026 with positive dynamics of key...	VIEWS 100 130 REPOSTS 286	REACTIONS — ER 53.5%
Nº2 02.06 · 08:00 PHOTO Pay for coffee or a bun legally using crypto with Whitebird. This is a Belarusian licensed platform, five...	VIEWS 52 802 REPOSTS 270	REACTIONS — ER 28.2%
Nº3 02.06 · 15:47 PHOTO Ruble starts falling — dollar above 73 rubles.	VIEWS 52 336 REPOSTS 207	REACTIONS — ER 28.0%

Nº4 31.05 · 21:55 PHOTO Mortgage issuances rose 9% in April to ₺359 billion – Central Bank. Subsidized programs accounted for 60% of loans, average rate at...	VIEWS 52 087 REPOSTS 713	REACTIONS — ER 27.8%
Nº5 04.06 · 09:57 TEXT First Deputy Chairman of Sberbank Kirill Tsarev told TASS at SPIEF that the retail market is recovering confidently and...	VIEWS 50 237 REPOSTS 367	REACTIONS — ER 26.9%

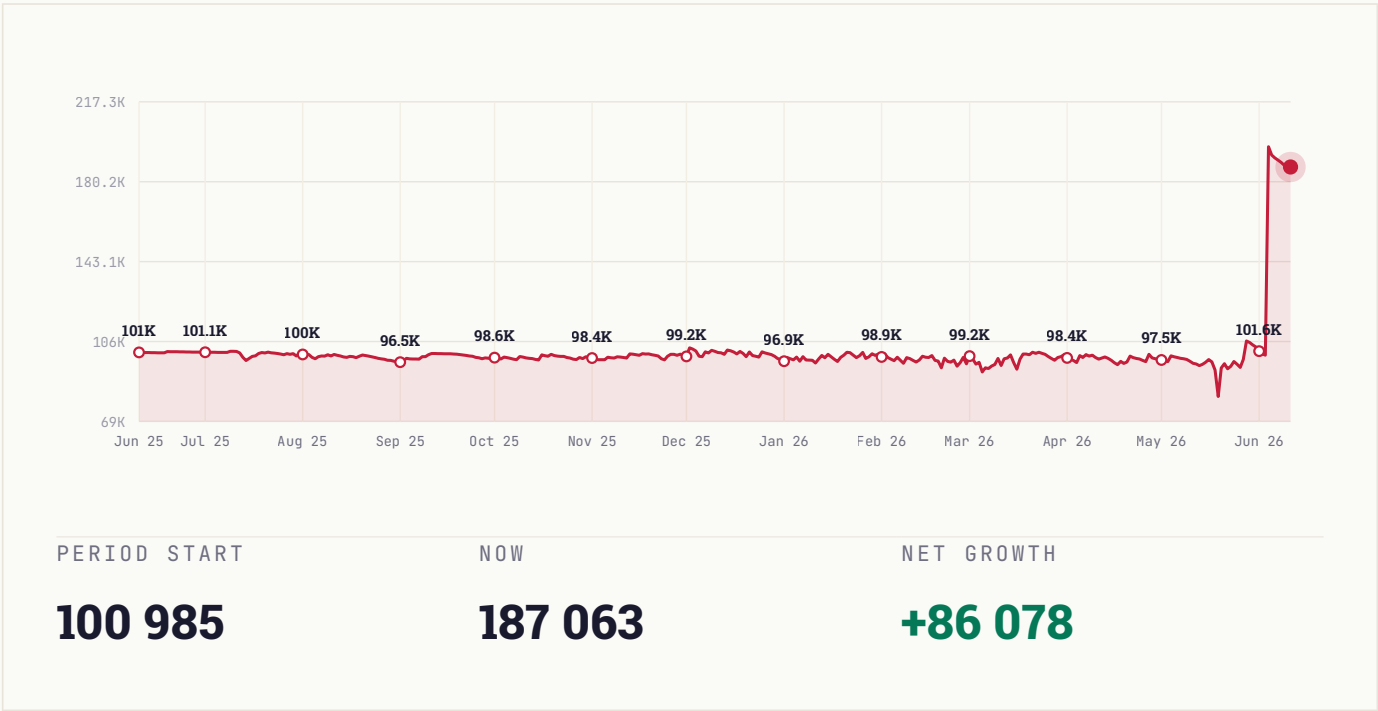
WORST 3

↓ 29.05 · 12:44 PHOTO Moscow wedding cost up to 700k rubles in a year. Media: average check rose 25%. Decor prices soared the most...	VIEWS 41 401 REPOSTS 233	REACTIONS — ER 22.1%
↓ 14.05 · 07:22 PHOTO Russians bought record foreign currency in April before holidays – net purchases by individuals rose to ₺108 billion vs ₺65.2...	VIEWS 40 381 REPOSTS 304	REACTIONS — ER 21.6%
↓ 18.05 · 09:05 PHOTO Russia ranked 12th among oil-producing countries in gasoline affordability. Due to taxes (~70% of cost)...	VIEWS 36 687 REPOSTS 304	REACTIONS — ER 19.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

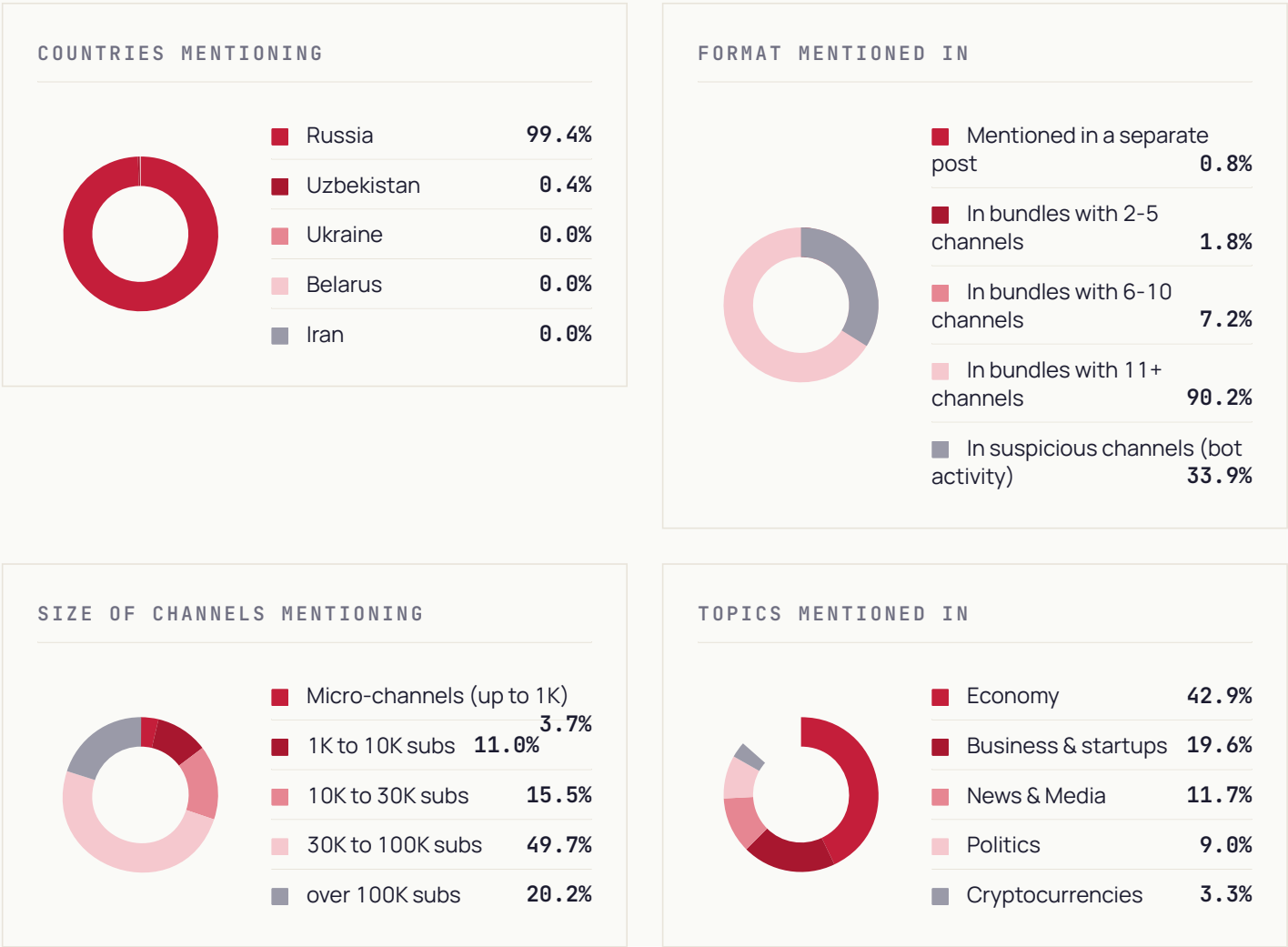
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

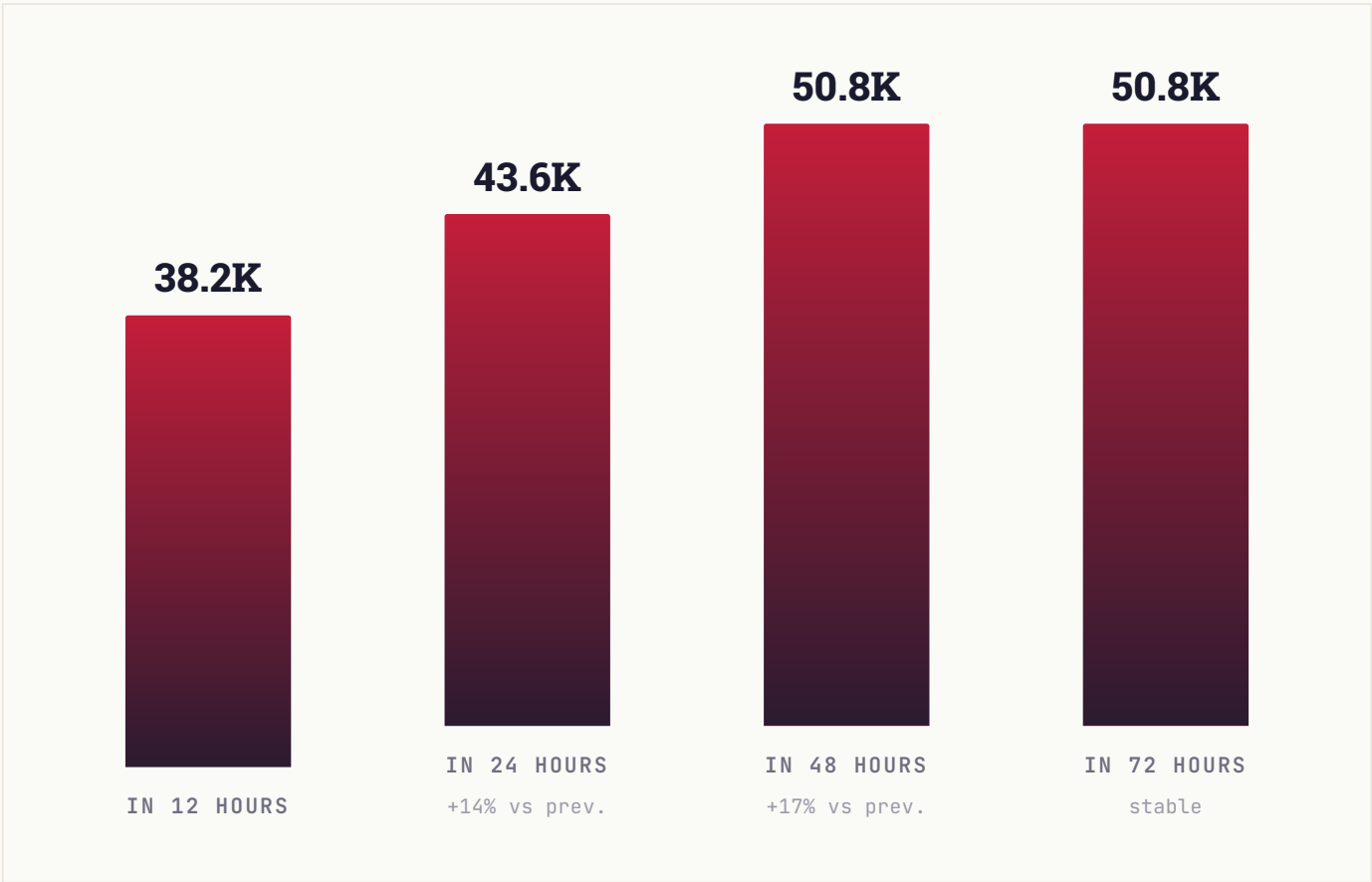
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **93** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
ТЭ	The Экономист	1.2M
TE	Topor. Economy.	1.2M
BB	Беспощадный Банкстер	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
BCh	More than economics	541.2K
EV	Economy in Detail	YOU187.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#45 of 99). Niche leader — The Экономист (1.2M), median subs 182.3K. Aim for top quarter — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **176**, they brought **46 779** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED	SUBS
December 2025	28	15	14 985	
Nov 2025	24	15	7 568	
Oct 2025	19	10	8 050	
September 2025	41	19	4 775	
August 2025	30	12	4 637	
July 2025	34	14	6 764	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
176	6	46 779

SECTION 08 · NICHE COMPARISON

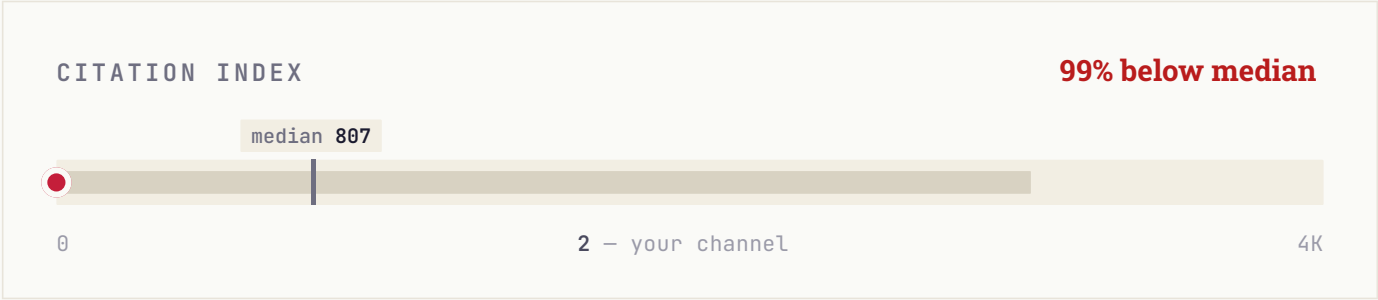
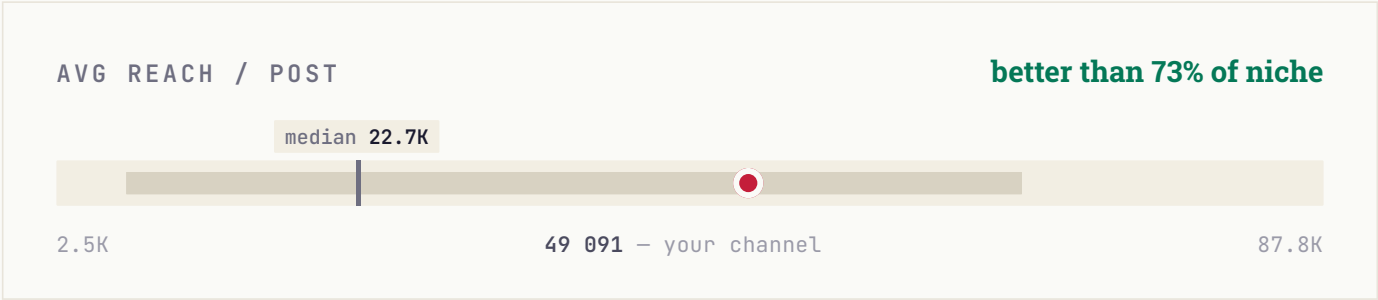
Where channel stands in its league

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.

#45/100

POSITION IN NICHE

Channel in top half of 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 | Increase posting frequency
Now 3.6 posts/wk. Active channels: 7-10. Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — Tuesday
Audience most active on this day at 19:00 MSK. | EFFECT
Best window for important posts |
| 03 | 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 |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. 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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