

— PROMTPRESS PUBLIC REPORT

Channel audit

Russian Economy



@economicrussian

All about banks, economy, finance. Ads: @SaraG_K

SUBSCRIBERS

41 648

-4309 per month

ERR (% WHO SEE
POSTS)

50.0%

per day 35.1%

REACH/POST

20K

ad reach 14.8K/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 generates reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in «Economy» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 41 648 —	 SUBSCRIBER REACH 48.13% avg % subs see post	 VIEWS/POST 20K median 20.8K · 29 days	 POSTS/WEEK 13.6 over period
 7D TREND +0.1% vs prev. week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 257 chars median 212 · 29 days	 POSTS ANALYZED 57 29 days
 AD REACH 14.8K 24h avg	 CHURN / MONTH -4309 over last month	 CITATION RATE 3 citation index · 428 channels mentioned ever	 CHANNEL AGE 7 months 4 days created 17.12.2025

AI EDITOR SUMMARY

Channel «Economy of Russia» — 41 648 subs. Each post averages 20K people (48% of subs), wide reach for a channel this size. Publishes 14 posts/week (~2/day) — regular pace. Week of Jul 6–12 reach stable (+0.1% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 57 posts over 29 days.
- 02 Dominant format — Text (55/57 posts).
- 03 Avg post length — 257 chars (median 212).
- 04 Peak audience activity — Sunday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (21.8K avg top vs 19.2K worst) — among 57 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 19:27 TEXT Russian Defense Ministry proposed medical exams for contractors and mobilized only if injured or ill...	VIEWS 22 034 REPOSTS 39	REACTIONS — ER 52.9%
Nº2 03.07 · 20:45 TEXT New home sales in Crimea (Jan–May 2026) fell 31.6%, in Sochi — 65%. Reasons: drop in tourist flow, logistics, and disappointment...	VIEWS 21 825 REPOSTS 30	REACTIONS — ER 52.4%
Nº3 07.07 · 20:09 TEXT Digital Ministry said charging for foreign internet traffic for Russians is not under consideration.	VIEWS 21 682 REPOSTS 31	REACTIONS — ER 52.1%

Nº4 21.06 · 14:04 TEXT In Russia, fake medical certificates risk up to 8 years in prison. For ordinary fake documents — up to 4 years and a fine of up to 1 million rubles, for certificates about...	VIEWS 21 629 REPOSTS 7	REACTIONS — ER 51.9%
---	--	--

Nº5 24.06 · 18:30 TEXT Air carrier Azimuth asks to regulate jet fuel market, warning of critical situation and loss of economic sense...	VIEWS 21 629 REPOSTS 20	REACTIONS — ER 51.9%
--	---	--

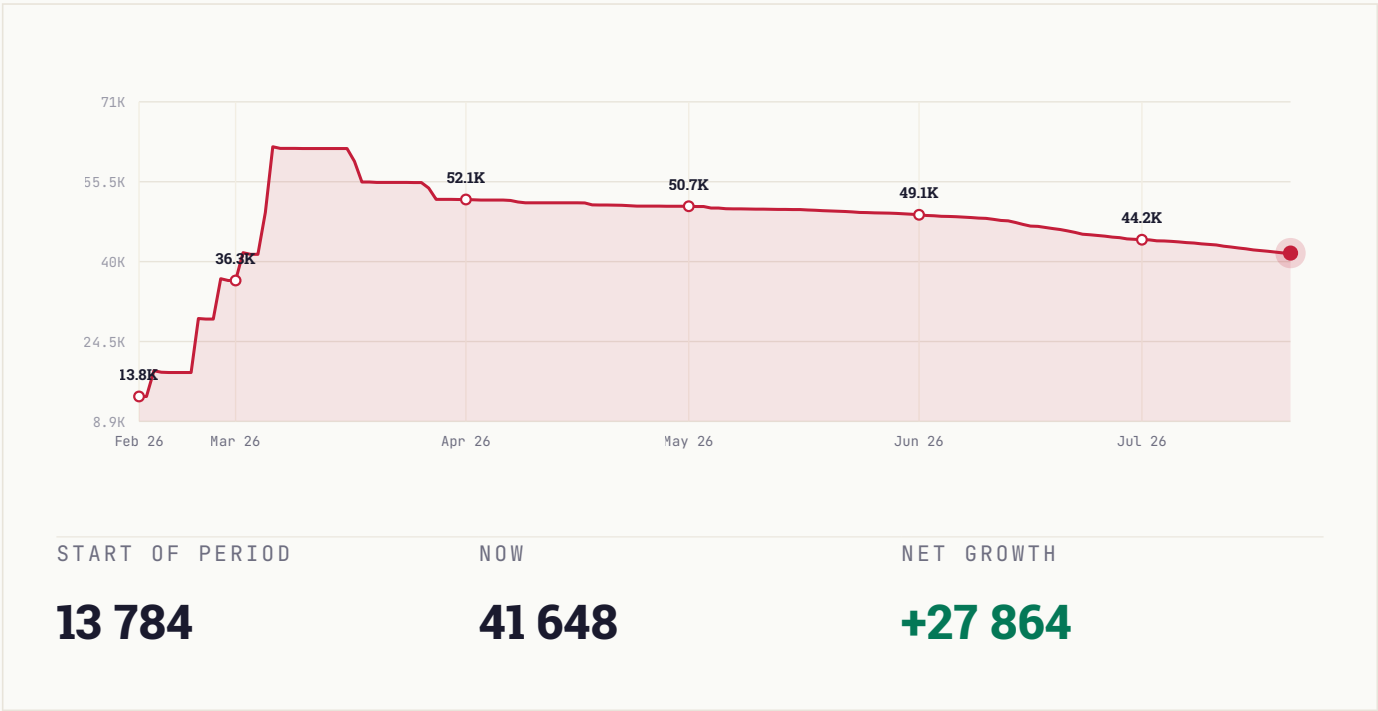
WORST 3

↓ 26.06 · 18:28 TEXT Putin signs law: banks to refund money stolen by cyber fraudsters if they failed to follow security measures in criminal case...	VIEWS 19 713 REPOSTS 24	REACTIONS — ER 47.3%
↓ 16.07 · 19:02 TEXT New luxury car sales in Russia up 15.3% in half year: 369 cars sold. Leader — Rolls-Royce, then Lamborghini and Bentley.	VIEWS 19 103 REPOSTS 20	REACTIONS — ER 45.9%
↓ 17.07 · 21:35 TEXT Several Russian billionaires moved billions abroad last year, reports Bloomberg. Reason: economic...	VIEWS 18 903 REPOSTS 39	REACTIONS — ER 45.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

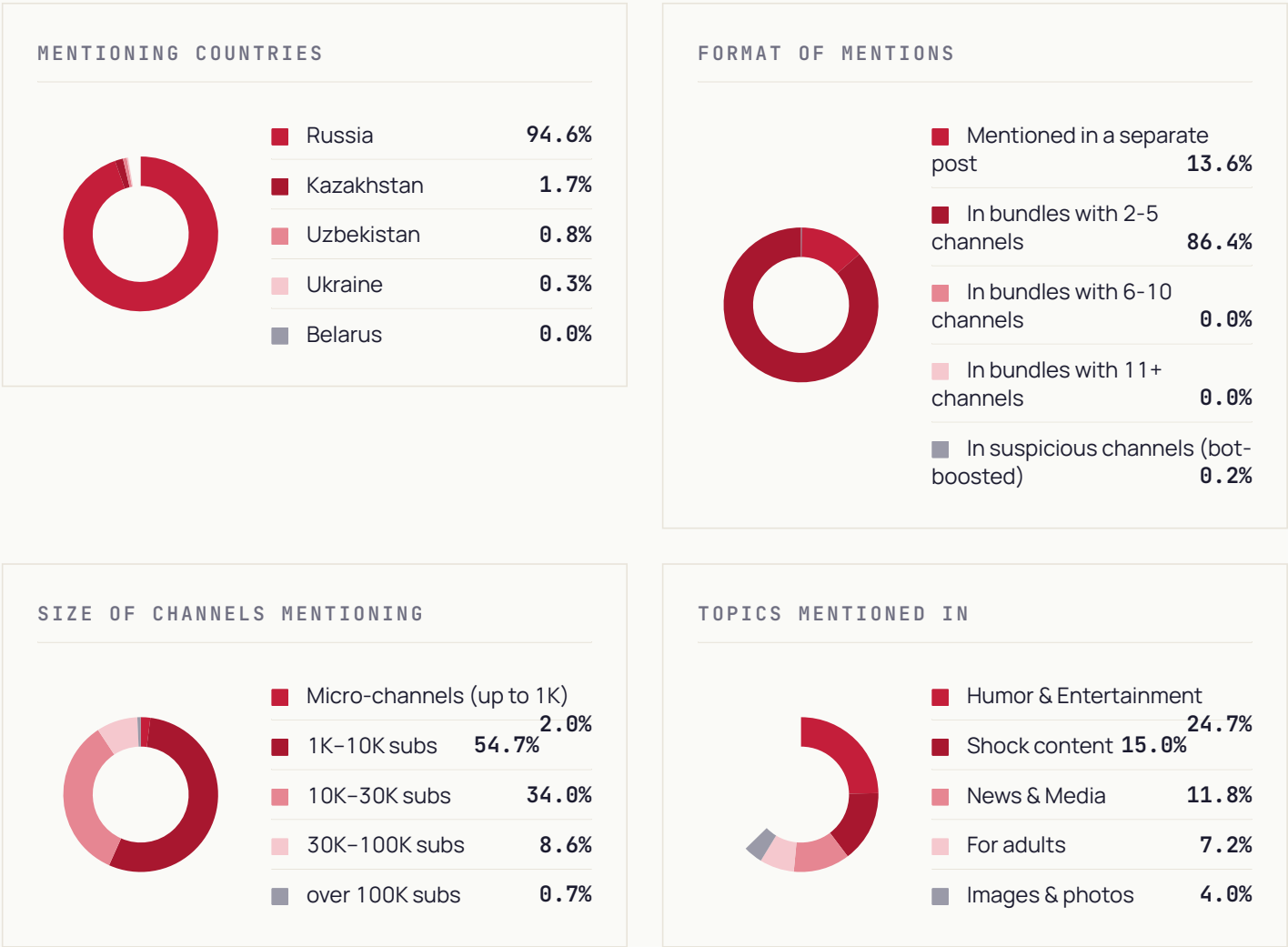
Yearly subscriber growth chart. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

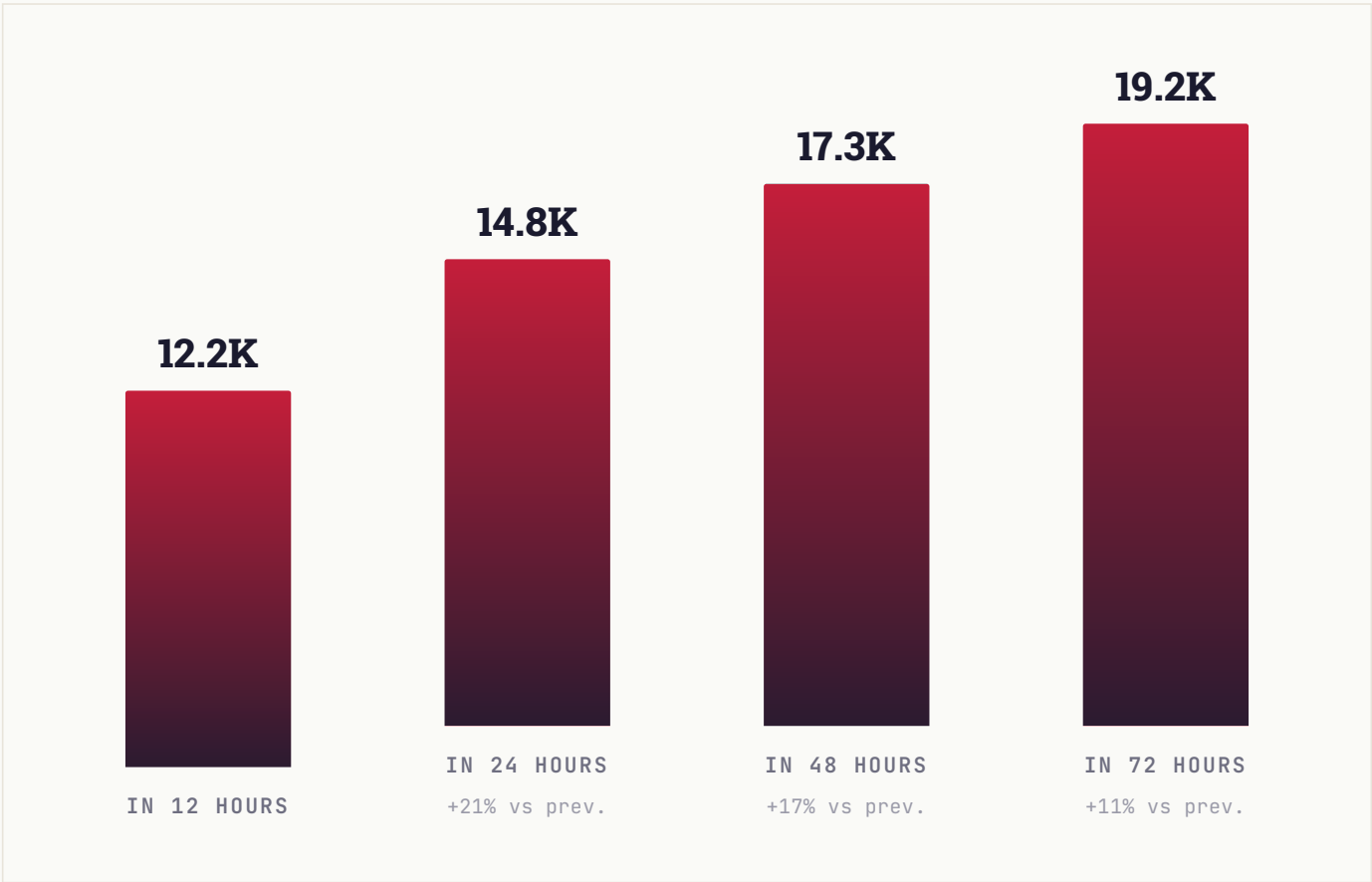
Citation index 3 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 428 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is 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
ТЭ The Экономист	1.3M
ER Topor. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
ER Russian Economy YOU	41.6K

COMPARATIVE INSIGHT

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

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating a range. A red dot marks the channel's performance, and a vertical line marks the median. The data is as follows:

Metric	Channel Value	Median	Comparison	Range Min	Range Max
SUBSCRIBERS	41,648	345.4K	88% below median	122.7K	1.4M
AVG REACH / POST	20,046	21.8K	8% below median	84	153.4K
CITATION INDEX	3	46	94% below median	0	3.7K

— SECTION 08 • STRATEGY

What to do right now

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

- | | | |
|----|--|--|
| 01 | Top post of the week — on Sunday
On this day at 17:00 MSK audience is most active. | EFFECT
Best window
for important
posts |
| 02 | Increase share of video posts
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromtPress picks sources for your niche. | EFFECT
+1000-3000
subs |
| 04 | Test polls and 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 |
| 05 | Cross-promo with neighboring channels
Exchange posts with channels in the same segment 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 minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
