

PROMTPRESS PUBLIC REPORT

Channel audit

Economy 24/7



@economika24_7

Economic insights and news. Fast and easy. Ads: @eazzyfrizzy
 @economika24_7 Managers: @ads_alina @Spiral_Miya
 @TgDive_admin RKN:...

SUBSCRIBERS

256 804

+12129 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.9%

REACH/POST

10.3K

ad reach 7.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 256 804 —	 SUBS REACH 4.01% avg % of subs see post	 VIEWS/POST 10.3K median 9.7K · 29 days	 POSTS/DAY 12.8 ~90 per week
 7D TREND -18.0% vs previous week	 REACTIONS/POST 166.8 total 63,375 reactions, 18,451 reposts, 0 comments	 POST LENGTH 331 chars median 283 · 29 days	 POSTS ANALYZED 380 29 days
 AD REACH 7.3K 24h avg	 CHURN / MONTH +12129 last month	 CITATION RATE 532 citation index · 1,507 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 12.09.2022

AI EDITOR SUMMARY

Channel «Economy 24/7» — 256 804 subs. Each post averages 10.3K people (4% of subs), reach is low — worth expanding audience. Publishes 90 posts per week (~13/day) — very active posting. For the week of May 25–31, reach dropped -18.0% to the week of May 18–24 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **380** posts in 29 days.
- 02 Dominant format – **Text** (348/380 posts).
- 03 Avg post length – **331** chars (median 283).
- 04 Audience peak – **Wednesday, 08:00 MSK**.
- 05 Strongest posts gather **3x** more views than the weakest (top avg 20.3K vs worst 7.5K) – among 380 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 14:16 VIDEO I love Moscow. But energy here drains faster than money. I needed a country home where quality of life is higher than in the city. From...	VIEWS 21 827 REPOSTS —	REACTIONS 43 ER 8.5%
Nº2 13.05 · 05:33 TEXT ☒Russians increasingly save 'just in case,' and this, according to Central Bank economists, slows the economy. High deposit rates and...	VIEWS 19 666 REPOSTS 16	REACTIONS 218 ER 7.7%
Nº3 13.05 · 13:49 TEXT ☒The war is increasingly a source of profit for Moscow's allies: estimates suggest North Korea could have earned up to \$14...	VIEWS 19 282 REPOSTS 58	REACTIONS 156 ER 7.5%

Nº4 13.05 • 12:49 TEXT ☒ Utility tariffs will rise until 2029: from Oct 1, 2026 — by 9.9%, in 2027 — by 8.7%, in 2028 — by 7.1%, and in 2029 — by 6.1%. In...	VIEWS 17 846 REACTIONS 193 REPOSTS 69 ER 6.9%
Nº5 12.05 • 19:46 TEXT ☒The Andes hantavirus carrier is the dwarf rice hamster, Rospotrebnadzor reported. They noted that the Russian climate is...	VIEWS 17 459 REACTIONS 252 REPOSTS 116 ER 6.8%

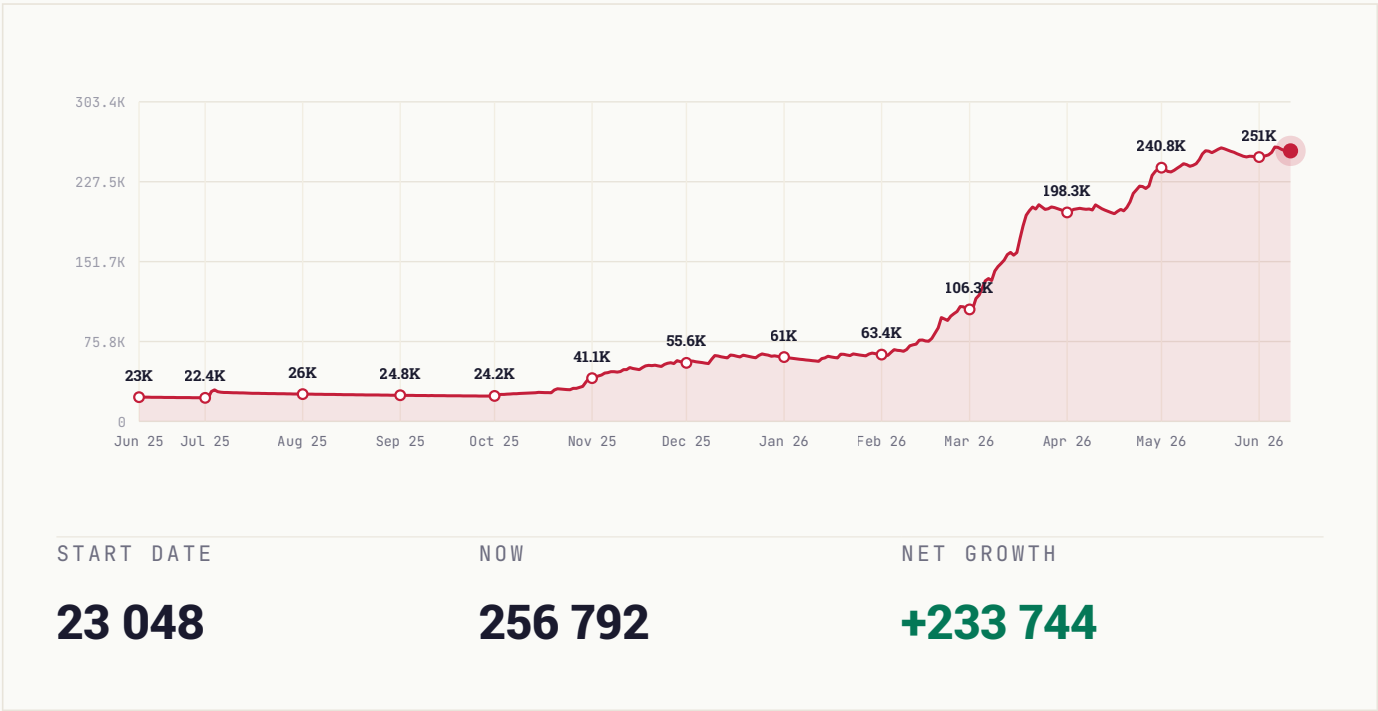
WORST 3

↓ 31.05 • 11:20 TEXT ☒ Armenia will consider choosing between EAEU and EU when the issue becomes acute, said Deputy Prime Minister Grigoryan. According to him...	VIEWS 7 774 REACTIONS 88 REPOSTS 10 ER 3.0%
↓ 02.06 • 10:13 TEXT ☒ The war could end by the end of the day if Zelensky orders the AFU to leave Russian regions, Peskov said. ♥ Economy 24/7	VIEWS 7 629 REACTIONS 259 REPOSTS 99 ER 3.0%
↓ 02.06 • 11:47 TEXT ☒Lenta acquired O'Key chain. The retailer now owns 75 stores and 4 distribution centers, the company said. ♥ Economy...	VIEWS 7 094 REACTIONS 65 REPOSTS 47 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

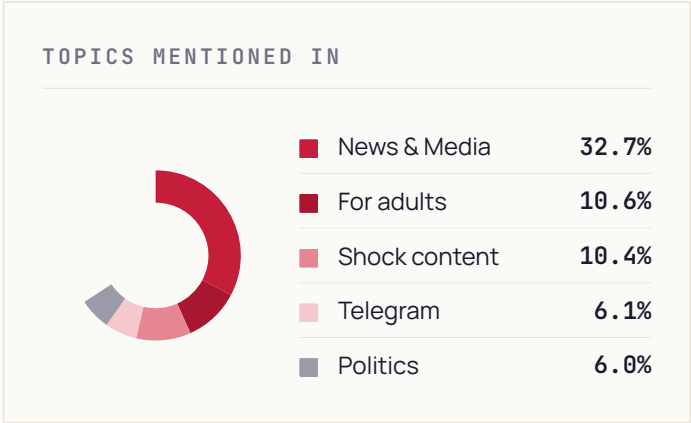
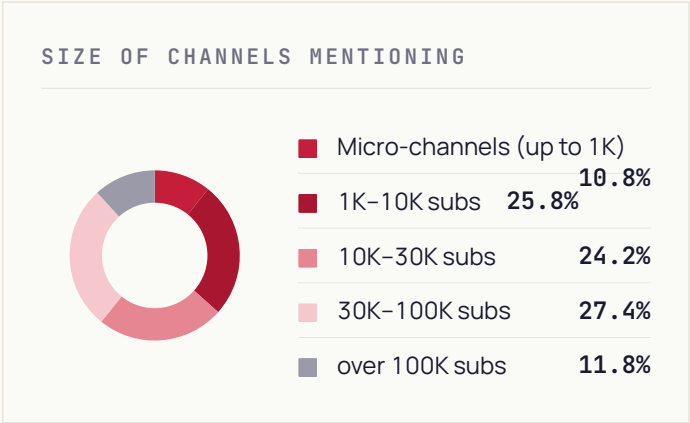
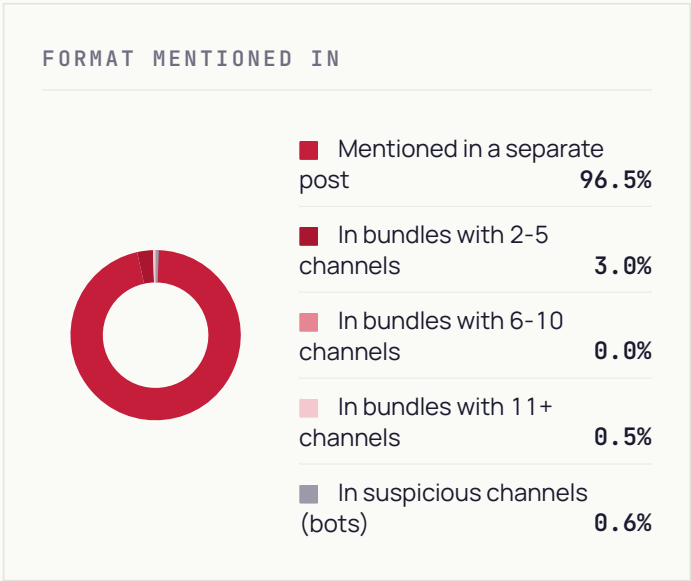
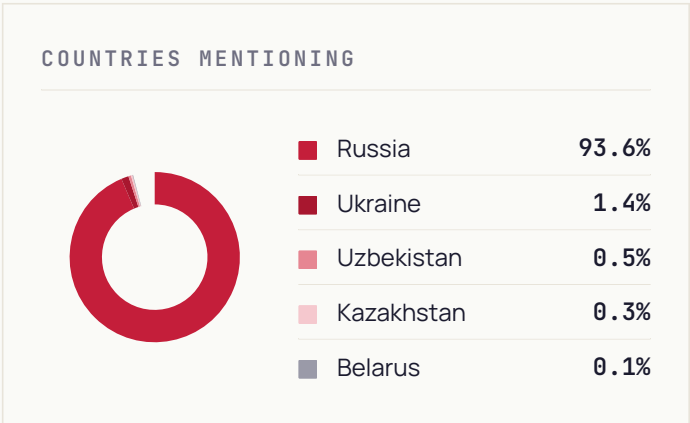
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

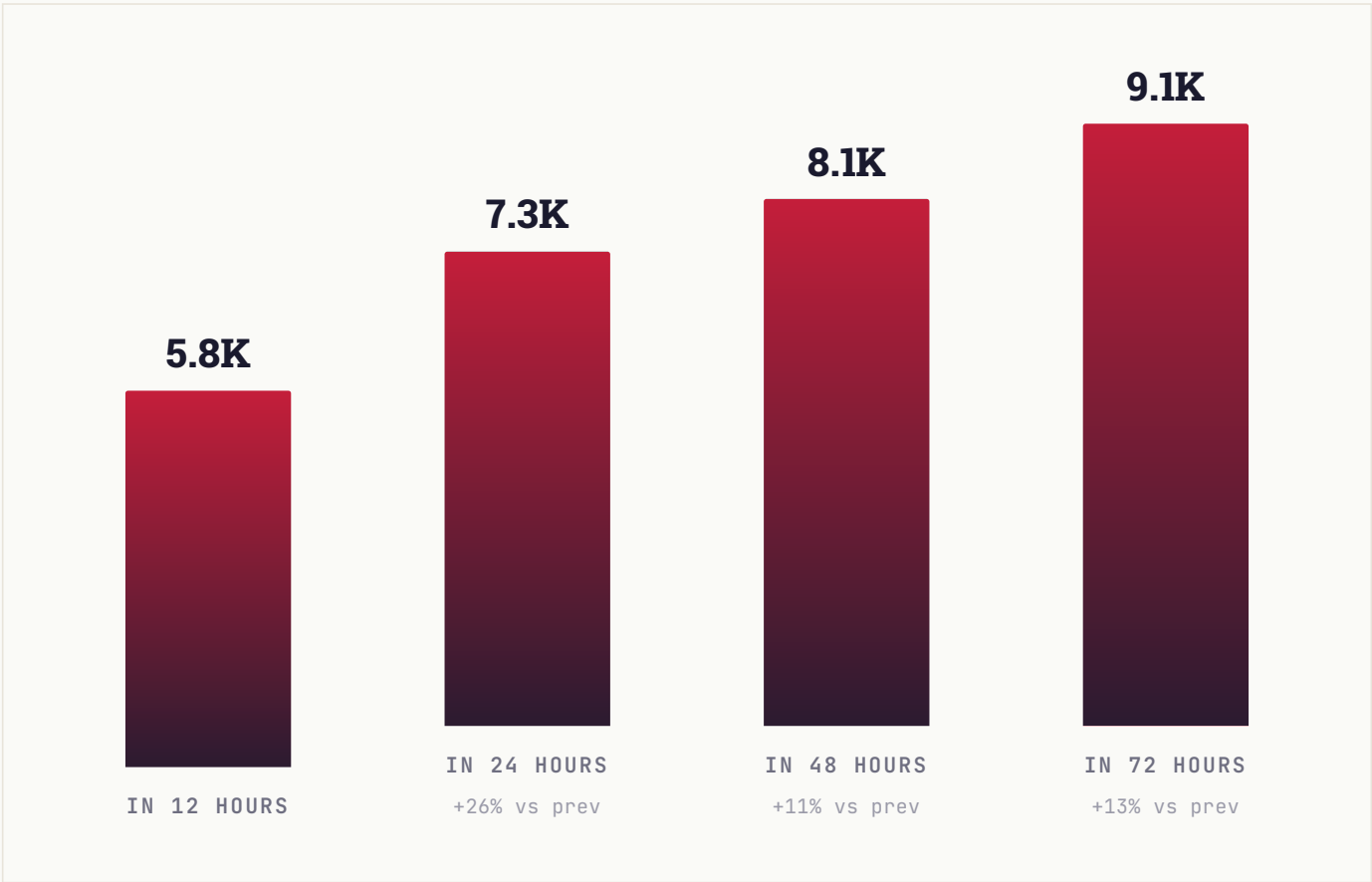
Citation index **532** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **1 507** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TE The Economist	1.2M
TE Topor. 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
E2 Economy 24/7 YOU	256.8K

COMPARATIVE CONCLUSION

Channel intop half of niche (#32 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for the first quartile — a 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 **37**, they brought **65 089** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	6	4	17 752
Nov 2025	10	6	21 494
Oct 2025	8	4	18 220
September 2025	6	5	37
August 2025	5	4	8
Jul 2025	2	2	7 578
TOTAL MENTIONS		MONTHS IN DATA	ACQUIRED SUBS
37		6	65 089

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

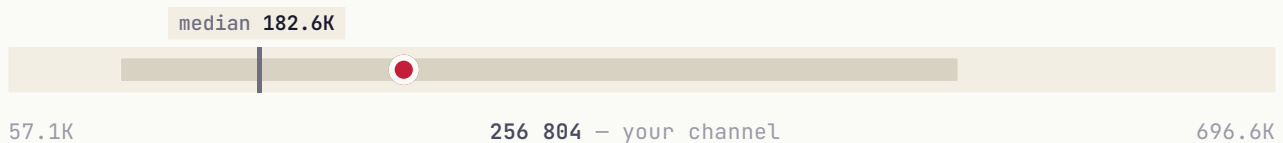
Took top-100 channels in category "Economy» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#32 /100

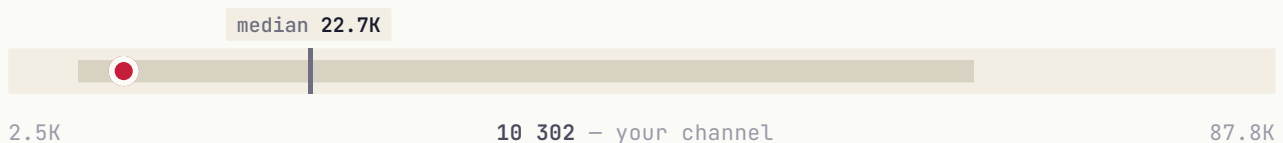
RANK IN NICHE

Channel in top half of ranking

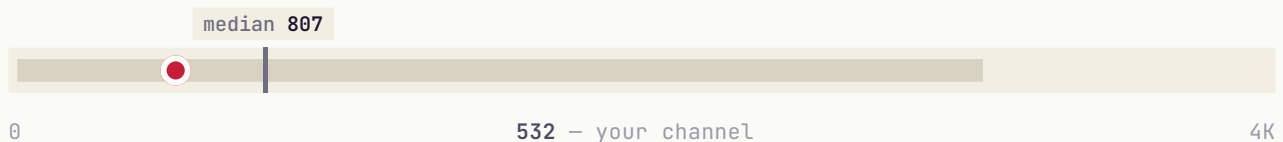
SUBSCRIBERS

better than 58% of niche


AVG REACH / POST

worse than median by 55%


CITATION INDEX

worse than median by 34%


— SECTION 09 · 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 Wednesday

Audience most active on this day at 08:00 MSK.

EFFECT

Best window for key post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Recommend share 15-25%.

EFFECT

Video holds audience better
- 03

ER below niche benchmark — rethink formats

Current ER 4.01% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+0.5pp ER
- 04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 05

Test polls and interactive formats

Posts with polls/reactions typically boost ER by 5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
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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