

PROMTPRESS PUBLIC REPORT

Channel audit

China Threat



@economikal

Expert insights on the economies of Russia, China, and the world.
Author: Nikita Mitrofanov For all inquiries: @mediascale Check the contact carefully — many scammers. Or write directly to the channel's Direct. RKN:...

SUBS

120 358

-926 per month

ERR (% SEE POSTS)

10.0%

per day 3.3%

REACH/POST

12.4K

ad reach 3.9K/24h

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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.

 SUBS 120 358 —	 SUBS REACH 10.34% avg % subs see post	 VIEWS/POST 12.4K median 8.7K · 28 days	 POSTS/WK 5.6 over period
 7D TREND +193.4% vs prev week	 REACTIONS/POST 66.3 only 1,525 reactions, 466 reposts, 569 comments	 POST LENGTH 956 chars median 1000 · 28 days	 POSTS ANALYZED 23 28 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH -926 last month	 CITATION RATE 1 152 citation index · 2,175 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 04.12.2021

AI EDITOR SUMMARY

Channel «China Threat» – 120 358 subs. Each post averages 12.4K people (10% of subs), reach is low – should expand audience. Publishes 6 posts per week (~1 per day) – rare publications. For week 25–31 May reach grew +193.4% by week 18–24 May – positive trend.

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 23 posts in 28 days.
- 02 Dominant format — Text (17/23 posts).
- 03 Avg post length — 956 chars (median 1000).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get 5x more views than the weakest (34K avg for top vs 6.7K for worst) — among 23 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:31 TEXT Russian Post starts climbing out of losses In Q1 2026, Russian Post revenue grew 1.3% to 54.1...	VIEWS 73 836 REP. 12	REACTIONS 88 ER 61.3%
Nº2 22.05 · 15:41 TEXT Don't buy dollars, help the budget As the ruble strengthens, media discussions vary. Classic — stronger ruble, lower revenue for...	VIEWS 14 504 REP. 31	REACTIONS 84 ER 12.1%
Nº3 12.05 · 15:30 TEXT What's really happening in the labor market? Lately I often see this message in headlines and video covers...	VIEWS 13 598 REP. 38	REACTIONS 141 ER 11.3%

Nº4

16.05 · 14:15

TEXT

How managing my emotions helps me create something new
Right now I can talk endlessly about three topics. First is...

VIEWS

13 323

REACTIONS

76

REP.

20

ER

11.1%

Nº5

18.05 · 15:57

TEXT

Central bank chief out. Long live the new chief Got you with the headline, didn't I? It's about the old and new Fed chairs, but you...

VIEWS

13 244

REACTIONS

87

REP.

15

ER

11.0%

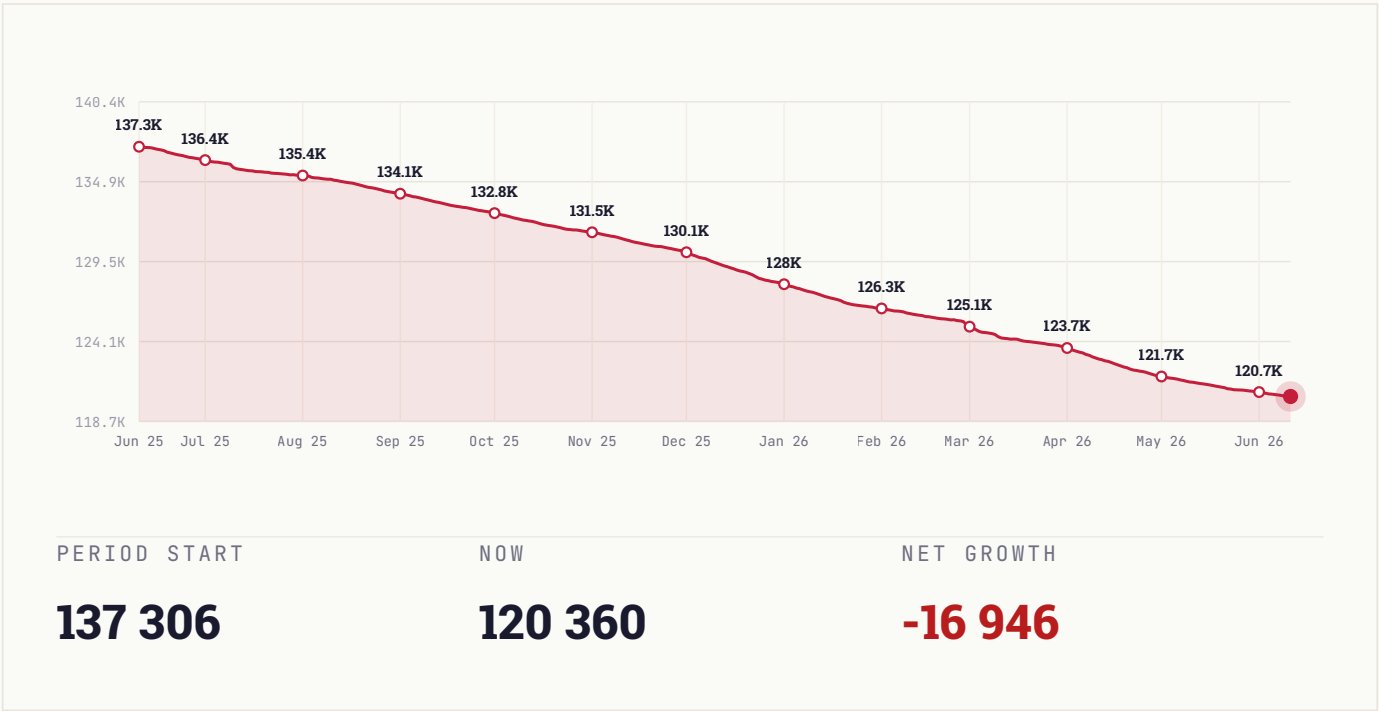
WORST 3

↓ 01.06 · 12:00 PHOTO Seems every business has its own set of characters – like in Sims, but instead of playing, you manage operations, conduct...	VIEWS 7 251 REACTIONS 13 REP. 3 ER 6.0%
↓ 01.06 · 14:15 TEXT How oil and gas lifted the country The big club football season ended with the Champions League final. For the second year...	VIEWS 6 496 REACTIONS 68 REP. 22 ER 5.4%
↓ 02.06 · 10:50 PHOTO Commercial Director – a position with income up to 1 500 000 ₺, where you stop being a regular manager and start directly managing...	VIEWS 6 349 REACTIONS 41 REP. 6 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

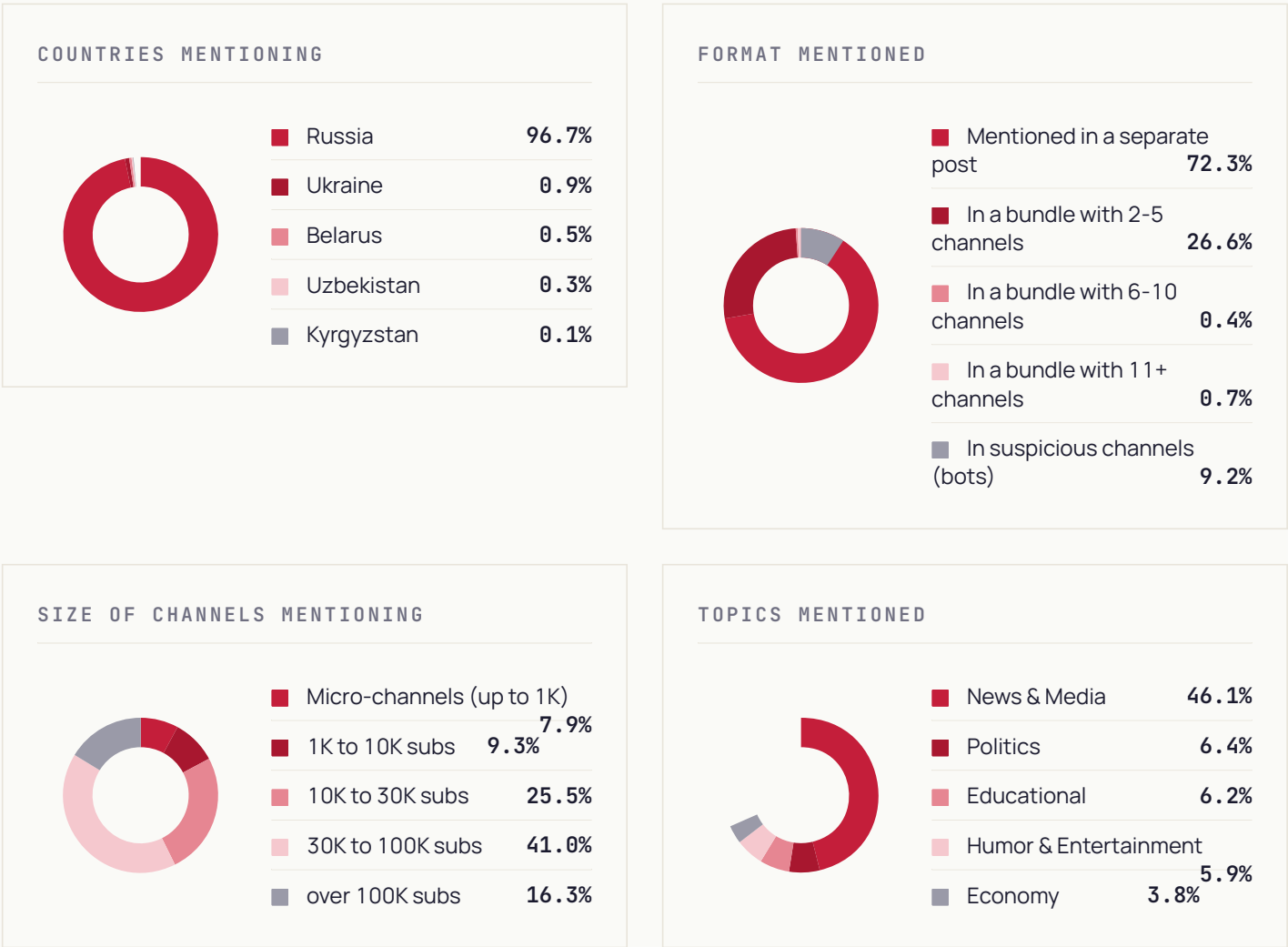
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

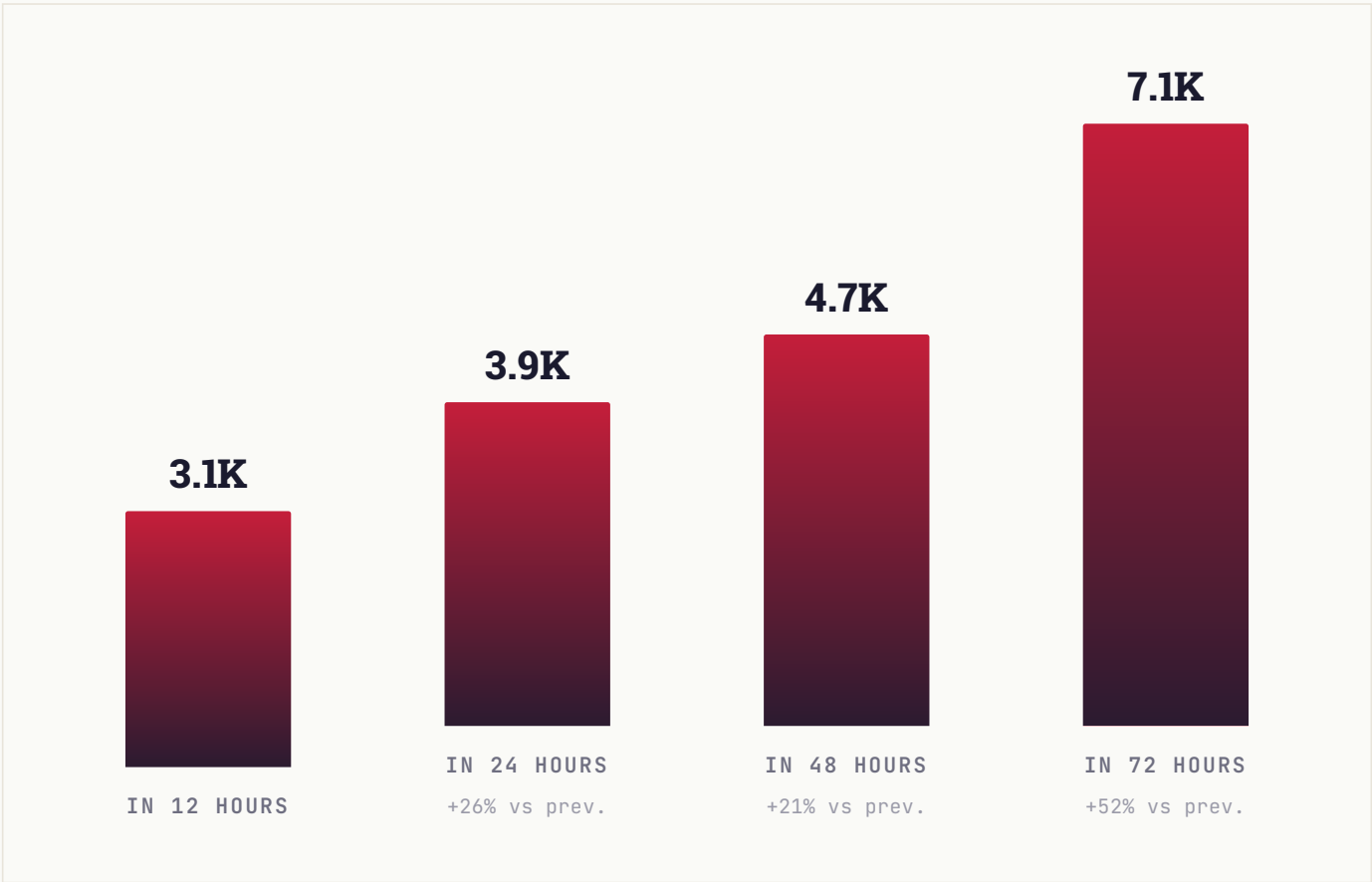
Citation index **1 152** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **2 175** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBS
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
CPM China Threat YOU	120.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 99). Niche median — 182.3K subs.
First growth KPI — reach median. Leader: The Экономист (1.2M).

SECTION 07 · MENTION TRENDS

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 **0**, they brought **1** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	0
September 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	1
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBS
0	6		1

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

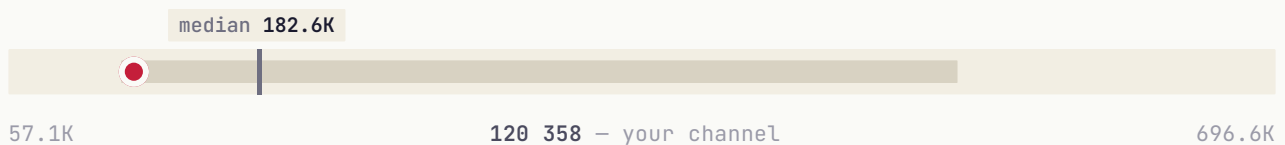
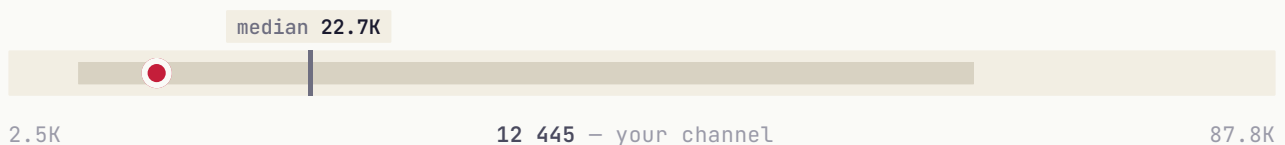
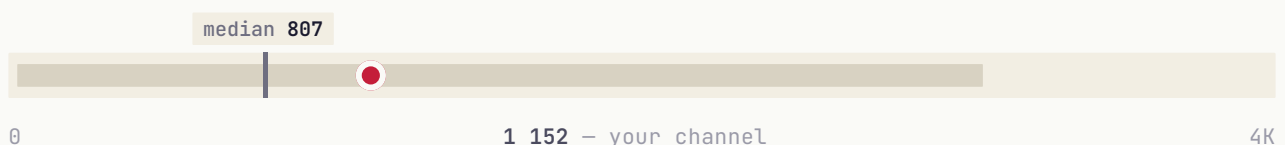
Top-100 channels in category «Economy» (Russia) and compared your channel.

Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

#81/100

RANK IN NICHE

Channel in the bottom half of the ranking**SUBS****worse than median by 34%****AVG REACH / POST****worse than median by 45%****CITATION INDEX****better than 56% of niche**

— 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 Friday
Audience is most active on this day at 19:00 MSK.

EFFECT
Best time for an important post
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 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). PromtPress 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 poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby channels
Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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