

PUBLIC REPORT BY PROMTPRESS

Channel audit

Economist



@economistg

Tracking the economy and predicting new reality. Collaboration:
@adv_gram RKN: <https://rkn.link/PR4> Channel works with services:
@swaymedia @Tgpodbor_official @RomanCommercial...

SUBSCRIBERS

164 101

+2669 per month

ERR (% SEE POSTS)

16.0%

per day 11.4%

REACH/POST

24.8K

ad reach 18.8K/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.

 SUBSCRIBERS 164 101 —	 SUBSCRIBER REACH 15.14% avg % of subs see post	 VIEWS/POST 24.8K median 24.8K · 29 days	 POSTS/DAY 10.5 ~74 per week
 7D TREND -11.7% vs prev week	 REACTIONS/POST 247.6 total 76 770 reactions, 52 930 reposts, 0 comments	 POST LENGTH 228 chars. median 192 · 29 days	 POSTS ANALYZED 310 29 days
 AD REACH 18.8K 24h avg	 CHURN / MONTH +2669 last month	 CITATIONS 2 318 citation index · 2 793 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 23.02.2023

AI EDITOR SUMMARY

Channel «Economist» — 164 101 subs. Each post averages 24.8K people (15% of subs), this is average reach — room to grow. Publishes 74 posts per week (~11 per day) — very active posting. For week 25–31 May reach dropped -11.7% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **310** posts over 29 days.
- 02 Dominant format – **Text** (199/310 posts).
- 03 Avg post length – **228** chars (median 192).
- 04 Peak audience activity – **Saturday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (47.2K avg for top vs 20.4K for worst) – among 310 posts over 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 13:47 TEXT Russian Post plans to implement ERP system from «Galaktika Corporation» for business process automation. At CIPR, the companies signed...	VIEWS 54 373 REP. 38	REACTIONS 80 ER 33.1%
Nº2 03.06 · 07:20 TEXT Russian Post cut losses 3x in Q1 2026 Russian Post ended Q1 2026 with positive dynamics in key...	VIEWS 50 660 REP. 17	REACTIONS 103 ER 30.9%
Nº3 18.05 · 08:29 TEXT God will punish with death parents who send children to school, says Orthodox oligarch German Sterligov. In his opinion, lessons in domestic...	VIEWS 36 622 REP. 438	REACTIONS 668 ER 22.3%

Nº4

04.06 • 12:47

PHOTO

Accelerated key rate cut by the Central Bank has noticeably changed the savings structure of Russians. As noted by Sber's First Deputy Chairman Kirill...

VIEWS

34 934

REP.

20

REACTIONS

261

ER

21.3%

Nº5

14.05 • 18:45

PHOTO

Roskomnadzor says the word "f*ggot" is not profanity – a viewer got this reply after complaining about swearing...

VIEWS

34 678

REP.

648

REACTIONS

515

ER

21.1%

WORST 3

↓ 04.06 • 10:26 TEXT

US parcels accepted again by Russian Post for the first time since 2022. First batch has arrived. Delivery goes via third countries...

VIEWS

20 550

REP.

104

REACTIONS

152

ER

12.5%

↓ 03.06 • 10:31 PHOTO

Tatars brought a rover-deliverer full of chak-chak to SPIEF. @economistg

VIEWS

20 401

REP.

91

REACTIONS

146

ER

12.4%

↓ 04.06 • 09:12 TEXT

Western economy in crisis, says Russian presidential chief of staff Oreshkin. @economistg

VIEWS

20 191

REP.

78

REACTIONS

375

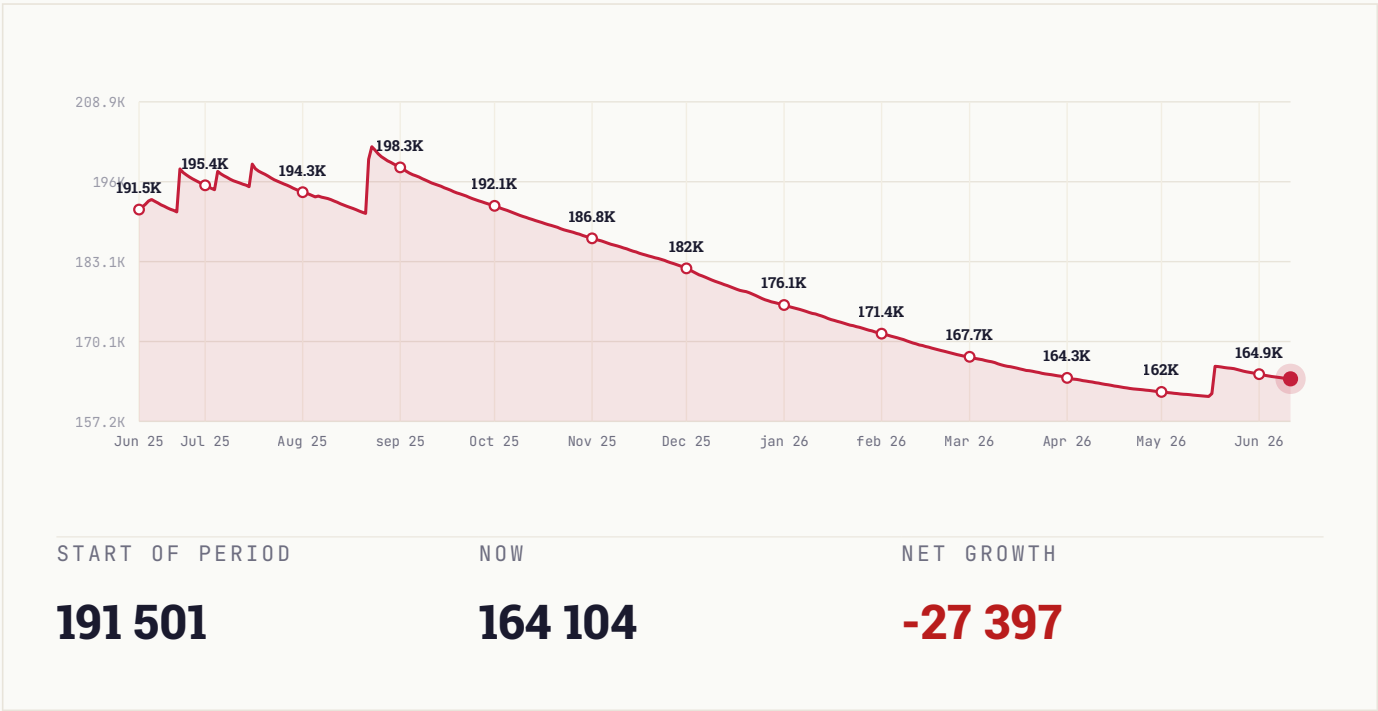
ER

12.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

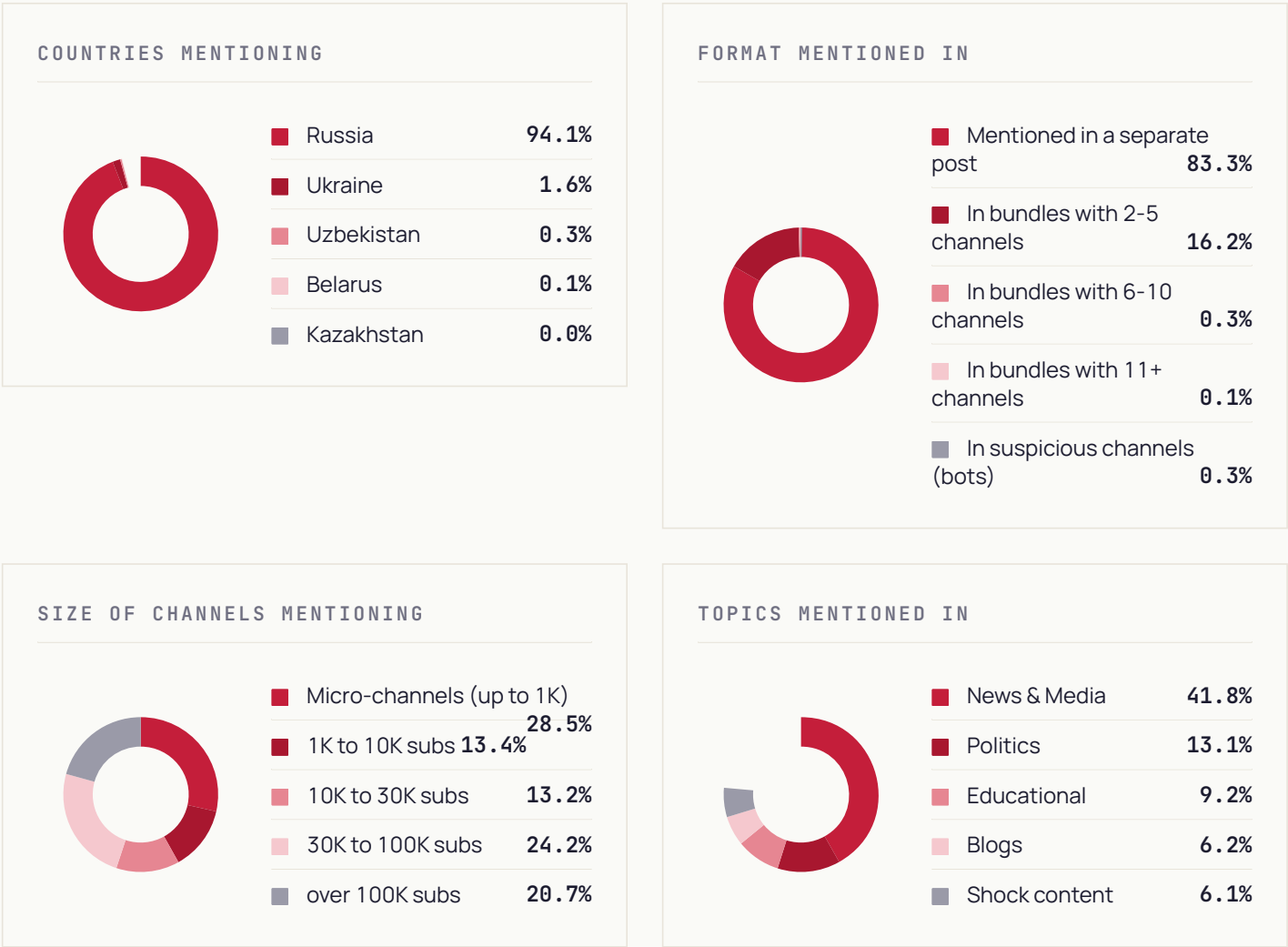
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

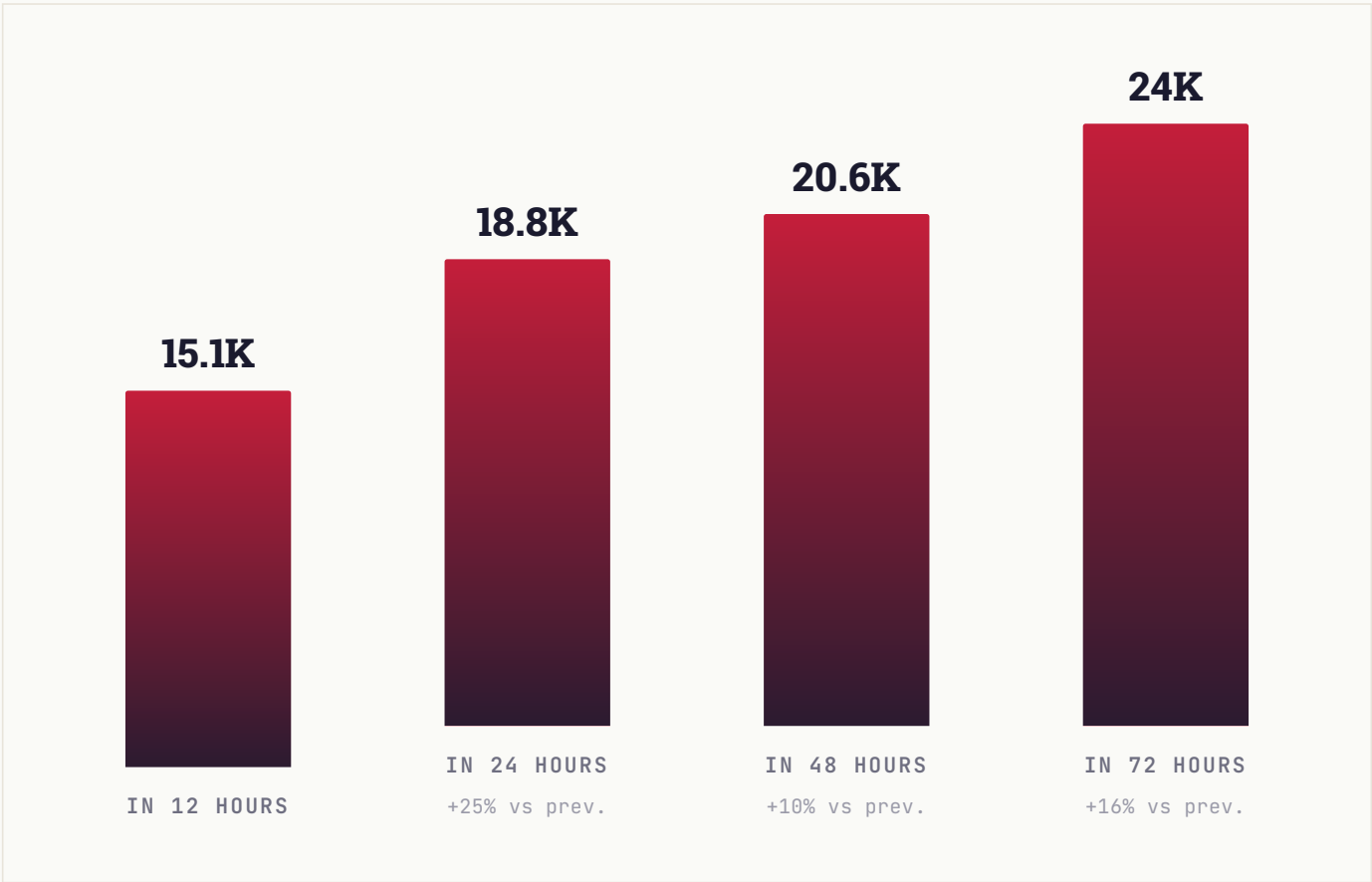
Citation index **2 318** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **2 793** different channels.



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 and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TE The Economist	1.2M
TE Axe. 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BC More than economy	541.2K
EC Economist YOU	164.1K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#57 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions found **98**, they brought **17 521** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED	SUBSCRIBERS
December 2025	1	1	0	
November 2025	0	0	0	
October 2025	0	0	0	
Sep 2025	0	0	0	
August 2025	97	97	10 918	
July 2025	0	0	6 603	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
98	6	17 521

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 where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#57

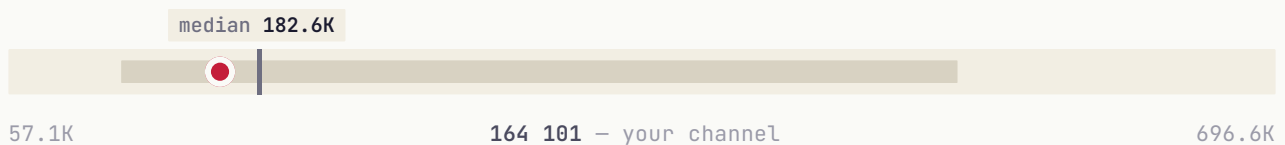
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

10% below median



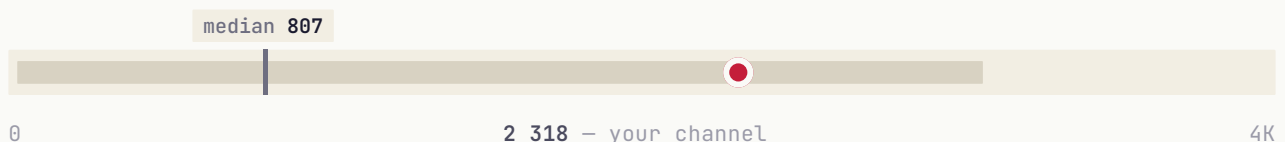
AVG REACH / POST

better than 51% of niche



CITATION INDEX

better than 76% 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

Main post of the week — on Saturday

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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). PromptPress finds 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 win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager