

PUBLIC PROMTPRESS REPORT

Channel audit

Economy & Beyond



@economy_news

Fast news on banks, economy & related topics. Collab & ads –
 @skill8989 Managers: @economic_price RKN: <https://rkn.link/jGc>
 Partner platform: <https://bidfox.ru>

SUBSCRIBERS

114 471

-1120 per month

ERR (% SEE POSTS)

14.0%

per day 11.2%

REACH/POST

15.5K

ad reach 12.8K/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 & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economy» category

09 Strategy

5 priority actions

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 114 471 —	 SUBS REACH 13.52% avg % of subs see post	 VIEWS/POST 15.5K median 15.3K · 29 days	 POSTS/DAY 20.2 ~142 per week
 TREND 7D -7.6% vs previous week	 REACTIONS/POST 183.2 total 110,823 reactions, 64,393 reposts, 0 comments	 POST LENGTH 252 chars median 233 · 29 days	 POSTS ANALYZED 605 29 days
 AD REACH 12.8K 24h avg	 CHURN/MONTH -1120 last month	 CITATION RATE 1 124 citation index · 1,776 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 13.09.2022

AI EDITOR SUMMARY

Channel 'Economics and Beyond' — 114 471 subs. Each post averages 15.5K people (14% from subs), reach is low — need to grow audience. Publishes 142 posts per week (~20 per day) — very active posting. For week of May 25–31, reach **dropped -7.6%** by 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **605** posts over 29 days.
- 02 Dominant format — **Text** (264/605 posts).
- 03 Avg post length — **252** chars (median 233).
- 04 Audience peak — **Tuesday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (28.4K avg for top vs 12.7K for worst) — among 605 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 18:54 TEXT Gas rationing hits St. Petersburg too Some gas stations cap at 50L per receipt, others report supply issues...	VIEWS 31 298 REP. 452	REACTIONS 204 ER 27.3%
Nº2 08.06 · 10:05 TEXT Android smartphones in Russia massively infected by new virus — Drama RAT trojan, — Interior Ministry warns Virus spreads via...	VIEWS 29 579 REP. 942	REACTIONS 122 ER 25.8%
Nº3 04.06 · 19:53 TEXT «MAX is not about the Kremlin». Peskov disavowed the state messenger and declined to comment on its removal from App Store. @banks_economy	VIEWS 24 419 REP. 141	REACTIONS 205 ER 21.3%

Nº4 17.05 • 16:19 **TEXT**

Chinese firms flood Russian market Every fourth foreign company in Russia now has Chinese founders, study finds...

VIEWS
22 833

REACTIONS
225

REP.
242

ER
19.9%

Nº5 04.06 • 05:26 **PHOTO**

Russians celebrate removal of state messenger Max from App Store Best news ever, netizens say. @banks_economy

VIEWS
22 314

REACTIONS
461

REP.
283

ER
19.5%

WORST 3

↓ 05.06 • 09:18 **PHOTO**

To get a one-bedroom mortgage, you need to earn 378,500 rubles — required income for buying an apartment in Moscow hit record...

VIEWS
12 768

REACTIONS
141

REP.
91

ER
11.2%

↓ 05.06 • 09:09 **VIDEO**

«The world has stopped drinking, which is a big problem», said owner of Abrau-Durso Boris Titov. @banks_economy

VIEWS
12 647

REACTIONS
273

REP.
141

ER
11.0%

↓ 05.06 • 10:36 **TEXT**

Russia may ban term 'old-bearing'. Women who become mothers after 35 should be called 'proud-bearing'...

VIEWS
12 627

REACTIONS
218

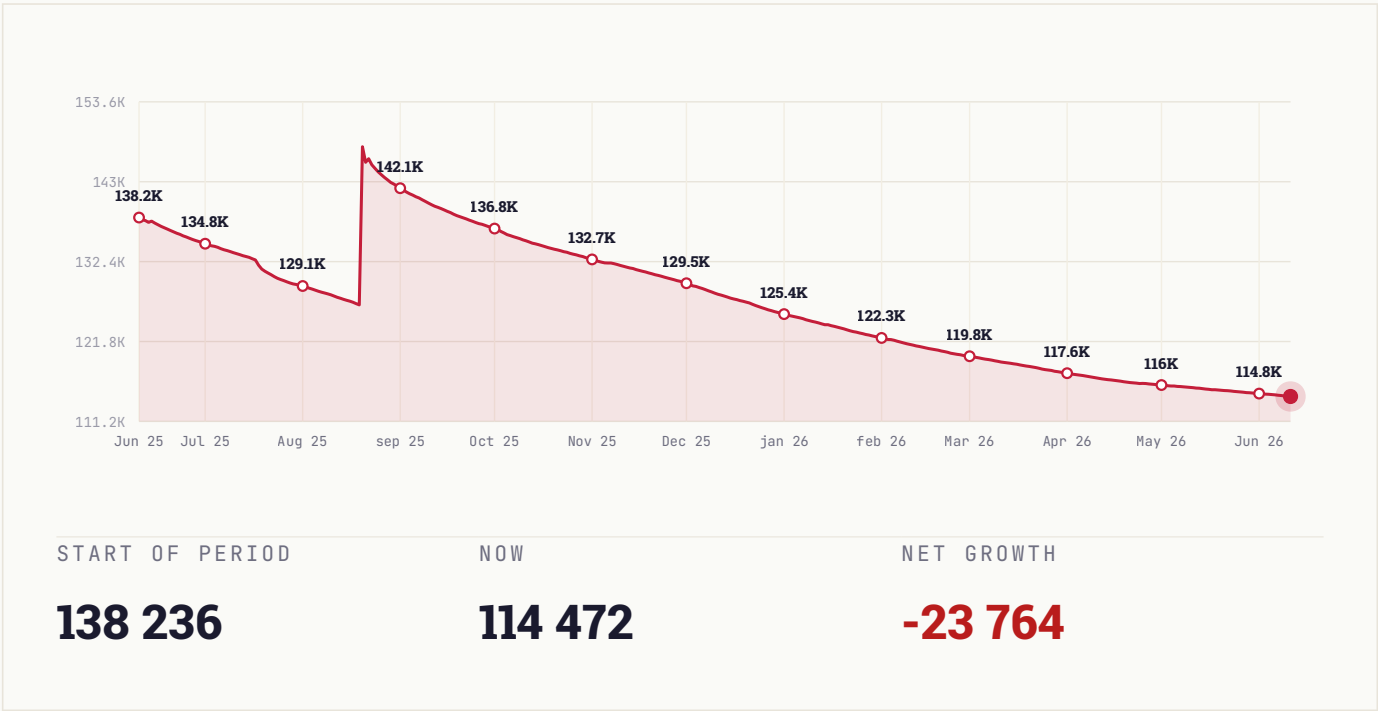
REP.
83

ER
11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

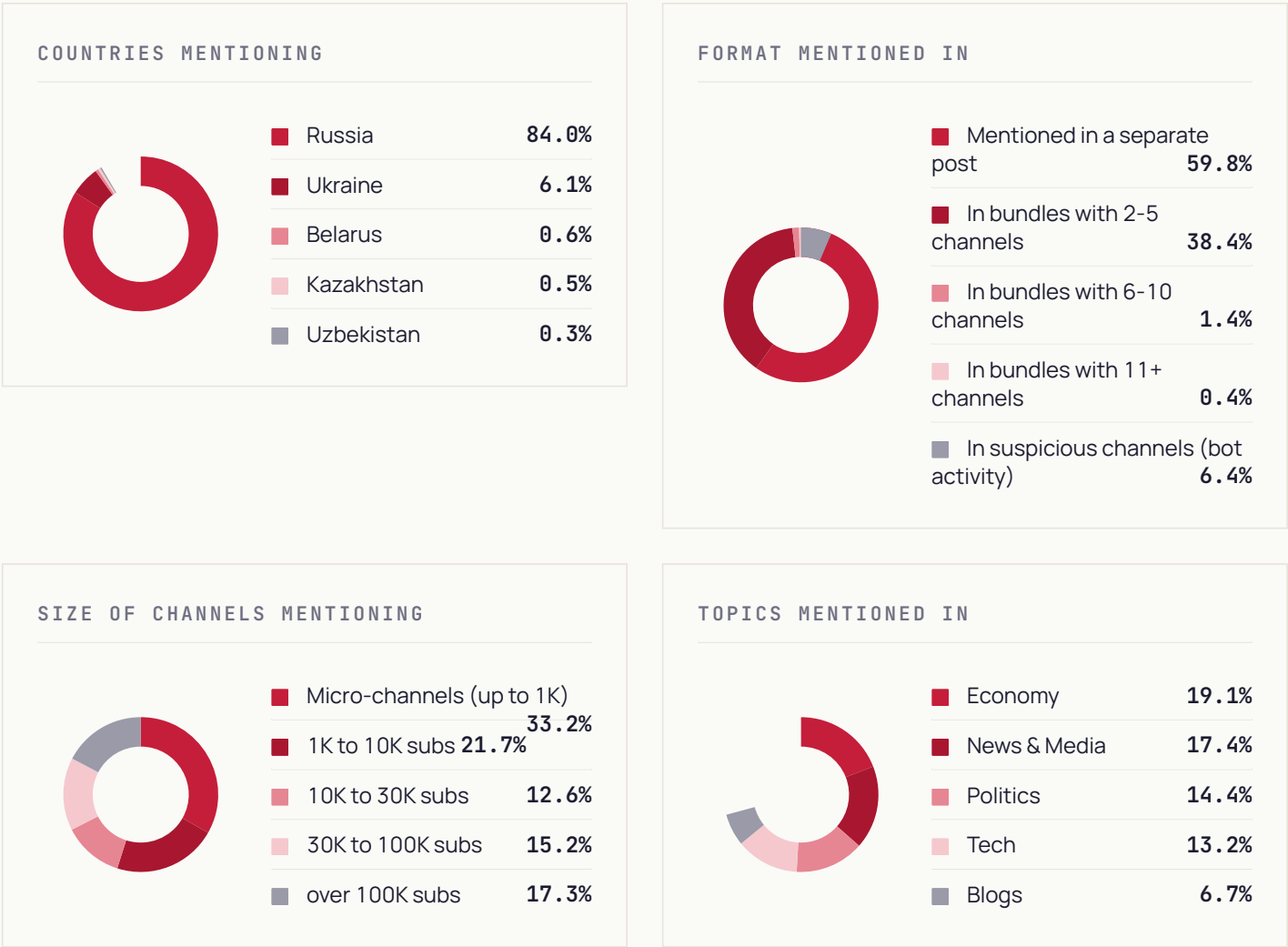
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

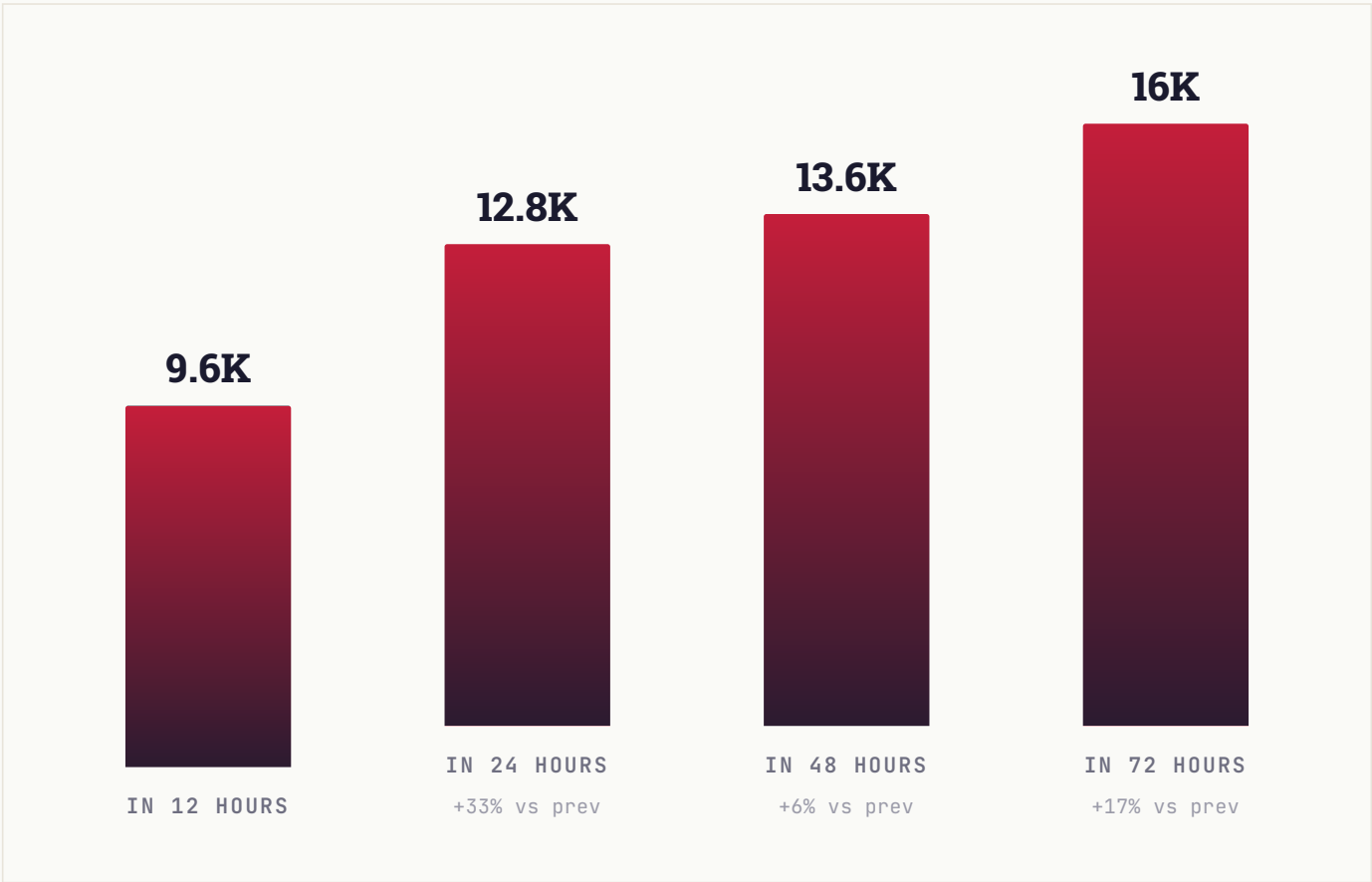
Citation index **1 124** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 776** different channels.



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

CHANNEL	SUBSCRIBERS
TЭ 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than Economics	541.2K
EI Economy & Beyond YOU	114.5K

COMPARATIVE INSIGHT

Channel in **bottom half of top-100 niche** (#89 of 99). Niche median — 182.3K subs.
First growth KPI — reach median. Leader: **The Economist** (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions found **2 475**, they brought **21 470** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	90	49	0
Nov 2025	298	116	0
Oct 2025	1 553	200	0
September 2025	225	47	0
August 2025	153	50	21 470
July 2025	156	68	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 475	6	21 470

— SECTION 08 • NICHE COMPARISON

Where your channel ranks in its league

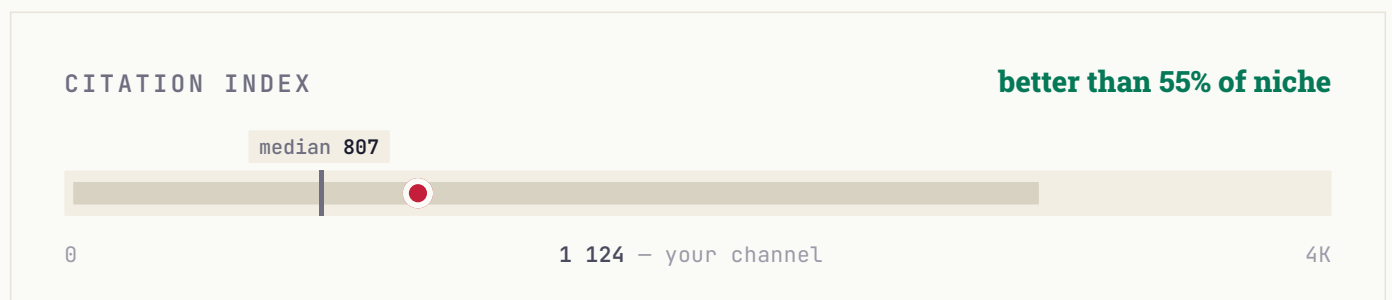
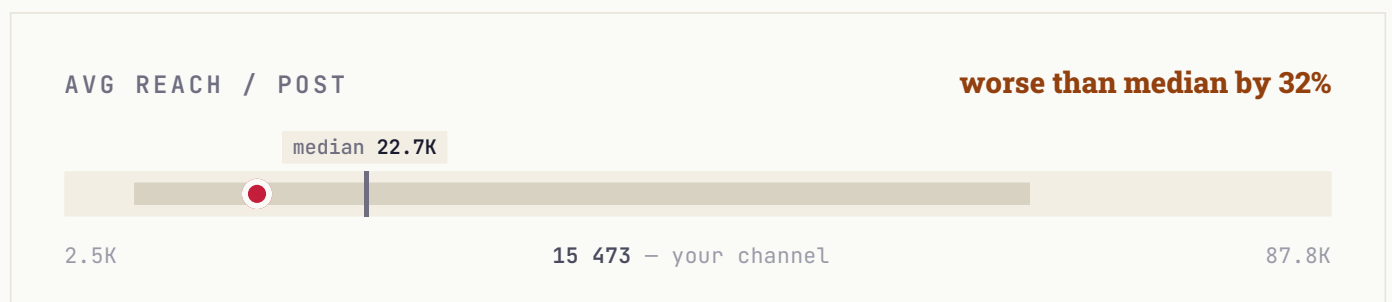
Took top-100 channels in category "Economy» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#89

/100

RANK IN NICHE

Channel in the bottom half of the 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

Top post of the week — on Tuesday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best time for important post

02

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

03

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

04

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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