

— PUBLIC REPORT BY PROMTPRESS

Channel audit

More Than Economics



@economylive

Your guide to economics. Collaboration: @whoisdonny Working with @bidfox_news and @Spiral_Miya Registered with RKN: <https://rkn.link/lji>

SUBSCRIBERS

541 191

+27097 per month

ERR (% SEE POSTS)

4.0%

per day 3.3%

REACH/POST

18.9K

ad reach 17.7K/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 541 191 —	 SUBSCRIBER REACH 3.5% avg % subs see post	 VIEWS/POST 18.9K median 18.7K · 26 days	 POSTS/DAY 35.1 ~246 per week
 7D TREND +4.4% vs previous week	 REACTIONS/POST 234.7 total 217,361 reactions, 79,579 reposts, 5,718 comments	 POST LENGTH 294 chars median 268 · 26 days	 POSTS ANALYZED 926 26 days
 AD REACH 17.7K 24h avg	 CHURN / MONTH +27097 last month	 CITATIONS 600 citation index · 2,466 channels mentioned ever	 CHANNEL AGE 6 years 8 months created 09.10.2019

AI EDITOR SUMMARY

Channel «More Than Economics» — 541 191 subs. Each post averages 18.9K people (3% subs), reach is low — consider expanding audience. Publishes 246 posts per week (~35/day) — very active posting. For the week of May 25–31, reach stable (+4.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **926** posts over 26 days.
- 02 Dominant format – **Text** (673/926 posts).
- 03 Avg post length – **294** chars (median 268).
- 04 Peak audience activity – **Sunday**, 17:00 MSK.
- 05 Top posts get **4x** more views than the weakest (58.1K avg for top vs 13.5K for worst) – among 926 posts over 26 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

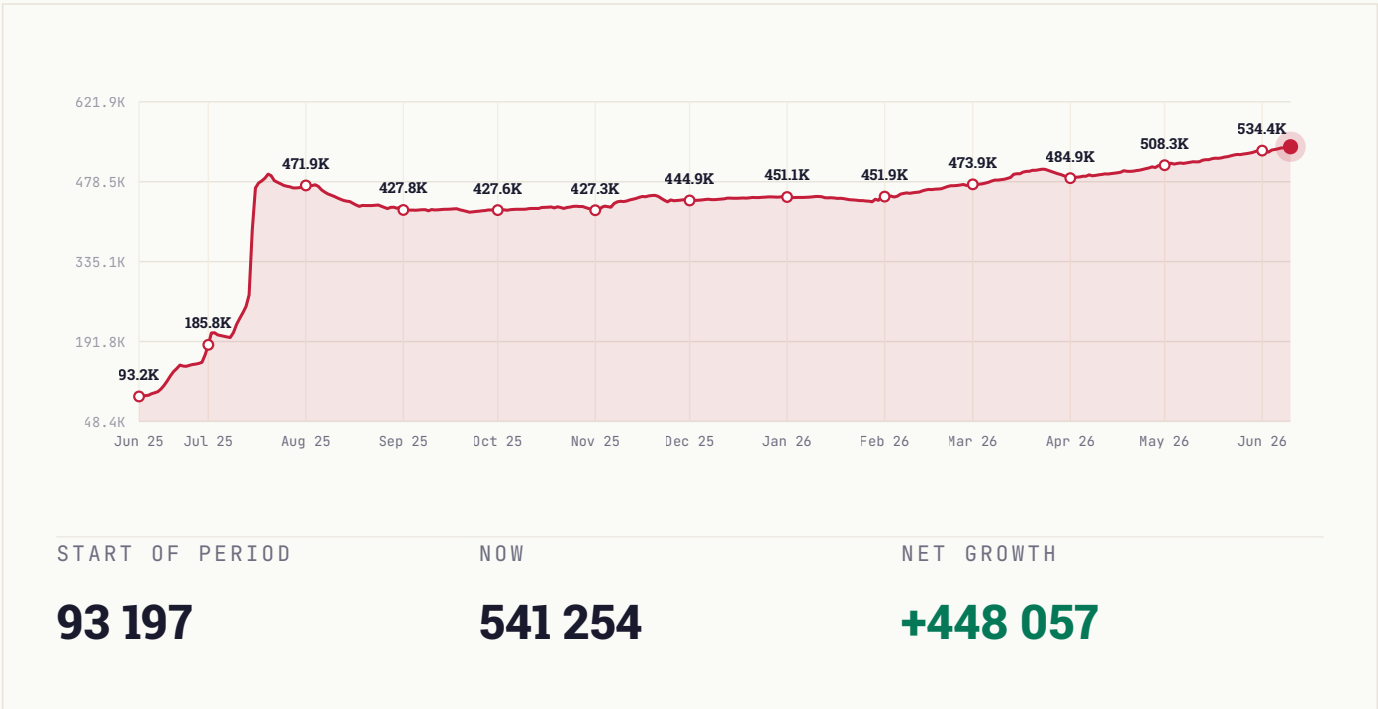
Nº1 17.05 · 14:15 TEXT A company was fined in Russia for using AI-fabricated court rulings for the first time. In Kemerovo, an organization filed a complaint...	VIEWS 81 622 REP. 147	REACTIONS 348 ER 15.1%
Nº2 05.06 · 12:21 VIDEO Murmansk Governor Andrey Chibis proposed discussing redistribution of profit tax from digital trade...	VIEWS 53 287 REP. 22	REACTIONS 132 ER 9.8%
Nº3 15.05 · 19:19 TEXT Putin signed decree simplifying citizenship for residents of Transnistria. @economylive	VIEWS 39 478 REP. 208	REACTIONS 296 ER 7.3%

Nº4 25.05 • 15:19 PHOTO Putin signed law on preventive police talks with draft dodgers. The document also empowers police to «protect...	VIEWS 38 281 REACTIONS 538 REP. 453 ER 7.1%
Nº5 22.05 • 21:34 VIDEO In Krasnoyarsk, prison guards switched to e-scooters. Now patrols use them to cover the territory...	VIEWS 36 473 REACTIONS 391 REP. 386 ER 6.7%
WORST 3	
↓ 05.06 • 15:01 TEXT Due to Max removal from App Store, Russians may switch from iOS to Android, said Rostelecom CEO at SPIEF. @economylive	VIEWS 13 737 REACTIONS 704 REP. 180 ER 2.5%
↓ 05.06 • 12:15 TEXT Witkoff and Kushner won't come to Russia soon, – Peskov. @economylive	VIEWS 13 499 REACTIONS 129 REP. 8 ER 2.5%
↓ 05.06 • 12:08 TEXT Pashinyan is a marginal politician and Russophobe, said MP Zatulin. First Deputy Chairman of the State Duma Committee on CIS Affairs...	VIEWS 13 269 REACTIONS 246 REP. 29 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

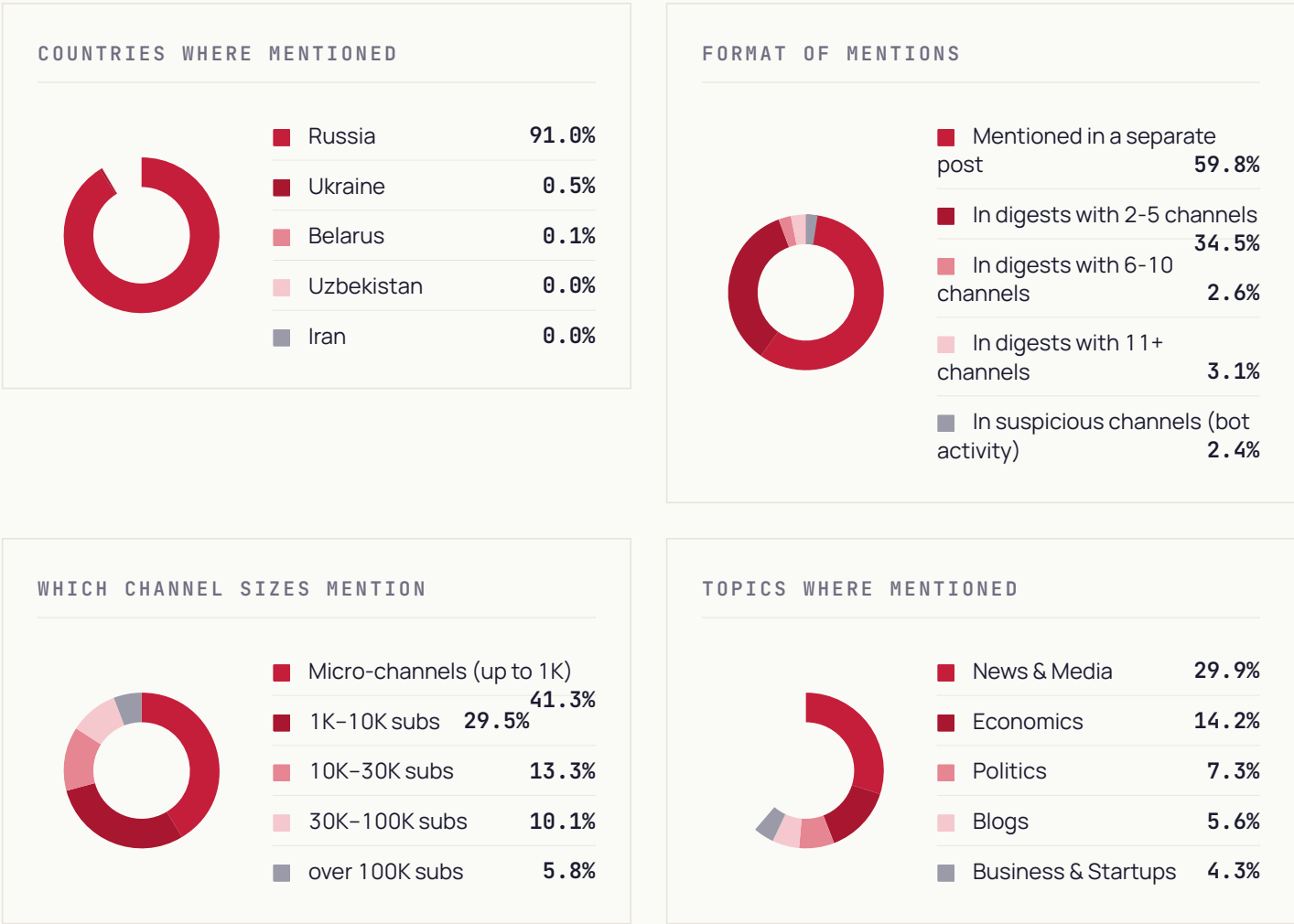
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

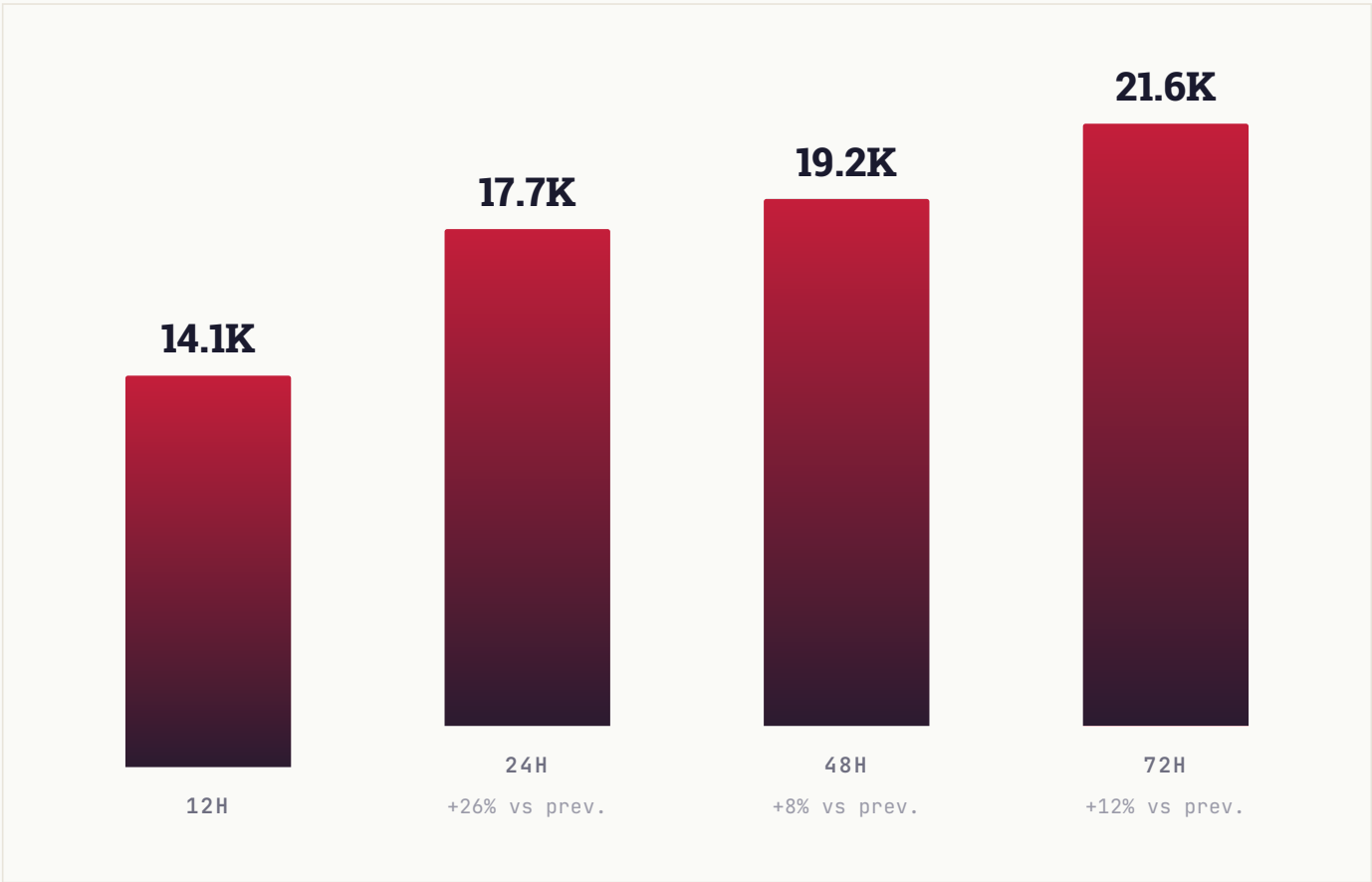
Citation index **600** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **2 466** different channels.



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 — 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 Economics YOU	541.2K
T- T-Investments	535.3K

COMPARATIVE INSIGHT

Channel in niche top 10 (#10 of 99). Strong position. Niche leader — The Economist (1.2M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** mentions count **1 447**, they brought **414 344** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	95	35	9 361
November 2025	99	58	36 242
October 2025	89	53	12 810
September 2025	116	74	9 585
August 2025	105	76	10 859
July 2025	943	848	335 487
TOTAL MENTIONS			ATTRACTED SUBSCRIBERS
1 447			414 344

SECTION 08 · NICHE COMPARISON

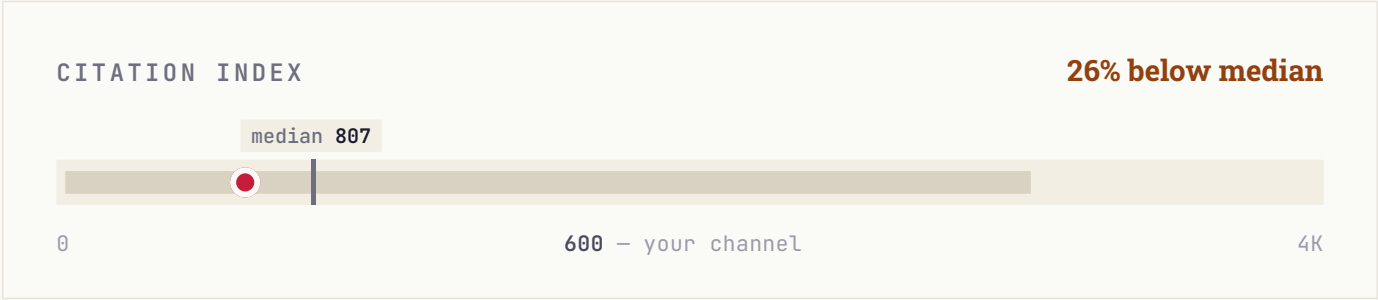
Where the channel stands in its league

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

#10/100

POSITION IN NICHE

Channel in top 10% – Economy Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.5% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+1.0pp ER

04

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**

05

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

★ 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 with us and hit your growth target 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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