

PUBLIC REPORT BY PROMTPRESS

Channel audit

Topor. Economy.



@ecotopor

Just the facts on banks, economy, business, laws, and crypto. No fluff. For collaboration: @evo_anna Referral link: <https://t.me/+OTgn6m2qBDw4ZGNI> RKN:...

SUBSCRIBERS

1 193 509

+786 per month

ERR (% SEE POSTS)

57.0%

per day **20.3%**

REACH/POST

665.1K

ad reach **242K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 1 193 509 —	 SUBS REACH 55.73% avg % subs see post	 VIEWS/POST 665.1K median 316.6K · 29 days	 POSTS/DAY 11.5 ~81 per week
 7D TREND -22.0% vs previous week	 REACTIONS/POST 4945.4 total 1,701,204 reactions, 2,211,686 reposts, 0 comments	 POST LENGTH 289 chars. median 284 · 29 days	 POSTS ANALYZED 344 29 days
 AD REACH 242K 24h avg	 CHURN / MONTH +786 last month	 CITATION RATE 2 176 citation index · 10,338 channels mentioned all time	 CHANNEL AGE 1 year 6 months created 27.11.2024

AI EDITOR SUMMARY

Channel «Topor. Economy.» — 1 193 509 subs. Each post averages 665.1K people (56% from subs), wide reach for a channel this size. Publishes 81 posts per week (~12/day) — very active. Week 25–31 May reach dropped -22.0% to week 18–24 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 344 posts in 29 days.
- 02 Dominant format – Photo (202/344 posts).
- 03 Avg post length – 289 chars (median 284).
- 04 Audience peak – Tuesday, 00:00 MSK.
- 05 Strongest posts get 8x more views than the weakest (1.9M avg for top vs 247.2K for bottom) – across 344 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 21:12 TEXT Russia banned parallel imports of laptops, computers & other tech today: restrictions hit Acer...	VIEWS 1 981 179 REP. 44 752	REACTIONS 14 531 ER 166.0%
Nº2 11.05 · 19:40 PHOTO Minecraft may be blocked in Russia: experts believe the game is used to involve schoolchildren in cybercrimes. Children are promised...	VIEWS 1 895 802 REP. 18 267	REACTIONS 9 805 ER 158.8%
Nº3 13.05 · 19:59 PHOTO IT guy juggles five remote jobs and earns 4.6 million rubles – three times more than his bosses. His day...	VIEWS 1 875 163 REP. 14 201	REACTIONS 3 638 ER 157.1%

Nº4 12.05 • 17:01 PHOTO GitHub may be blocked in Russia: IT committee of State Duma called platform harmful and urged to switch to domestic alternatives...	VIEWS 1 836 694 REACTIONS 8 687 REP. 14 949 ER 153.9%
Nº5 18.05 • 17:17 PHOTO Fortnite and Epic Games may be blocked in Russia: Moscow court fined company 2 million rubles for storing Russians' data not on...	VIEWS 1 783 072 REACTIONS 5 101 REP. 11 249 ER 149.4%

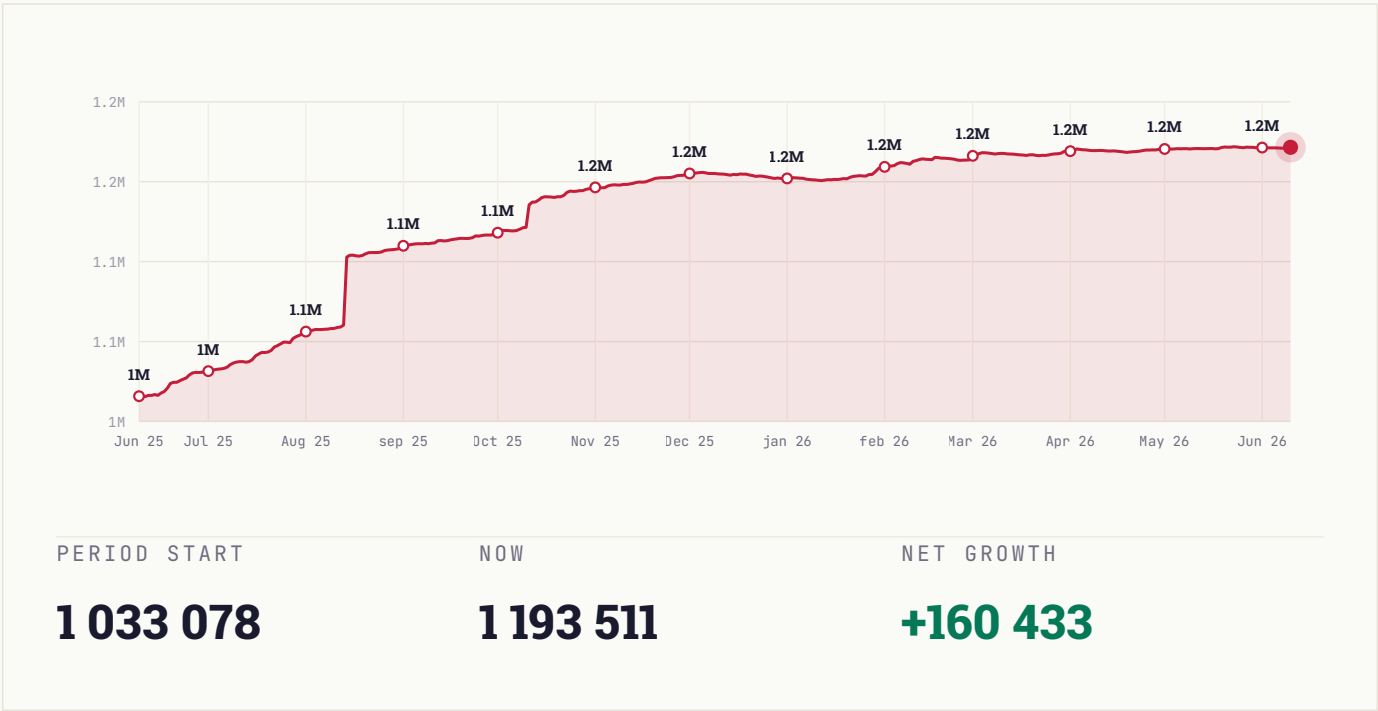
WORST 3

↓ 04.06 • 16:54 TEXT Russians want help finding a date at work: Valentina Matvienko urges businesses to create dating services and host evenings for...	VIEWS 249 189 REACTIONS 5 190 REP. 2 128 ER 20.9%
↓ 05.06 • 09:00 TEXT VTB launched digital ruble payments via POS terminal in pilot mode – first for SMBs, some clients already accepting...	VIEWS 246 678 REACTIONS 1 611 REP. 417 ER 20.7%
↓ 04.06 • 07:23 PHOTO Taxes are rising, there were risks we'd overdo it, but we didn't, – said Siluanov. Russia's Finance Minister also noted that Russia...	VIEWS 245 779 REACTIONS 10 274 REP. 2 079 ER 20.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

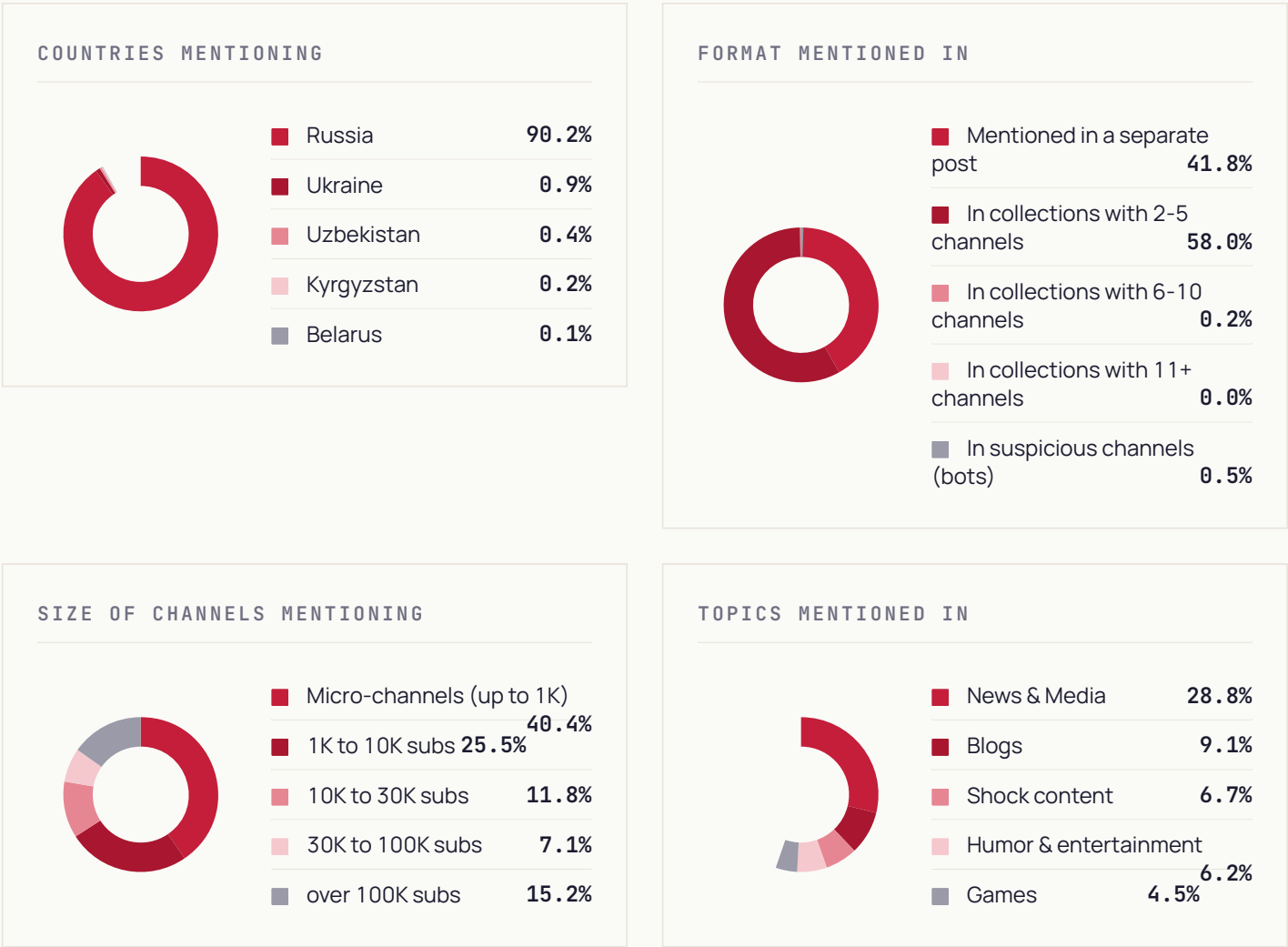
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

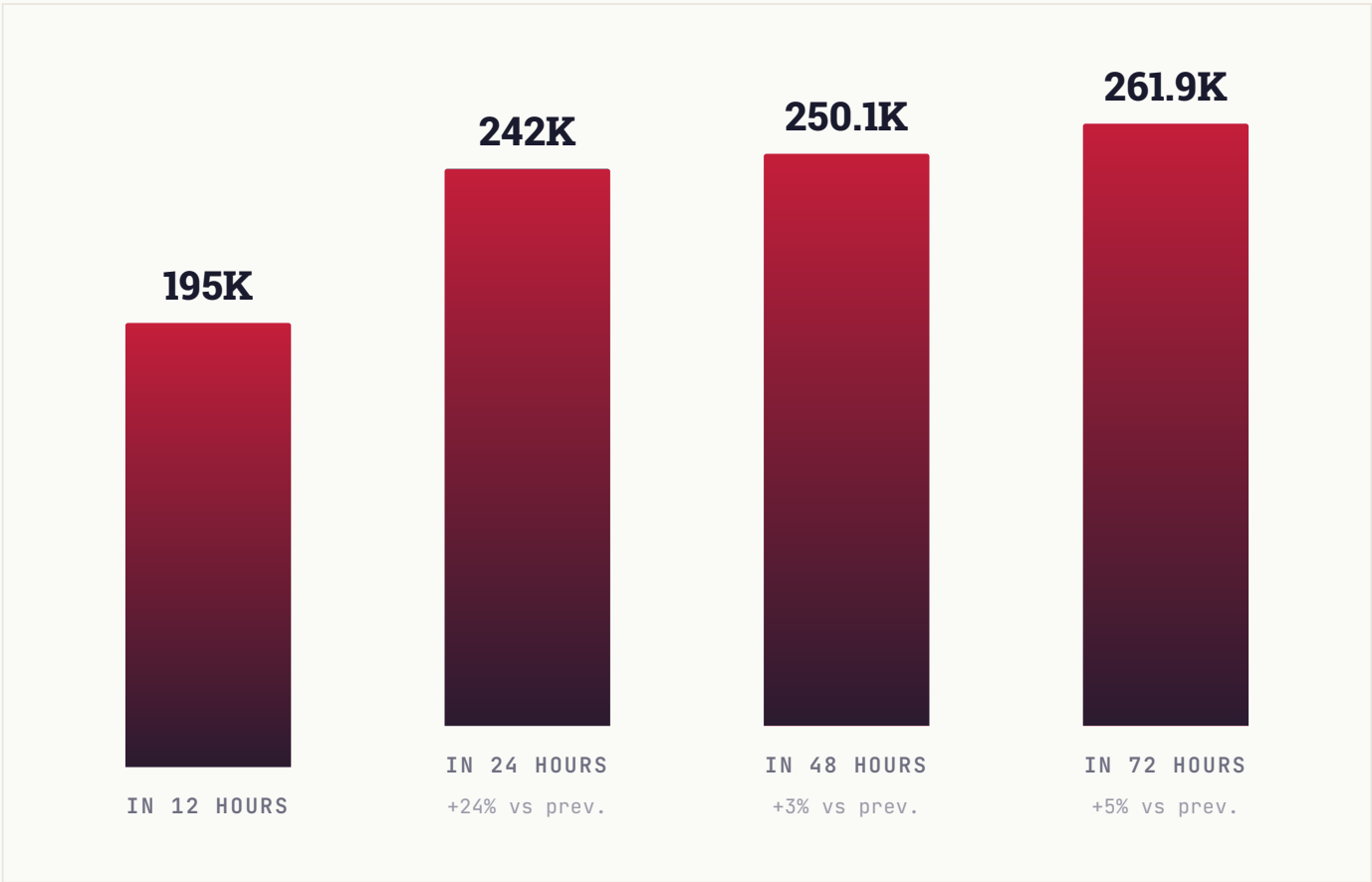
Citation index **2 176** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **10 338** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy. YOU	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
T- T-Investments	535.3K

COMPARATIVE INSIGHT

Channel in top-2 niches (#2 of 99 channels in category). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

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 mentions count 11 822, they brought 133 761 new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1 977	706	2 568
Nov 2025	1 834	732	9 801
Oct 2025	1 988	766	30 624
September 2025	1 753	692	10 037
August 2025	1 903	748	55 545
July 2025	2 367	862	25 186
TOTAL MENTIONS			ATTRACTED SUBS
11 822			133 761
MONTHS OF DATA			
6			

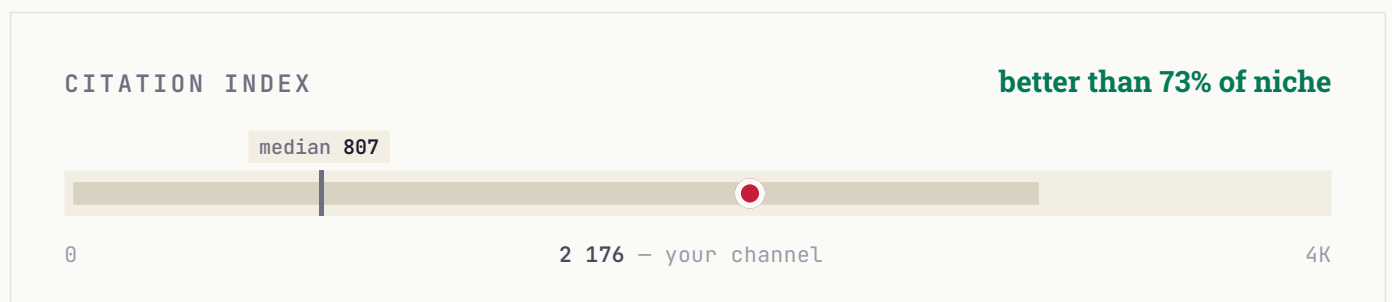
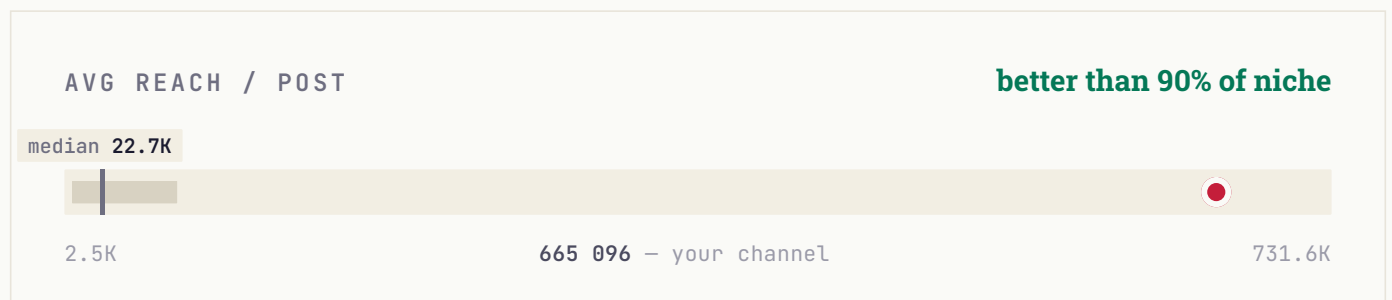
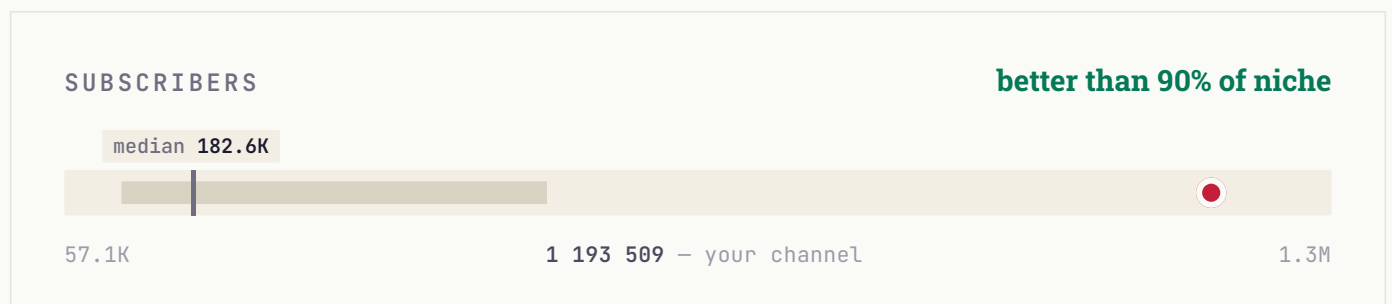
— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#2/100

RANK IN NICHE
Channel in top 2% economy Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and come back in a month.

01

Top post of the week — on Tuesday

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

IMPACT

**Best time for
an important
post**

02

Increase share of video posts

Video in Telegram holds audience longer & is algorithm-friendly. Recommend share of 15-25%.

IMPACT

**Video retains
audience
better**

03

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

IMPACT

+5-15% ER

05

Cross-promo with nearby channels

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

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with 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