

PUBLIC REPORT BY PROMTPRESS

Channel audit

Financial Diary



@finance_diary

Latest news on economy and finance Collaboration:
@financediaryy_bot №6896907667 #3C715

SUBS

106 349

+9978 per month

ERR (% SEE POSTS)

38.0%

daily **32.9%**

REACH/POST

39.6K

ad reach **35.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 106 349 —	 SUBSCRIBER REACH 37.21% avg % subs see post	 VIEWS/POST 39.6K median 40.3K · 28 days	 POSTS/WEEK 5.5 over period
 7D TREND +7.1% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 211 chars median 204 · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 35.1K 24h avg	 CHURN / MONTH +9978 last month	 MENTIONS 0 citation index · 14 channels mentioned ever	 CHANNEL AGE 1 year 3 months created 02.03.2025

AI EDITOR SUMMARY

Channel «Financial Diary» – 106 349 subs. Each post averages 39.6K people (37% of subs), good reach. Publishes 6 posts/week (~1/day) – rare. Week of May 25–31 reach up +7.1% vs week May 18–24 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts over 28 days.
- 02 Dominant format — Photo (22/22 posts).
- 03 Avg post length — 211 chars (median 204).
- 04 Peak audience activity — Tuesday, 03:00 MSK.
- 05 Top posts get 1x more views than weakest (45.7K avg top vs 33.6K worst) — among 22 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

№119.05 · 00:56PHOTO	VIEWS	REACTIONS
	49 503	—
Computer memory chip prices surged 5–6x YoY amid AI boom & data center buildout.	REPOSTS	ER
	1	46.5%
№226.05 · 23:44PHOTO	VIEWS	REACTIONS
	44 578	—
Sberbank became the largest dividend payer in 2025. Second was Lukoil, third Novatek.	REPOSTS	ER
	—	41.9%
№329.05 · 00:22PHOTO	VIEWS	REACTIONS
	42 996	—
Mortgage issuance rose 9% in April to ₴359 bln, per Central Bank of Russia. About 60% of loans were subsidized, and...	REPOSTS	ER
	—	40.4%

Nº4 28.05 · 00:07 PHOTO Experts forecast USD decline vs major currencies in medium term.	VIEWS 42 354 REPOSTS —	REACTIONS — ER 39.8%
Nº5 31.05 · 23:12 PHOTO The Russian ruble became the second strongest currency against the dollar in May, strengthening by 4.9%. The leader was the Israeli shekel, which gained...	VIEWS 42 173 REPOSTS 1	REACTIONS — ER 39.7%

|

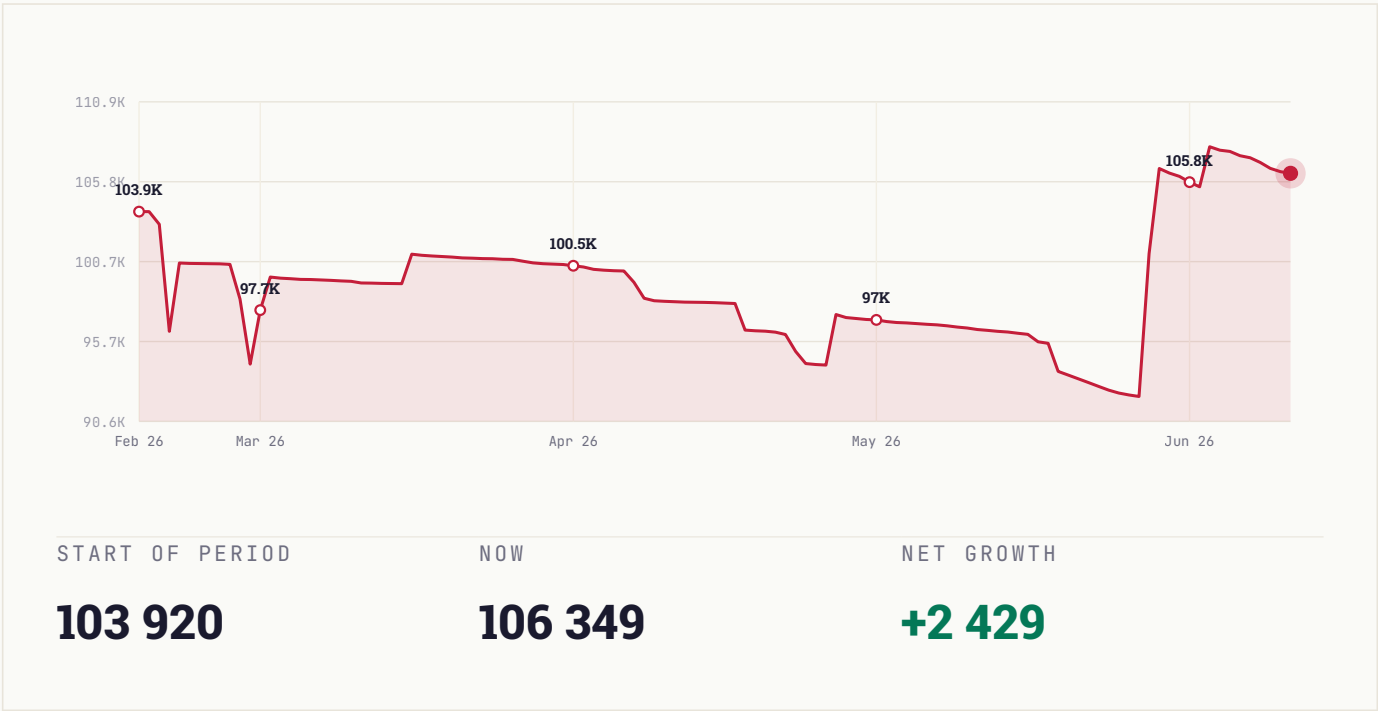
WORST 3

↓ 03.06 · 21:28 PHOTO According to RBC, the payback period for a one-room apartment when rented out ranges from 15 to 25 years. The fastest return on investment is...	VIEWS 36 450 REPOSTS —	REACTIONS — ER 34.3%
↓ 06.06 · 00:54 PHOTO Secondary home prices fell in May in 12 of 50 largest Russian cities — a month earlier there were nine. Most...	VIEWS 35 595 REPOSTS —	REACTIONS — ER 33.5%
↓ 05.06 · 00:29 PHOTO «Dead Internet» is no longer a theory. According to Cloudflare co-founder Matthew Prince, 57% of global internet traffic already...	VIEWS 28 730 REPOSTS —	REACTIONS — ER 27.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

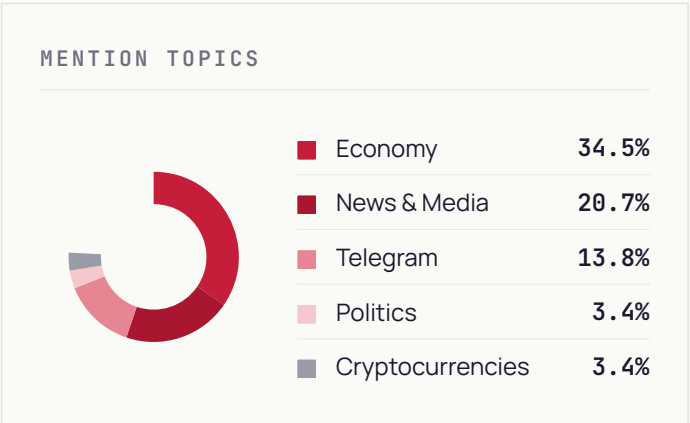
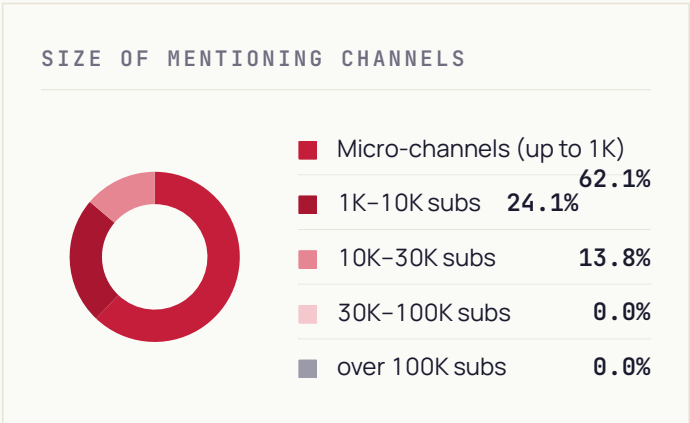
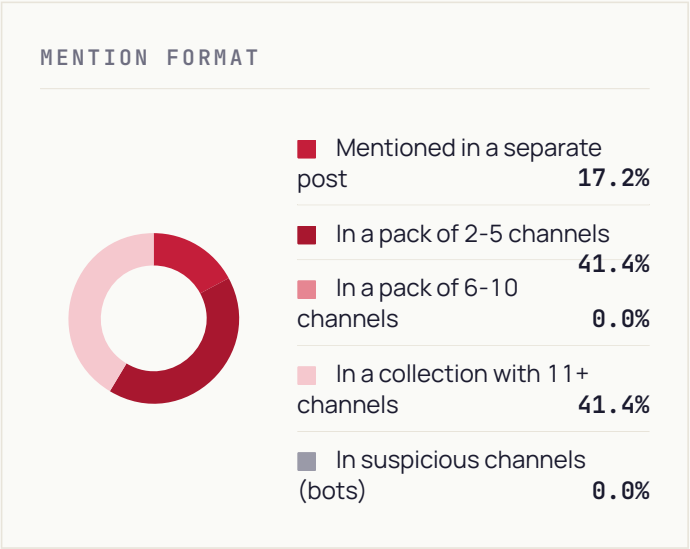
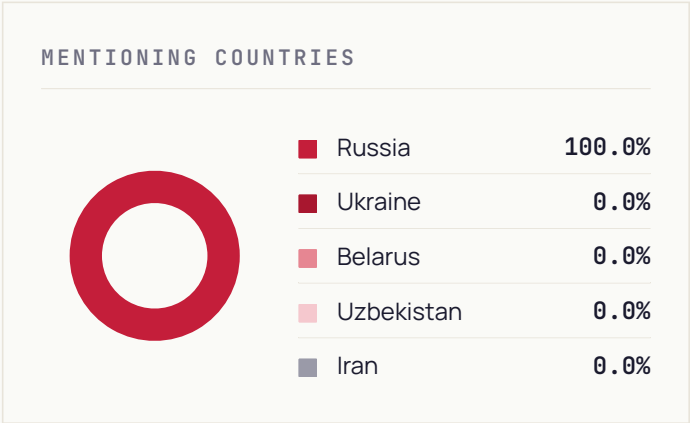
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

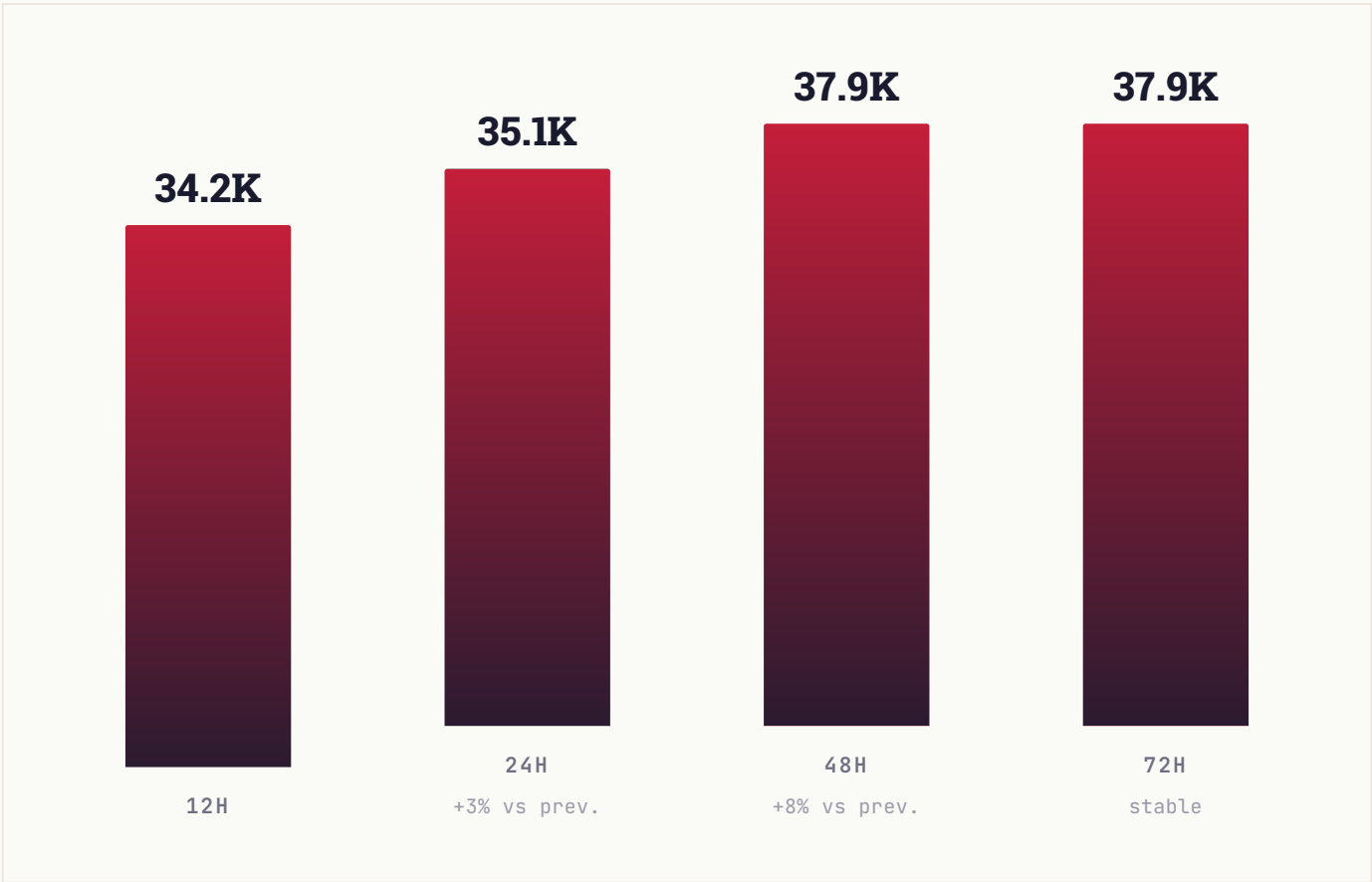
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 14 different channels.



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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
ТЭ The Экономист	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
ER Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More than economy	541.2K
FD Financial Diary YOU	106.3K

COMPARATIVE INSIGHT

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

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

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

#99

/100

RANK IN NICHE

Channel in bottom half of ranking

SUBS

42% below median



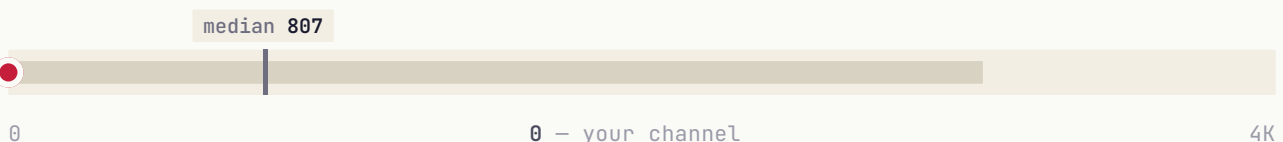
AVG REACH / POST

better than 65% of niche



CITATION INDEX

99% below median



— SECTION 08 · 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 03:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

Video holds 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 growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager