

PROMTPRESS PUBLIC REPORT

Channel audit finance.pro



@finance_pro_tg

Personal finance management blog
 Ads: @Pr_r_rekLama
 Partnerships: @Spiral_Miya, @swaymedia
 Exchange: [telega.in/c/finance_pro_tg](https://t.me/+Jg3_DR4HU3YyOGFi)
 For a friend: https://t.me/+Jg3_DR4HU3YyOGFi
 RKN:...

SUBSCRIBERS

123 576

-1082 per month

ERR (% SEE POSTS)

4.0%

per day 1.8%

REACH / POST

4.4K

ad reach 2.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economics» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 123 576 —	 SUBSCRIBER REACH 3.56% avg % subs see post	 VIEWS / POST 4.4K median 4.4K · 29 days	 POSTS / WEEK 23.9 for period
 7D TREND -14.5% vs previous week	 REACTIONS / POST 48.9 total 4,992 reactions, 3,220 reposts, 0 comments	 POST LENGTH 593 chars median 654 · 29 days	 POSTS ANALYZED 102 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -1082 last month	 CITATION RATE 2 224 citation index · 2,118 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 12.01.2022

AI EDITOR SUMMARY

Channel «finances.pro» – 123 576 subs. Each post avg views 4.4K people (4% from subs), reach low – need to grow audience. Posts 24 posts per week (~3/day) – active posting. Week 25–31 May reach dropped -14.5% to week 18–24 May – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 102 posts over 29 days.
- 02 Dominant format — Photo (87/102 posts).
- 03 Avg post length — 593 chars (median 654).
- 04 Audience peak — Friday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.9K avg top vs 3.4K worst) — across 102 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 05:11 PHOTO Busting illusions: Are you sure China is our «friend»? The post will be about one fact, but look broader: everyone does this, and...	VIEWS 8 993 REP. 54	REACTIONS 104 ER 7.3%
Nº2 16.05 · 12:11 PHOTO «Well, now they'll make us work twice as hard» That's roughly the reaction to the law passing second and third reading...	VIEWS 5 962 REP. 21	REACTIONS 26 ER 4.8%
Nº3 14.05 · 16:11 PHOTO What to do if pressured to resign voluntarily? Quoting HR from an RBC article: 2026 will be spent searching for an answer to how to fire...	VIEWS 5 823 REP. 91	REACTIONS 59 ER 4.7%

Nº4 17.05 · 17:11 PHOTO How to silently show the absurdity of management decisions? Managers make absurd decisions, like filling out unnecessary reports, and...	VIEWS 5 809 REP. 41	REACTIONS 144 ER 4.7%
Nº5 14.05 · 05:11 PHOTO Why the Central Bank is worried about «debt relief»? The Central Bank saw template appeals from citizens: asking about debt structure, interest and...	VIEWS 5 777 REP. 22	REACTIONS 34 ER 4.7%

|

WORST 3

↓ 01.06 · 16:32 PHOTO How to properly refund money for an online course? Situations vary, but often promises differ from reality: worse material, lack of...	VIEWS 3 366 REP. 13	REACTIONS 16 ER 2.7%
↓ 06.06 · 05:11 VIDEO «Russia hasn't overdone the tax bar yet, though the risk was there», says Finance Minister Siluanov Hinting softly...	VIEWS 3 352 REP. 11	REACTIONS 65 ER 2.7%
↓ 01.06 · 15:37 PHOTO Heartbreaking. A blow to the pain point ☹️ finances.pro	VIEWS 3 350 REP. 23	REACTIONS 30 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

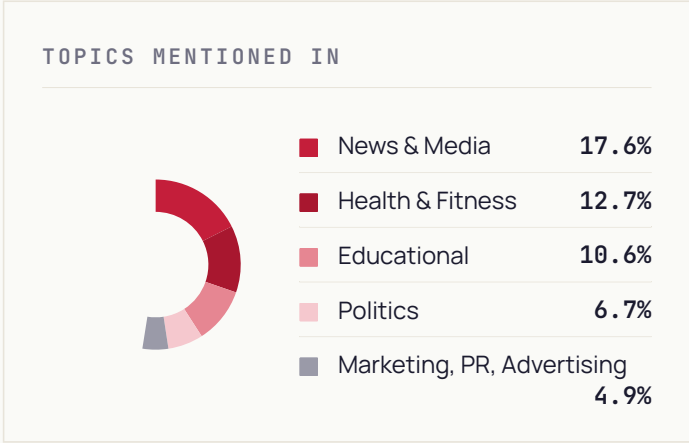
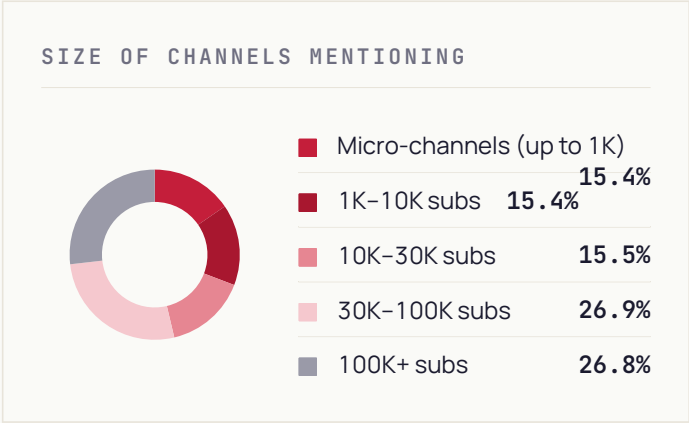
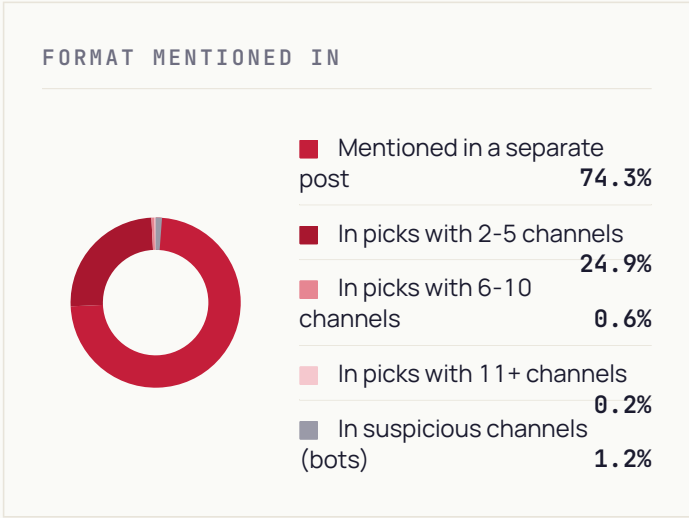
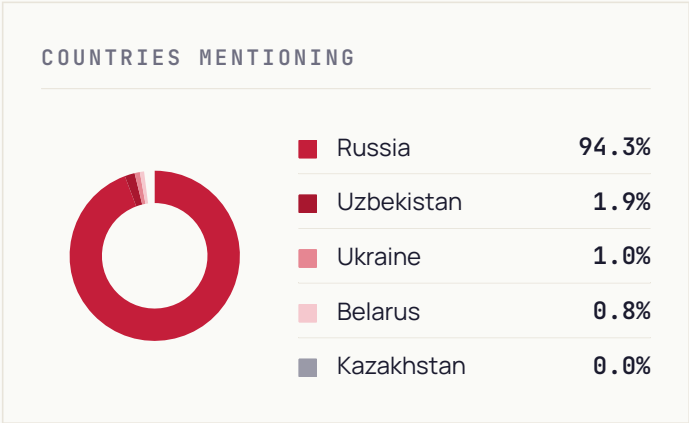
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

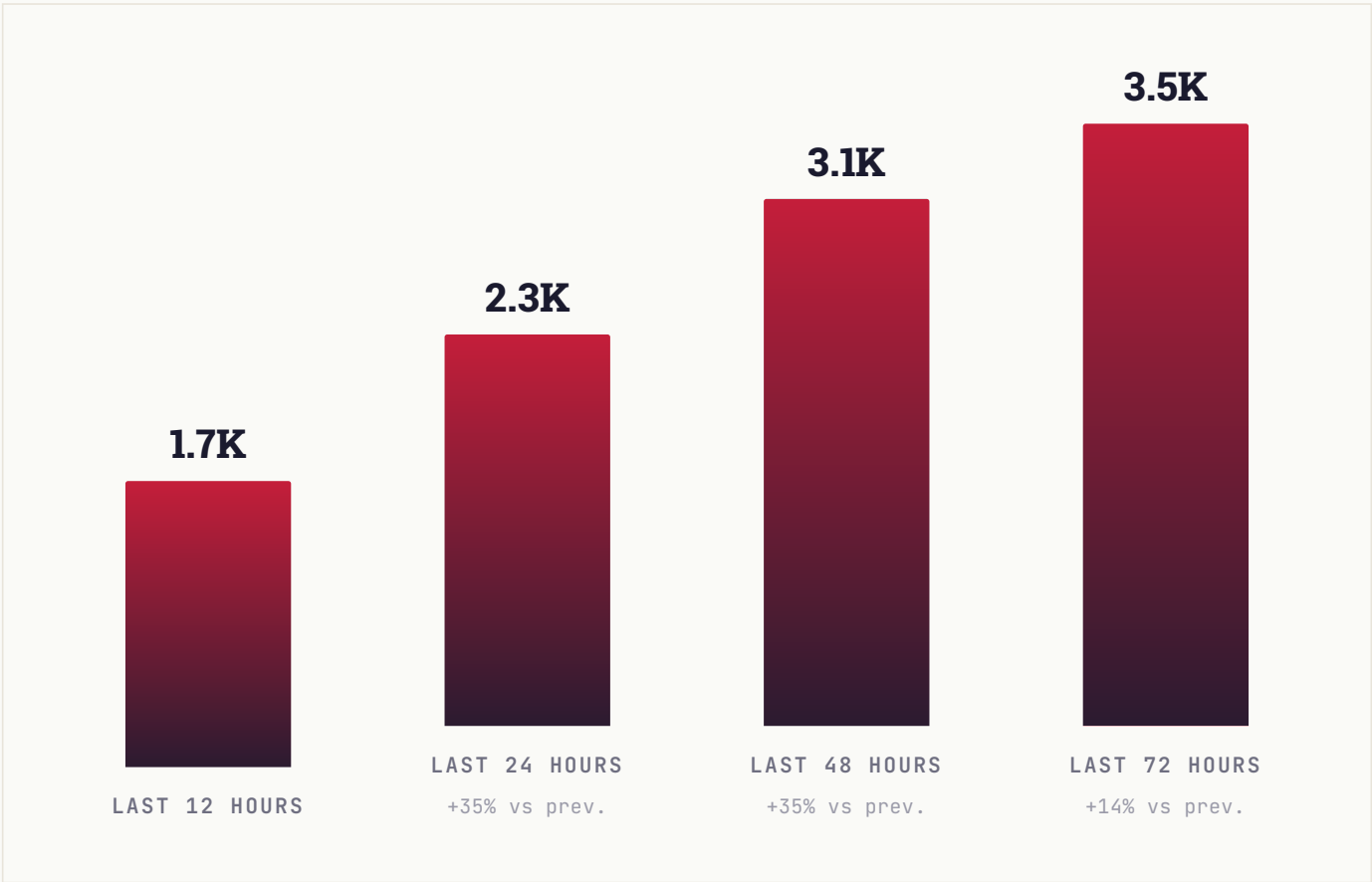
Citation index **2 224** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **2 118** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel 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 economy	541.2K
FI finance.pro YOU	123.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#76 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 yours. Over the last **6 months** mentions count **138**, they brought **8 123** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	36	36	1 804	
Nov 2025	13	12	1 182	
Oct 2025	30	30	1 910	
September 2025	6	6	1 411	
August 2025	41	39	0	
July 2025	12	11	1 816	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
138	6	8 123

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

#76/100

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

Main post of the week — on Friday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 15-25%.

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.56% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+0.9pp ER

04

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**

05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%. One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? 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
