PUBLIC REPORT BY PROMTPRESS

Channel audit
Financial news

@financee_news

World finance news. Collaboration: @finance_masha RKN: https://clck.ru/3TKmRu

SUBS	ERR (% SEE POSTS)	REACH/POST
118 434	**36.0%**	**40.8K**
+21658 per month	per day 32.1%	ad reach 38K/24h

CONTENTS · 2026

What's inside the report

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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.

SUBS **118 434** –	SUBSCRIBER REACH **34.45%** avg % subs see post	VIEWS/POST **40.8K** median 40.1K · 27 days	POSTS/WK **3.4** over period
7D TREND **+28.2%** vs prev week	REACTIONS/POST **—** MTProto only	POST LENGTH **449 chars** median 283 · 27 days	POSTS ANALYZED **13** 27 days
AD REACH **38K** 24h avg	CHURN / MONTH **+21658** last month	CITATION RATE **2** citation index · 42 channels mentioned all time	CHANNEL AGE **2 years 1 month** created 01.05.2024

AI EDITOR SUMMARY

Channel «Financial News» — 118 434 subs. Each post avg views 40.8K people (34% of subs), good reach. Publishes 3 posts/week (~0/day) — rare. Week May 25–31 reach grew by +28.2% vs week May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

01 Analysis based on **13** posts in 27 days.

02 Dominant format — **Photo** (9/13 posts).

03 Avg post length — **449** chars (median 283).

04 Audience peak — **Sunday**, 00:00 MSK.

05 Top posts get **1x** more views than the weakest (52.3K avg for top vs 35.1K for worst) — among 13 posts in 27 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

№1 31.05 · 21:51 PHOTO

Ruble became 2nd strongest currency vs USD in May, up 4.9%. Top: Israeli shekel (+6.1%).

VIEWS	REACTIONS
57 018	—
REPOSTS	**ER**
397	48.1%

№2 07.06 · 21:31 PHOTO

Bank of England removed Winston Churchill from banknotes due to his 'imperialist' views. Research showed that Churchill, Alan Turing and...

VIEWS	REACTIONS
51 444	—
REPOSTS	**ER**
307	43.4%

№3 02.06 · 17:03 TEXT

Best Telegram Channels Want to level up your business in industrial construction? Subscribe to...

VIEWS	REACTIONS
48 428	—
REPOSTS	**ER**
316	40.9%

№4 04.06 · 20:18 PHOTO

Family tops Russians' priorities, per cultural study at SPIEF. Far ahead of money. And...

VIEWS	REACTIONS
42 408	—
REPOSTS	ER
—	35.8%

№5 25.05 · 20:12 PHOTO

Russia entered top 5 European countries with cheapest electricity. Neighbors: Iceland, Norway, Liechtenstein.

VIEWS	REACTIONS
42 394	—
REPOSTS	ER
337	35.8%

WORST 3

↓ 26.05 · 17:02 TEXT

□Best Telegram Channels□ □ IBuy for Business — a channel to grow your business. Fresh research from our...

VIEWS	REACTIONS
39 962	—
REPOSTS	ER
303	33.7%

↓ 18.05 · 09:08 PHOTO

Japanese stock market lost over $95 billion in one day.

VIEWS	REACTIONS
34 702	—
REPOSTS	ER
10	29.3%

↓ 19.05 · 19:10 TEXT

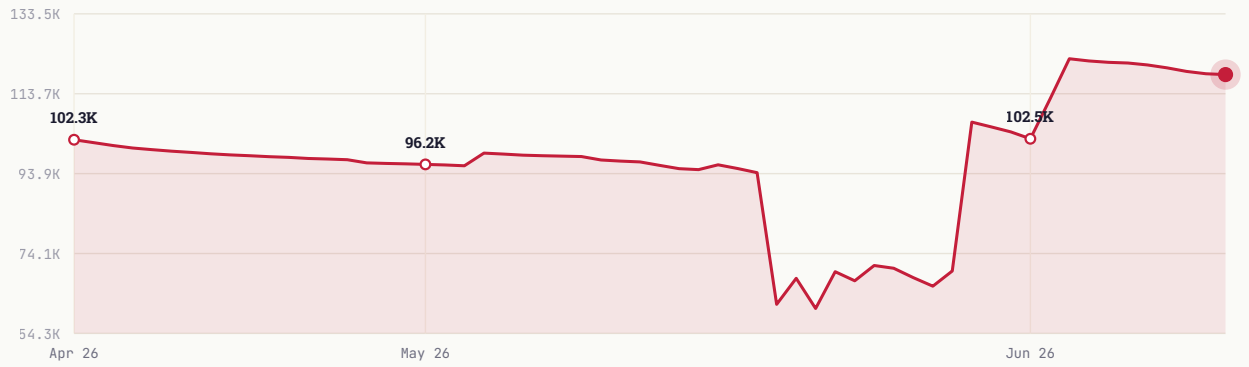
□Best Telegram Channels□ □ Want to level up your business in industrial construction? Subscribe to...

VIEWS	REACTIONS
30 558	—
REPOSTS	ER
515	25.8%

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 lost subs.



START OF PERIOD	NOW	NET GROWTH
102 279	118 434	+16 155

SECTION 04 · CITATIONS

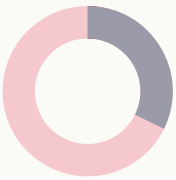
Who mentions the channel and how

Citation index **2** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **42** different channels.

MENTIONS BY COUNTRY

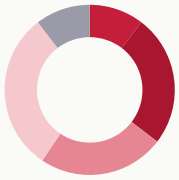
Russia	99.0%
Ukraine	0.0%
Belarus	0.0%
Uzbekistan	0.0%
Iran	0.0%

FORMAT OF MENTIONS



Mentioned in a separate post	0.0%
In a bundle of 2-5 channels	2.1%
In a bundle of 6-10 channels	10.4%
In a digest with 11+ channels	87.5%
In suspicious channels (bot-driven)	32.3%

SIZE OF CHANNELS THAT MENTION



Micro-channels (up to 1K)	10.4%
1–10K subs	25.0%
10–30K subs	24.0%
30–100K subs	30.2%
over 100K subs	10.4%

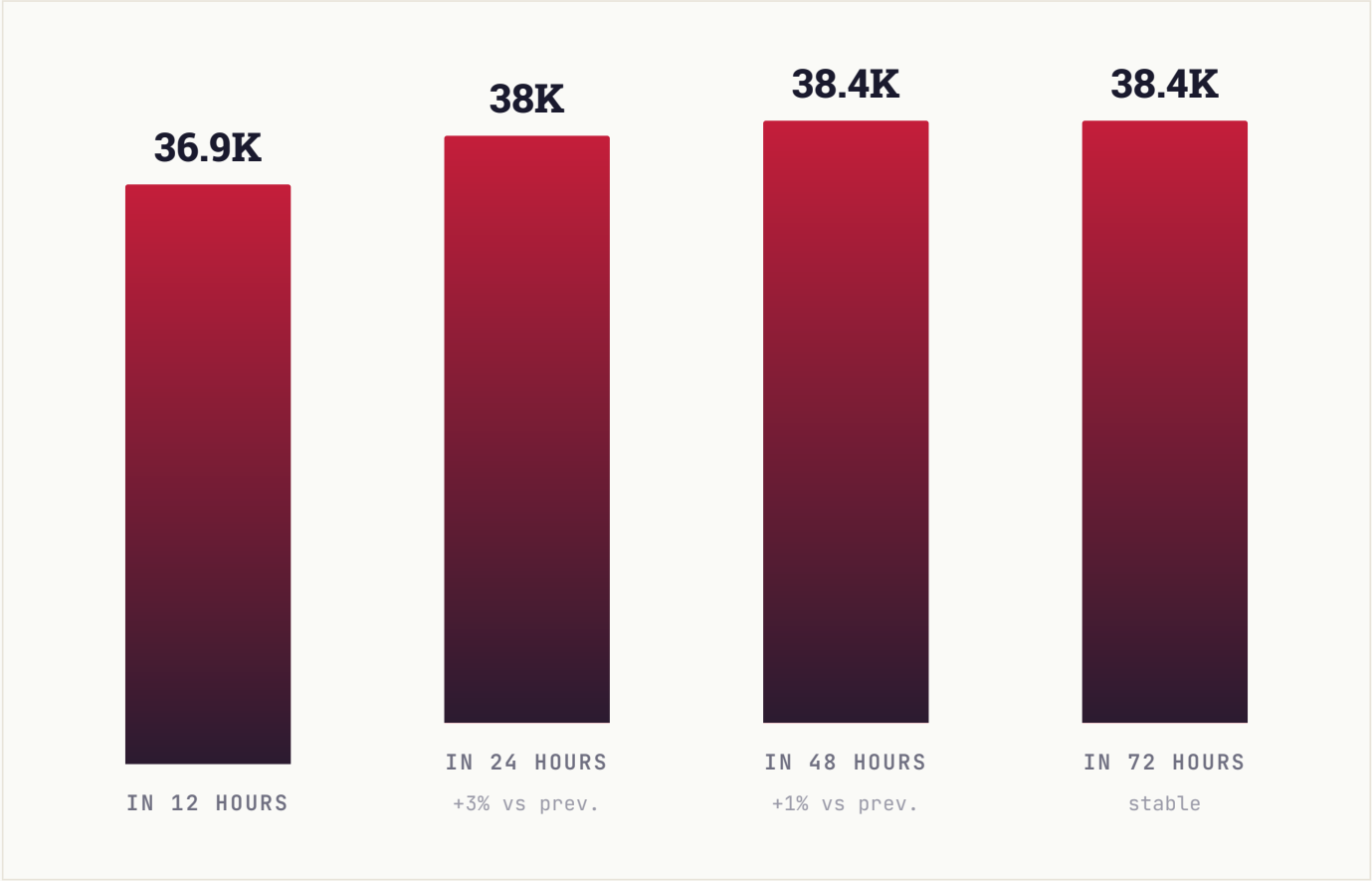
TOPICS MENTIONED IN

Economy	35.4%
Business & startups	18.8%
News & Media	14.6%
Politics	6.3%
Marketing, PR, advertising	6.3%

SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBS
ТЭ **The Economist**	1.2M
TE **Topor. 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
BCh **More than economics**	541.2K
FN **Financial news** YOU	118.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#83 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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

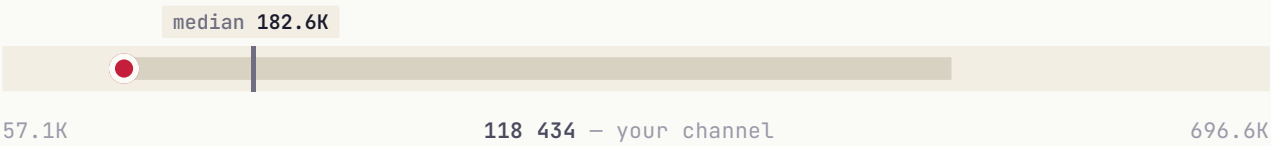
#83 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

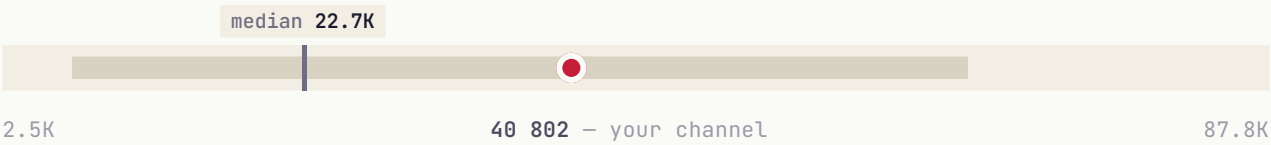
SUBS

35% below median



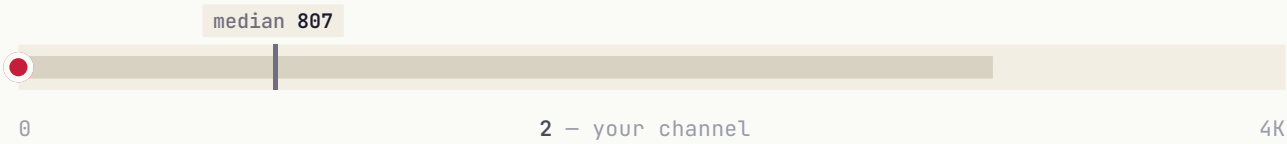
AVG REACH / POST

better than 66% 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

Increase posting frequency

Now 3.4 posts/wk. Active channels average 7-10. Consistency is key to retention.

EFFECT

Consistency beats volume

02

Main post of the week — on Sunday

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

EFFECT

Best window for an important post

03

Increase video posts share

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

EFFECT

Video retains audience better

04

Systematic traffic buying

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

EFFECT

+1000-3000 subs

05

Test polls & 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 PromtPress?

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	**Launch ads in Telegram**	https://panel.promtpress.com/register
02	**Contact manager**	t.me/PromtPress_manager

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