

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Financial literacy | Business & economy



@finmycle

Your financial future Business & finance channel Ads:  
@alexandra\_mait @Diggsale

SUBSCRIBERS

12 688

ERR (% SEE POSTS)

41.0%

REACH/POST

4.9K

-522 per month

last 24 hrs 24.5%

ad reach 3.1K/24h

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**— CONTENT · 2026**

# What's inside the report

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**04 Citation rate**

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6 months · monthly

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Rank in «Business & Startups»

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                                       |                                                                                                                                                                               |                                                                                                                                                                                                            |                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>12 688</div> <div>—</div>          | <div><div></div><div>SUBS REACH</div></div> <div>38.94%</div> <div>avg % subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>4.9K</div> <div>median 5.2K · 26 days</div>                              | <div><div></div><div>POSTS/WEEK</div></div> <div>2.3</div> <div>for period</div>                        |
| <div><div></div><div>7D TREND</div></div> <div>—</div> <div>no data for period</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>         | <div><div></div><div>POST LENGTH</div></div> <div>354 chars</div> <div>median 304 · 26 days</div>                         | <div><div></div><div>POSTS ANALYZED</div></div> <div>9</div> <div>26 days</div>                         |
| <div><div></div><div>AD REACH</div></div> <div>3.1K</div> <div>24h avg</div>         | <div><div></div><div>CHURN / MONTH</div></div> <div>-522</div> <div>last month</div>         | <div><div></div><div>CITATION RATE</div></div> <div>395</div> <div>citation index · 511 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>6 years 10 months</div> <div>created 17.08.2019</div> |

AI EDITOR SUMMARY

Channel «Financial Literacy | Business & Economy» — 12 688 subs. Each post averages 4.9K people (39% of subs), good reach. Publishes 2 posts/week (~0/day) — rare publications.

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 9 posts over 26 days.
- 02 Dominant format – Text (7/9 posts).
- 03 Avg post length – 354 chars (median 304).
- 04 Peak audience activity – Monday, 08:00 MSK.
- 05 Top posts get ×1 more views than the weakest (5.4K avg for top vs 4.9K for worst) – among 9 posts over 26 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

|                                                                                                                                                                                                                |                                                                   |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>06.07 · 05:55</div><div>TEXT</div></div> <div>New-build prices in Moscow soared 21% in just six months.<br/>Avg cost per sqm in comfort-class housing reached 423...</div>             | <div>VIEWS</div> <div>5 428</div> <div>REPOSTS</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>42.8%</div> |
| <div><div>Nº2</div><div>29.06 · 05:32</div><div>TEXT</div></div> <div>Foreigners from 'unfriendly countries' face deposit blocks in Russian banks under Putin's new decree. Per RBC, o...</div>                | <div>VIEWS</div> <div>5 340</div> <div>REPOSTS</div> <div>4</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>42.1%</div> |
| <div><div>Nº3</div><div>18.06 · 11:25</div><div>TEXT</div></div> <div>Demand for commercial real estate in Russia is now comparable to early 2023. These data were presented at the 'Dvizhenie' forum...</div> | <div>VIEWS</div> <div>5 289</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>41.7%</div> |

Nº4

22.06 · 11:05

TEXT

Russian authorities reversed ban on foreign AI. Regulation will be softer and won't hinder existing deployments...

VIEWS

5 272

REPOSTS

2

REACTIONS

—

ER

41.6%

Nº5

06.07 · 05:38

TEXT

Lithuania wants nuclear weapons. Party leaders agreed to remove the constitutional ban on nuclear deployment...

VIEWS

5 151

REPOSTS

3

REACTIONS

—

ER

40.6%

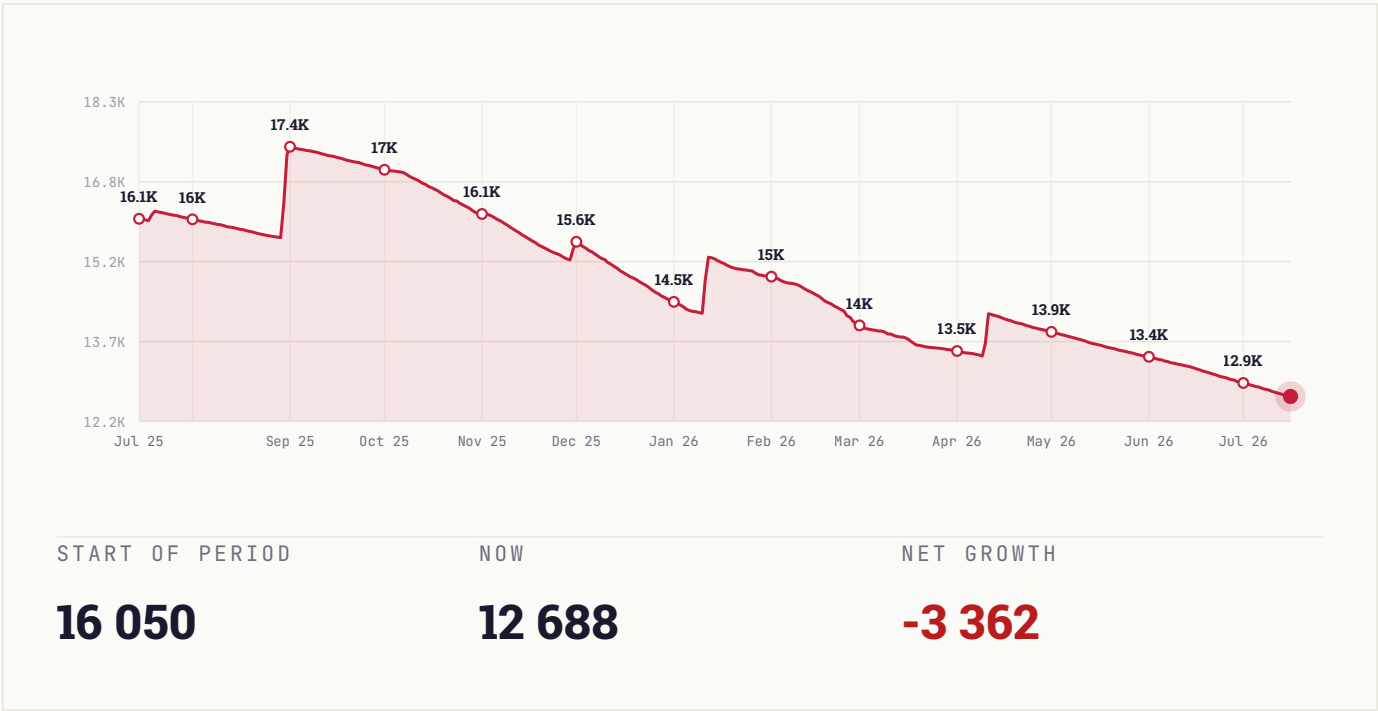
WORST 3

|                                                                                                                                                                                                                          |                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>↓</div><div>08.07 · 10:13</div><div>PHOTO</div></div> <div>In 20 of 50 largest Russian cities, apartments start to drop in price — RBC. The biggest drop in June was in Sochi, with prices falling by...</div> | <div>VIEWS</div> <div>5 140</div> <div>REPOSTS</div> <div>3</div> <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>40.5%</div> |
| <div><div>↓</div><div>10.07 · 18:40</div><div>PHOTO</div></div> <div>Wildberries starts canceling orders for Russians due to fuel crisis. Marketplace auto-cancels purchases, citing...</div>                            | <div>VIEWS</div> <div>4 963</div> <div>REPOSTS</div> <div>4</div> <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>39.1%</div> |
| <div><div>↓</div><div>13.07 · 07:20</div><div>TEXT</div></div> <div>Russians are snapping up property in Georgia and Greece 'just in case', Kommersant reports. Interest in foreign real estate...</div>                 | <div>VIEWS</div> <div>4 602</div> <div>REPOSTS</div> <div>6</div> <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>36.3%</div> |

SECTION 03 • SUBSCRIBER DYNAMICS

# How the channel grew over the year

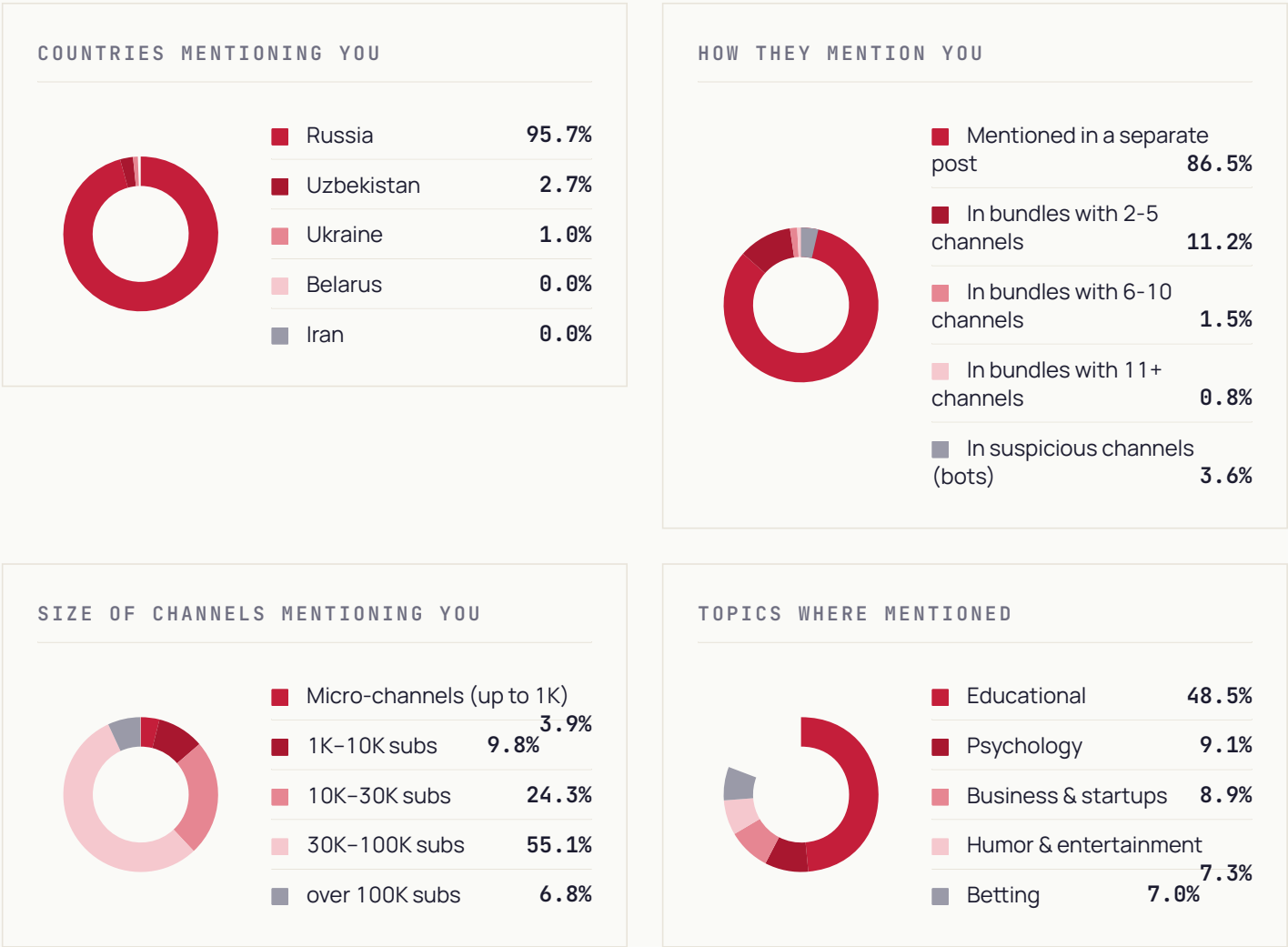
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

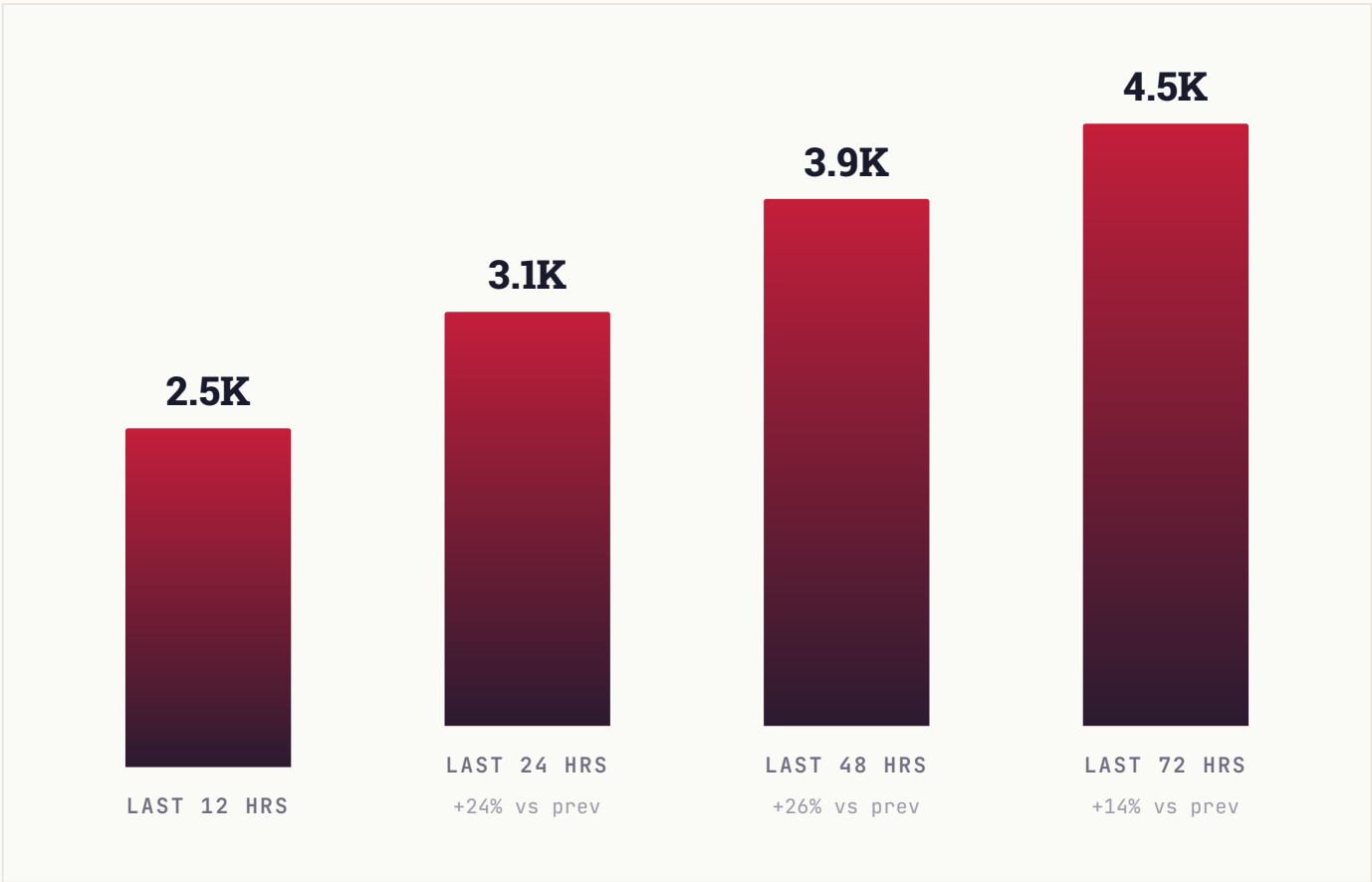
Citation index **395** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **511** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

| CHANNEL                                        | SUBSCRIBERS |
|------------------------------------------------|-------------|
| S& Startups & Ventures                         | 2.6M        |
| VC Venture Capital                             | 2.6M        |
| ME Mohamed El Guazzar 🇸🇩                       | 2.2M        |
| IT ISHBOR Toshkent                             | 1.4M        |
| MO Moscow Business                             | 1.1M        |
| CN Million-Dollar Books   business blog        | 861.7K      |
| RII Roxman typing...                           | 529.9K      |
| AB Business Shark                              | 502.2K      |
| SS M&A                                         | 469.6K      |
| لز لباس زیر اقساطی ریزسابل                     | 456.9K      |
| FL Financial literacy   Business & economy YOU | 12.7K       |

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **28**, they brought **3 124** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |
|---------------|----------|----------|--------------|
| January 2026  | 16       | 16       | 1 060        |
| December 2025 | 0        | 0        | 135          |
| Nov 2025      | 3        | 3        | 210          |
| Oct 2025      | 0        | 0        | 0            |
| Sep 2025      | 0        | 0        | 150          |
| August 2025   | 9        | 8        | 1 569        |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 28             | 6              | 3 124         |

## Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of values. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name, 'your channel', is written below the bar.

- SUBSCRIBERS:** The median is 171.2K. The channel's performance is 12,688, which is 93% below the median. The range is from 53.2K to 591.8K.
- AVG REACH / POST:** The median is 12.6K. The channel's performance is 4,941, which is 61% below the median. The range is from 2 to 57.2K.
- CITATION INDEX:** The median is 118. The channel's performance is 395, which is better than 63% of the niche. The range is from 0 to 1.2K.

| Metric           | Median | Channel Value | Comparison               | Range (Min-Max) |
|------------------|--------|---------------|--------------------------|-----------------|
| SUBSCRIBERS      | 171.2K | 12,688        | 93% below median         | 53.2K - 591.8K  |
| AVG REACH / POST | 12.6K  | 4,941         | 61% below median         | 2 - 57.2K       |
| CITATION INDEX   | 118    | 395           | better than 63% of niche | 0 - 1.2K        |

## — 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

## Increase posting frequency

Now 2.3 posts/week. Active channels average 7-10.  
Consistency is key to retention.

EFFECT

**Consistency  
beats volume**

02

## Best post day — Monday

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

EFFECT

**Best window  
for important  
posts**

03

## Increase share of video posts

Video in Telegram holds audience longer and ranks better. Aim for 15-25%.

EFFECT

**Video holds  
audience  
better**

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

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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