

PROMTPRESS PUBLIC REPORT

Channel audit

Financial samurai's way



@finsamway

About business, finance & investments. Eastern wisdom in retrospect. Ads in the channel only with admin approval.

SUBSCRIBERS

10 034

-159 per month

ERR (% SEE POSTS)

3.0%

per day 1.4%

REACH/POST

259

ad reach 137/24h

— TABLE OF 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**

Year chart · growth

04 **Citation rate**

Who & how mentions the channel

05 **Ad potential**

How long a post generates reach

06 **Competitors**

Niche neighbors · your place

07 **Mention dynamics**

6 months · monthly

08 **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 10 034 —	 SUBS REACH 2.58% avg % subs see post	 VIEWS/POST 259 median 268 · 29 days	 POSTS/WEEK 14.6 for the period
 7D TREND -13.5% vs previous week	 REACTIONS/POST 115.1 total 7,136 reactions, 248 reposts, 13 comments	 POST LENGTH 81 chars median 62 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 137 24h avg	 CHURN / MONTH -159 last month	 CITATION RATE 0 citation index · 14 channels mentioned ever	 CHANNEL AGE 2 years 10 months created 08.08.2023

AI EDITOR SUMMARY

Channel «Financial samurai’s way» – 10 034 subs. Each post avg views 259 people (3% of subs), reach low – expand audience. Publishes 15 posts/week (~2/day) – regular. Week 1–7 Jun reach dropped -13.5% by week 25–31 May – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 62 posts in 29 days.
- 02 Dominant format – Photo (41/62 posts).
- 03 Avg post length – 81 chars (median 62).
- 04 Peak audience activity – Tuesday, 13:00 UZT.
- 05 Top posts get 2x more views than the weakest (334 avg for top vs 193 for worst) – among 62 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 19.05 · 15:00 PHOTO Good evening, colleagues. A closing checklist variant. #cfoprofi		VIEWS 336	REACTIONS 126
		REPOSTS 7	ER 3.3%
Nº2 18.05 · 15:00 TEXT Good evening, colleagues. 100 interview questions for CFO by Mikhail Torchinsky. #cfoprofi		VIEWS 334	REACTIONS 121
		REPOSTS 9	ER 3.3%
Nº3 14.05 · 15:00 PHOTO Good evening, colleagues. CF drivers, again from Oana. #cfoprofi		VIEWS 333	REACTIONS 124
		REPOSTS 5	ER 3.3%

Nº4 14.05 · 07:00 PHOTO Good morning, colleagues. Useful from Oana, haven't posted her in a while. #cfoprofi	VIEWS 327 REPOSTS 10	REACTIONS 146 ER 3.3%
Nº5 18.05 · 07:00 TEXT Good morning, colleagues. On creating value. #cfoprofi	VIEWS 325 REPOSTS 1	REACTIONS 134 ER 3.2%

|

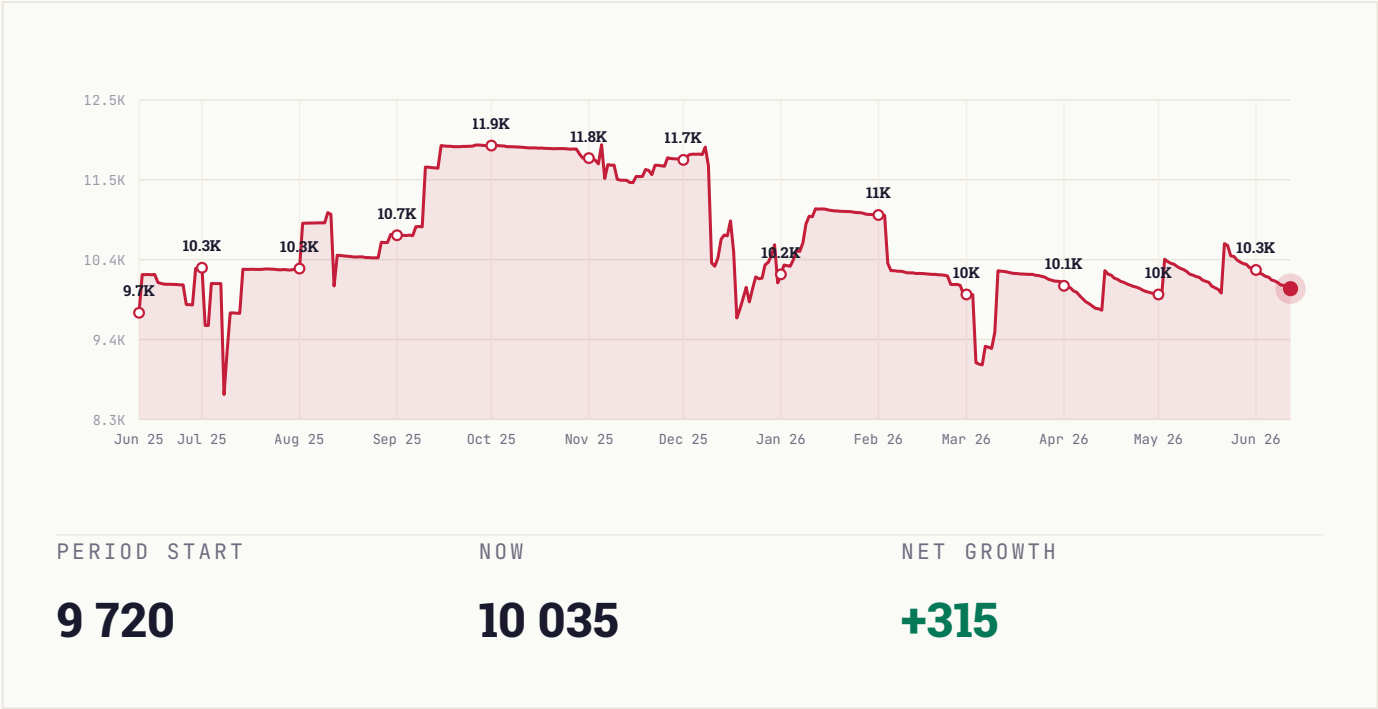
WORST 3

↓ 07.06 · 15:00 PHOTO Good evening, colleagues. The name speaks for itself. #cfoprofi	VIEWS 202 REPOSTS 2	REACTIONS 134 ER 2.0%
↓ 07.06 · 07:00 PHOTO Good morning, colleagues. Relatable?) #cfoprofi	VIEWS 196 REPOSTS 2	REACTIONS 129 ER 2.0%
↓ 09.06 · 07:00 TEXT Good morning, colleagues. A good book. #cfoprofi	VIEWS 183 REPOSTS 3	REACTIONS 2 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

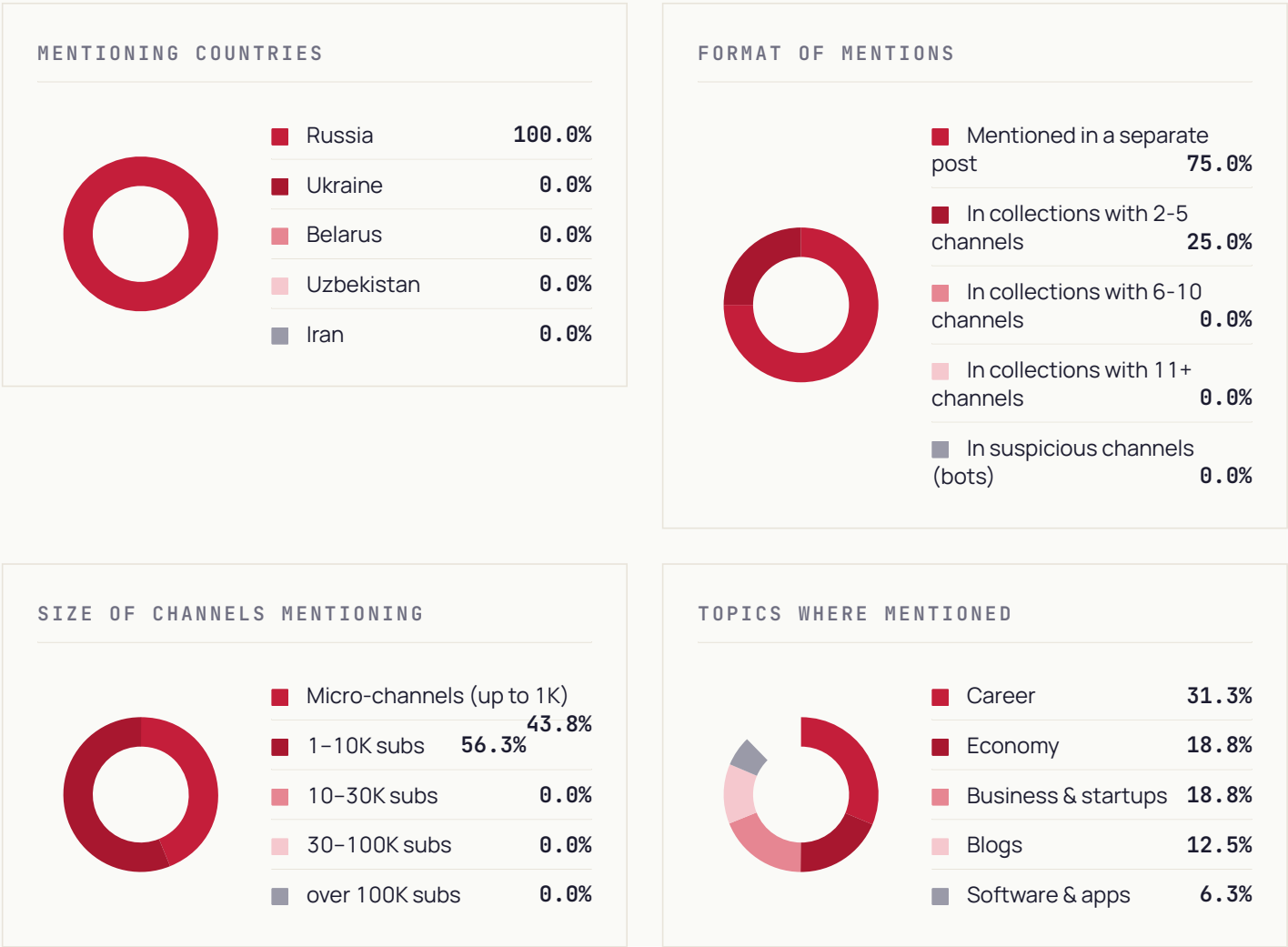
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

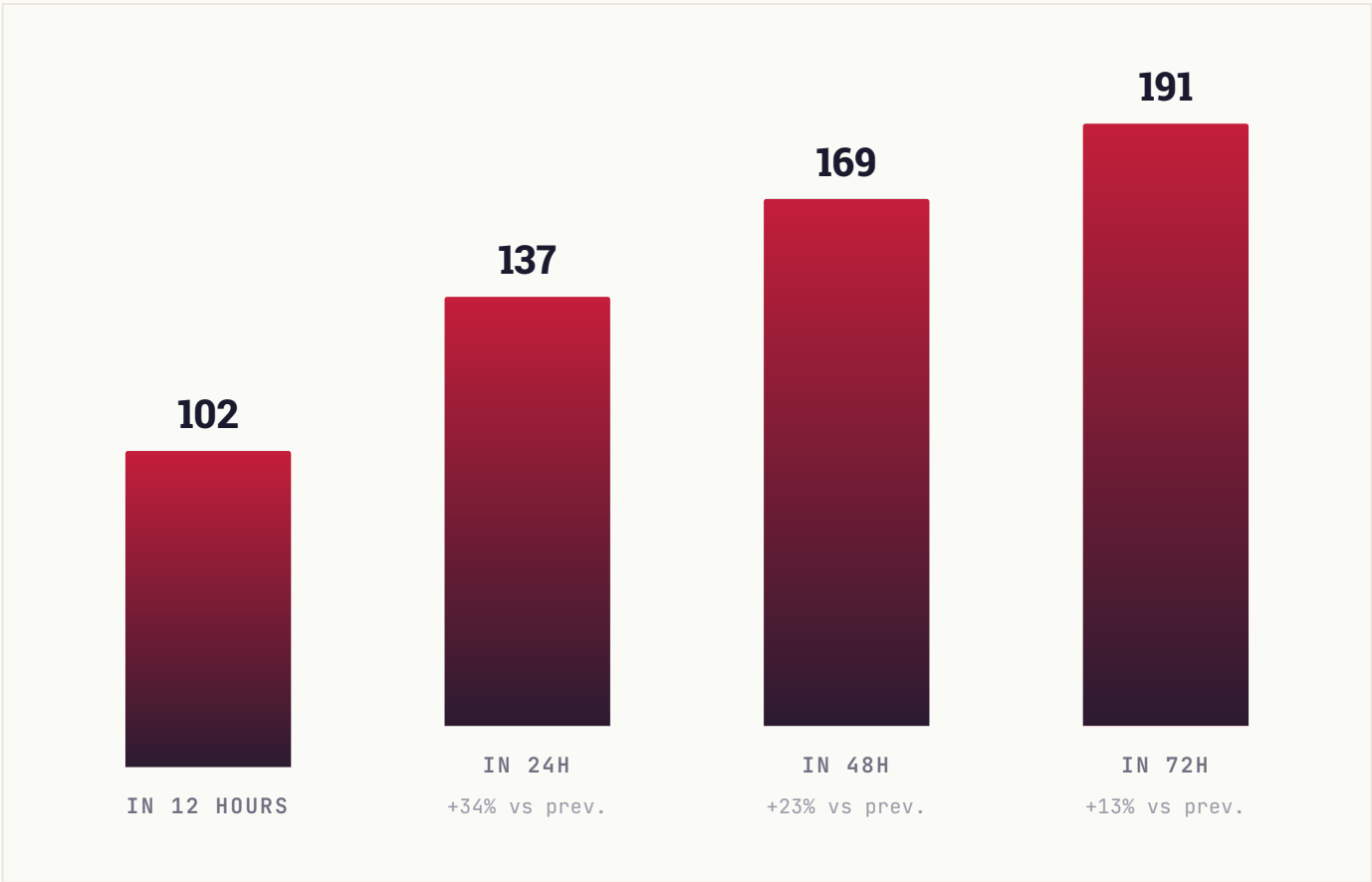
Citation index 0 – channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All time channel was mentioned 14 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publish. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PJ Perforum jobs	15.2K
FS Financial samurai's way YOU	10K
FI FinDir	9.8K
FI Financier	8K
BEFORE Long-term	4.8K
TB Business Finance Secrets / FINAVERIX	3.3K
F" Financial Director magazine	3.1K
UU Management Accounting FAUDIX ©	2.5K
PB Biz with Nadezhda	2.2K
OF Finance Made Simple Kirill Linnik	1.1K
#Ф #фининвест	843

COMPARATIVE INSIGHT

Channel — 2nd place of 11, top third of picks. Larger — 1 channel (leader: Perforum jobs, 15.2K), smaller — 9 channels. With leaders — paid placements or events; with others — mutual cross-posts on equal terms.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **7 716** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	0	0	1 957
Nov 2025	1	1	839
Oct 2025	0	0	10
Sep 2025	0	0	1 230
August 2025	0	0	1 451
Jul 2025	3	1	2 229

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
4	6	7 716

— 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 most active on this day at 13:00 UZT.

EFFECT

Best window for important posts
- 02

Increase video post share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 2.58% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.9pp 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 & 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 minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
