

PROMTPRESS PUBLIC REPORT

Channel audit

Russian fintech, e-com & business



@fintex

Russian fintech, marketplaces & business news. Working with @bidfox_news and @Spiral_Miya Partnerships: @whoisdonny Assistant: @Oneggin Registered with RKN: <https://rkn.link/JbO>

SUBSCRIBERS

306 931

-450 per month

ERR (% WHO SEE
POSTS)

2.0%

per day **1.1%**

REACH/POST

5.1K

ad reach **3.2K/24h**

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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.

 SUBSCRIBERS 306 931 —	 SUBSCRIBER REACH 1.65% avg % subs see post	 VIEWS/POST 5.1K median 4.3K · 29 days	 POSTS/DAY 28.4 ~199 per week
 7D TREND +6.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 240 chars. median 208 · 29 days	 POSTS ANALYZED 843 29 days
 AD REACH 3.2K 24h avg	 CHURN/MONTH -450 last month	 CITATION RATE 210 citation index · 1,169 channels mentioned ever	 CHANNEL AGE 1 year 5 months created 12.12.2024

AI EDITOR SUMMARY

Channel «Russian Fintech, E-com & Business» — 306 931 subs. Each post averages 5.1K people (2% subs), reach is low — need to expand audience. Publishes 199 posts per week (~28/day) — very active posting. For the week of May 25–31, reach grew by +6.6% by the week of May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **843** posts in 29 days.
- 02 Dominant format — **Text** (597/843 posts).
- 03 Avg post length — **240** characters (median 208).
- 04 Peak audience activity — **Tuesday**, 21:00 MSK.
- 05 Strongest posts get **24x** more views than the weakest (56.9K avg for top vs 2.4K for worst) — among 843 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 18:44 PHOTO US IT guy juggles five remote jobs, earns ~4.6M RUB/month. Companies often inflate...	VIEWS 61 228 REP. 724	REACTIONS — ER 19.9%
Nº2 12.05 · 18:42 TEXT Police are looking for a woman in a sky-blue mink coat to return two million rubles stolen by scammers. The Interior Ministry reported the arrest...	VIEWS 58 407 REP. 123	REACTIONS — ER 19.0%
Nº3 14.05 · 05:45 TEXT Authorities tightened control over small businesses amid fight against shadow schemes. Tax office is stricter with entrepreneurs who...	VIEWS 51 170 REP. 202	REACTIONS — ER 16.7%

Nº4 16.05 · 09:32 TEXT Russians have spent over 36 billion rubles on Ozempic analogs – the weight-loss drug market tripled in a year, writes Mash Money. In...	VIEWS 46 302 REP. 208	REACTIONS — ER 15.1%
Nº5 15.05 · 09:02 TEXT Wildberries launched first hotels in Turkey under WB Travel. All four properties opened in partnership with tour operator FUN&SUN, writes...	VIEWS 44 069 REP. 174	REACTIONS — ER 14.4%

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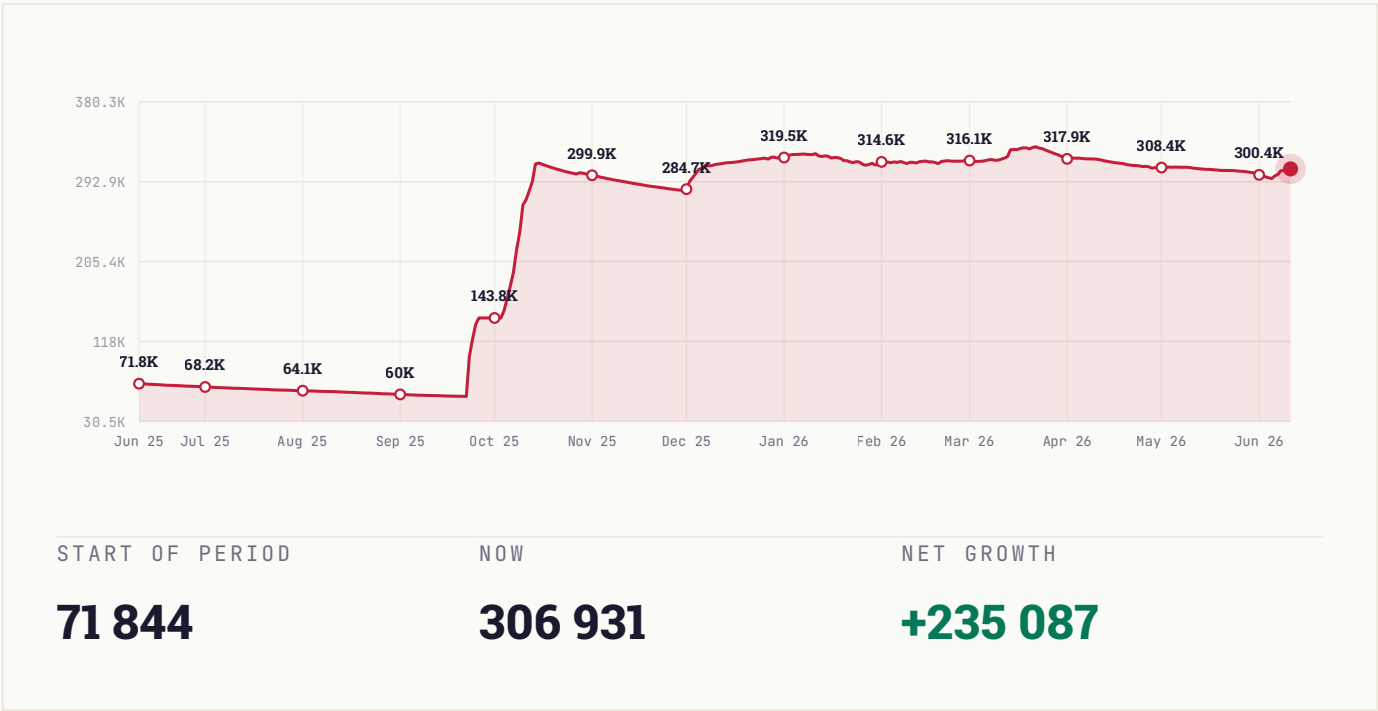
WORST 3

↓ 05.06 · 14:21 TEXT Crypto withdrawal from gray area will form a more complex market model, said Sberbank First Deputy Chairman Alexander Vedyakhin. According to him...	VIEWS 2 398 REP. 1	REACTIONS — ER 0.8%
↓ 05.06 · 15:07 TEXT Russian uranium shipments to the US continue, Putin said. @fintex	VIEWS 2 389 REP. 2	REACTIONS — ER 0.8%
↓ 05.06 · 14:11 TEXT Domestic production of key goods must be developed, but without isolation from external markets and international cooperation, said...	VIEWS 2 313 REP. 2	REACTIONS — ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

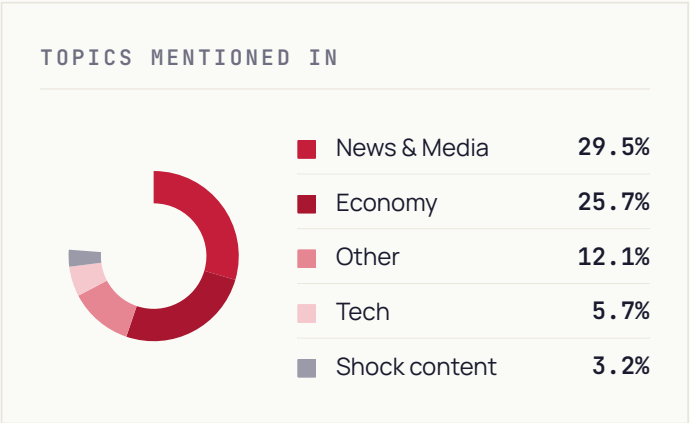
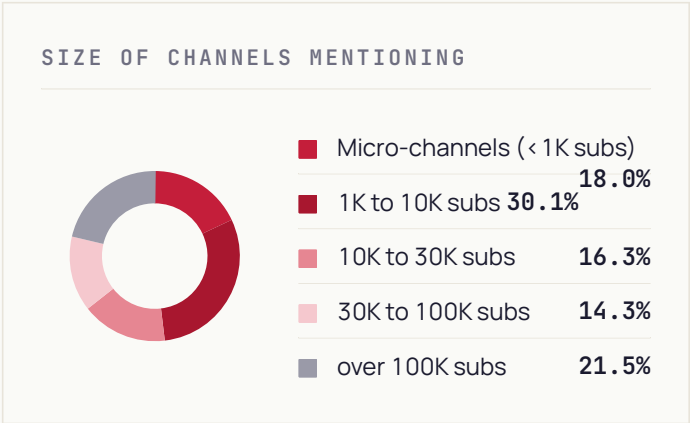
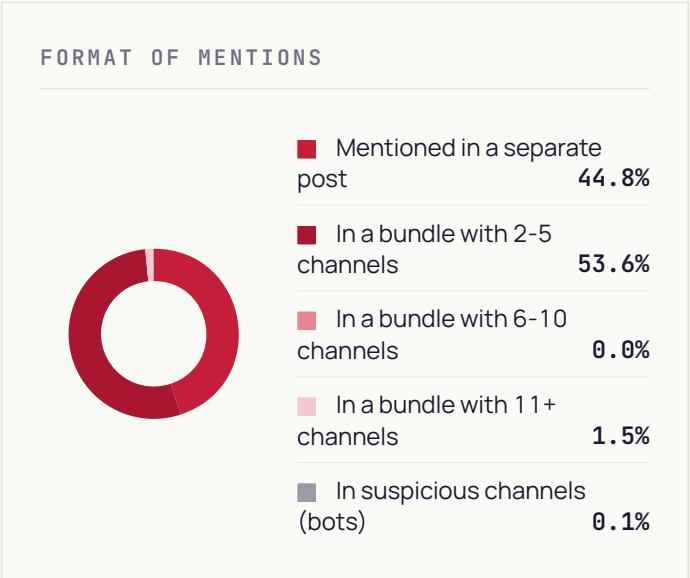
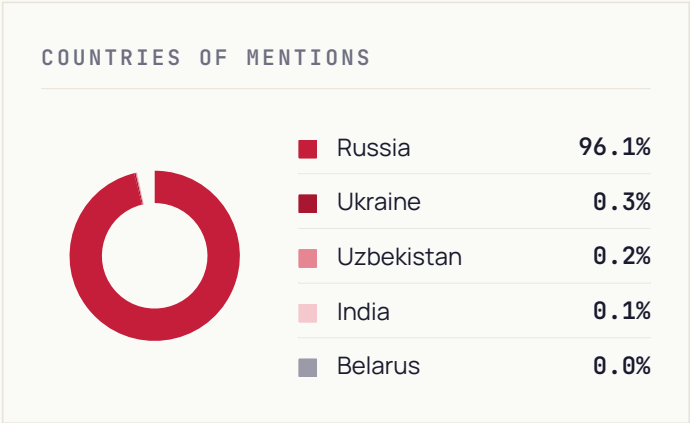
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

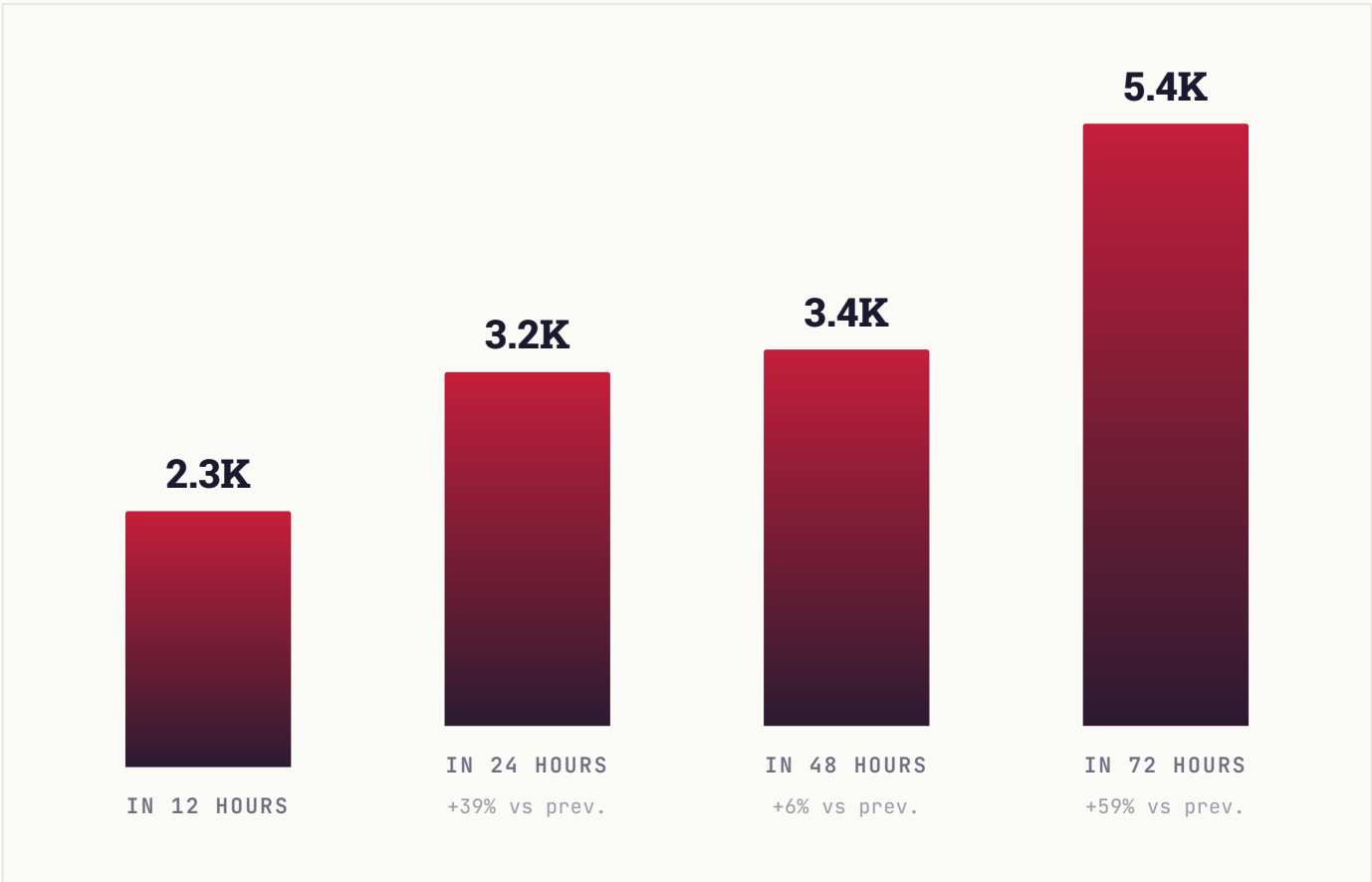
Citation index **210** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 169** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is 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 Economics	541.2K
RF Russian fintech, e-com & business YOU	306.9K

COMPARATIVE INSIGHT

Channel in top half of the niche (#26 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **403**, they brought **296 840** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	128	26	39 839
November 2025	87	28	0
October 2025	175	137	171 039
September 2025	10	6	85 962
August 2025	3	2	0
July 2025	0	0	0
TOTAL MENTIONS	403	MONTHS OF DATA	6
		GAINED SUBSCRIBERS	296 840

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

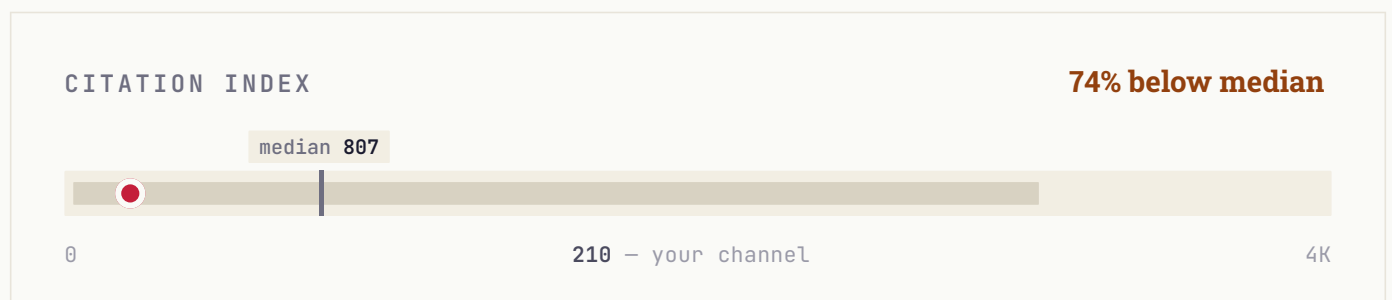
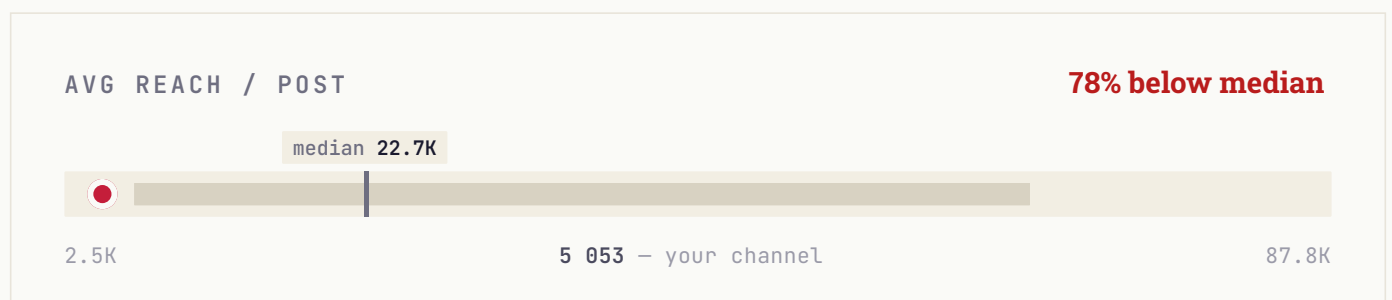
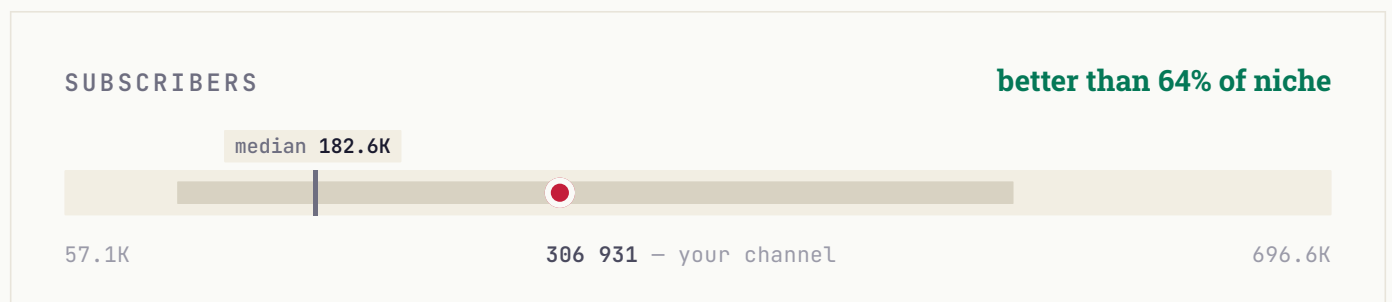
Top-**100** channels in category "**Economy**" (Russia) and compared your channel.
 Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
 Red dot = your channel.

#26

/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best time for important posts
- 02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 1.65% vs norm 4.5%. Try polls and 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 and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.

Want to go further — run ads through us and hit your growth target in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager