

PUBLIC PROMTPRESS REPORT

Channel audit

4BS | Economics, Business & Finance



@fourbes

Business, finance & economy news. Channel link: <https://t.me/+0A11DxUKQko4YzQy> Ads: @Alivian Working with @Tgpodbor_official, @swaymedia & @Spiral_Yuri RKN: <https://clck.ru/3FXDf3>

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
75 897 17.07.2026 -788 per month	9.0% per day 6.9%	5.9K ad reach 5.3K/24h
HTTPS://PROMTPRESS.COM/AUDIT/FOURBES		

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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 75 897 —	 SUBS REACH 7.8% avg % subs see post	 VIEWS/POST 5.9K median 6K · 19 days	 POSTS/DAY 45.2 ~316 per week
 7D TREND +1.3% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 205 chars median 164 · 19 days	 POSTS ANALYZED 900 19 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH -788 over the last month	 CITATION RATE 845 citation index · 1,461 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 17.06.2021

AI EDITOR SUMMARY

Channel «4BS | Economics, Business & Finance» — 75 897 subs. Each post averages 5.9K people (8% from subs), reach is low — consider expanding audience. Publishes 316 posts/week (~45/day) — very active. Week Jul 6–12 reach stable (+1.3% vs week Jun 29 – Jul 5).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 900 posts in 19 days.
- 02 Dominant format – Text (544/900 posts).
- 03 Avg post length – 205 chars (median 164).
- 04 Peak audience activity – Sunday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.6K avg for top vs 5.2K for worst) – among 900 posts over 19 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 14.07 · 08:50 TEXT Nearly half (44%) of working Americans buy food on credit – PwC study. Meanwhile, most of the country's population...	VIEWS 12 953 REPOSTS 51	REACTS — ER 17.1%
Nº2 29.06 · 19:59 PHOTO Now you know where all the gasoline from Russian gas stations went and who is to blame.@fourbes	VIEWS 8 031 REPOSTS 236	REACTS — ER 10.6%
Nº3 28.06 · 15:20 VIDEO Someone filled 14 full fuel cubes at a gas station in Rostov region. After such a raid, the station just closed because it was completely...	VIEWS 7 941 REPOSTS 132	REACTS — ER 10.5%

Nº4 08.07 • 11:49 TEXT Europe needs to calm down, or it will fly into Europe, – RT editor-in-chief Simonyan directly threatened attacks on the EU in an interview with Swiss...	VIEWS 7 920 REPOSTS 46 REACTS — ER 10.4%
Nº5 06.07 • 21:53 VIDEO Ronaldo let Polymarket gamblers down: after World Cup exit, instead of openly crying, he tried to hold back. As a result...	VIEWS 7 732 REPOSTS 141 REACTS — ER 10.2%

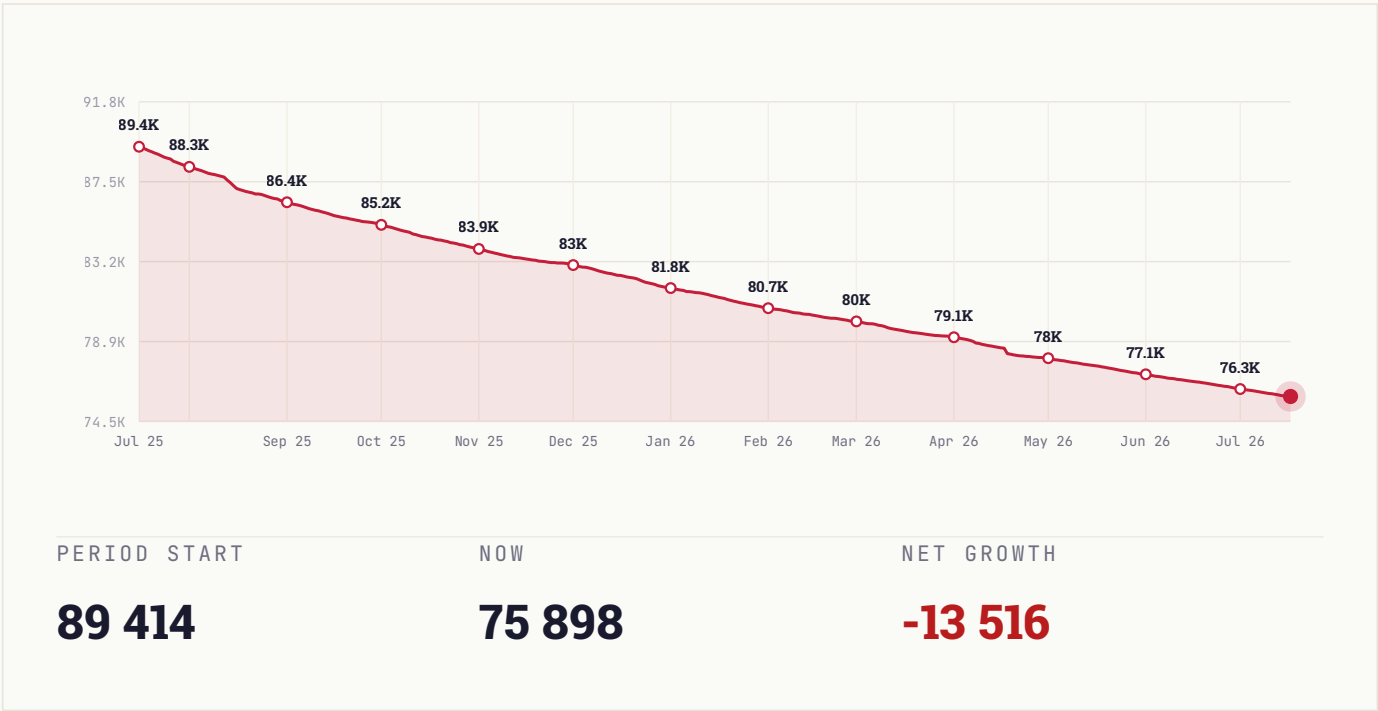
WORST 3

↓ 03.07 • 12:59 PHOTO Journalists are already looking for market signals in the color of Central Bank Deputy Chairman Alexei Zabotkin's socks. At the Financial Congress session he wore...	VIEWS 5 217 REPOSTS 26 REACTS — ER 6.9%
↓ 03.07 • 12:30 TEXT BLS International Cyprus visa centers in Russian cities resume accepting documents from July 6. Visa fee for adults is €90, for...	VIEWS 5 213 REPOSTS 16 REACTS — ER 6.9%
↓ 03.07 • 11:32 TEXT Fuel crisis from Russia may spread to Kyrgyzstan, Tajikistan and Mongolia – Vedomosti citing experts. These countries...	VIEWS 5 139 REPOSTS 25 REACTS — ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

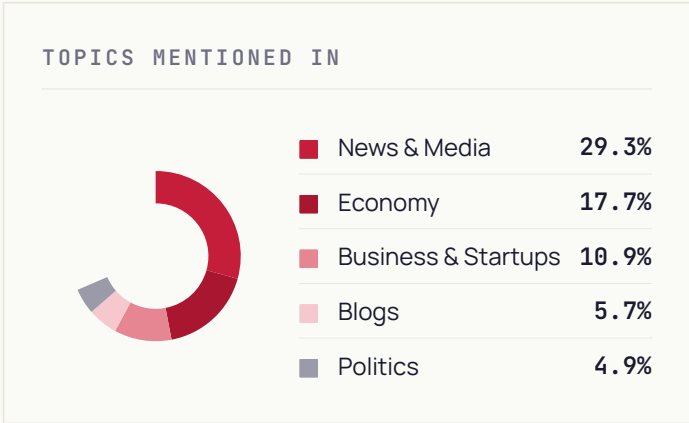
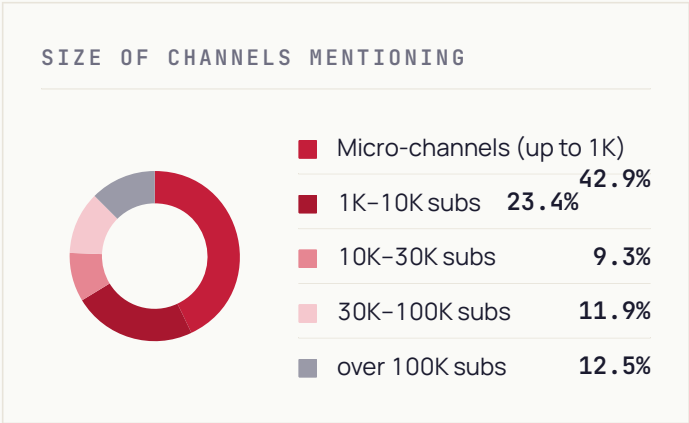
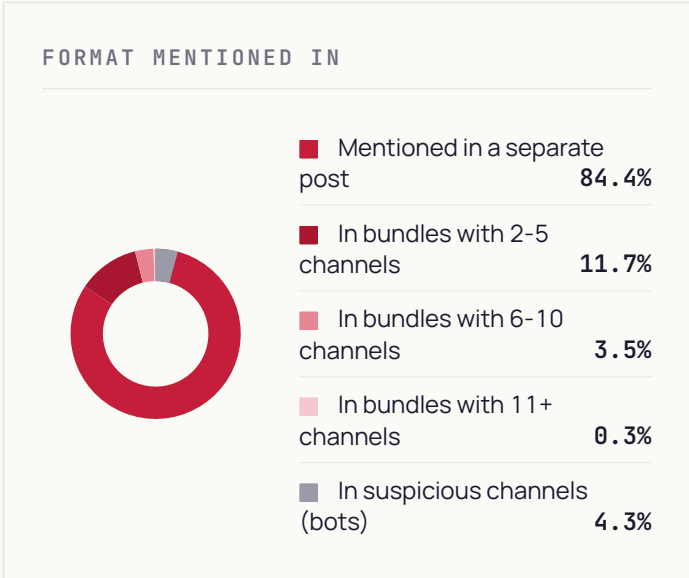
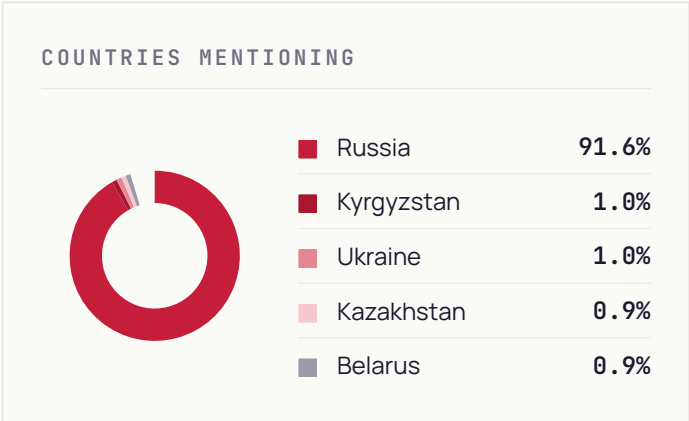
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

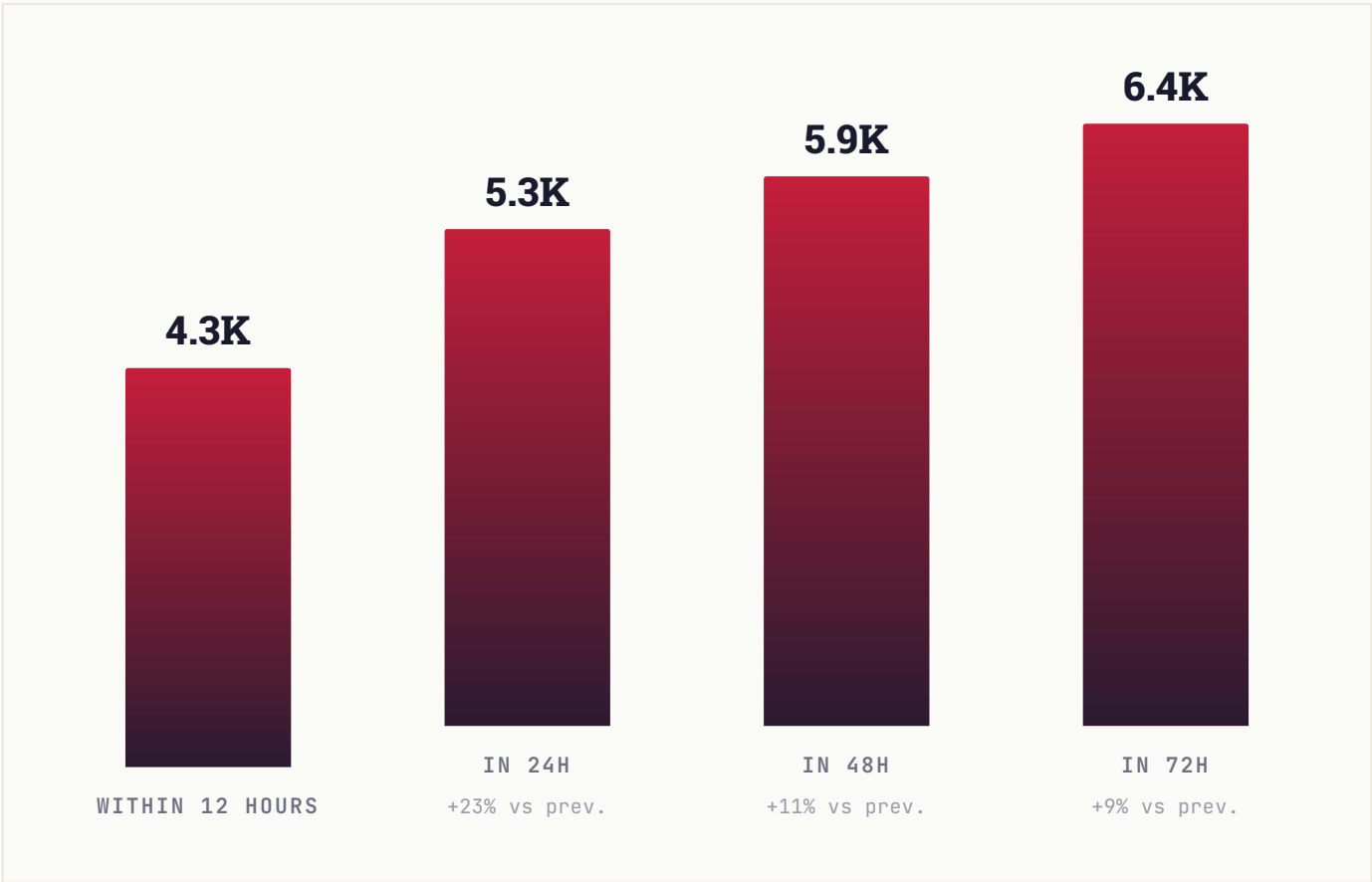
Citation index **845** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 461** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا	3.6M
Sharif شریف	2.8M
Trade Watcher	2.6M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Axe. Economy.	1.2M
QUBTAN EL GOLD	1.1M
4BS Economics, Business & Finance	75.9K

COMPARATIVE INSIGHT

Channel not yet outside top-98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

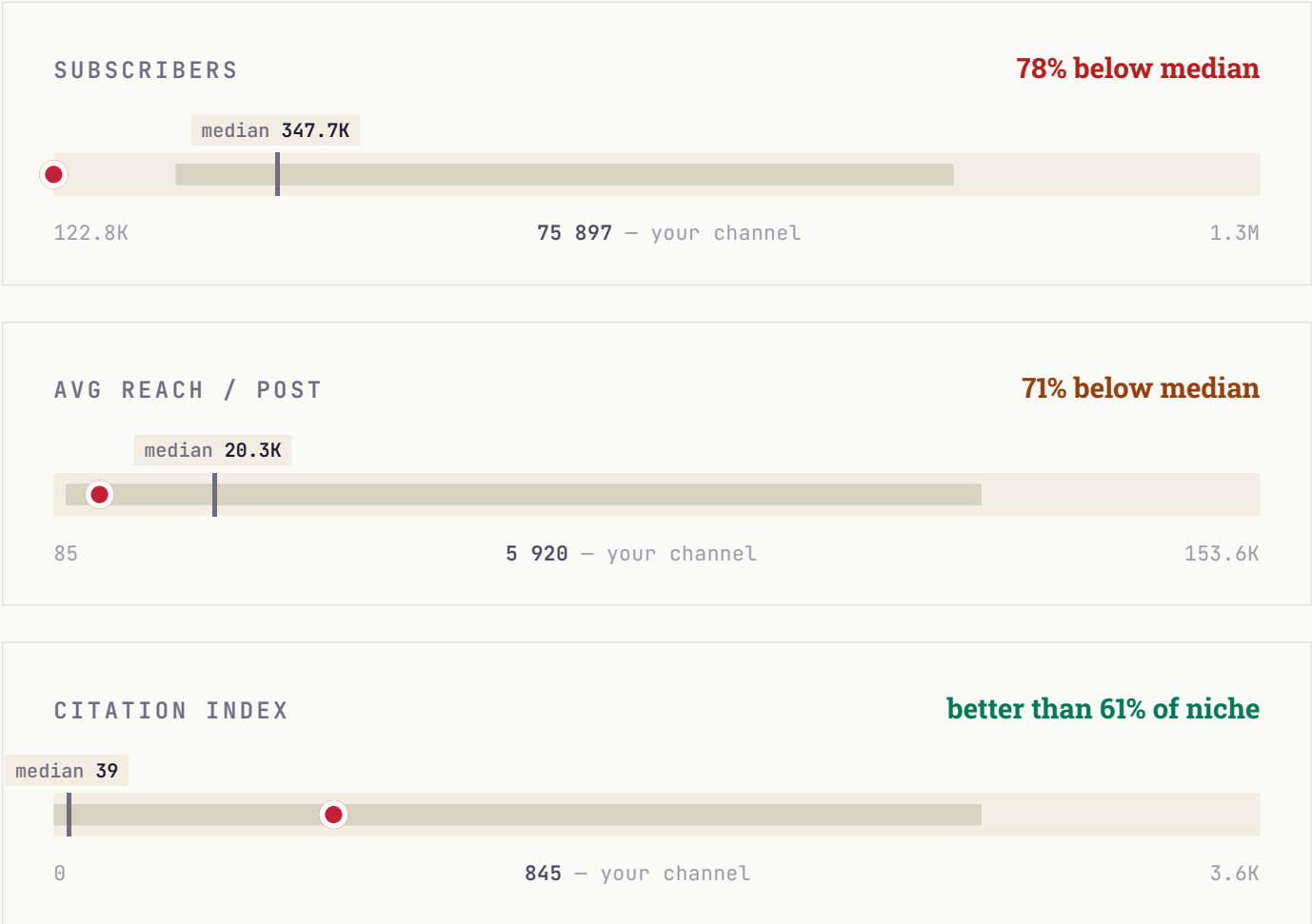
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **288**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED SUBS	
January 2026	24	12	0	
December 2025	30	17	0	
Nov 2025	57	26	2	
Oct 2025	81	27	0	
Sep 2025	49	26	0	
August 2025	47	31	2	
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS		
288	6	4		

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Top-100 channels in «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.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- 01

Top post of the week — Sunday

Audience most active on this day at 22:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

System 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
- 04

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
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT

Relevant audience growth

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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