

PUBLIC PROMTPRESS REPORT

Channel audit

Gazprombank



@gazprombank

Official Gazprombank Telegram channel. Key news on banking & client service. <https://www.gazprombank.ru> RKN:...

SUBSCRIBERS

90 904

-754 per month

ERR (% SEE POSTS)

18.0%

per day 4.4%

REACH/POST

29.4K

ad reach 4K/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 90 904 —	 SUBSCRIBER REACH 32.34% avg % of subs see post	 VIEWS/POST 29.4K median 9.3K · 29 days	 POSTS/WEEK 5.0 over period
 7D TREND -90.7% vs previous week	 REACTIONS/POST 34.3 total 721 reactions, 449 reposts, 0 comments	 POST LENGTH 603 chars median 603 · 29 days	 POSTS ANALYZED 21 29 days
 AD REACH 4K 24h avg	 CHURN / MONTH -754 last month	 CITATION RATE 1 730 citation index · 2,489 channels mentioned all time	 CHANNEL AGE 5 years 4 months created 01.03.2021

AI EDITOR SUMMARY

Channel «Gazprombank» — 90 904 subs. Each post gets on avg 29.4K people (32% of subs), that's good reach. Publishes 5 posts per week (~1 per day) — rare publications. For week Jul 6–12 reach dropped by -90.7% by week of Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts over 29 days.
- 02 Dominant format – Photo (17/21 posts).
- 03 Avg post length – 603 chars (median 603).
- 04 Peak audience activity – Friday, 10:00 MSK.
- 05 Top posts get 20x more views than the weakest (140.8K avg for top vs 7.1K for worst) – among 21 posts in 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

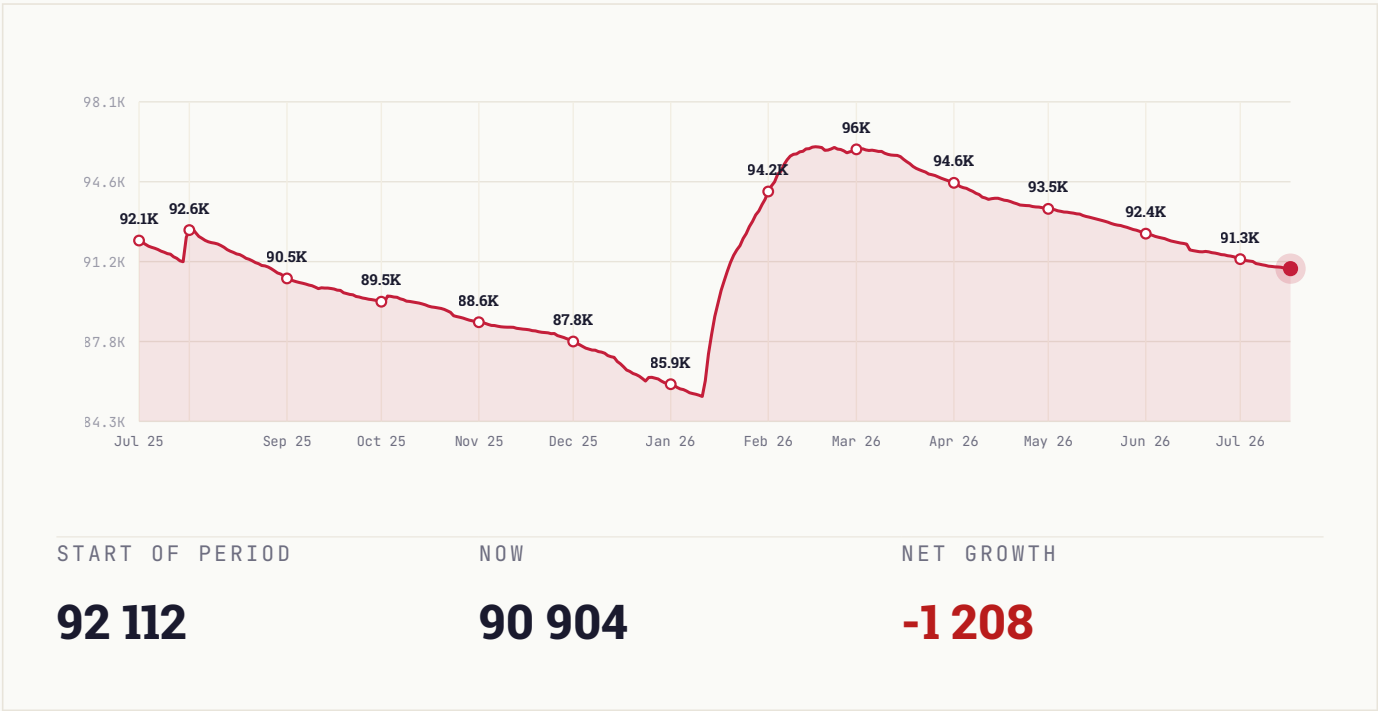
Nº1 03.07 · 07:02 PHOTO ⚡ Don't put off profit until tomorrow! Gazprombank raised deposit rates – up to 13.6% p.a. While the market changes, you can lock in...	VIEWS 394 911 REPOSTS 130	REACTIONS 28 ER 434.4%
Nº2 17.06 · 10:04 PHOTO 🕒 Gazprombank launched internal AI service Phoenix AI Phoenix AI is the Bank's internal AI service, giving employees access...	VIEWS 14 210 REPOSTS 45	REACTIONS 48 ER 15.6%
Nº3 22.06 · 12:01 PHOTO Scammers have big plans for your summer 🍎 They've already launched schemes to steal your money and data. In...	VIEWS 13 234 REPOSTS 10	REACTIONS 26 ER 14.6%

Nº4 19.06 • 10:35 TEXT ⚡ Bank of Russia cut key rate from 14.5% to 14.25% p.a. 🌐 Gazprombank at MAKS	VIEWS 12 991 REPOSTS 38 REACTIONS 107 ER 14.3%
Nº5 25.06 • 08:30 PHOTO July checklist almost ready! ✓ Choose cashback categories for July 🔵 Pay utility bills 🔵 Fill up the car before...	VIEWS 11 187 REPOSTS 7 REACTIONS 30 ER 12.3%
WORST 3	
↓ 10.07 • 13:03 PHOTO Scammers invent new schemes daily, but GPB Mobile subscribers have protection 🛡️ Gazprom Bonus «Plus» and «Premium» services...	VIEWS 7 715 REPOSTS 4 REACTIONS 25 ER 8.5%
↓ 02.07 • 15:31 TEXT 🇷🇺 Can digital investment tools become a new driver of capital markets and how do traditional and innovative...	VIEWS 7 096 REPOSTS 4 REACTIONS 11 ER 7.8%
↓ 10.07 • 10:34 VIDEO How long will we stay silent about summer rains ruining the mood? Drop a ❤️ to chase away the clouds and add some sunshine!	VIEWS 6 442 REPOSTS 10 REACTIONS 94 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

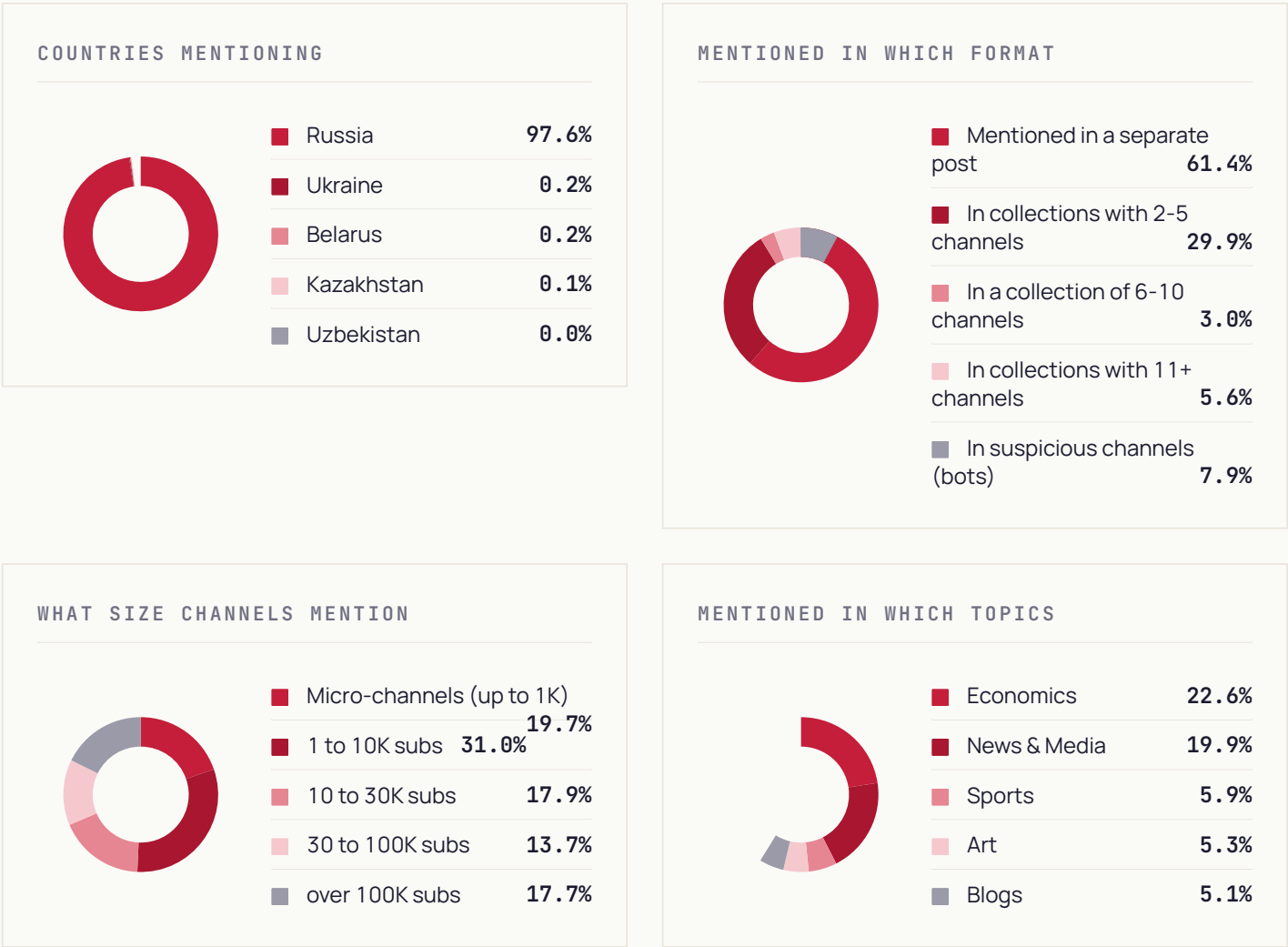
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

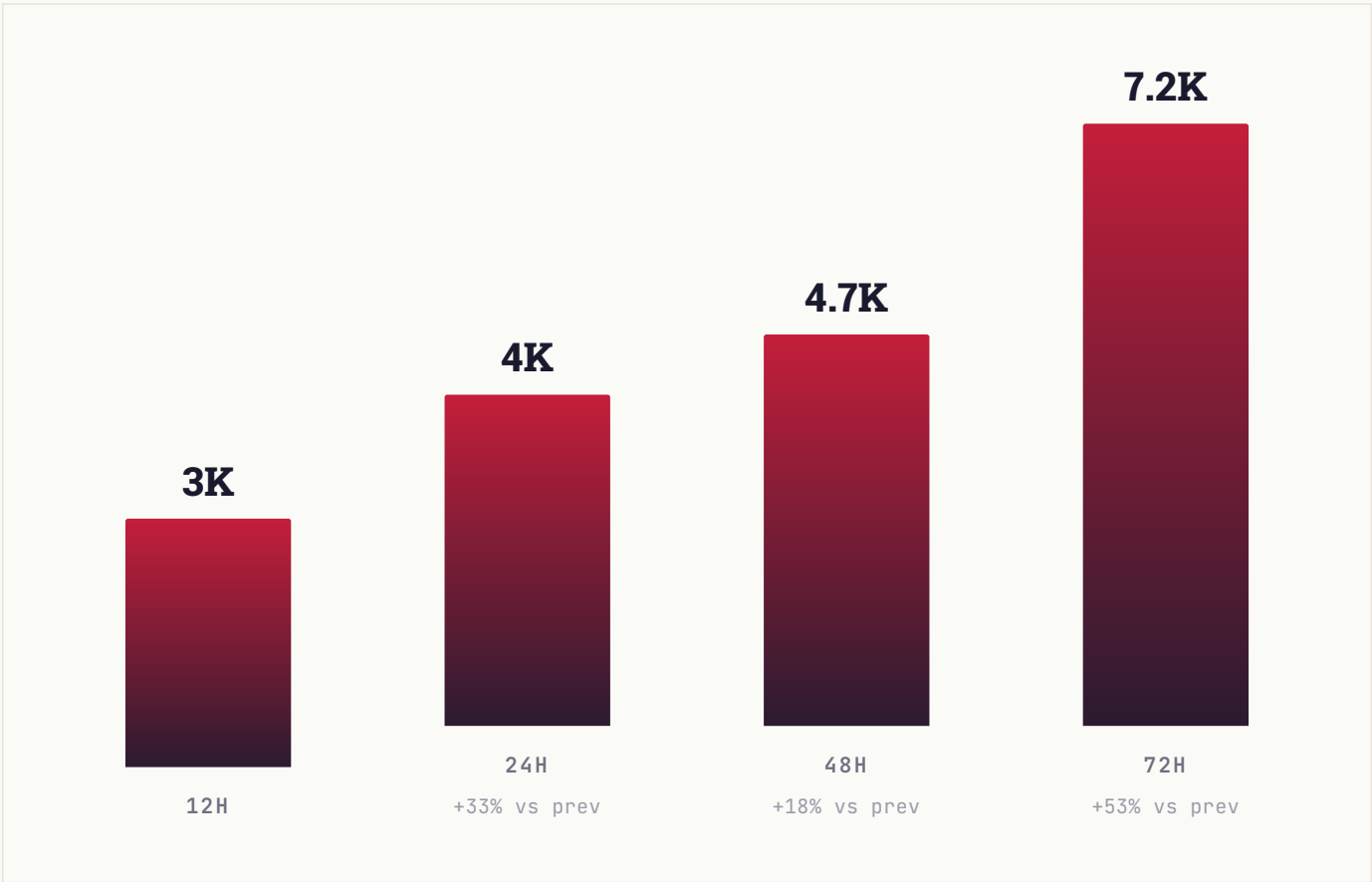
Citation index **1 730** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **2 489** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا اق	3.6M
Sharif شریف اش	2.8M
Trade Watcher TW	2.6M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TЭ	1.3M
Topor. Economics. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Gazprombank YOU GA	90.9K

COMPARATIVE CONCLUSION

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 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **647**, they brought **9 313** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	59	22	8 478
December 2025	101	67	157
Nov 2025	101	56	5
Oct 2025	125	70	265
Sep 2025	164	100	38
August 2025	97	30	370

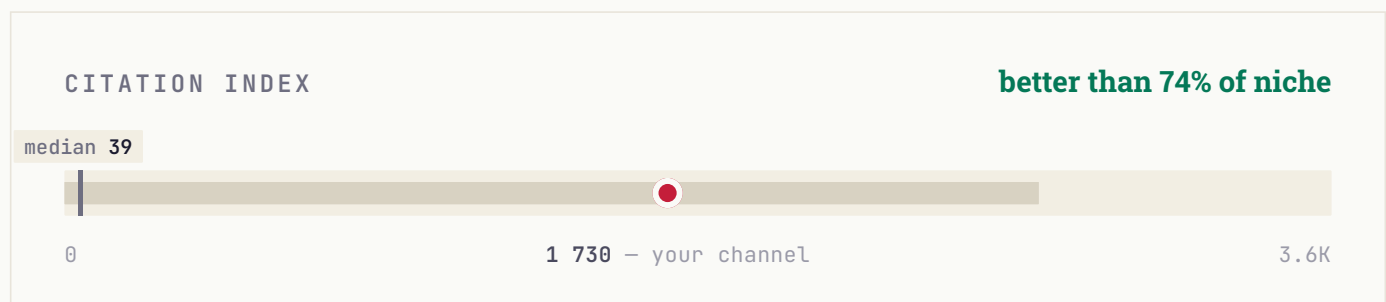
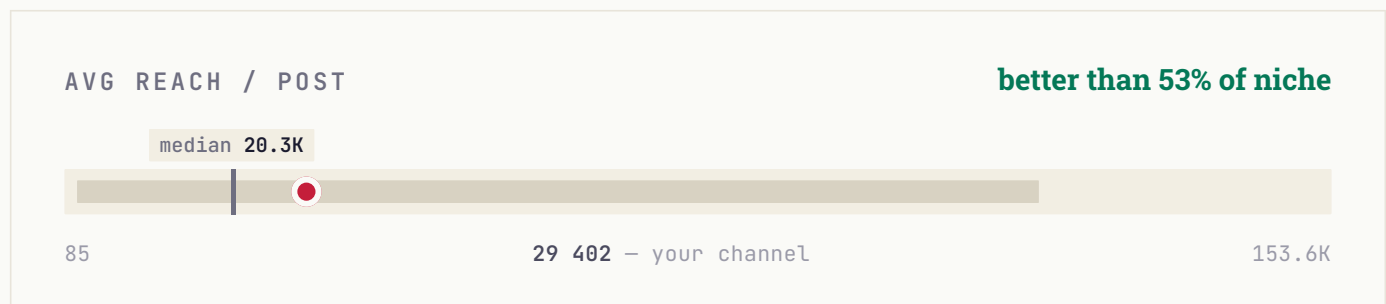
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
647	6	9 313

Where the channel stands in its league

SUBSCRIBERS 74% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 122.8K, 90 904, and 1.3M. A light beige bar represents the channel's performance, starting at 122.8K and ending at 90 904. A vertical line marks the median at 347.7K. A red dot is positioned at the start of the bar (122.8K). The text '74% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	90 904
Median	347.7K
Start of Range	122.8K
End of Range	1.3M



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day at 10:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

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

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**

04

Test polls & 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

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. 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>

02

Contact manager

t.me/PromptPress_manager
