

PROMTPRESS PUBLIC REPORT

Channel audit headlines



@headlines_for_traders

Our premium channel: @headlines_EXTRA_bot (signals, analytics, training) ads: @hh_vvv_hh @hh_vvv_hh_2 others...

SUBSCRIBERS

116 408

-394 per month

ERR (% SEE POSTS)

14.0%

per day 12.9%

REACH/POST

15.3K

ad reach 15K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 116 408 —	 SUBSCRIBER REACH 13.13% avg % subs see post	 VIEWS/POST 15.3K median 15.4K · 19 days	 POSTS/DAY 50.0 ~350 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 206 chars. median 122 · 19 days	 POSTS ANALYZED 999 19 days
 AD REACH 15K 24h avg	 CHURN / MONTH -394 last month	 CITATIONS 603 citation index · 1,537 channels mentioned all time	 CHANNEL AGE 6 years 13 days created 29.05.2020

AI EDITOR SUMMARY

Channel «headlines» – 116 408 subs. Each post averages 15.3K people (13% of subs), reach is low – consider expanding audience. Publishes 350 posts per week (~50/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **999** posts over 19 days.
- 02 Dominant format – **Text** (707/999 posts).
- 03 Avg post length – **206** chars (median 122).
- 04 Audience peak – **Sunday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (21.5K avg top vs 13.3K worst) – among 999 posts over 19 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 10:44 TEXT In 2025, Russian companies paid about \$56.3B in dividends, 7% less than in 2024. finmarket.ru	VIEWS 22 704 REP. 22	REACTIONS — ER 19.5%
Nº2 24.05 · 17:37 TEXT Every fourth car sold worldwide is an electric vehicle. zerohedge.com	VIEWS 20 972 REP. 60	REACTIONS — ER 18.0%
Nº3 24.05 · 16:56 TEXT Trump: "The blockade will be in full force until an agreement is reached, confirmed and signed. Both sides...	VIEWS 20 712 REP. 20	REACTIONS — ER 17.8%

Nº4 24.05 · 17:03 TEXT Iran's president says he won't develop nuclear weapons. bloomberg.com	VIEWS 20 633 REP. 52	REACTIONS — ER 17.7%
Nº5 24.05 · 18:19 TEXT US approved \$108.1M package for Ukrainian air defense equipment & support. zerohedge.com	VIEWS 20 598 REP. 35	REACTIONS — ER 17.7%

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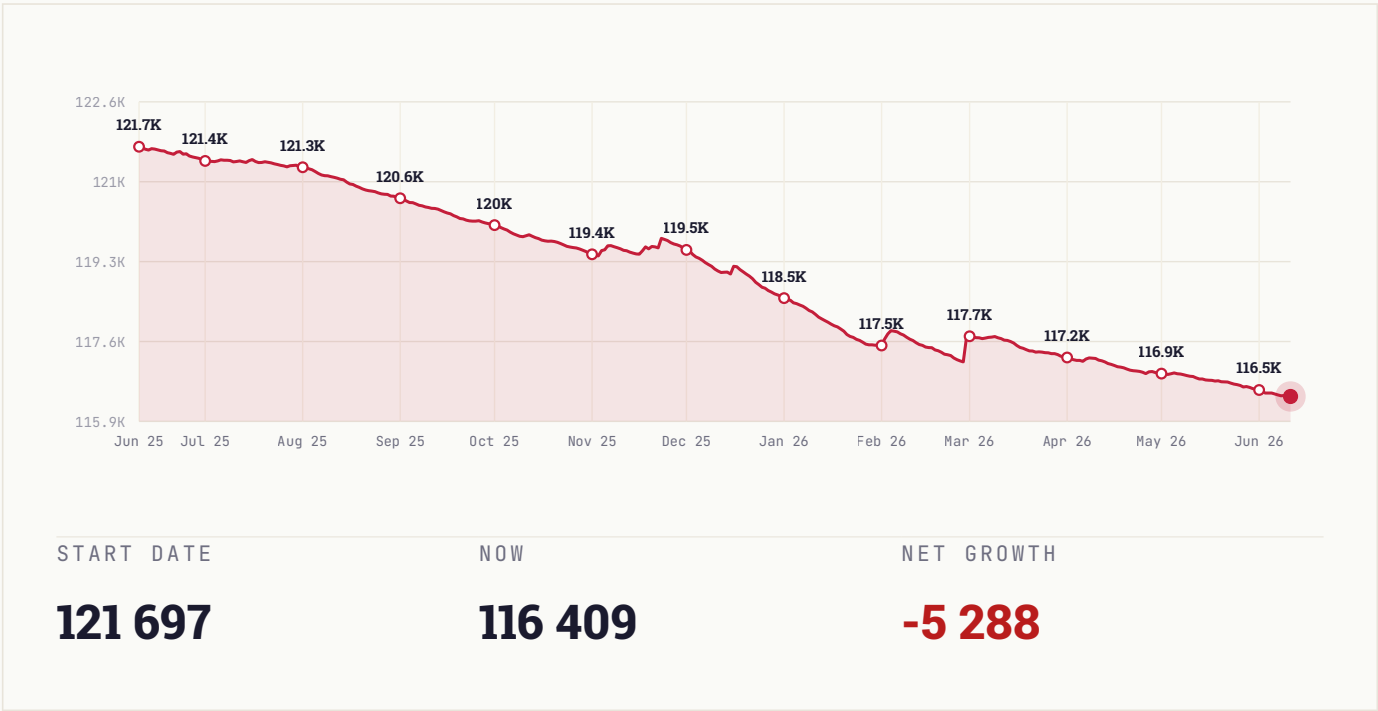
WORST 3

↓ 06.06 · 07:00 PHOTO (post without caption — photo)	VIEWS 13 366 REP. 8	REACTIONS — ER 11.5%
↓ 06.06 · 12:01 TEXT Financial Times (on Trump): ¨Courts, Congress and part of the GOP have begun to curb Trump's initiatives. After months...	VIEWS 13 355 REP. 13	REACTIONS — ER 11.5%
↓ 01.06 · 03:55 TEXT EU may freeze the price cap on Russian oil at \$44.1 per barrel to prevent Russia from profiting from oil price increases due to the war on...	VIEWS 13 079 REP. 11	REACTIONS — ER 11.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
It shows which months the channel grew and which it lost subs.

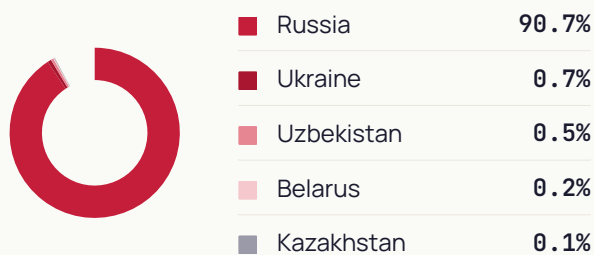


SECTION 04 • MENTIONS

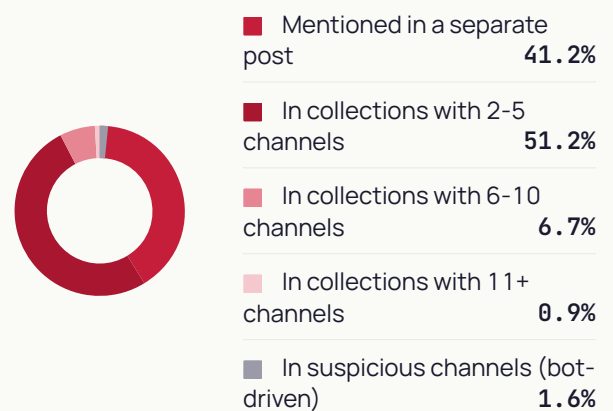
Who mentions the channel how

Citation index **603** — 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 1K. All time channel was mentioned **1 537** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



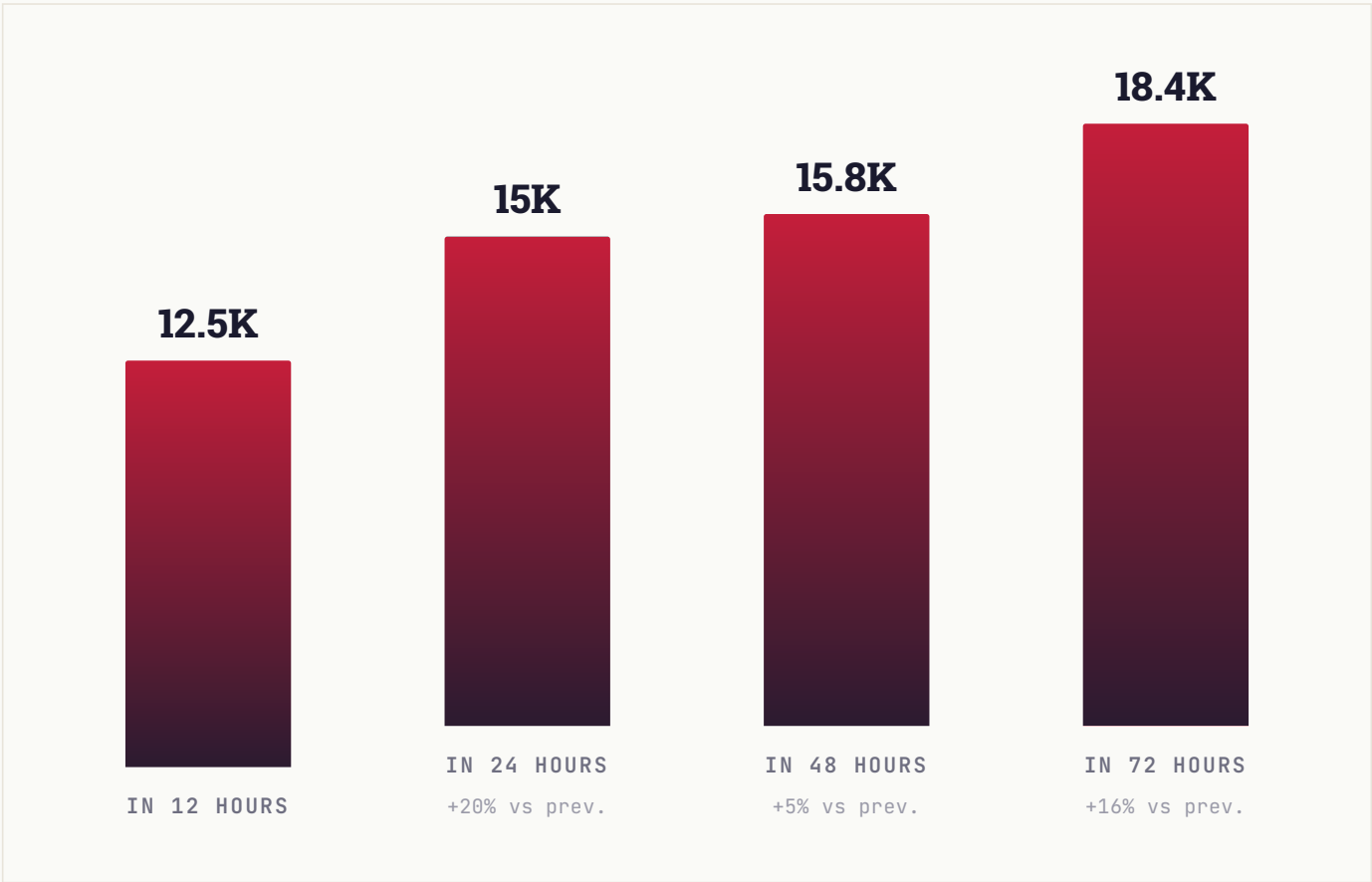
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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
ER 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BCh More Than Economics	541.2K
HE headlines YOU	116.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **344**, they brought **1 022** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	55	16	170
Nov 2025	62	27	625
Oct 2025	48	18	43
Sep 2025	57	28	10
August 2025	43	10	0
July 2025	79	35	174

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
344	6	1 022

— SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

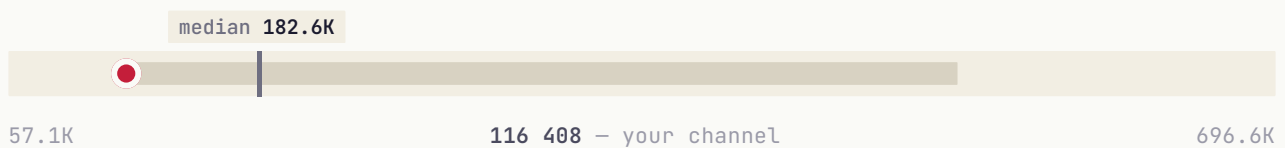
#87 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 36%



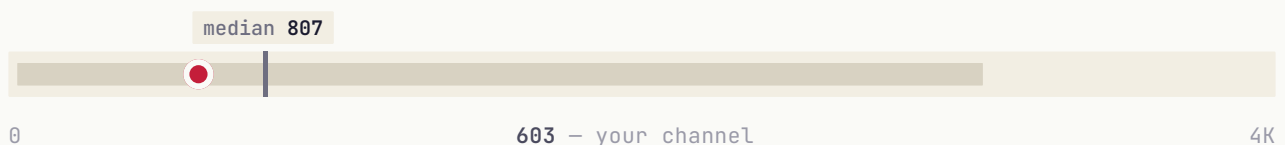
AVG REACH / POST

worse than median by 33%



CITATION INDEX

25% below median



— 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**Top post of the week — on Sunday**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best time for
key posts****02****Increase video posts share**

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing its 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 point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager