

PUBLIC REPORT BY PROMTPRESS

Channel audit

IF Bonds — Облигации РФ



@if_bonds

Everything you wanted to know about bonds but were afraid to ask
Ad: @IF_adv <https://edu.investfuture.club/kontacts> Kira Yukhtenko's
channel: @kira_pronira Community and unban:...

SUBSCRIBERS

95 488

-39 per month

ERR (% SEE POSTS)

27.0%

per day **18.0%**

REACH/POST

25.4K

ad reach **17.2K/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 95 488 —	 SUBS REACH 26.57% avg % of subs see post	 VIEWS/POST 25.4K median 24K · 28 days	 POSTS/WEEK 8.0 over period
 7D TREND -28.5% vs prev week	 REACTIONS/POST 83.1 only 2,658 reactions, 1,703 reposts, 80 comments	 POST LENGTH 1 000 chars median 1K · 28 days	 POSTS ANALYZED 32 28 days
 AD REACH 17.2K 24h avg	 CHURN / MONTH -39 last month	 CITATION RATE 123 citation index · 348 channels mentioned all time	 CHANNEL AGE 5 years 26 days created 06/25/2021

AI EDITOR SUMMARY

Channel «IF Bonds — Russian Bonds» — 95 488 subs. Each post averages 25.4K people (27% of subs), that's good reach. Publishes 8 posts per week (~1/day) — regular schedule. For the week of July 6–12, reach dropped -28.5% by week of June 29 – July 5 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 32 posts over 28 days.
- 02 Dominant format – Photo (30/32 posts).
- 03 Avg post length – 1000 chars (median 1,000).
- 04 Peak audience activity – Tuesday, 12:00 MSK.
- 05 Top posts get 3x more views than the weakest (51K avg for top vs 17.6K for worst) – among 32 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 09:39 PHOTO ▲ 5 Bonds with Yields up to 20% Not long ago we compiled a selection of floating-coupon bonds. Such papers can yield good...	VIEWS 60 322 REPOSTS 471	REACTIONS 113 ER 63.2%
Nº2 03.07 · 17:11 PHOTO ▼ Rate Cut – OFZ Fell. Why? Long OFZ now yield over 16% annually – same as last spring, when...	VIEWS 51 914 REPOSTS 70	REACTIONS 120 ER 54.4%
Nº3 09.07 · 16:20 PHOTO ▲ Inflation Rising. What Will the Central Bank Do Last week inflation saw its highest weekly increase since January – 0.31%. Main drivers...	VIEWS 40 731 REPOSTS 27	REACTIONS 64 ER 42.7%

Nº4 26.06 • 15:01 PHOTO  Market Down – Potential Up. By the Numbers The MOEX index lost about 15% in June – the worst month for the Russian market in...	VIEWS 29 381 REACTIONS 95 REPOSTS 21 ER 30.8%
Nº5 30.06 • 06:54 TEXT  Glorax Placement: Green Bonds at 19.5% Glorax issues another bond series, but this time not ordinary – green ones...	VIEWS 27 235 REACTIONS 102 REPOSTS 68 ER 28.5%

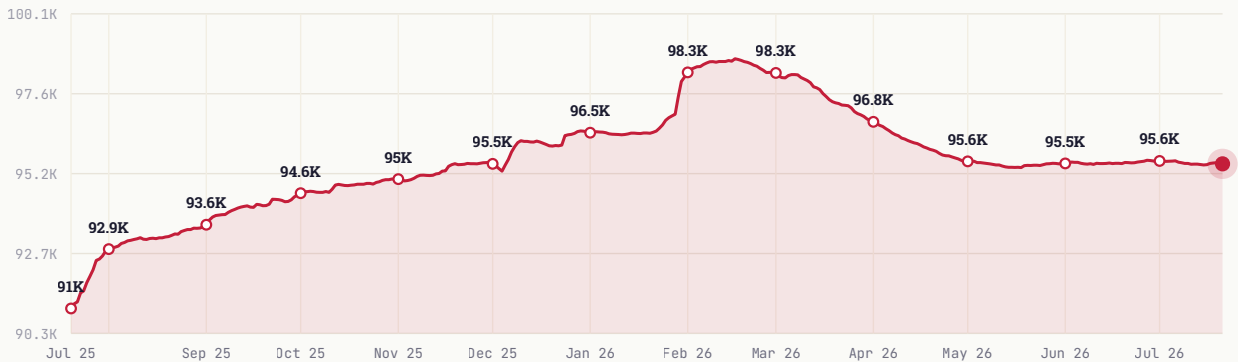
WORST 3

↓ 16.07 • 11:05 PHOTO  STM Goes Double: Floater for Quals and Fixed for All. Interesting? Today we review two issues from Sinara – Transport...	VIEWS 19 312 REACTIONS 78 REPOSTS 38 ER 20.2%
↓ 16.07 • 15:18 PHOTO  New Issue from Delimobil: 24% for 3.5 Years It's been less than a year since Delimobil (aka Carsharing Russia) returns to the debt market. On...	VIEWS 18 803 REACTIONS 57 REPOSTS 18 ER 19.7%
↓ 16.07 • 17:01 PHOTO Did you know that media 😊 Kira Yukhtenko's InvestFuture includes a whole network of channels? Each channel is a separate direction that...	VIEWS 14 783 REACTIONS 41 REPOSTS 13 ER 15.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained and which months subscribers left.



START OF PERIOD

NOW

NET GROWTH

91 034

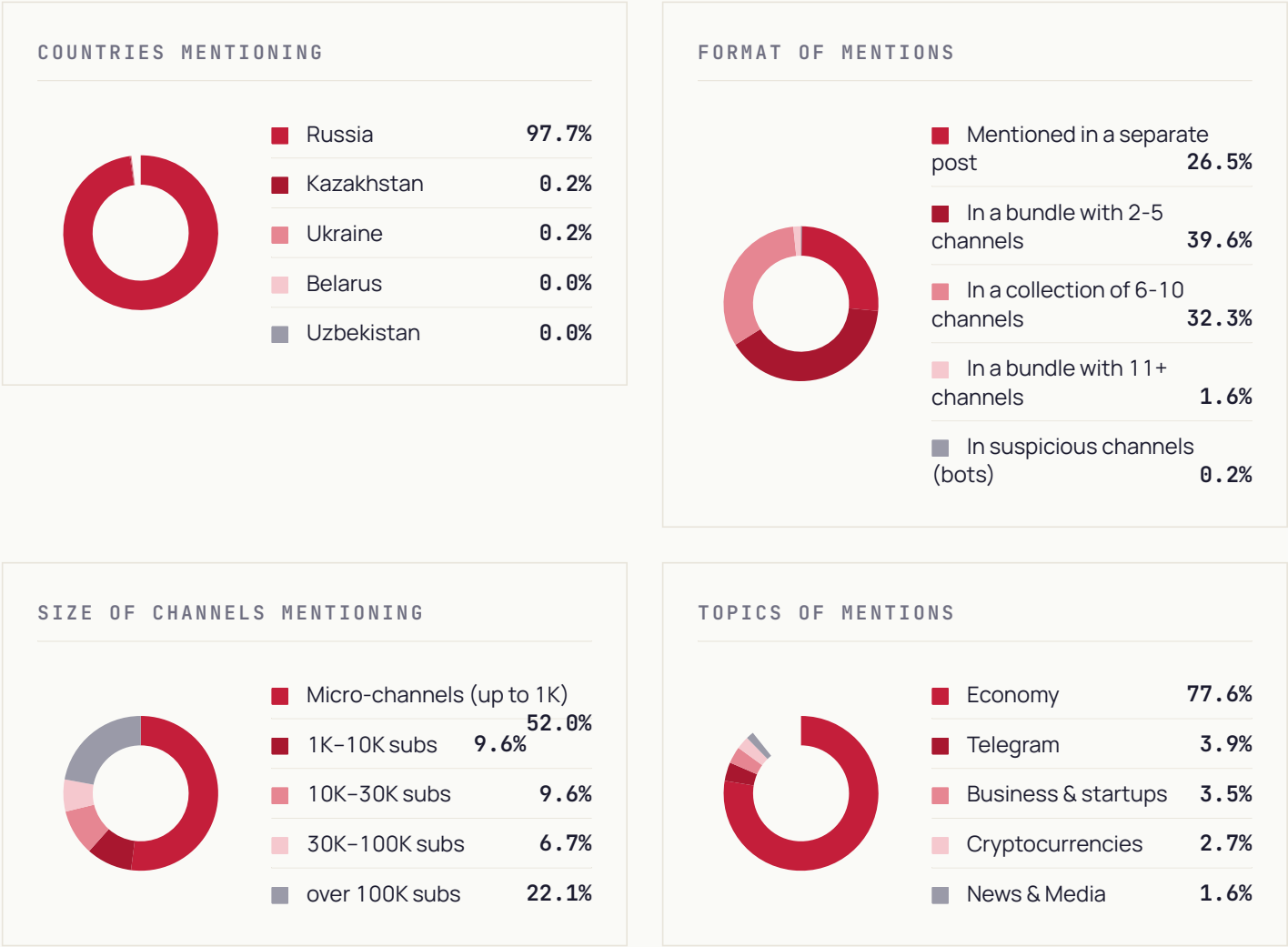
95 488

+4 454

SECTION 04 · MENTIONS

Who and how mentions the channel

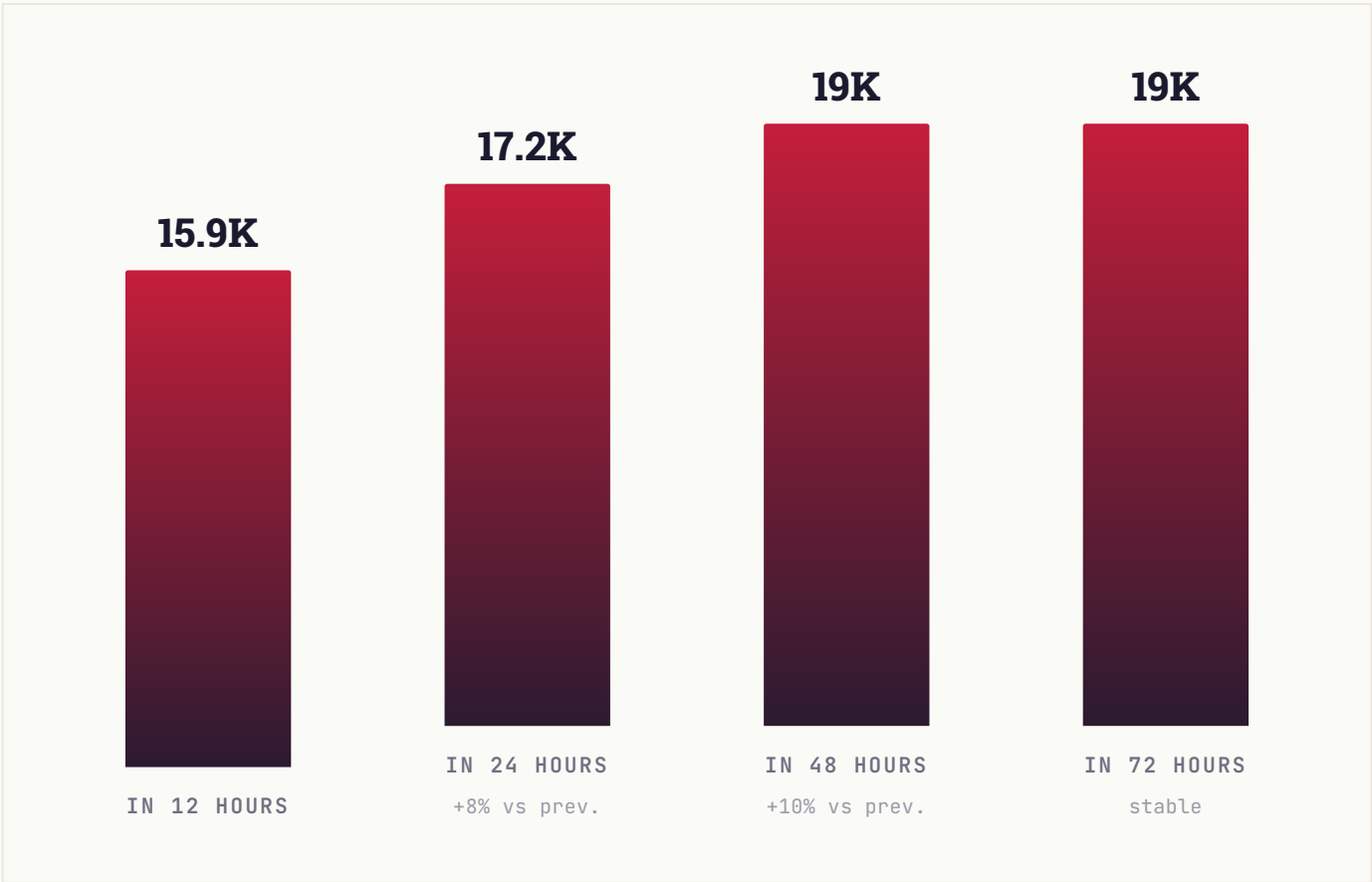
Citation index **123** – channel popularity rating based on mentions. Accounts for both count and weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **348** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری خبر فوری جنگ امریکا بندرعباس	3.7M
Sharif شریف	2.8M
Trade Watcher	2.5M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Экономист	1.3M
Topor. Economy.	1.2M
QUBTAN EL GOLD	1.1M
IF Bonds — Облигации РФ	95.5K

COMPARATIVE INSIGHT

Channel not yet outside top-98 niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 via systematic traffic and content work.

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 **259**, they brought **6 501** new subs.

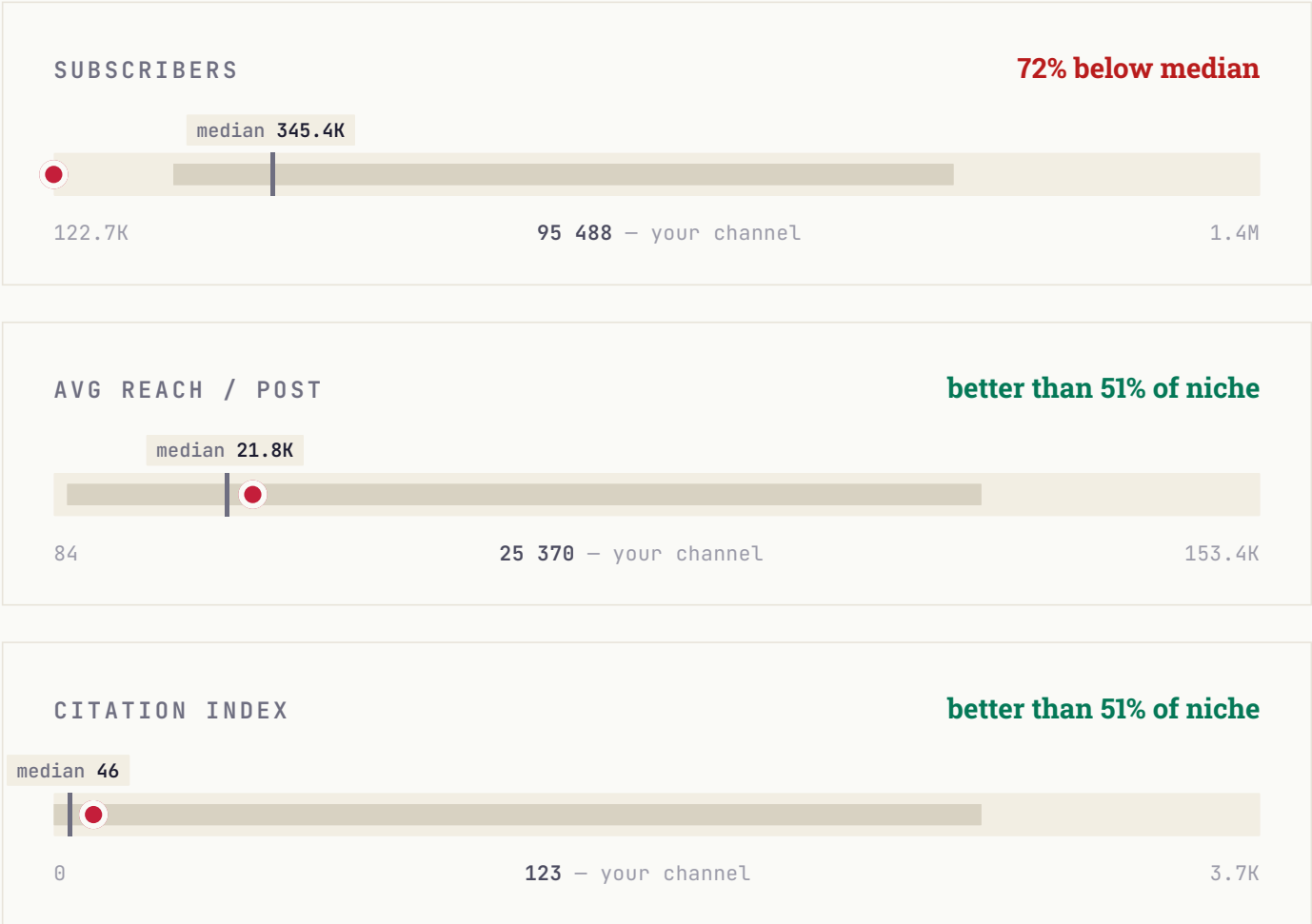
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	48	14	1 830	
December 2025	39	13	1 440	
November 2025	48	21	641	
October 2025	45	13	619	
September 2025	44	13	1 133	
August 2025	35	7	838	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
259	6	6 501

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economy» (Russia) and compared your channel. Gray band — range of 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 them off and revisit this report in a month.

01

Main post of the week — on Tuesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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 — 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

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
