

PUBLIC REPORT BY PROMTPRESS

Channel audit

IF News



@if_market_news

Breaking news from InvestFuture team https://t.me/addlist/R_MVZ7nXeSRjNjYy Ads: @IF_adv <https://edu.investfuture.club/> contacts Kira Yukhtenko's channel: @kira_pronira Registered in...

SUBSCRIBERS

120 638

-101 per month

ERR (% SEE POSTS)

27.0%

daily **23.7%**

REACH/POST

32K

ad reach **28.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 120 638 —	 SUBSCRIBER REACH 26.5% avg % subs see post	 VIEWS/POST 32K median 31.9K · 29 days	 POSTS/DAY 22.7 ~159 per week
 7D TREND +0.3% vs previous week	 REACTIONS/POST 287.6 195,297 reactions, 57,553 reposts, 0 comments	 POST LENGTH 512 chars median 478 · 29 days	 POSTS ANALYZED 679 29 days
 AD REACH 28.6K 24h avg	 CHURN / MONTH -101 last month	 CITATION RATE 497 citation index · 1,620 channels mentioned ever	 CHANNEL AGE 5 years 8 months created 14.09.2020

AI EDITOR SUMMARY

Channel «IF News» — 120 638 subs. Each post averages 32K people (26% of subs), good reach. Publishes 159 posts/week (~23/day) — very active. Week of May 25–31 reach stable (+0.3% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **679** posts over 29 days.
- 02 Dominant format – **Text** (337/679 posts).
- 03 Avg post length – **512** chars (median 478).
- 04 Peak audience activity – **Wed**, 04:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (59K avg for top vs 22.5K for worst) – among 679 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 14:36 TEXT 📄 New model of Russian economy – focused on growth and efficiency, – topic of SPIEF macro session This year, the tone of the economic agenda at SPIEF...	VIEWS 64 404 REPOSTS 27	REACTIONS 331 ER 53.4%
Nº2 20.05 · 01:02 PHOTO 📄 “When we went public, the entire obesity drug market was valued at 2 billion rubles. Two years later – already 46 billion,” – CFO...	VIEWS 64 152 REPOSTS 109	REACTIONS 131 ER 53.2%
Nº3 05.06 · 07:49 VIDEO 📄 Avtovaz maintains profitability amid subdued auto market, – company head, TASS In May, the company sold just over 27.5k...	VIEWS 48 462 REPOSTS 36	REACTIONS 335 ER 40.2%

Nº4 03.06 • 05:32 TEXT !! Ukrainian drones attacked infrastructure in Kronstadt, as well as Kirovsky and Krasnoselsky districts...	VIEWS 47 840 REACTIONS 334 REPOSTS 260 ER 39.7%
Nº5 16.05 • 08:53 TEXT ☒ Russia stands shoulder to shoulder with Cuba and does not abandon its support line, — Deputy Foreign Minister Ryabkov #PoliticsWORLD Telegram Max ...	VIEWS 46 688 REACTIONS 568 REPOSTS 50 ER 38.7%

WORST 3

↓ 12.05 • 13:35 VIDEO ✂ Russia successfully launched the newest Sarmat missile, — Strategic Missile Forces commander to Vladimir Putin Video: Russian Ministry of Defense. #RF Telegram Max Dzen VK	VIEWS 22 626 REACTIONS 493 REPOSTS 107 ER 18.8%
↓ 18.05 • 07:54 VIDEO ☹ Safety margin of Russian housing developers is almost exhausted, — Khusnullin According to the Deputy Prime Minister, the decline in mortgage issuance is severely...	VIEWS 22 489 REACTIONS 312 REPOSTS 142 ER 18.6%
↓ 18.05 • 07:28 PHOTO ☒ YUGK shares collapsed by 9%. Reason — auction for the sale of the state stake did not take place due to lack of bids “No bids were submitted...”	VIEWS 22 419 REACTIONS 163 REPOSTS 49 ER 18.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

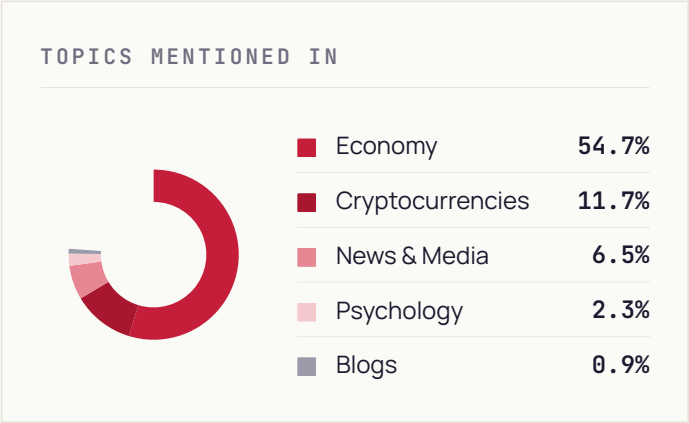
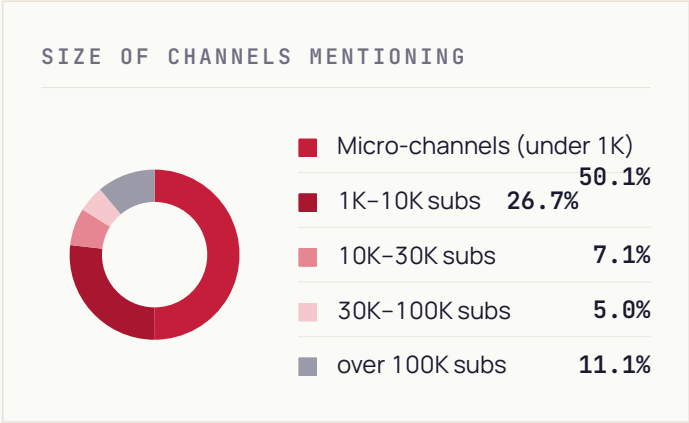
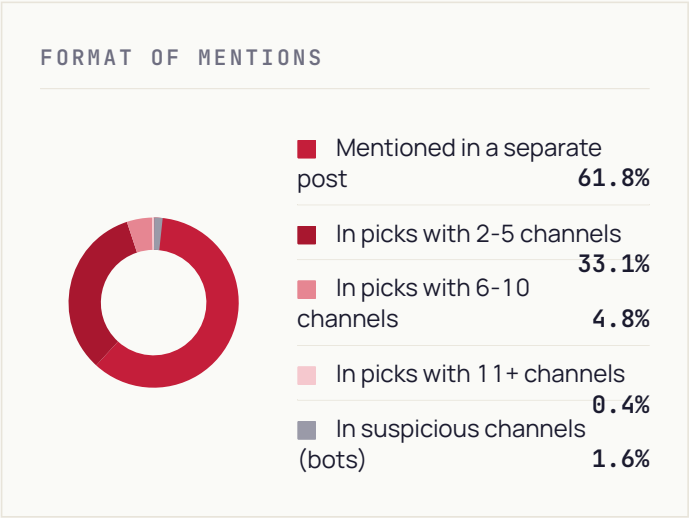
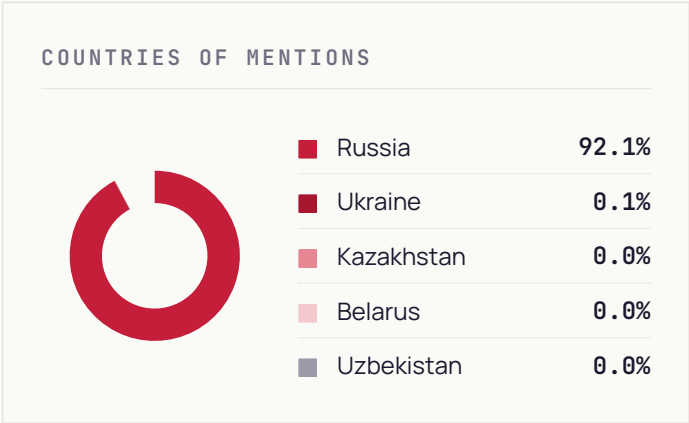
Subscriber growth chart for the year. Key months show exact sub count. Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

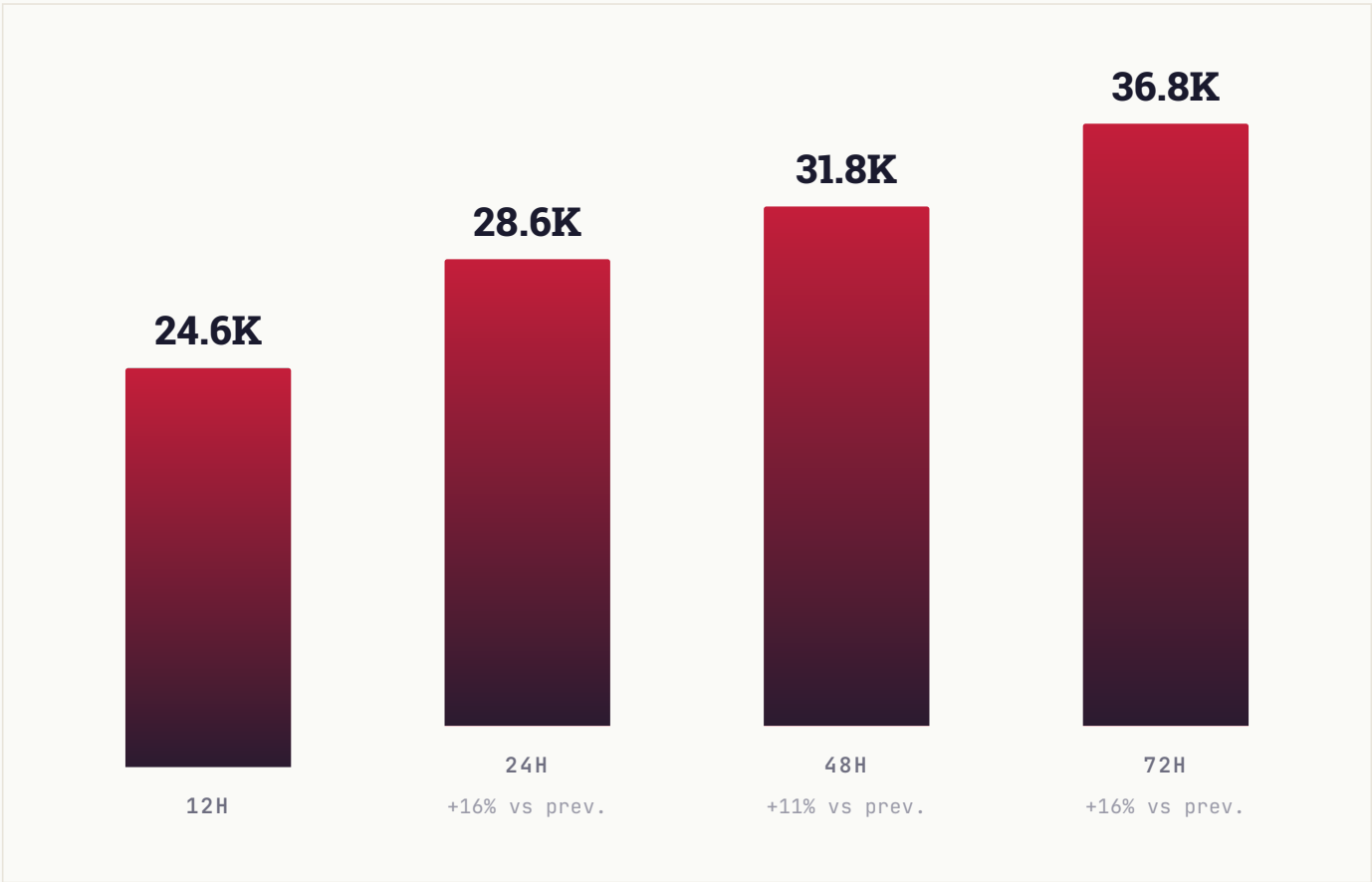
Citation index **497** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 620** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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
BCh More than Economics	541.2K
IN IF News YOU	120.6K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#79 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **650**, they brought **8 767** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	96	45	0	
Nov 2025	112	59	97	
Oct 2025	127	62	222	
Sep 2025	99	43	420	
August 2025	125	44	1 256	
July 2025	91	42	6 772	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
650	6	8 767

— SECTION 08 · NICHE COMPARISON

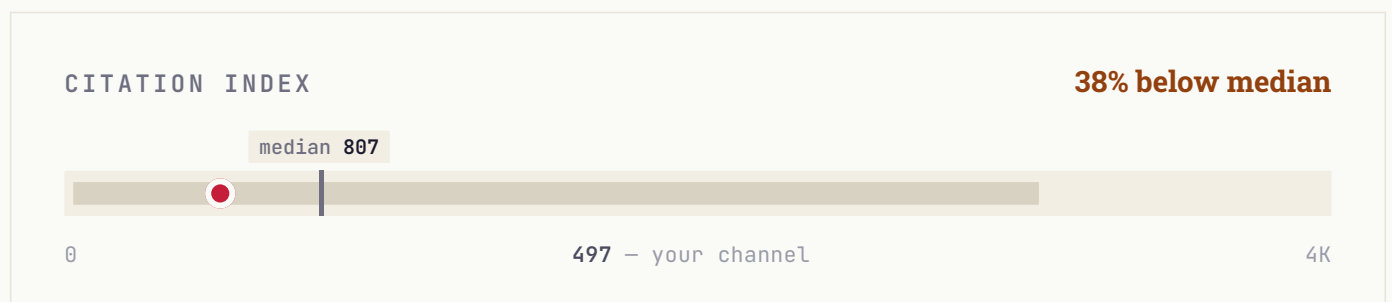
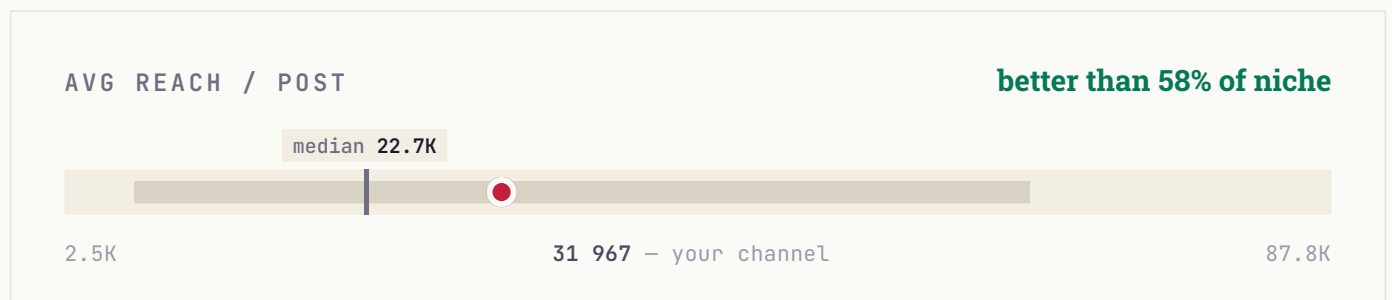
Where channel ranks in its league

Took top-100 channels in category «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.

#79 /100

RANK IN NICHE

Channel in bottom half of ranking



— 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 Wednesday

Audience most active on this day at 04:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 with us & close your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
