

PROMTPRESS PUBLIC REPORT

Channel audit

IF Stocks



@if_stocks

We talk about stock investing https://t.me/addlist/R_MVZ7nXeSRjNjYy Ads: @IF_adv <https://edu.investfuture.club/> contacts Community & unban: @community_if Registered in the list of owners...

SUBSCRIBERS

122 498

-527 per month

ERR (% SEE POSTS)

17.0%

last day 11.3%

REACH/POST

20.6K

ad reach 13.9K/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 122 498 —	 SUBS REACH 16.82% avg % subs see post	 VIEWS/POST 20.6K median 17.9K · 29 days	 POSTS/WEEK 13.5 over period
 7D TREND +43.9% vs prev. week	 REACTIONS/POST 58.9 total 3,296 reactions, 1,032 reposts, 210 comments	 POST LENGTH 972 chars. median 1000 · 29 days	 POSTS ANALYZED 56 29 days
 AD REACH 13.9K 24h avg	 CHURN / MONTH -527 last month	 QUOTABILITY 195 citation index · 592 channels mentioned ever	 CHANNEL AGE 5 years 8 months created 21.09.2020

AI EDITOR SUMMARY

Channel «IF Stocks» — 122 498 subs. Each post averages 20.6K people (17% of subs), average reach — room to grow. Posts 14 posts per week (~2/day) — regular schedule. Week 25–31 May reach grew by +43.9% to week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 56 posts over 29 days.
- 02 Dominant format – Photo (52/56 posts).
- 03 Avg post length – 972 chars (median 1000).
- 04 Peak audience activity – Friday, 17:00 MSK.
- 05 Strongest posts get 4× more views than the weakest (45.6K avg for top vs 10.9K for worst) – among 56 posts over 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 14:50 PHOTO ☒ Samolet hits new lows again. What's wrong with stocks, bonds, and apartments? Samolet shares keep falling, trading at...	VIEWS 48 159 REPOSTS 96	REACTIONS 83 ER 39.3%
Nº2 26.05 · 16:07 PHOTO ☒ Do employee stock motivation programs actually work? In recent years, more public companies...	VIEWS 46 666 REPOSTS 31	REACTIONS 41 ER 38.1%
Nº3 12.05 · 13:25 PHOTO ☒ What happened while we were away? May holidays are over, time to get back to work. During our break...	VIEWS 41 955 REPOSTS 7	REACTIONS 54 ER 34.2%

Nº4 19.05 · 15:40 PHOTO ☒ Dividend season is near. What to watch? Dividend season is approaching, many companies have already announced payouts, others...	VIEWS 38 872 REPOSTS 91	REACTIONS 73 ER 31.7%
Nº5 05.06 · 10:00 PHOTO ☒ Why Russians don't open IIS Number of retail investors with brokerage accounts on the Moscow Exchange as of April 2026...	VIEWS 36 024 REPOSTS 44	REACTIONS 72 ER 29.4%

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WORST 3

↓ 21.05 · 15:01 VIDEO 🗣️ Are traditional banks dying? What will happen to the financial system in the coming years? In a new interview, Kira and the chairman...	VIEWS 12 548 REPOSTS 3	REACTIONS 37 ER 10.2%
↓ 21.05 · 10:03 PHOTO Benefits of real estate investing: price growth and low volatility. Vertical offers a turnkey business without the hassle —...	VIEWS 11 297 REPOSTS 5	REACTIONS 17 ER 9.2%
↓ 21.05 · 09:45 PHOTO ☒ IT sector reports: slowdown everywhere Today 6 Q1 reports were published. Let's break them down...	VIEWS 8 749 REPOSTS 9	REACTIONS 40 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. See which months the channel grew and which lost subs.

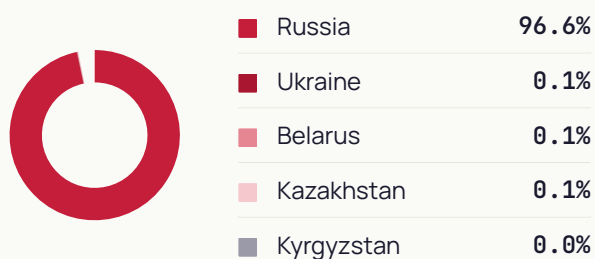


SECTION 04 · CITATIONS

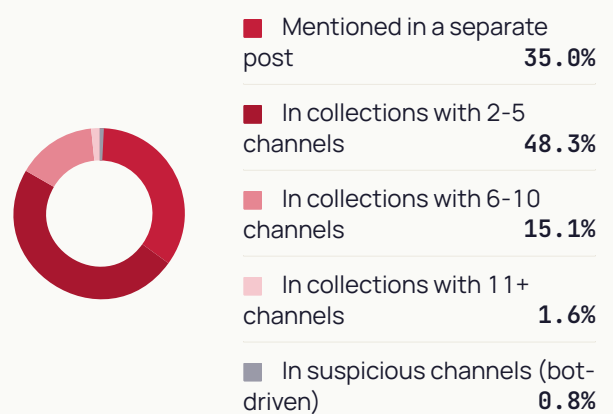
Who mentions the channel and how

Citation index **195** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **592** different channels.

COUNTRIES MENTIONING



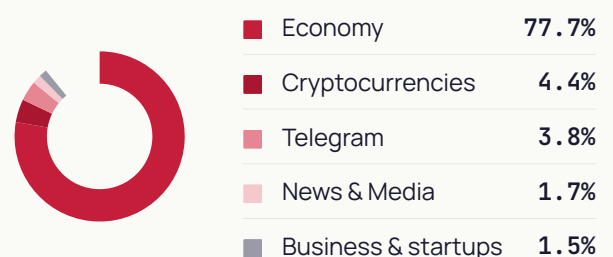
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



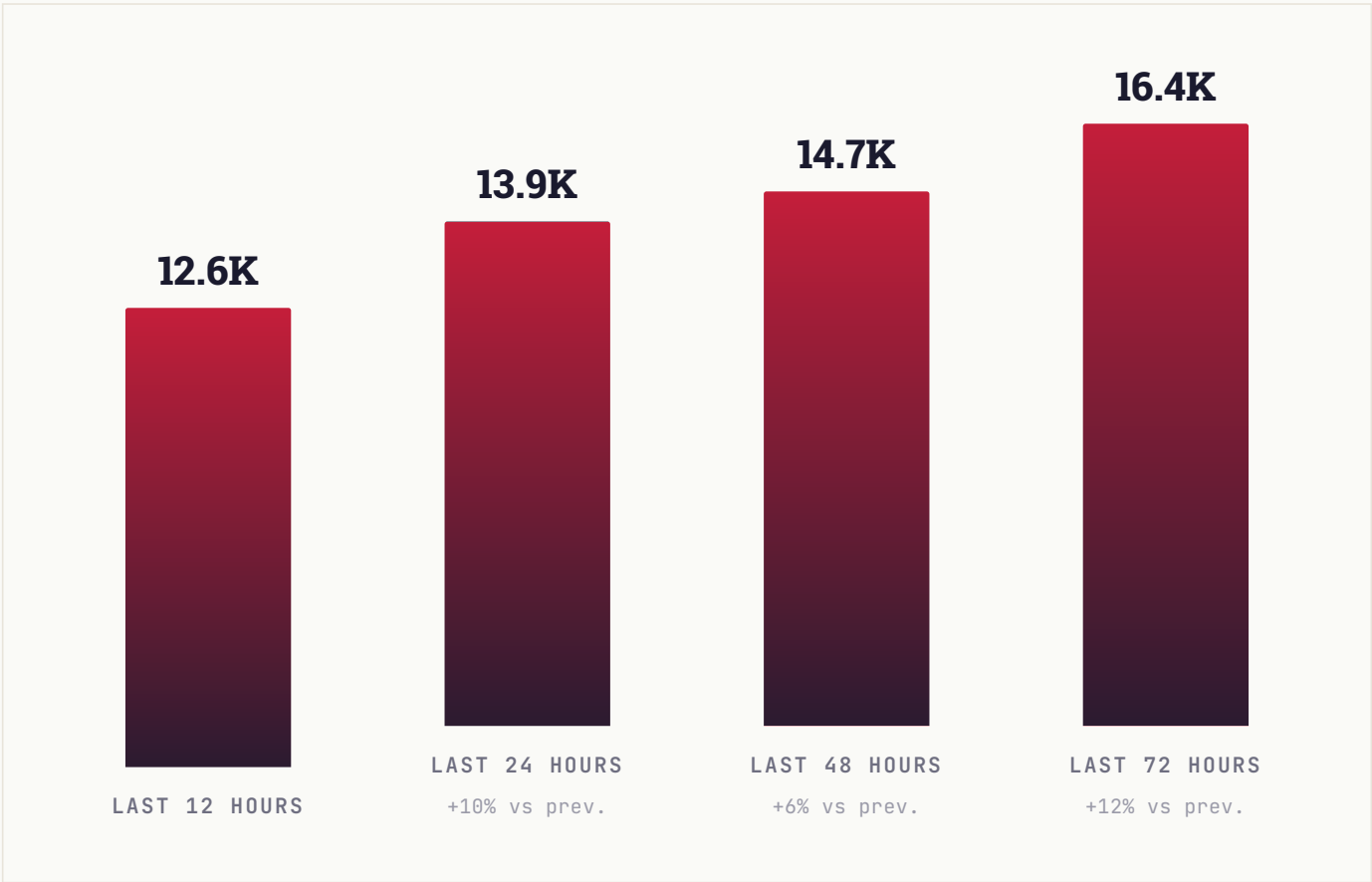
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a 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
TE The Economist	1.2M
TE Topor. 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 economy	541.2K
IS IF Stocks YOU	122.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#77 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

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **351**, they brought **10 442** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	30	10	171
November 2025	61	21	298
October 2025	73	15	549
Sep 2025	62	19	257
August 2025	65	14	813
July 2025	60	10	8 354

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
351	6	10 442

— SECTION 08 • NICHE COMPARISON

Where the channel stands 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.

#77

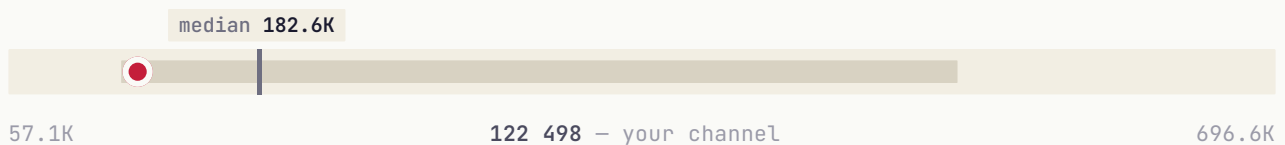
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

33% below median



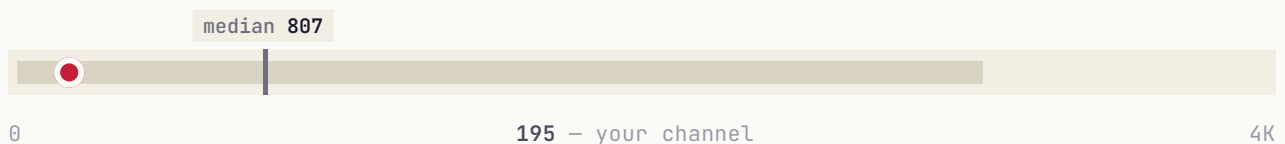
AVG REACH / POST

9% below median



CITATION INDEX

76% below median



— 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

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and performs better with the algorithm. We recommend reaching 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 finds 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 is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

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