

— PUBLIC REPORT PROMTPRESS

Channel audit

investify!

Finance



@ifinvest

A different view on economics, finance, and investments. For all inquiries: @earlsky RKN: <https://clck.ru/3Rr2fB> #RT09D

SUBSCRIBERS

114 154

-966 per month

ERR (% SEE POSTS)

10.0%

per day 7.4%

REACH/POST

11.2K

ad reach 8.5K/24h

— CONTENTS · 2026

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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 114 154 —	 SUBS REACH 9.83% avg % subs see post	 VIEWS/POST 11.2K median 11.3K · 29 days	 POSTS/DAY 13.8 ~97 per week
 7D TREND -5.5% vs prev week	 REACTIONS/POST 118.1 total 48,783 reactions, 38,635 reposts, 0 comments	 POST LENGTH 269 chars median 227 · 29 days	 POSTS ANALYZED 413 29 days
 AD REACH 8.5K 24h avg	 CHURN / MONTH -966 over the last month	 MENTIONABILITY 476 citation index · 1,311 channels mentioned ever	 CHANNEL AGE 5 years 21 days created 21.05.2021

AI EDITOR SUMMARY

Channel «investify! Finance» — 114 154 subs. Each post gets avg 11.2K people (10% of subs), reach is low — need to grow audience. Publishes 97 posts/week (~14/day) — very active. Week of May 25–31 reach dropped -5.5% by week of May 18–24 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **413** posts over 29 days.
- 02 Dominant format – **Photo** (214/413 posts).
- 03 Avg post length – **269** chars (median 227).
- 04 Peak audience activity – **Thursday, 00:00 MSK**.
- 05 Top posts get **2×** more views than the weakest (17.6K avg for top vs 9.7K for worst) – among 413 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 21:00 PHOTO Russian processor Irtysh turned out to be Chinese from Loongson – 1.3 billion rubles allocated for development. Ministry of Industry and Trade after checking...	VIEWS 19 363 REPOSTS 622	REACTIONS 521 ER 17.0%
Nº2 01.06 · 14:03 PHOTO Iran halted talks with the US due to intensified Israeli military actions in Lebanon. The US stock market reacted accordingly...	VIEWS 17 555 REPOSTS 49	REACTIONS 61 ER 15.4%
Nº3 21.05 · 19:43 TEXT Armenia invents reverse mortgage – seniors can pledge their apartment to a bank and receive a lifelong 'salary'. Meanwhile, the pensioner...	VIEWS 15 950 REPOSTS 182	REACTIONS 253 ER 14.0%

Nº4 03.06 • 18:45 VIDEO At SPIEF even coffee cups are themed. Select Perekrestok cafe made signature coffee in a designer cup styled after...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>15 535</td><td>28</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>13</td><td>13.6%</td></tr> </table>	VIEWS	REACTIONS	15 535	28	REPOSTS	ER	13	13.6%
VIEWS	REACTIONS								
15 535	28								
REPOSTS	ER								
13	13.6%								
Nº5 21.05 • 18:00 TEXT School students will get extra points for the Unified State Exam for drone piloting skills – drone control will be added to GTO standards this...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>15 499</td><td>264</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>346</td><td>13.6%</td></tr> </table>	VIEWS	REACTIONS	15 499	264	REPOSTS	ER	346	13.6%
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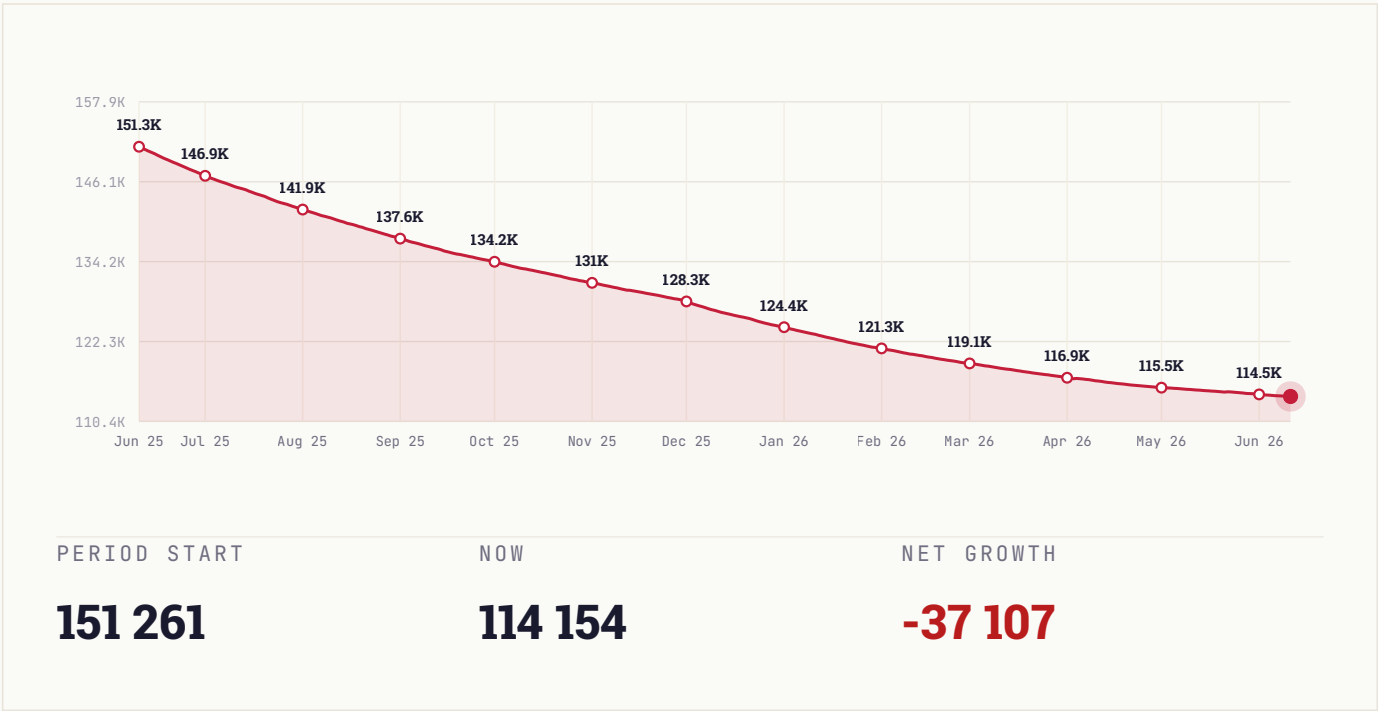
WORST 3

↓ 02.06 • 06:59 PHOTO Bitcoin fell below \$70K. @ifinvest	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 793</td><td>55</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>25</td><td>8.6%</td></tr> </table>	VIEWS	REACTIONS	9 793	55	REPOSTS	ER	25	8.6%
VIEWS	REACTIONS								
9 793	55								
REPOSTS	ER								
25	8.6%								
↓ 05.06 • 14:01 TEXT Over 5 years, real wages in Russia grew by 30%, Putin said. @ifinvest	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 712</td><td>298</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>41</td><td>8.5%</td></tr> </table>	VIEWS	REACTIONS	9 712	298	REPOSTS	ER	41	8.5%
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9 712	298								
REPOSTS	ER								
41	8.5%								
↓ 28.05 • 13:19 TEXT The state wants to calculate the budget rule more cautiously – currently it assumes Urals at about \$59 per barrel, and everything that...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 631</td><td>54</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>14</td><td>8.4%</td></tr> </table>	VIEWS	REACTIONS	9 631	54	REPOSTS	ER	14	8.4%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

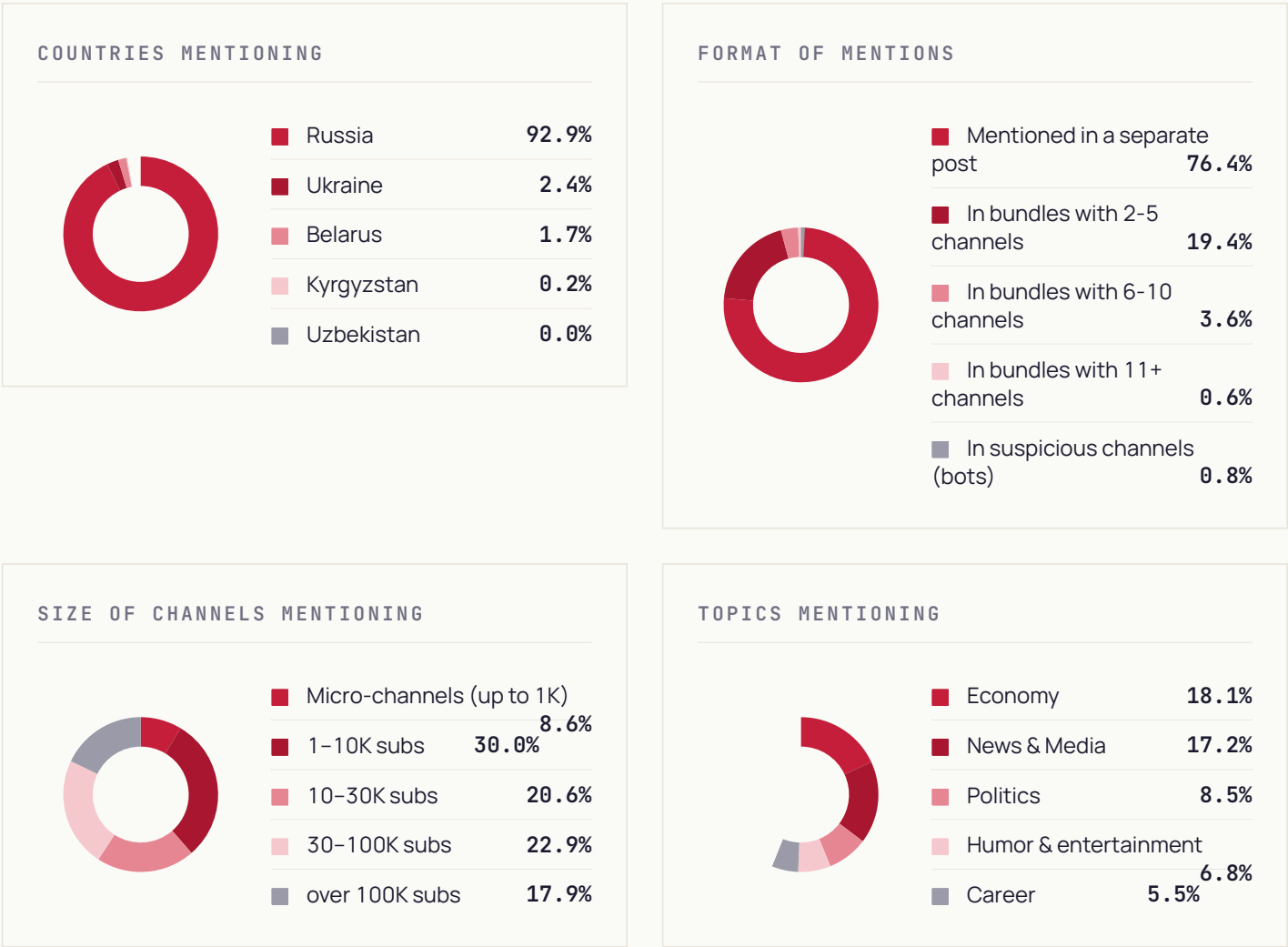
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

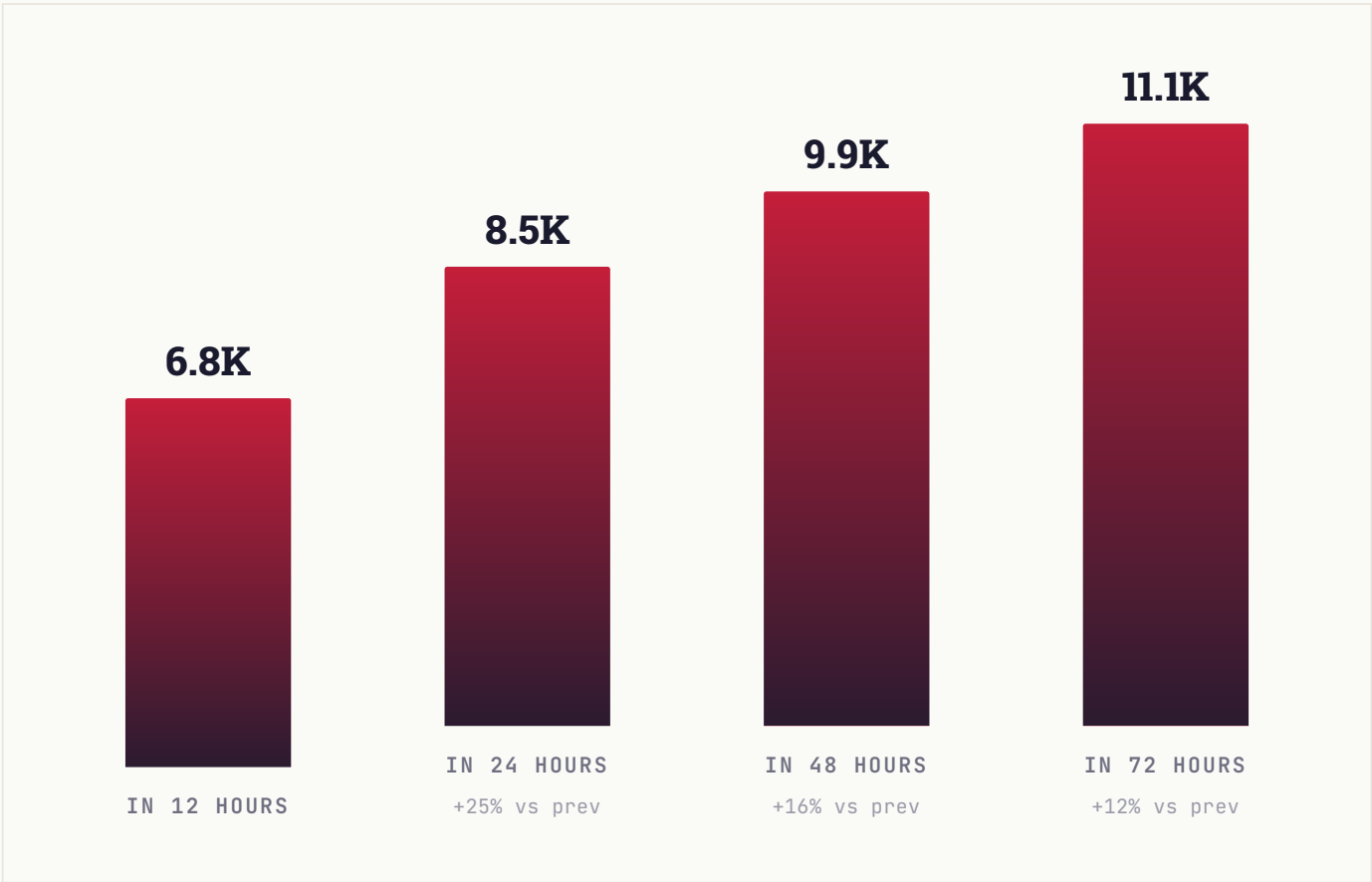
Citation index **476** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 311** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a 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 neighbors.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Ax. 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
IΦ investify! Finance YOU	114.2K

COMPARATIVE INSIGHT

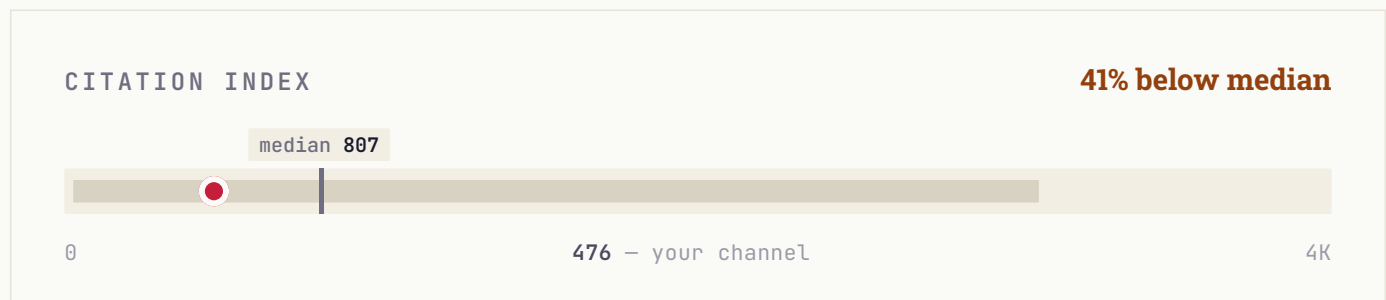
Channel in bottom half of top-100 niche (#90 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

Where the channel stands in its league

#90 /100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Main post of the week — on Thursday**

Audience is most active on this day at 00:00 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 — easy growth lever.

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 through us and hit 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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