

PUBLIC PROMTPRESS REPORT

Channel audit

InvestFuture



@investfuture

Media about money https://t.me/addlist/R_MVZ7nXeSRjNjYy Ads:
@IF_adv <https://edu.investfuture.club/kontacts> Kira Yukhtenko's
channel: @kira_pronira Community & unban: @community_if

SUBSCRIBERS

186 112

+90 per month

ERR (% SEE POSTS)

13.0%

per day **10.3%**

REACH/POST

23.6K

ad reach **19.1K/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 186 112 —	SUBSCRIBER REACH 12.7% avg % of subs see post	VIEWS/POST 23.6K median 22.2K · 29 days	POSTS/WEEK 23.3 over period
7D TREND +10.2% vs previous week	REACTIONS/POST 93.6 total 9,175 reactions, 4,840 reposts, 757 comments	POST LENGTH 950 chars median 1,000 · 29 days	POSTS ANALYZED 98 29 days
AD REACH 19.1K 24h avg	CHURN / MONTH +90 last month	CITATION RATE 492 citation index · 1,181 channels mentioned all time	CHANNEL AGE 8 years 6 months created 15.11.2017

AI EDITOR SUMMARY

Channel «InvestFuture» — 186 112 subs. Each post averages 23.6K people (13% of subs), reach is low — consider expanding audience. Publishes 23 posts per week (~3/day) — active posting. Week 25–31 May reach grew by +10.2% vs 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **98** posts over 29 days.
- 02 Dominant format – **Photo** (67/98 posts).
- 03 Avg post length – **950** chars (median 1,000).
- 04 Peak audience activity – **Thursday**, 15:00 MSK.
- 05 Strongest posts get **5x** more views than the weakest (57.8K avg for top vs 12K for worst) – among 98 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 12:01 VIDEO 🗣️ Are traditional banks living their last days? What will happen to the conventional financial system in the coming years? In a new interview, Kira and the chairman...	VIEWS 71 928 REPOSTS 68	REACTIONS 52 ER 38.6%
Nº2 26.05 · 16:01 PHOTO 📰 While Americans embrace work-life balance, Russia dives deeper into work WSJ published a very interesting article about American...	VIEWS 52 899 REPOSTS 228	REACTIONS 72 ER 28.4%
Nº3 02.06 · 13:02 PHOTO ✳️ First day of summer – time to check your investment portfolio June has started – 40% of the investment year is already behind. The most...	VIEWS 48 469 REPOSTS 9	REACTIONS 17 ER 26.0%

Nº4

04.06 • 10:22

PHOTO

☒ MAX removed from App Store Yesterday VK officially confirmed that MAX messenger is no longer available in the App Store. The company clarified:...

VIEWS

47 365

REPOSTS

165

REACTIONS

237

ER

25.4%

Nº5

26.05 • 14:01

PHOTO

☒ Portfolio rebalancing — how to get extra returns Many investors see a portfolio as static: ☒ Bought...

VIEWS

41 488

REPOSTS

13

REACTIONS

18

ER

22.3%

WORST 3

↓ 14.05 • 05:05 PHOTO

☒ Everyone is switching to cash: where to keep money so you don't get poorer? Paradox: banks tell us about a digital future, but Russians...

VIEWS

12 662

REPOSTS

53

REACTIONS

212

ER

6.8%

↓ 21.05 • 09:10 TEXT

☒ VK posted a strong quarter: business structure is changing Previously VK's story was mainly seen through ads and media. Now...

VIEWS

11 785

REPOSTS

12

REACTIONS

81

ER

6.3%

↓ 26.05 • 09:05 PHOTO

☒ Have a foreign account? Don't forget to file a report! Namely, a Cash Flow Statement (CFS). Deadline: June 1...

VIEWS

11 626

REPOSTS

93

REACTIONS

36

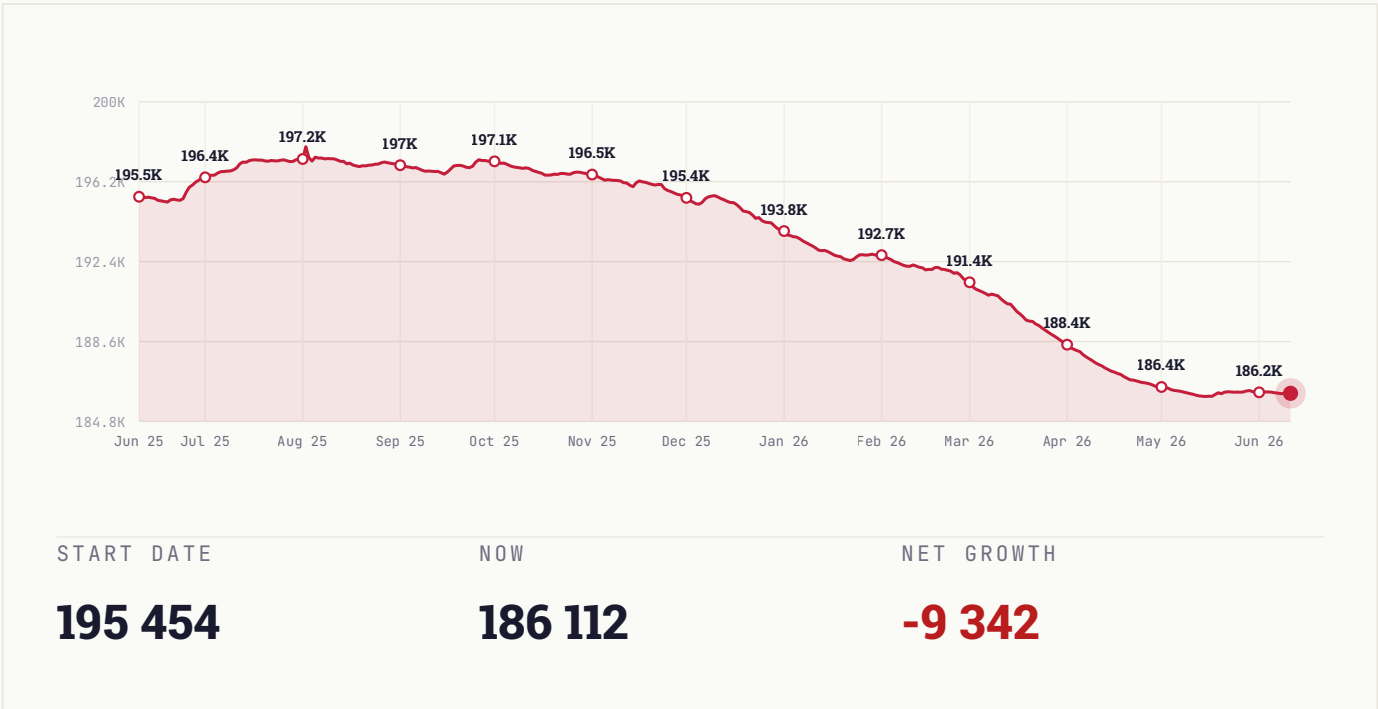
ER

6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

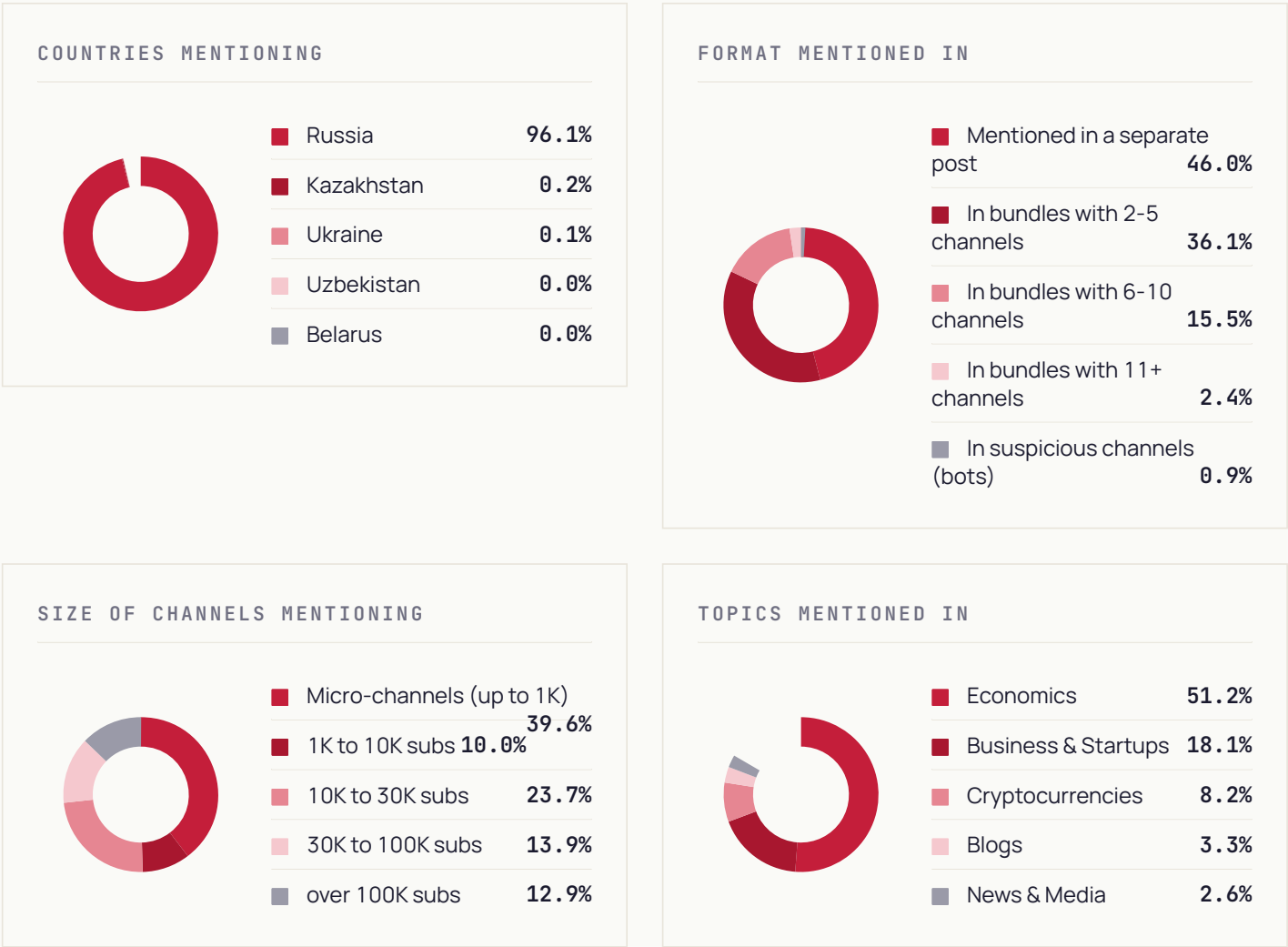
Subscriber growth chart for the year. Key months show exact sub count. Shows growth and loss months.



SECTION 04 · MENTIONS

Who mentions the channel and how

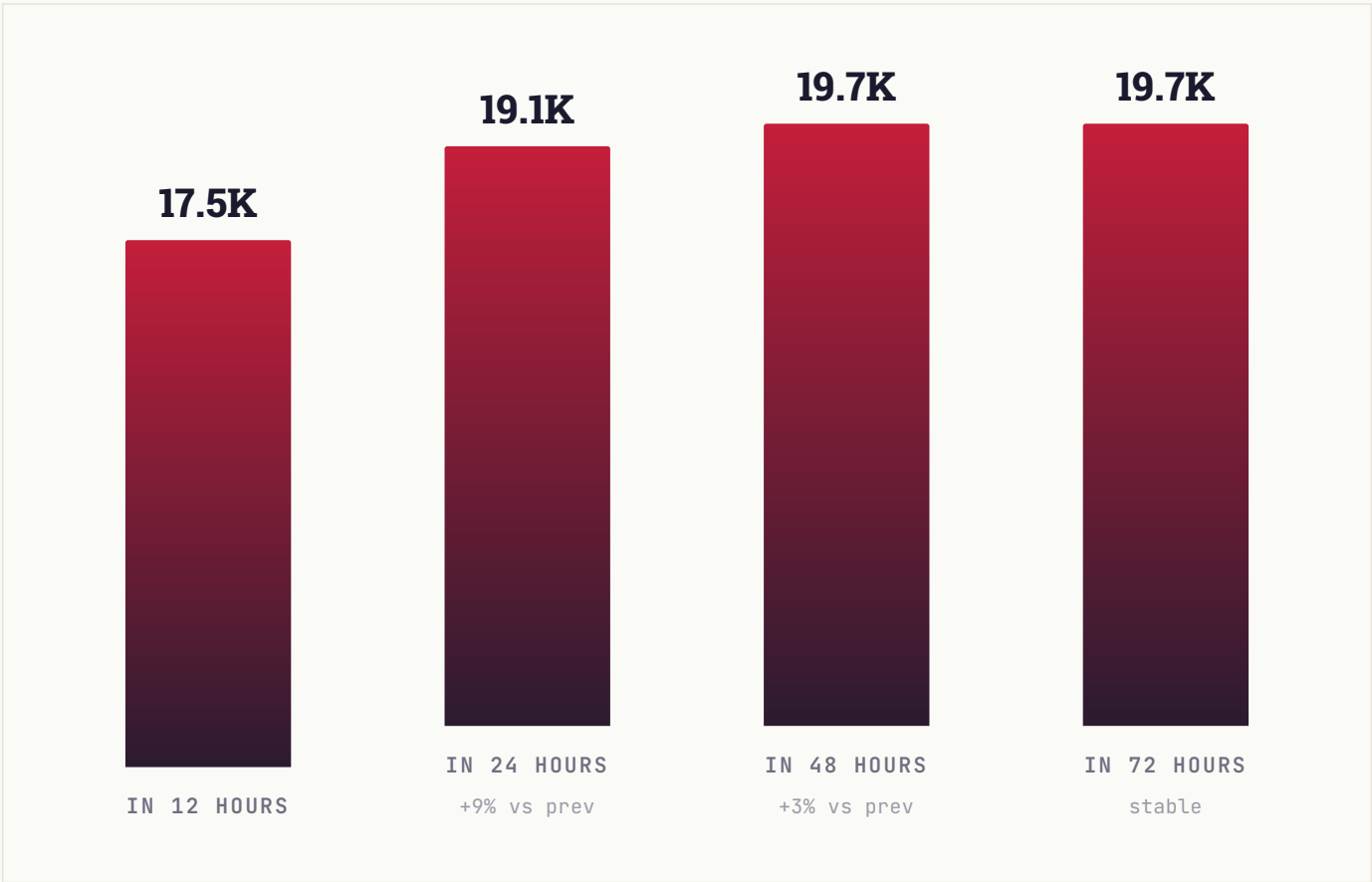
Citation index **492** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 181** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate 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. Ekonomika.	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
BC Beyond Economics	541.2K
IN InvestFuture YOU	186.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

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 **353**, they brought **3 960** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	55	16	448
Nov 2025	59	22	328
Oct 2025	73	24	232
Sep 2025	48	11	854
August 2025	54	15	1 068
July 2025	64	20	1 030

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
353	6	3 960

SECTION 08 · NICHE COMPARISON

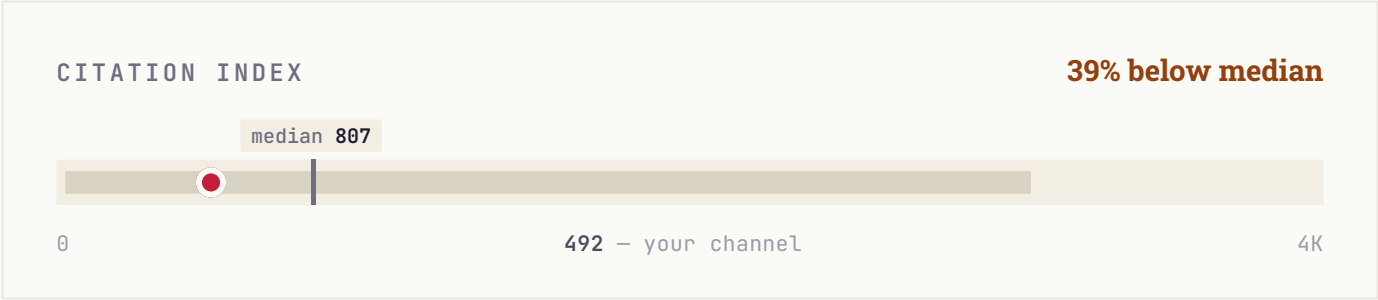
Where channel ranks in its league

Took top-100 channels in category «Economics» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#46/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Thursday
Audience most active on this day at 15:00 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 give +5-15% ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it 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 — organic traffic source. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want 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