

PUBLIC REPORT BY PROMTPRESS

Channel audit

Investor's Desk



@investingcorp

All about money. Write to us: @invcorpbot Partnerships:
@magicdennis Ads: <https://telega.in/c/investingcorp> Channel
registered: <https://clck.ru/3FatEY>

SUBSCRIBERS

256 048

-2685 per month

ERR (% SEE POSTS)

8.0%

in 24 hrs **6.3%**

REACH/POST

18.7K

ad reach **16.2K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber Dynamics

Yearly chart · growth

04 Citations

Who Mentions the Channel and How

05 Ad potential

How Long a Post Generates Reach

06 Competitors

Niche neighbors · your spot

07 Niche comparison

Position in «Economy» category

08 Strategy

5 priority actions

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 256 048 —	 SUBS REACH 7.32% avg % subs see post	 VIEWS/POST 18.7K median 18.8K · 25 days	 POSTS/DAY 33.3 ~233 per week
 7D TREND -1.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 218 chars median 182 · 25 days	 POSTS ANALYZED 852 25 days
 AD REACH 16.2K 24h avg	 CHURN / MONTH -2685 last month	 CITATIONS 1 400 citation index · 3,006 channels mentioned ever	 CHANNEL AGE 8 years 1 month created 01.05.2018

AI EDITOR SUMMARY

Channel «Investor's Desk» — 256 048 subs. Each post gets avg 18.7K people (7% of subs), reach is low — expand audience. Publishes 233 posts/week (~33/day) — very active. Week May 25–31 reach stable (-1.7% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **852** posts over 25 days.
- 02 Dominant format – **Photo** (399/852 posts).
- 03 Avg post length – **218** chars (median 182).
- 04 Peak audience activity – **Sunday**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (29.9K avg for top vs 15.1K for worst) – among 852 posts in 25 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 16:35 TEXT Nabiullina dropped from SPIEF speaker list – Frank Media. The outlet sent a request to the Bank of Russia. The Central Bank head was scheduled to speak on the 4th...	VIEWS 33 676 REPOSTS 209	REACTIONS — ER 13.2%
Nº2 03.06 · 17:08 VIDEO «Сдай русский» – Shaman supported students before the Unified State Exam with a cover of his song. @investingcorp	VIEWS 28 312 REPOSTS 210	REACTIONS — ER 11.1%
Nº3 03.06 · 16:19 PHOTO Bitcoin crashed 12% in a week – to \$66K @investingcorp	VIEWS 27 764 REPOSTS 69	REACTIONS — ER 10.8%

Nº4 03.06 • 11:34 TEXT Sber's responsible finance portfolio is ₴4.4 billion. This was announced at SPIEF by the bank's first deputy chairman...	VIEWS 27 347 REPOSTS 15 REACTIONS — ER 10.7%
Nº5 03.06 • 17:29 VIDEO Elon Musk's Cybertruck joins Kazakhstan's Emergencies Ministry. @investingcorp	VIEWS 26 308 REPOSTS 114 REACTIONS — ER 10.3%

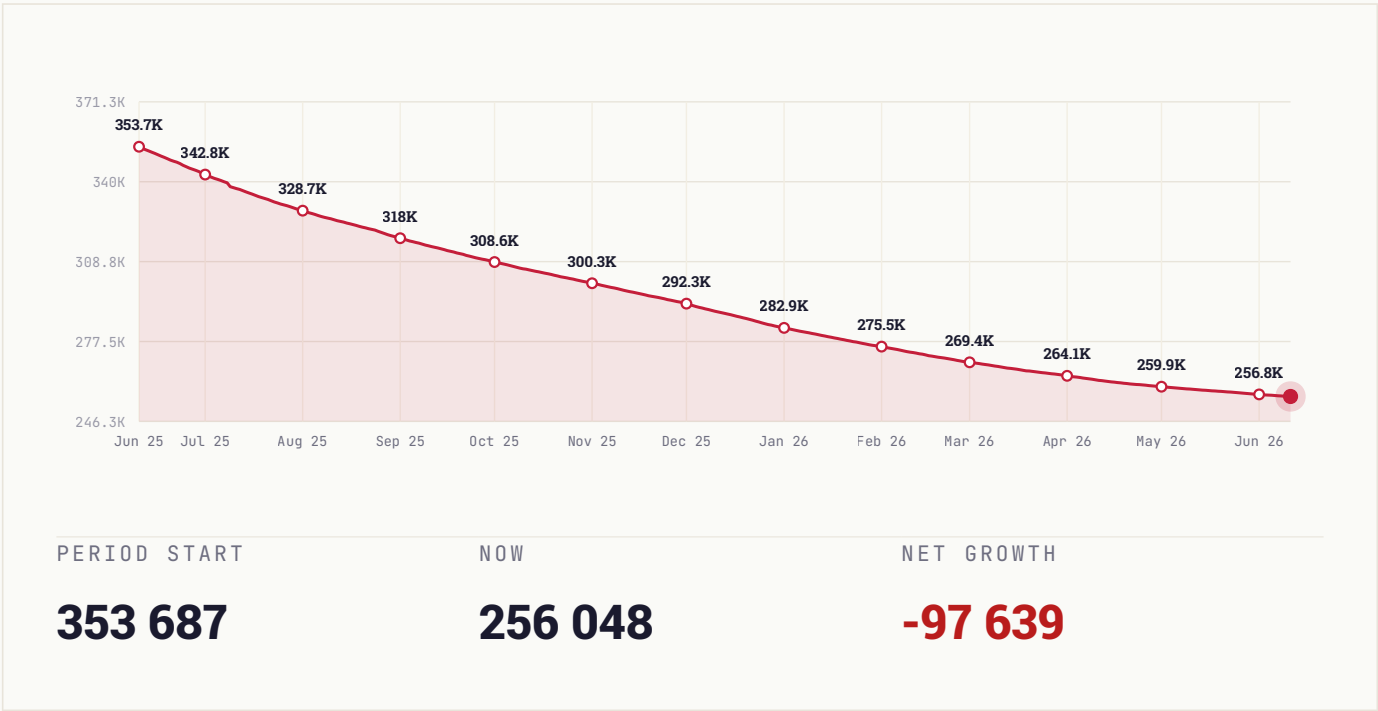
WORST 3

↓ 05.06 • 14:10 TEXT Business revenue threshold for VAT can be deferred and fixed at current level — Putin. @investingcorp	VIEWS 15 155 REPOSTS 43 REACTIONS — ER 5.9%
↓ 05.06 • 15:28 TEXT Sanctions hurt those who impose them more, Putin said. @investingcorp	VIEWS 15 056 REPOSTS 41 REACTIONS — ER 5.9%
↓ 05.06 • 14:05 PHOTO Putin speaks at SPIEF plenary session. Key statements: — European elites provoke chaos. — Due to sanctions, Russia...	VIEWS 15 045 REPOSTS 42 REACTIONS — ER 5.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the Channel Grew Over the Year

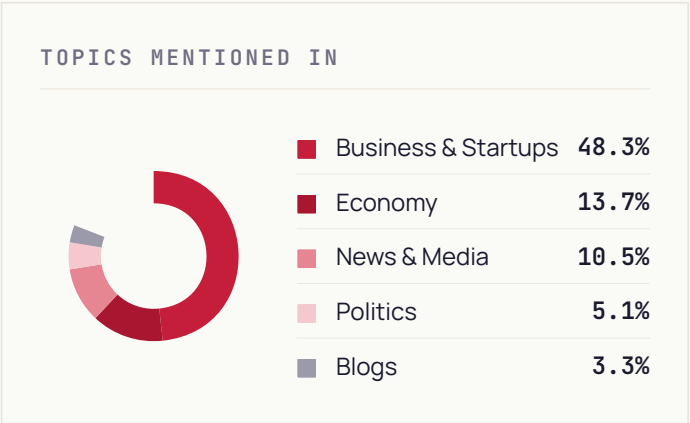
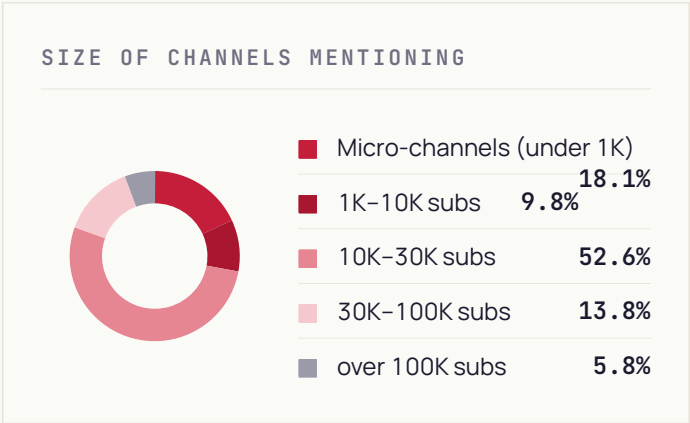
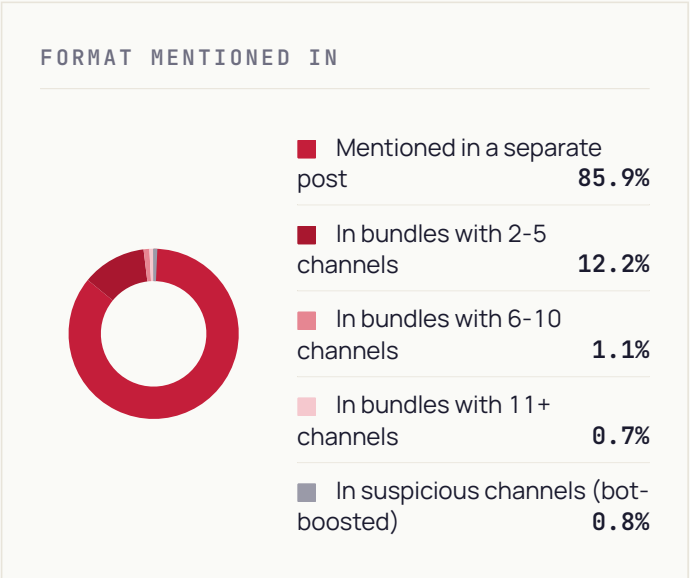
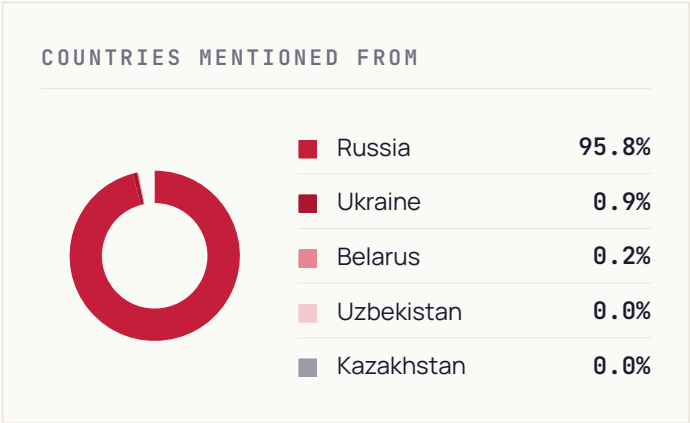
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who & How Mentions the Channel

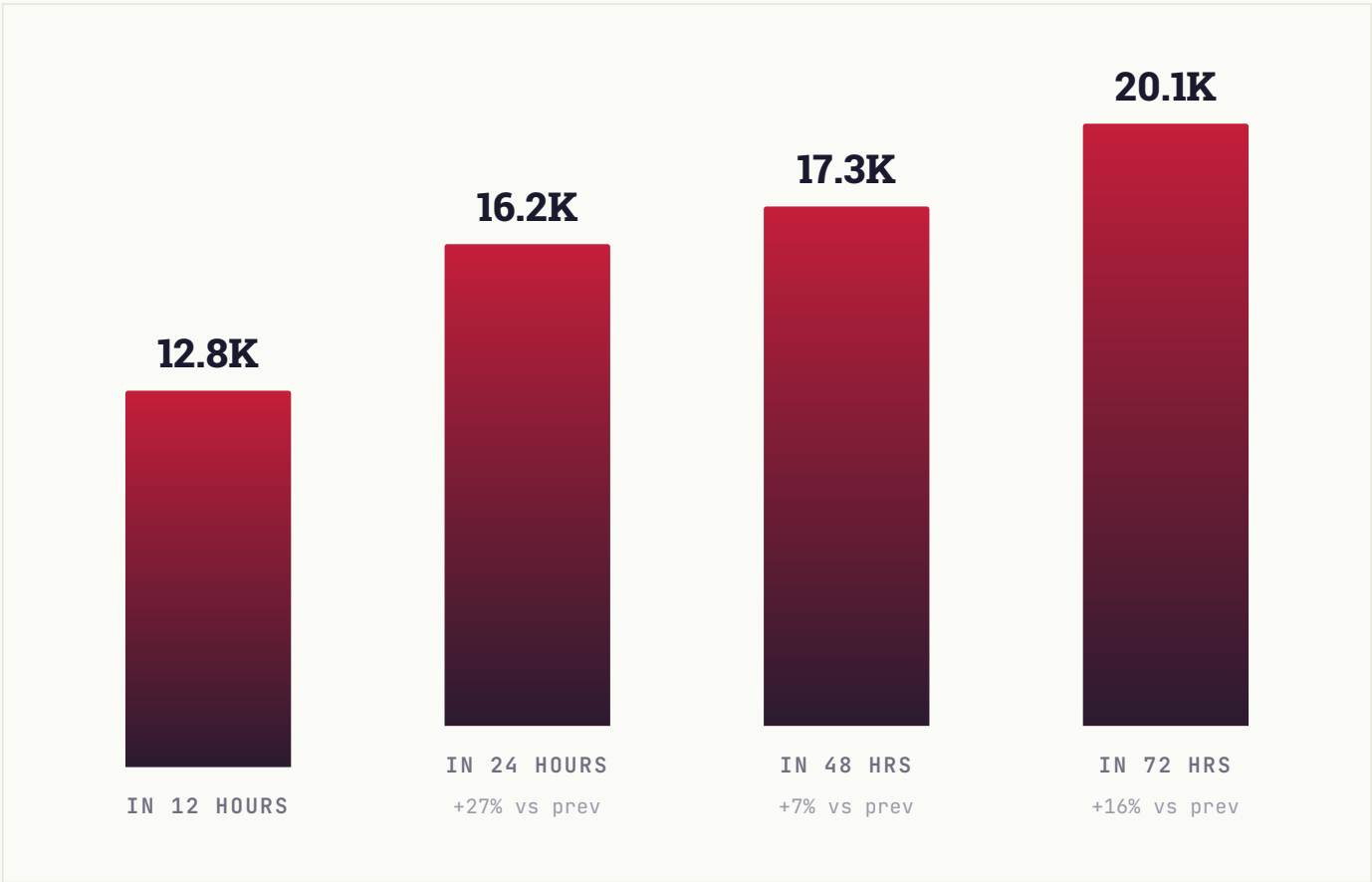
Citation Index **1 400** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 006** different channels.



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 and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
ER 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
CI Investor's Desk YOU	256K

COMPARATIVE INSIGHT

Channel in upper half of niche (#34 of 99). Niche leader: The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Economy» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

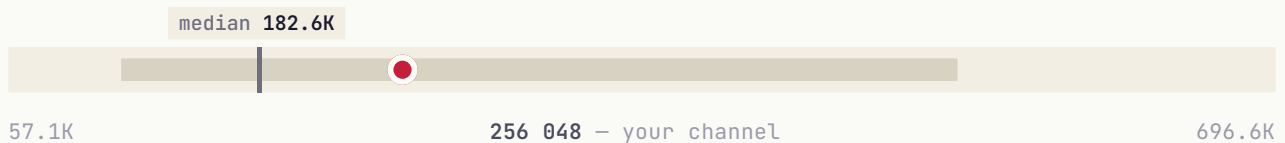
#34 /100

POSITION IN NICHE

Channel in the top half of the ranking

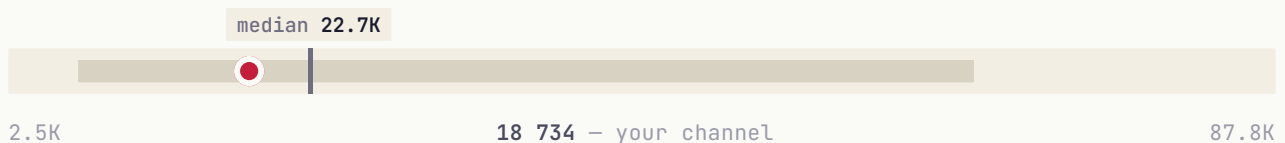
SUBSCRIBERS

better than 58% of niche



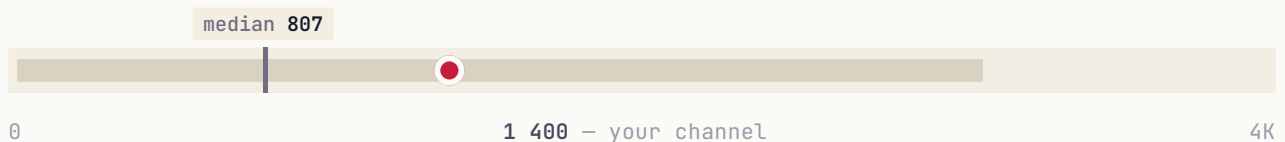
AVG REACH / POST

17% below median



CITATION INDEX

better than 60% of niche



— SECTION 08 · 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 Sunday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best Window
for an
Important Post**

02

System traffic buy

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 typically boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic Traffic
Source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through 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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