

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Invest Review | Finance



@investorbiz

Simple language about economy, finance and market. Research, unique articles, analytics. Ads: @justcage We work with @Tgpodbor\_official, @swaymedia and @Spiral\_Miya RKN:...

SUBSCRIBERS

**128 790**

-1064 per month

ERR (% SEE POSTS)

**7.0%**

per day 5.3%

REACH/POST

**8.2K**

ad reach 6.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it was calculated for.

|                                                                                                                                                             |                                                                                                                                                                 |                                                                                                                                                                                                     |                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>128 790</div><div>—</div></div>           | <div><div> SUBS REACH</div><div>6.4%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>8.2K</div><div>median 8.2K · 25 days</div></div>                                   | <div><div> POSTS/DAY</div><div>36.1</div><div>~253 per week</div></div>                    |
| <div><div> 7D TREND</div><div>+7.2%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>       | <div><div> POST LENGTH</div><div>247 chars</div><div>median 228 · 25 days</div></div>                              | <div><div> POSTS ANALYZED</div><div>931</div><div>25 days</div></div>                      |
| <div><div> AD REACH</div><div>6.8K</div><div>24h avg</div></div>           | <div><div> CHURN / MONTH</div><div>-1064</div><div>last month</div></div>      | <div><div> MENTIONS</div><div>961</div><div>citation index ·<br/>1,871 channels<br/>mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>6 years 6 months</div><div>created 25.11.2019</div></div> |

AI EDITOR SUMMARY

Channel «Invest Review | Finance» — 128 790 subs. Each post averages 8.2K people (6% from subs), reach is low — consider expanding audience. Publishes 253 posts per week (~36/day) — very active. For week of May 25–31 reach up +7.2% by week of May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **931** posts over 25 days.
- 02 Dominant format – **Text** (656/931 posts).
- 03 Avg post length – **247** chars (median 228).
- 04 Peak audience activity – **Saturday**, 00:00 MSK.
- 05 Top posts get **2x** more views than the weakest (11.4K avg for top vs 7K for worst) – among 931 posts over 25 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                             |                                                                      |                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>27.05 · 10:10</div><div>TEXT</div></div> <div>Russians are working more due to AI adoption, as instead of reducing workload, employees have to...</div>                                             | <div>VIEWS</div> <div>11 959</div> <div>REPOSTS</div> <div>84</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>9.3%</div> |
| <div><div>Nº2</div><div>03.06 · 18:05</div><div>VIDEO</div></div> <div>At the St. Petersburg International Economic Forum, the first conflict occurred: Andrey Kovalev accused business coach Mikhail Grebenyuk of...</div> | <div>VIEWS</div> <div>11 769</div> <div>REPOSTS</div> <div>221</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>9.1%</div> |
| <div><div>Nº3</div><div>03.06 · 18:35</div><div>PHOTO</div></div> <div>Max app disappeared from App Store, and the link from the official site no longer works. @investorbiz</div>                                          | <div>VIEWS</div> <div>10 534</div> <div>REPOSTS</div> <div>65</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.2%</div> |

|                                                                                                                                                                               |                                                                     |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>04.06 · 05:40</div><div>TEXT</div></div> <div>Demand for penis size correction surgeries in Russia up 40% in 2 years. Experts say the reason...</div> | <div>VIEWS</div> <div>10 497</div> <div>REPOSTS</div> <div>88</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.2%</div> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------|

|                                                                                                                                                                                                                     |                                                                      |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº5</div><div>25.05 · 18:23</div><div>TEXT</div></div> <div>Forest walks boost concentration, memory and attention, scientists found. In just one hour, cognitive abilities can improve by about...</div> | <div>VIEWS</div> <div>10 409</div> <div>REPOSTS</div> <div>170</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.1%</div> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------|

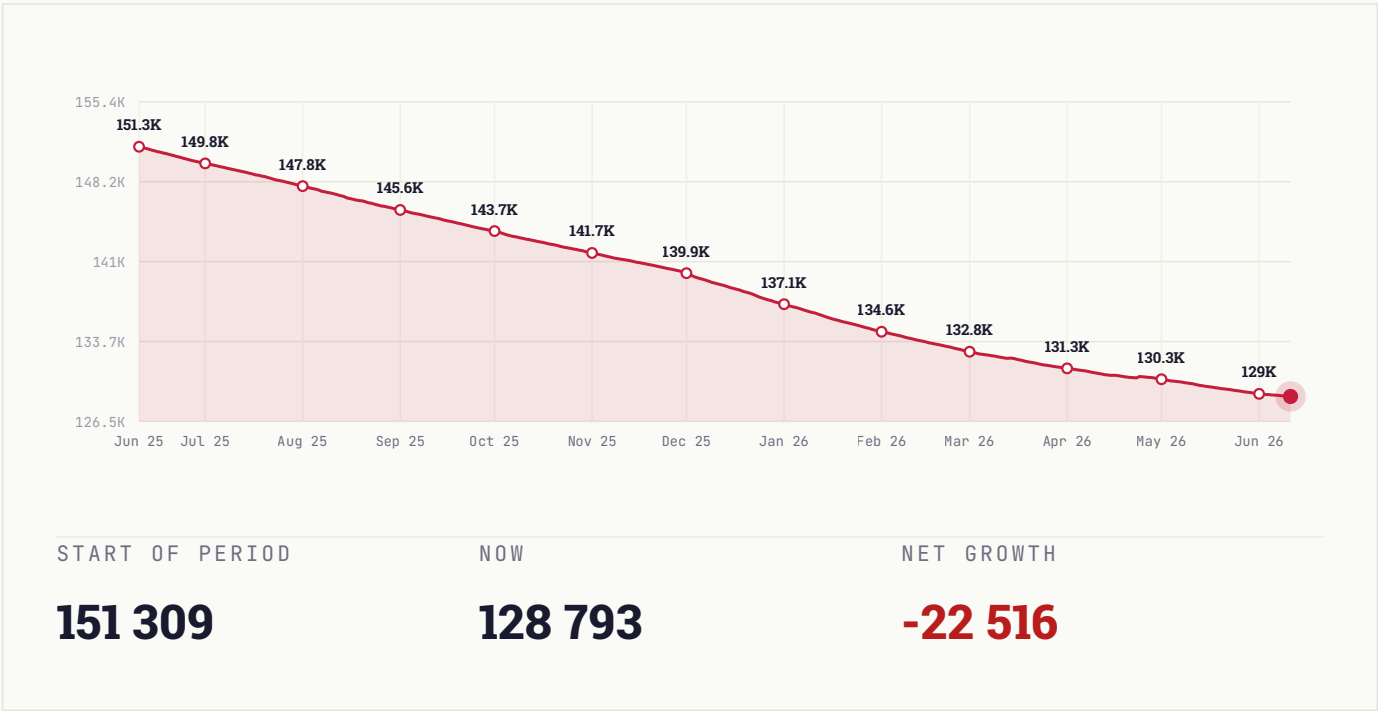
WORST 3

|                                                                                                                                                                                                                     |                                                                    |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>16.05 · 14:03</div><div>TEXT</div></div> <div>North Korea enshrined automatic nuclear strike in constitution if Kim Jong Un dies. South Korea now called 'hostile...</div>                    | <div>VIEWS</div> <div>7 065</div> <div>REPOSTS</div> <div>24</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>5.5%</div> |
| <div><div>↓</div><div>19.05 · 12:55</div><div>TEXT</div></div> <div>Side hustle has shifted from a way to boost savings to a necessity, media report. Today, every other person has an extra income source...</div> | <div>VIEWS</div> <div>7 017</div> <div>REPOSTS</div> <div>18</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>5.4%</div> |
| <div><div>↓</div><div>19.05 · 10:20</div><div>TEXT</div></div> <div>Russia's Central Bank plans to regulate crypto AML services that flag suspicious transactions and possible money laundering. This...</div>      | <div>VIEWS</div> <div>6 852</div> <div>REPOSTS</div> <div>8</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>5.3%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

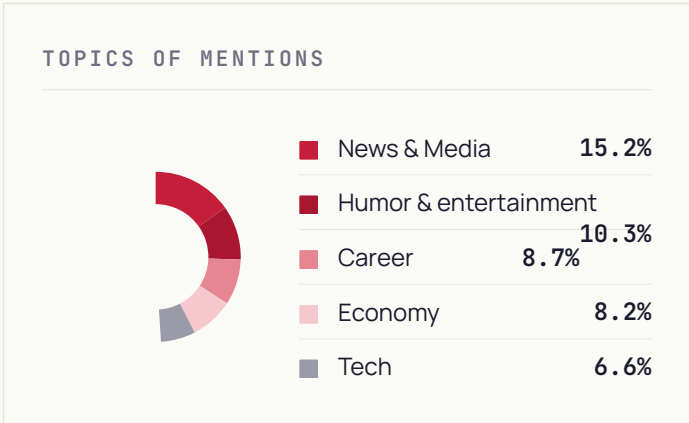
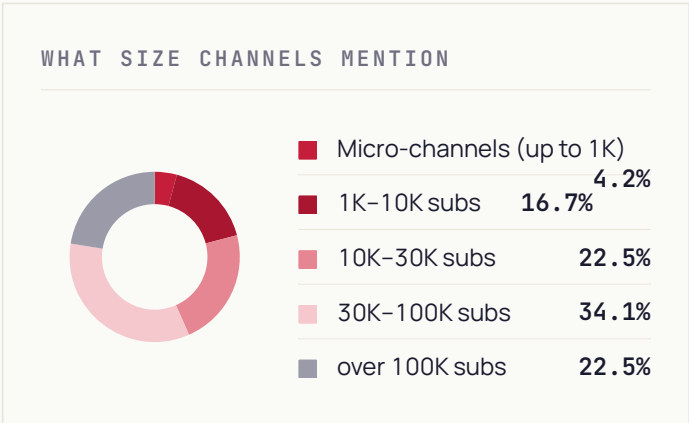
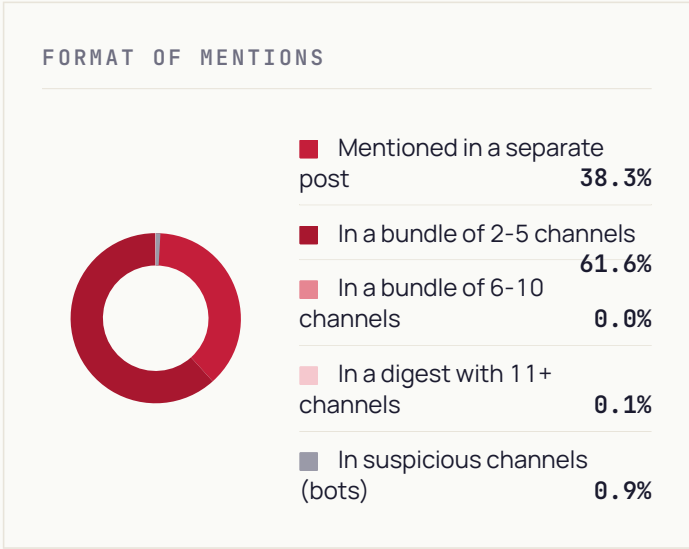
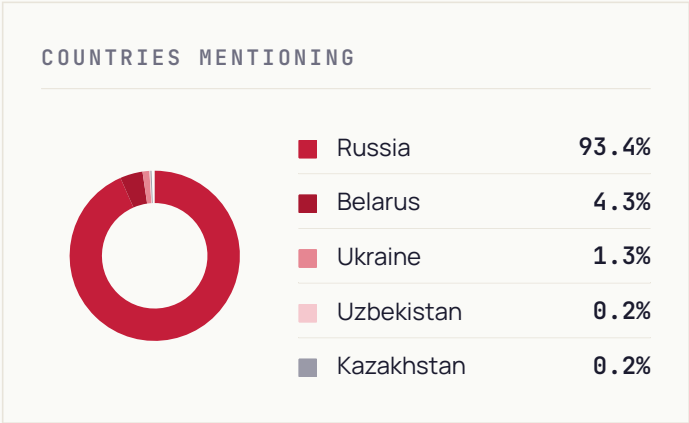
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

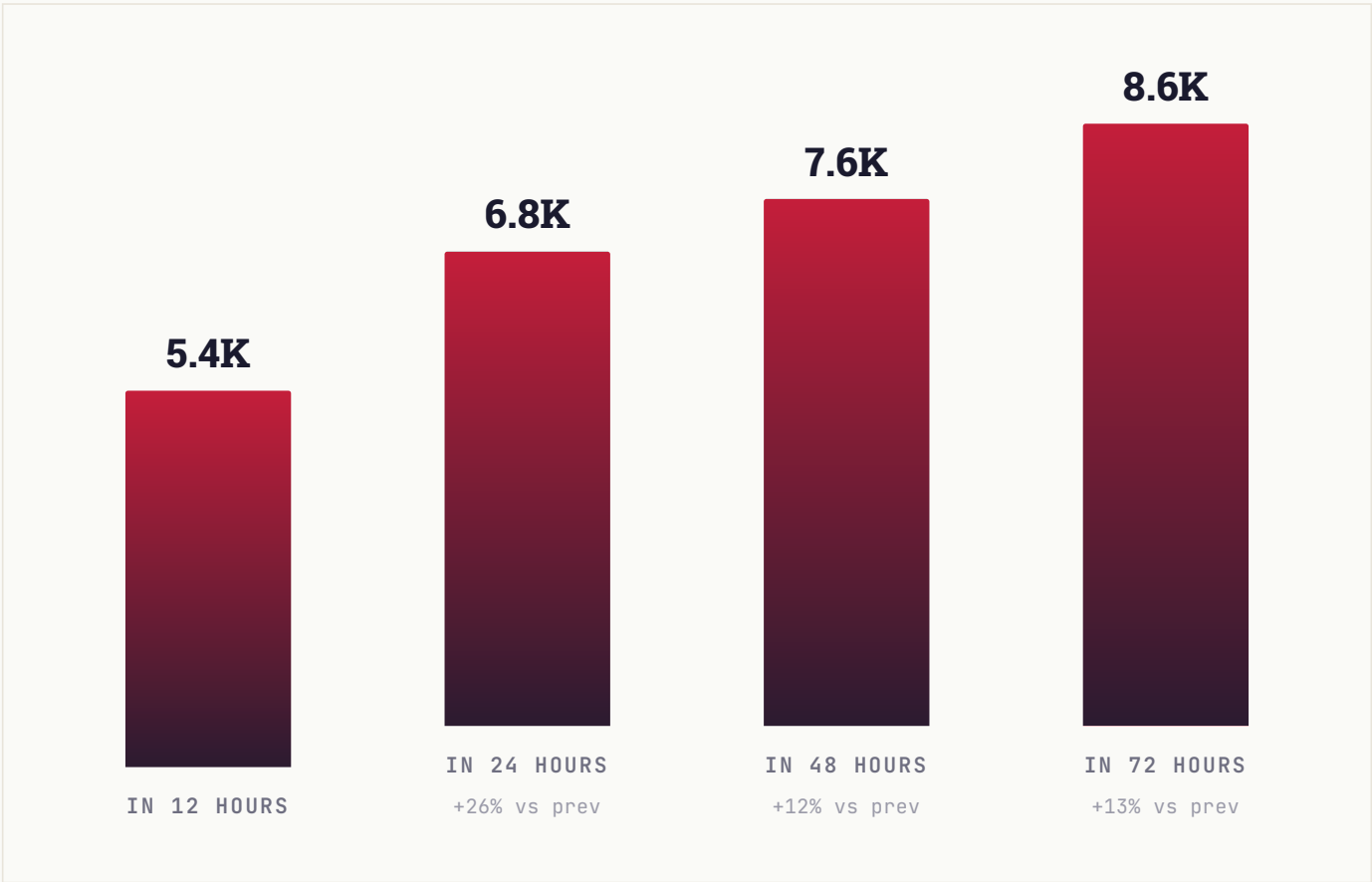
Citation index **961** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 871** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate 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 peers.

| CHANNEL                        | SUBSCRIBERS |
|--------------------------------|-------------|
| TЭ The Economist               | 1.2M        |
| TE Topor. Economy.             | 1.2M        |
| BB Ruthless Bankster           | 1M          |
| AL Alfa-Bank                   | 1M          |
| ER Russian economy             | 849.3K      |
| AL Alfa-Investments            | 736.6K      |
| MU Multiplier                  | 734.3K      |
| Sat Sber                       | 717K        |
| OG Olga Gogaladze              | 590.2K      |
| BCh More than economy          | 541.2K      |
| IR Invest Review   Finance YOU | 128.8K      |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#72 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

## SECTION 07 • NICHE COMPARISON

# Where the channel stands in its league

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

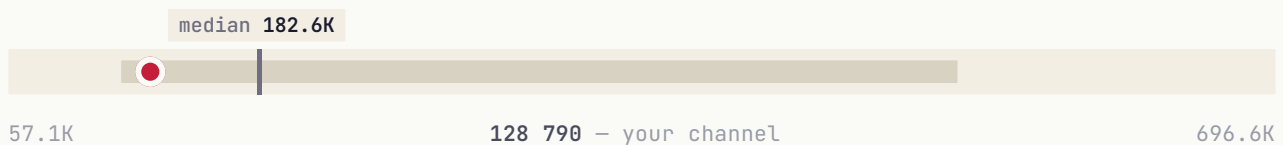
# #72 /100

RANK IN NICHE

## Channel in the bottom half of the ranking

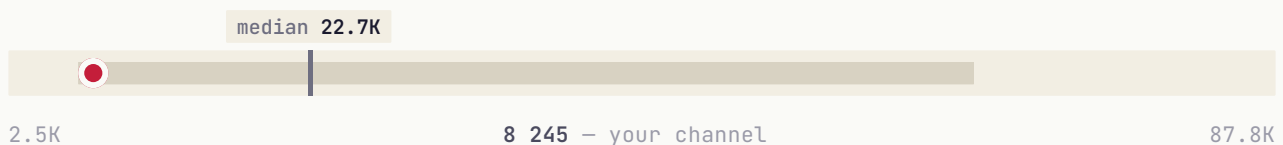
### SUBSCRIBERS

29% below median



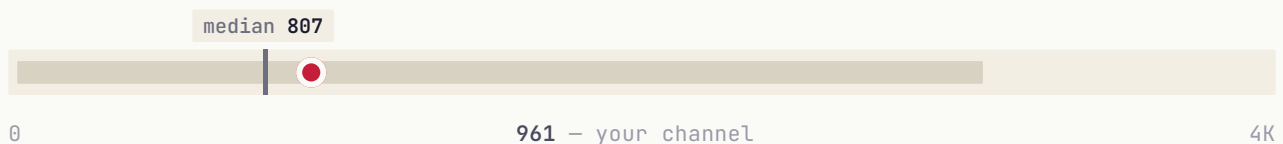
### AVG REACH / POST

64% below median



### CITATION INDEX

better than 52% of niche



## — 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 Saturday**

On this day at 00:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post****02****Increase share of video posts**

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 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 weekly poll on a hot topic is an easy win.

EFFECT

**+5-15% ER****05****Cross-promo with neighboring channels**

Swap 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**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.  
Want to go further? Run ads through us and hit your growth plan  
in a month.

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01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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02 **Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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