

PROMTPRESS PUBLIC REPORT

Channel audit

Financial Watchman



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Top voice on economic agenda in Telegram. Shaping the financial worldview. Contact – @Finkaraulny_bot. Statement to Roskomnadzor № 7180334009.

SUBSCRIBERS

87 022

+22694 per month

ERR (% SEE POSTS)

15.0%

in 24 hrs **9.3%**

REACH/POST

12.3K

ad reach **8.1K/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 87 022 —	 SUBS REACH 14.09% avg % of subs see post	 VIEWS/POST 12.3K median 12.2K · 26 days	 POSTS/WEEK 11.5 over period
 7D TREND +0.4% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 988 chars median 1000 · 26 days	 POSTS ANALYZED 43 26 days
 AD REACH 8.1K 24h avg	 OUTFLOW / MONTH +22694 over last month	 CITATION RATE 581 citation index · 2,370 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 24.09.2017

AI EDITOR SUMMARY

Channel «Financial Sentinel» — 87 022 subs. Each post gets avg 12.3K people (14% subs), reach is low — consider expanding audience. Publishes 12 posts/week (~2/day) — steady pace. For week Jul 6–12 reach stable (+0.4% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 43 posts in 26 days.
- 02 Dominant format – Photo (27/43 posts).
- 03 Avg post length – 988 chars (median 1000).
- 04 Peak audience activity – Monday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (13.5K avg for top vs 11.3K for worst) – among 43 posts in 26 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 11:29 PHOTO Moscow ≠ Russia? Moscow is a city of contrasts. Actually, three now. Two quite official. The gap between average salary and...	VIEWS 14 118 REPOSTS 64	REACTIONS — ER 16.2%
Nº2 24.06 · 16:44 TEXT Pipe calls 🇷🇺Europe will again be supplied with Russian gas. Sooner or later. And now the question is already being raised about who will be the main...	VIEWS 13 310 REPOSTS 11	REACTIONS — ER 15.3%
Nº3 01.07 · 07:50 PHOTO VTB buys marketplaces With your money, but for the state. 📝 📝📝📝✅VTB shareholders approved...	VIEWS 13 215 REPOSTS 32	REACTIONS — ER 15.2%

Nº4 01.07 • 13:09 TEXT Cash gap as a premonition Investors ignore generous 15% — it's a turbulence adjustment. 📋 The Ministry of Finance started Q3 very...	VIEWS 12 970 REACTIONS — REPOSTS 9 ER 14.9%
Nº5 25.06 • 15:57 PHOTO Gas stations offered Gosplan Russia's fuel market braces for stress management — agenda includes canceling exchange standards and...	VIEWS 12 908 REACTIONS — REPOSTS 55 ER 14.8%

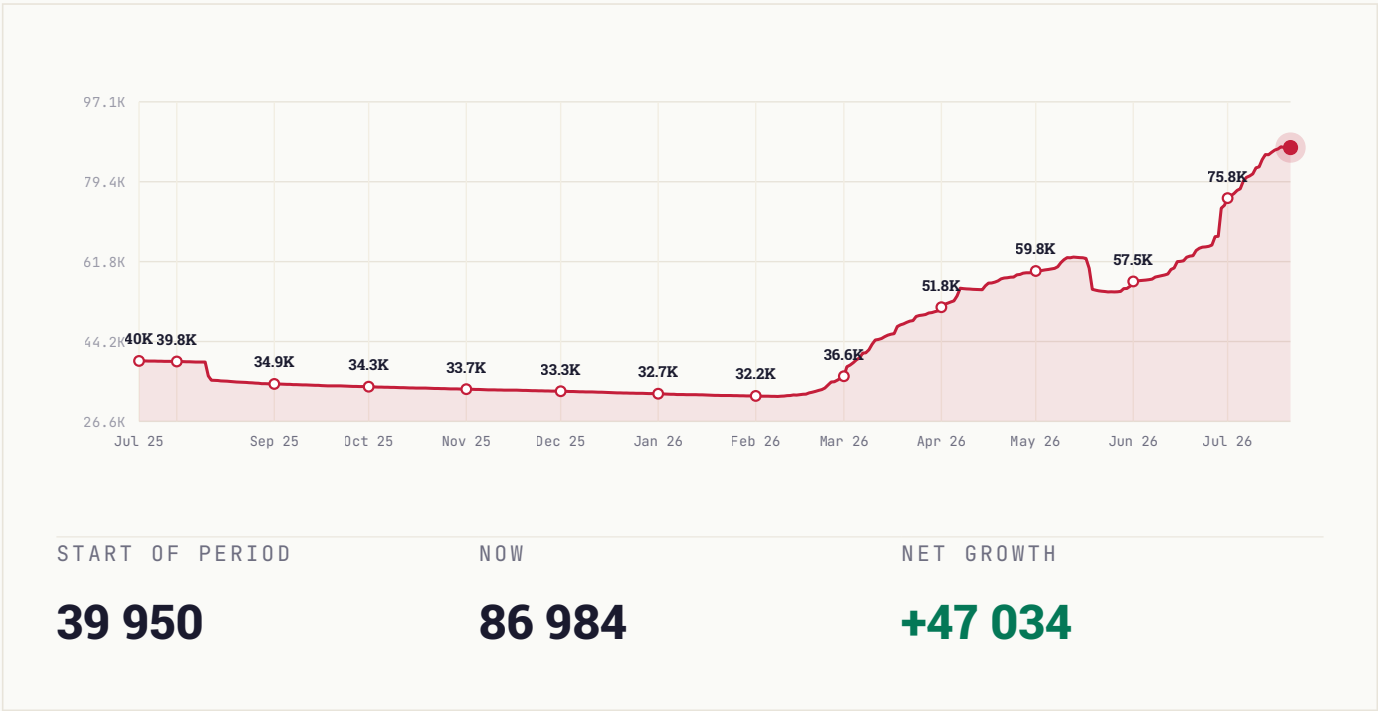
WORST 3

↓ 16.07 • 18:53 PHOTO #ЕстьМнение Why does the Central Bank avoid admitting that inflation could be a way to ease the budget burden? After all, in the current...	VIEWS 11 456 REACTIONS — REPOSTS 10 ER 13.2%
↓ 15.07 • 15:51 PHOTO Cancellation eases pressure But it's getting funny. The Ministry of Finance failed to hold an OFZ auction again — the third time in a row after the 24th...	VIEWS 11 345 REACTIONS — REPOSTS 7 ER 13.0%
↓ 14.07 • 14:23 TEXT Factors are one-off. Problems are permanent Launching a new column — #nachtali. Reviews of important or trying-to-seem-important...	VIEWS 11 246 REACTIONS — REPOSTS 3 ER 12.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

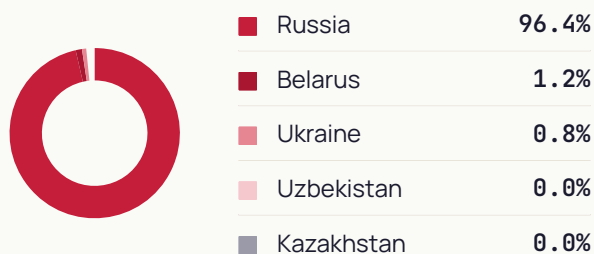


SECTION 04 • CITATIONS

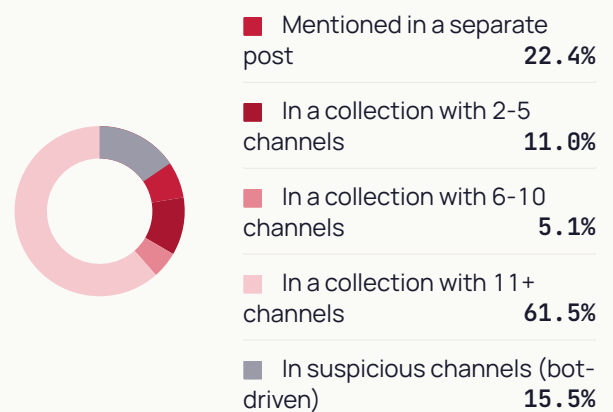
Who and how mentions the channel

Citation index **581** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **2 370** different channels.

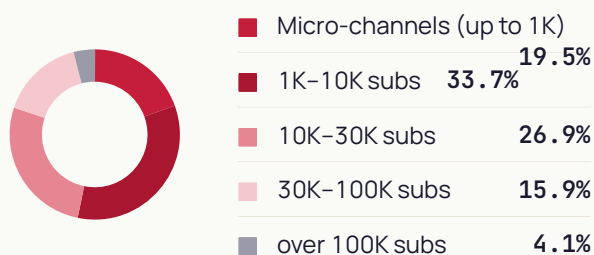
COUNTRIES MENTIONING



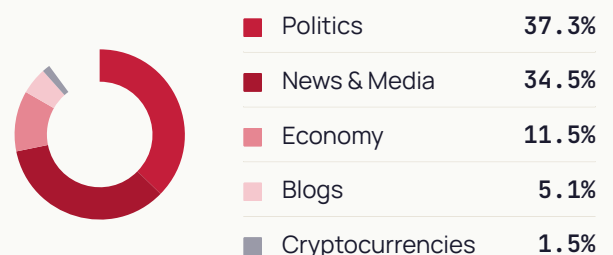
IN WHAT FORMAT THEY MENTION



SIZE OF CHANNELS MENTIONING



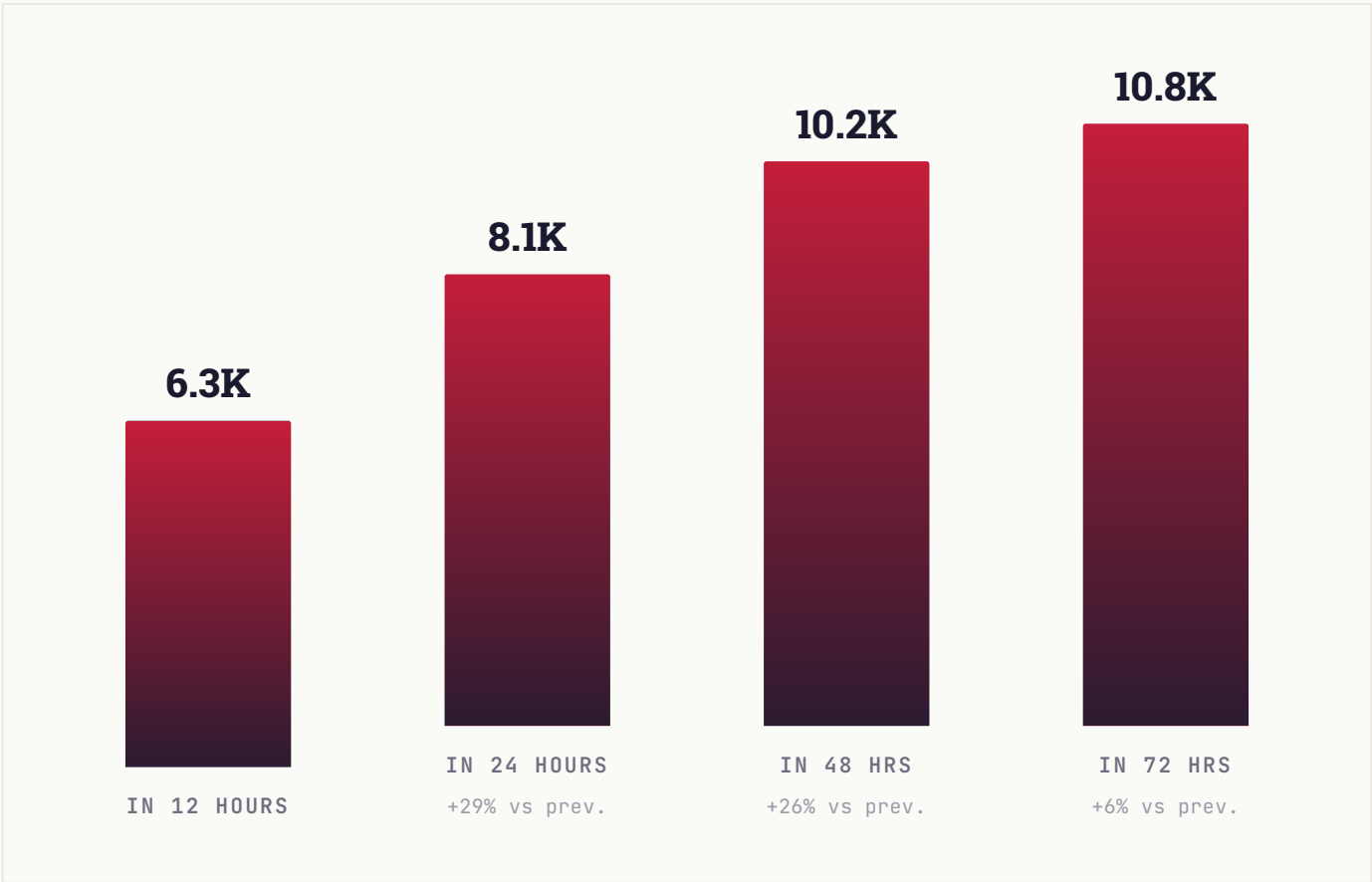
WHICH TOPICS MENTION



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TЭ	1.3M
Topor. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Financial Watchman YOU FC	87K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), median top-98: 349.1K. First goal — enter top-98 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

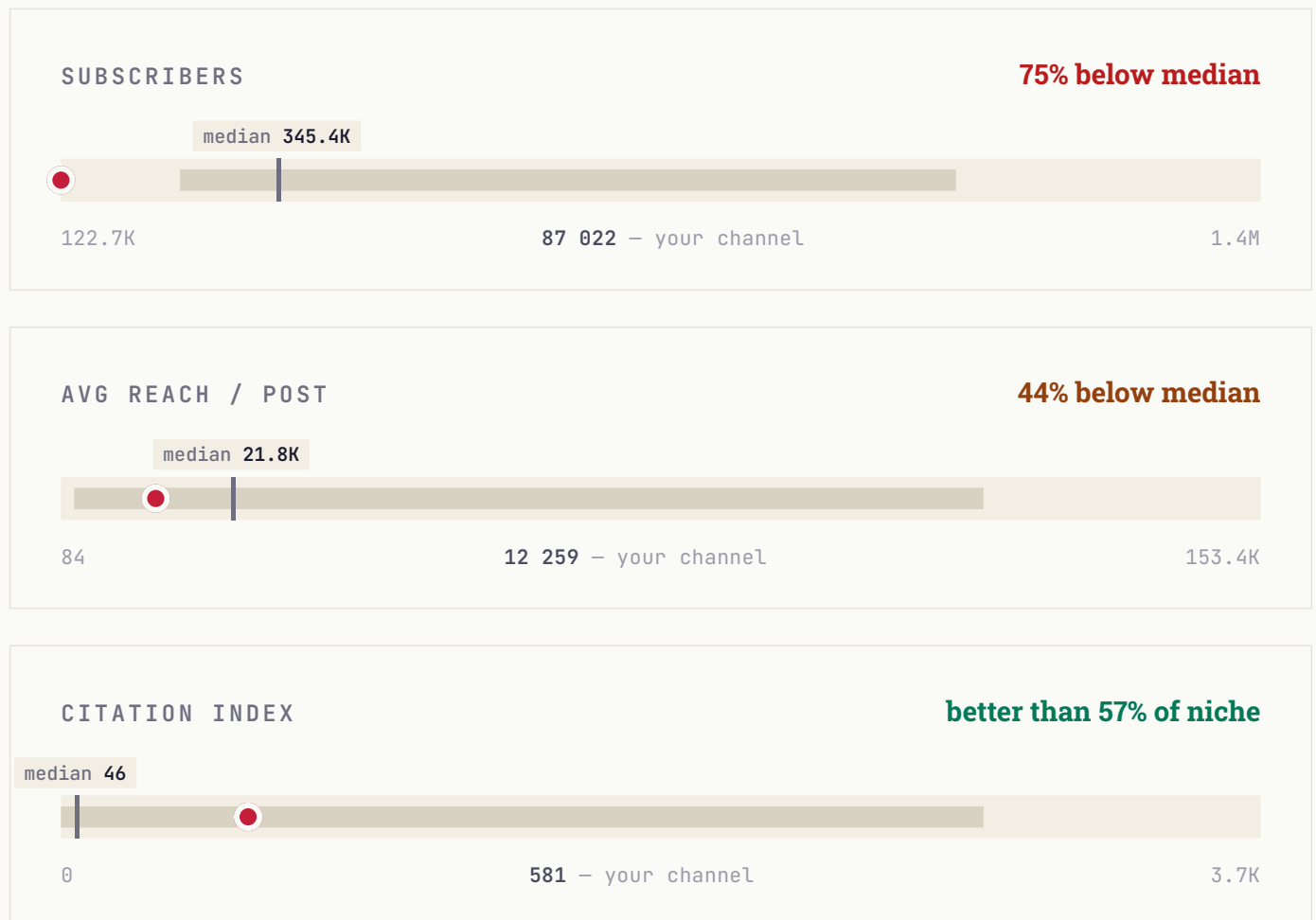
Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **229**, they brought **7** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	31	20	0	
December 2025	50	23	0	
Nov 2025	28	14	7	
Oct 2025	41	21	0	
Sep 2025	33	19	0	
August 2025	46	21	0	
TOTAL MENTIONS	229	MONTHS OF DATA	6	GAINED SUBSCRIBERS
			7	

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01**Top post of the week — on Monday**

On this day at 14:00 MSK audience is most active.

EFFECT

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

Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better****03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

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

Swap posts quarterly with channels in the same niche.
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. To go further — run ads through us and close your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager