

PUBLIC PROMTPRESS REPORT

Channel audit

KSTATI, Economics



@kstati_e

Brief on modern economics Channel included in registry <https://knd.gov.ru/license?id=6785117f8e552d6b54a9b4ca&istryType=bloggersPermission>
Contact @kstati_p_3

SUBSCRIBERS

109 067

-4238 per month

ERR (% SEE POSTS)

17.0%

daily 14.6%

REACH/POST

17.4K

ad reach 16K/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 109 067 —	 SUBS REACH 15.92% avg % subs see post	 VIEWS/POST 17.4K median 17.5K · 29 days	 POSTS/WEEK 49.5 for period
 7D TREND +0.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 267 chars median 142 · 29 days	 POSTS ANALYZED 212 29 days
 AD REACH 16K 24h avg	 CHURN / MONTH -4238 last month	 CITATIONS 79 citation index · 236 channels mentioned all time	

AI EDITOR SUMMARY

Channel «KSTATI, Economics» — 109 067 subs. Each post gets avg 17.4K people (16% of subs), average reach — room to grow. Posts 50 posts/week (~7/day) — active posting. Week of May 25–31 reach stable (+0.3% vs week of May 18–24).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **212** posts in 29 days.
- 02 Dominant format – **Text** (162/212 posts).
- 03 Avg post length – **267** chars (median 142).
- 04 Audience peak – **Tuesday**, 12:00 MSK.
- 05 Top posts get the most **2x** more views than the weakest (30K avg for top vs 15.3K for worst) – among 212 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 09:27 TEXT Ruble strengthens – exporters not suffering? At first glance it sounds like a paradox. But the Central Bank says: 'Prices for our main export products...	VIEWS 52 315 REP. 21	REACTIONS — ER 48.0%
Nº2 22.05 · 17:40 PHOTO «Doshirak» bought an office complex in central Moscow for 3.5–5 billion rubles on Zubovsky Boulevard, area about 8,000 sq m...	VIEWS 18 969 REP. 70	REACTIONS — ER 17.4%
Nº3 02.06 · 12:45 TEXT Hotel prices in Sochi are falling. To attract tourists, hotels started lowering rates, and in May prices already dropped about...	VIEWS 18 739 REP. 32	REACTIONS — ER 17.2%

Nº4 16.05 · 12:33 PHOTO World's busiest ports	VIEWS 18 671 REP. 25	REACTIONS — ER 17.1%
Nº5 23.05 · 14:52 TEXT Porsche cuts Stuttgart production due to falling demand.	VIEWS 18 598 REP. 15	REACTIONS — ER 17.1%

WORST 3

↓ 04.06 · 11:55 TEXT Russian stock market stalls, but capital market grows At SPIEF, pessimism about Russia's stock market keeps popping up. Like...	VIEWS 15 478 REP. 4	REACTIONS — ER 14.2%
↓ 04.06 · 14:31 TEXT "Don't wait for the old to return or Western sanctions to be lifted. The changes happening are...	VIEWS 15 436 REP. 7	REACTIONS — ER 14.2%
↓ 04.06 · 09:46 TEXT Double taxation talks underway with Bahrain, - Russian Finance Ministry.	VIEWS 15 091 REP. 3	REACTIONS — ER 13.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

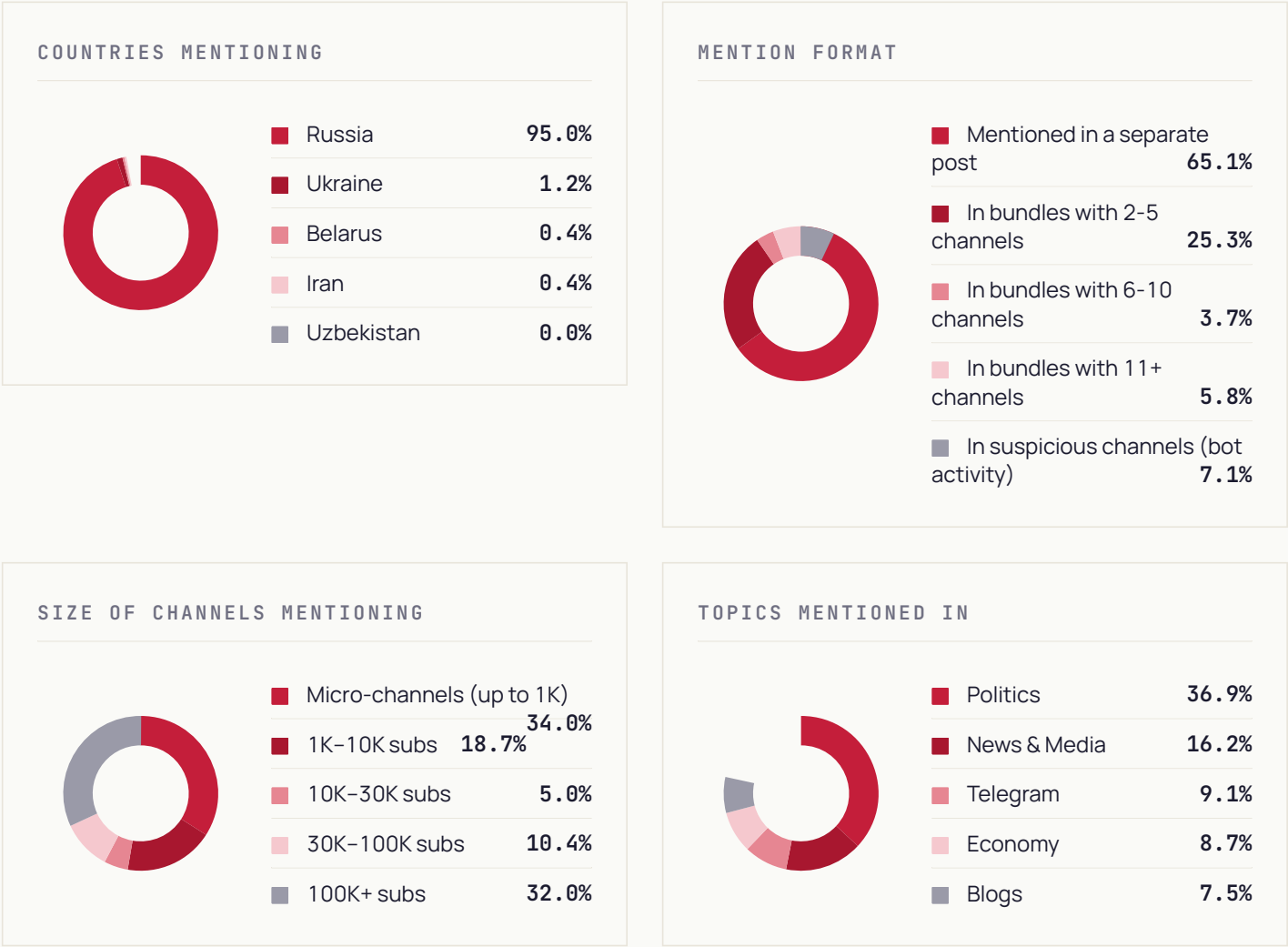
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

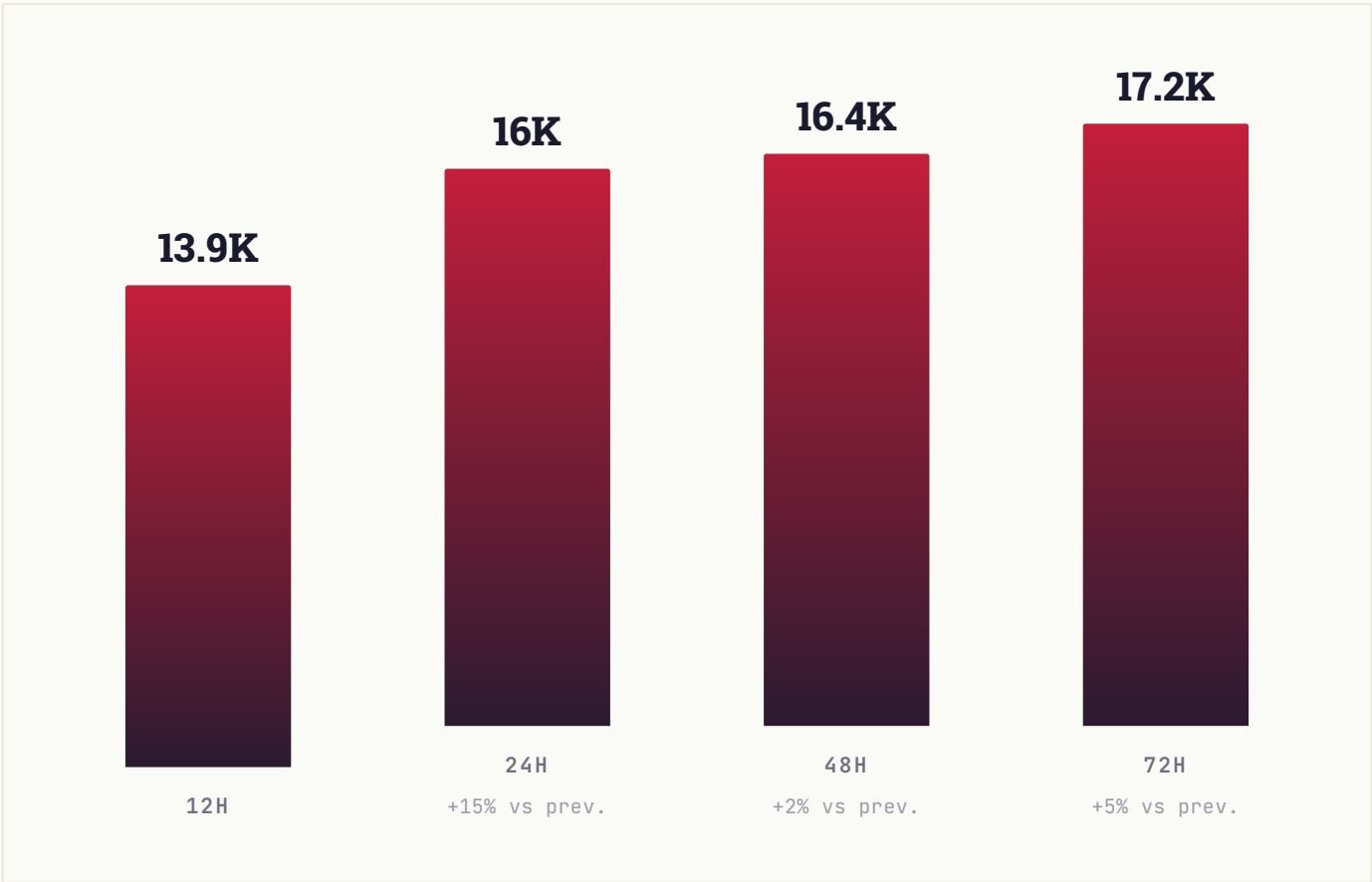
Citation index **79** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel 'weighs' more than from 1K. All-time channel mentions: **236** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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
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
KE KSTATI, Economics YOU	109.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#97 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

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 **56**, they brought **59 945** new subs.

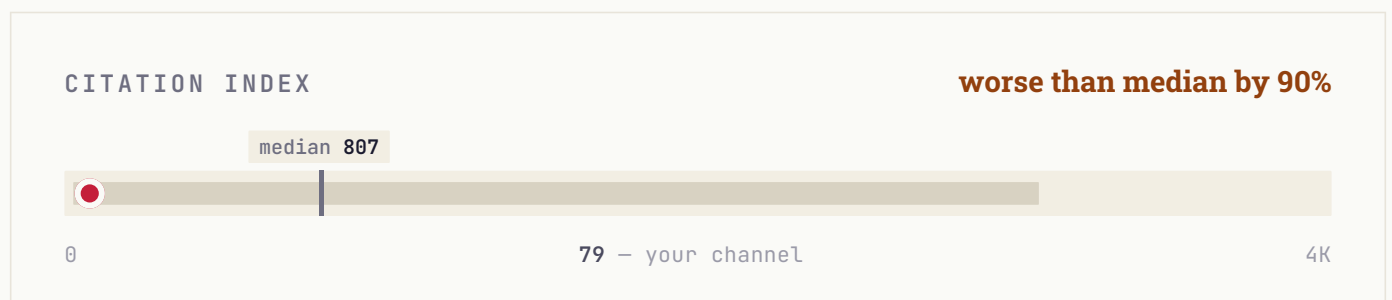
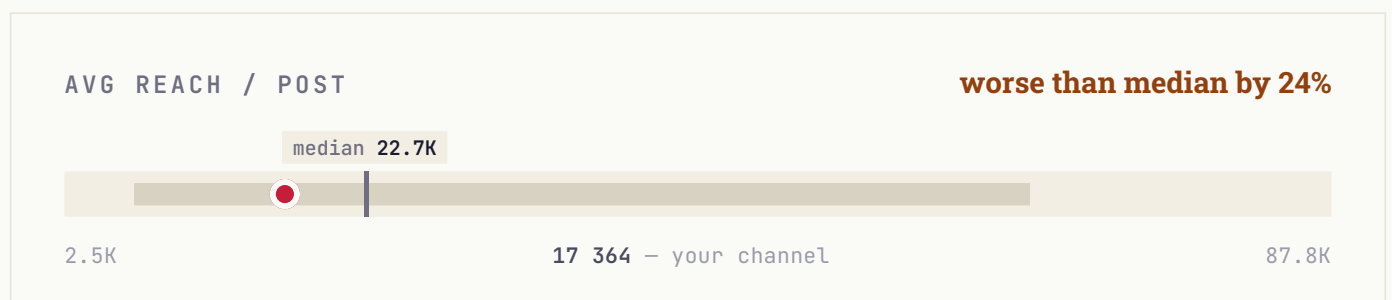
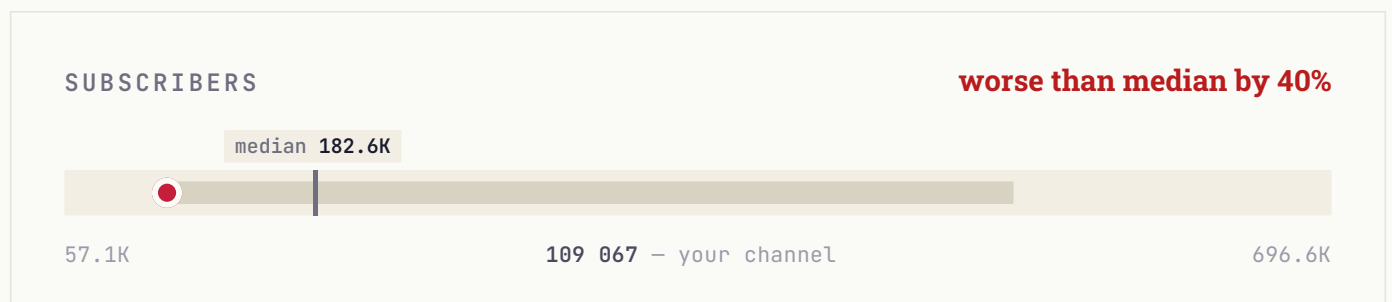
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	8	6	9 964
Nov 2025	12	11	4 517
Oct 2025	4	4	5 629
September 2025	4	4	26 603
August 2025	12	12	7 553
July 2025	16	12	5 679

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
56	6	59 945

— 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 of 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 ranked by expected impact. Check off and return to this report in a month.

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

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best time for
key posts****02****Increase video post share**

Video in Telegram retains audience longer and is favored by the algorithm. Recommend share of 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 poll per week on a hot topic — easy growth lever.

EFFECT

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

Swap posts quarterly with same-segment channels.
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 more? — 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
