

PROMTPRESS PUBLIC REPORT

Channel audit

Mash Money



@mashmoneymash

Money loves silence. We don't. Ad questions: @reklama_newsmedia
Registered in RKN list: <https://www.gosuslugi.ru/snet/69f2107023d658df75abd6ec>

SUBSCRIBERS

17 865

+1372 per month

ERR (% SEE POSTS)

165.0%

per day 18.5%

REACH/POST

20.8K

ad reach 3.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank 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 17 865 —	 SUBSCRIBER REACH 116.44% avg % of subs see post	 VIEWS/POST 20.8K median 3.8K · 29 days	 POSTS/DAY 8.7 ~61 per week
 7D TREND -41.7% vs prev week	 REACTIONS/POST 38.9 only 9,971 reactions, 31,402 reposts, 0 comments	 POST LENGTH 892 chars median 999 · 29 days	 POSTS ANALYZED 256 29 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH +1372 over the last month	 CITATION RATE 99 citation index · 308 channels mentioned it ever	 CHANNEL AGE 4 months 17 days created 04.03.2026

AI EDITOR SUMMARY

Channel «Mash Money» — 17 865 subs. Each post gets avg 20.8K people (116% from subs), wide reach for a channel this size. Publishes 61 posts per week (~9/day) — active publishing. For the week of Jul 6–12, reach dropped -41.7% to the week of Jun 29 – Jul 5 — worth analyzing the reasons.

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 256 posts in 29 days.
- 02 Dominant format — Photo (178/256 posts).
- 03 Avg post length — 892 characters (median 999).
- 04 Audience peak — Wednesday, 18:00 MSK.
- 05 Top posts get 178x more views than the weakest (547.1K avg for top vs 3.1K for worst) — among 256 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 07:15 TEXT Fuel supply to gas stations in Crimea halted — Sergey Aksyonov. The head of the republic said that from 9:00 fuel can no longer be purchased for...	VIEWS 628 398 REPOSTS 10 969	REACTIONS 205 ER 3517.5%
Nº2 25.06 · 13:25 TEXT Apple officially raised gadget prices up to 25%. All due to unprecedented memory chip shortage. Here's how prices changed: 🍏 MacBook Neo...	VIEWS 518 270 REPOSTS 3 789	REACTIONS 30 ER 2901.0%
Nº3 12.07 · 13:58 PHOTO Women overpay up to 826k RUB for contraception. Reproductive burden still falls on women while men...	VIEWS 494 641 REPOSTS 1 505	REACTIONS 113 ER 2768.8%

Nº4 29.06 · 14:50 PHOTO From Oct 1, 2026, utility tariffs will change: costs may rise 8-22%. We estimated how much you'll pay for electricity and water in...	VIEWS 490 661 REPOSTS 2 199	REACTIONS 66 ER 2746.5%
Nº5 03.07 · 13:58 PHOTO Russians' deposits won't be frozen under any conditions, said Bank of Russia deputy chair Alexey Zaboltnikov. He complained that citizens...	VIEWS 442 169 REPOSTS 931	REACTIONS 48 ER 2475.1%

WORST 3

↓ 04.07 · 09:04 PHOTO Russian fast-food chains earn up to 300 million rubles from cartoon collabs. Licensing and merch with "Smeshariki" characters...	VIEWS 3 086 REPOSTS 10	REACTIONS 22 ER 17.3%
↓ 17.07 · 11:30 PHOTO Buying decent shoes in Russia is now harder than finding a job above market salary, Mash Money found. Buyers are less willing...	VIEWS 3 080 REPOSTS 11	REACTIONS 23 ER 17.2%
↓ 17.07 · 10:00 PHOTO Average apartment size in Moscow new builds has decreased over five years. According to Mash Money, average size in old Moscow...	VIEWS 3 045 REPOSTS 11	REACTIONS 27 ER 17.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

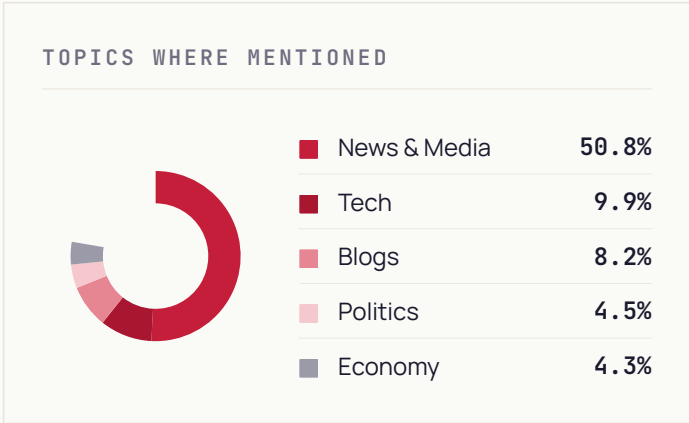
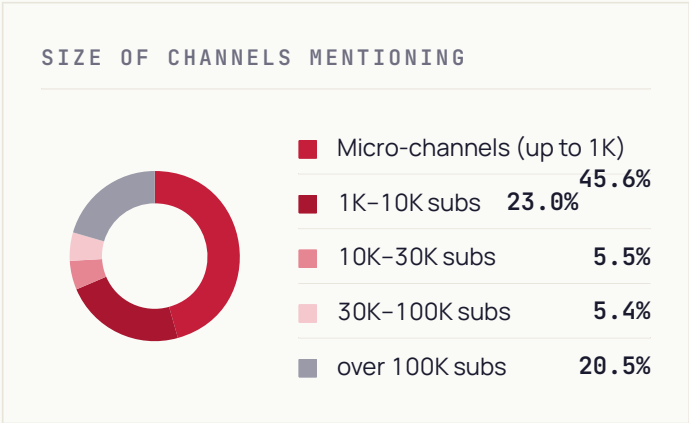
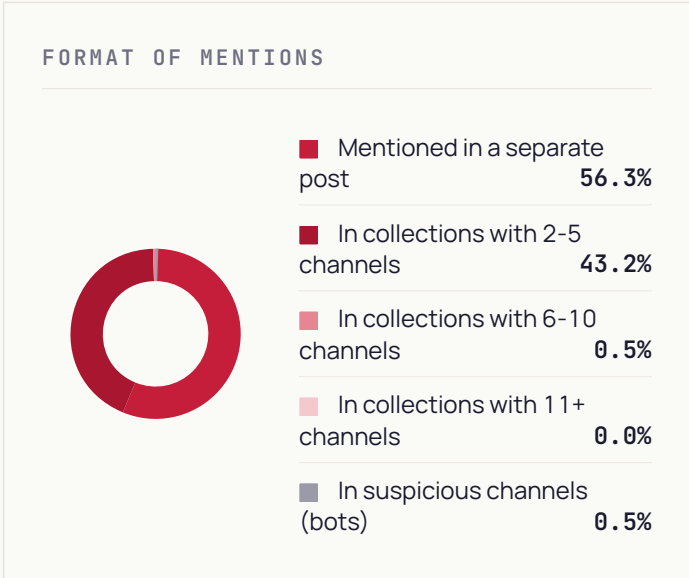
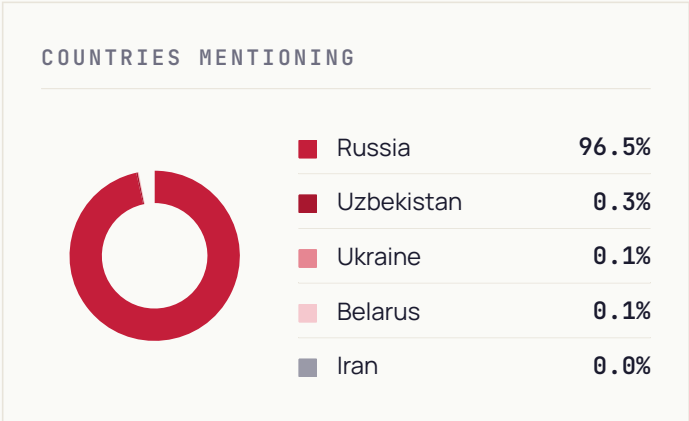
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

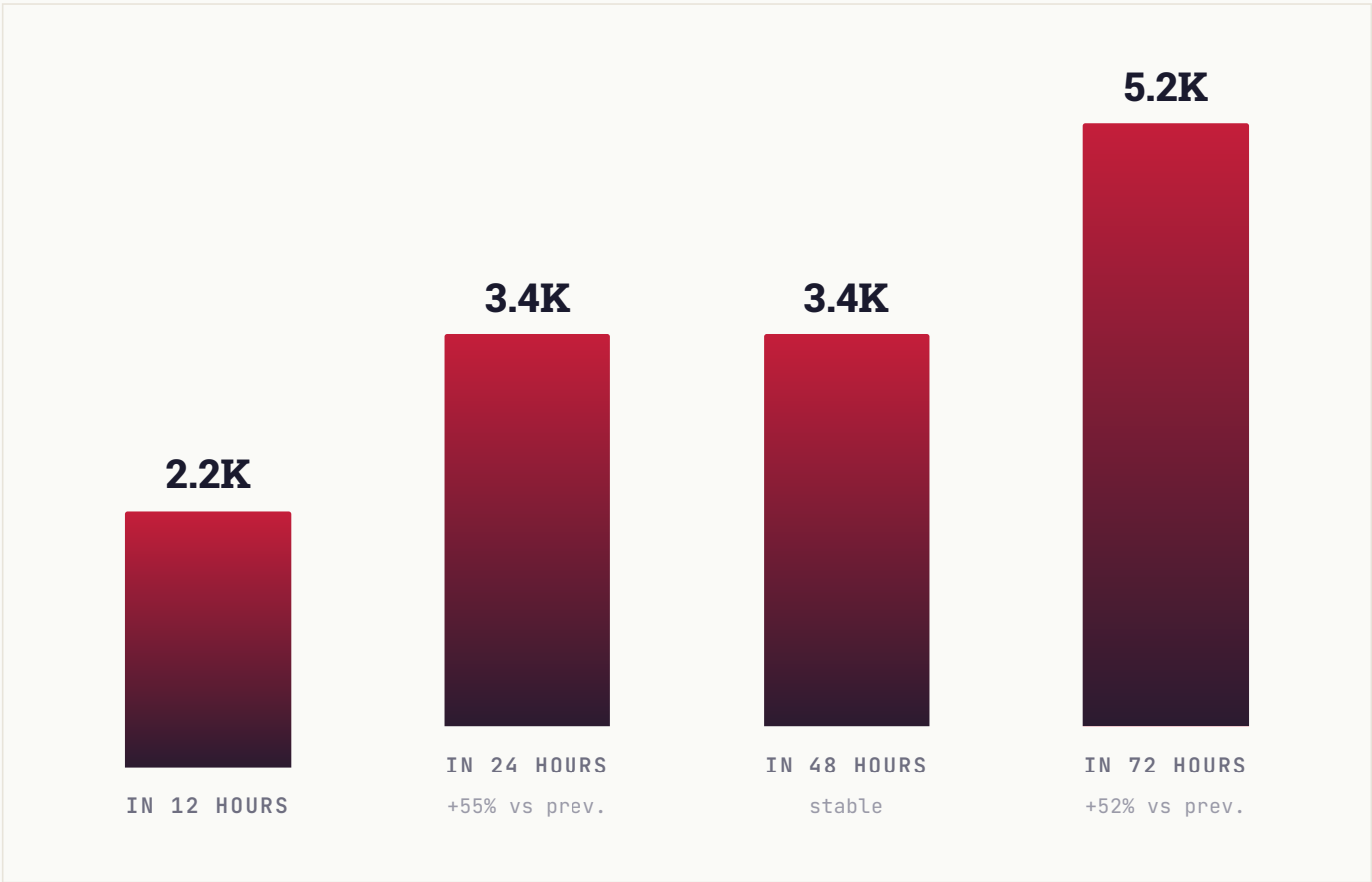
Citation index **99** – channel popularity rating based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **308** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post by time since publication. Helps estimate how long placement should "live".



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
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخ اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
اش Sharif شریف	2.8M
TW Trade Watcher	2.5M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏰	1.8M
T3 The Economist	1.3M
ER Axe. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
MM Mash Money YOU	17.9K

COMPARATIVE CONCLUSION

Channel so far outside top-98 of niche — early growth stage. Niche leader — آقاي تحليلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 via systematic traffic & content work.

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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — on Wednesday

Audience most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 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 picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with channels in your niche once a quarter.
No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through 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
