

— PUBLIC PROMTPRESS REPORT

Channel audit

Ministry of Economic Development of Russia



@minec_russia

Channel content is based on publicly available official materials.

RKN: <https://clck.ru/3GXPx9>

SUBSCRIBERS

23 090

ERR (% SEE POSTS)

6.0%

REACH/POST

1.2K

-172 per month

per day 3.0%

ad reach 699/24h

— TABLE OF 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 **Citation rate**

Who mentions the channel and how

05 **Ad potential**

How long a post generates reach

06 **Competitors**

Niche neighbors · your spot

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Rank in «Economy» category

09 **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 23 090 —	 SUBS REACH 5.09% avg % subs see post	 VIEWS/POST 1.2K median 1.1K · 29 days	 POSTS/WEEK 14.6 for the period
 7D TREND -7.0% vs previous week	 REACTIONS/POST 16.5 only 1,025 reactions, 675 reposts, 0 comments	 POST LENGTH 690 chars median 618 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 699 24h avg	 CHURN / MONTH -172 last month	 CITATION RATE 976 citation index · 5,598 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 08.04.2021

AI EDITOR SUMMARY

Channel «Ministry of Economic Development of Russia» – 23 090 subs. Each post averages 1.2K people (5% of subs), reach is low – consider expanding audience. Posts 15 posts per week (~2/day) – regular schedule. Week Jul 6–12 reach dropped -7.0% by week Jun 29 – Jul 5 – worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 62 posts over 29 days.
- 02 Dominant format – Video (41/62 posts).
- 03 Avg post length – 690 chars (median 618).
- 04 Peak audience activity – Wednesday, 13:00 MSK.
- 05 Top posts get 3x more views than the weakest (2.7K avg for top vs 833 for worst) – among 62 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 10:03 PHOTO What do nanosatellite production, school robotics, and drone shows have in common? All of this is done by Geoscan Group It...	VIEWS 3 242 REPOSTS 41	REACTIONS 35 ER 14.0%
Nº2 09.07 · 09:38 VIDEO Throwing hats in the air XXXX Shooting Reels Caught graduates of the All-Russian Academy of Foreign Trade right after the ceremony, where diplomas...	VIEWS 2 502 REPOSTS 26	REACTIONS 25 ER 10.8%
Nº3 27.06 · 12:46 PHOTO Grant contest: Thanks for entering. Unfortunately, your project didn't make it to the next round. Sorry. Oh well, nothing to be done, it's...	VIEWS 2 469 REPOSTS 19	REACTIONS 21 ER 10.7%

Nº4 02.07 · 11:06 PHOTO Saw news about the reel-series 'Producer of a Billion City' – couldn't scroll past Because it's not just a media story. It's about...	VIEWS 2 318 REPOSTS 70	REACTIONS 41 ER 10.0%
Nº5 24.06 · 11:44 VIDEO How can businesses grow, produce more, and work more efficiently? Boost ⚡⚡⚡⚡⚡⚡⚡⚡⚡. Companies across the country every...	VIEWS 1 717 REPOSTS 17	REACTIONS 19 ER 7.4%

|

WORST 3

↓ 03.07 · 13:00 VIDEO 💡 The most valuable resource today is time. This is especially felt when you have to fly to another country for a single document. Since July 1...	VIEWS 939 REPOSTS 13	REACTIONS 13 ER 4.1%
↓ 13.07 · 17:00 VIDEO Over the year, the number of mid-sized companies grew by 10% And other economic news of the day: 🇷🇺Government extended special confirmation rules...	VIEWS 833 REPOSTS 3	REACTIONS 13 ER 3.6%
↓ 13.07 · 14:56 VIDEO What's coming this week ↓ 🇷🇺Monday, July 13 SME: summing up the all-Russian forum 'My Business. Camp' in...	VIEWS 727 REPOSTS 5	REACTIONS 21 ER 3.1%

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 gained or lost subs.

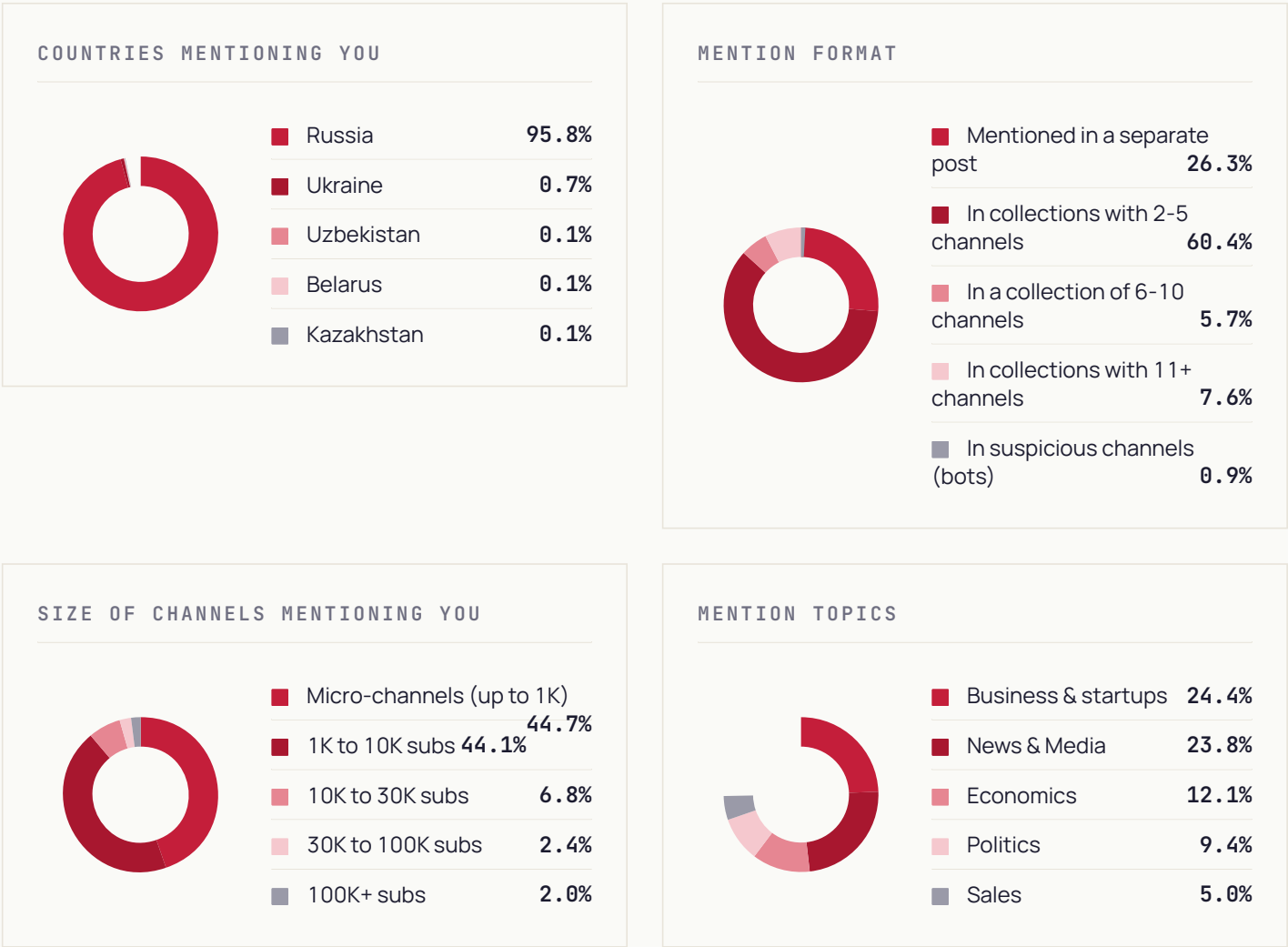


START OF PERIOD	NOW	NET GROWTH
20 380	23 090	+2 710

SECTION 04 · MENTIONS

Who mentions the channel and how

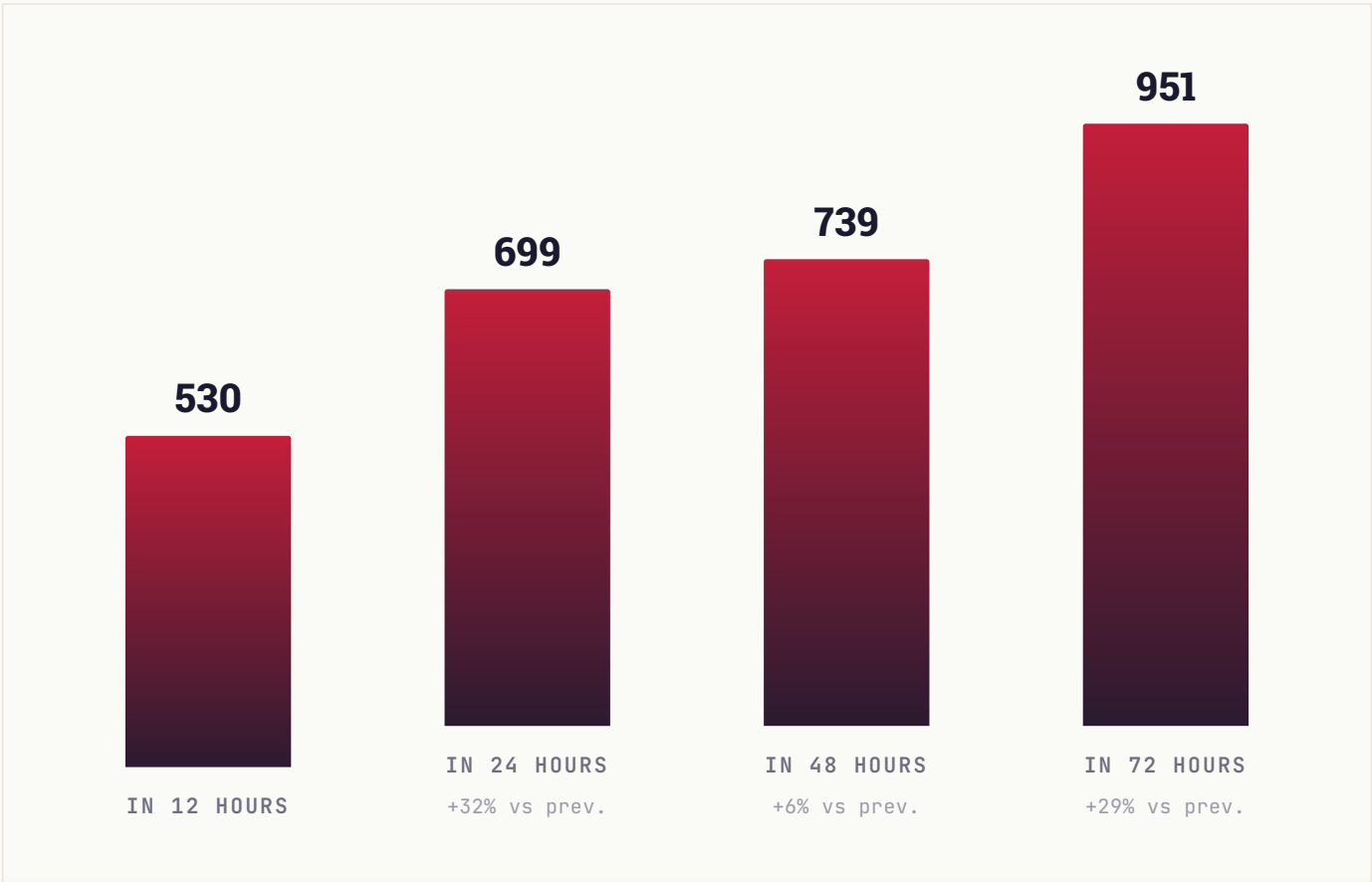
Citation index **976** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **5 598** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا	3.6M
Sharif شریف	2.8M
Trade Watcher	2.6M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Blunt. Economics.	1.2M
QUBTAN EL GOLD	1.1M
MR Ministry of Economic Development of Russia YOU	23.1K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal: enter top-98 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

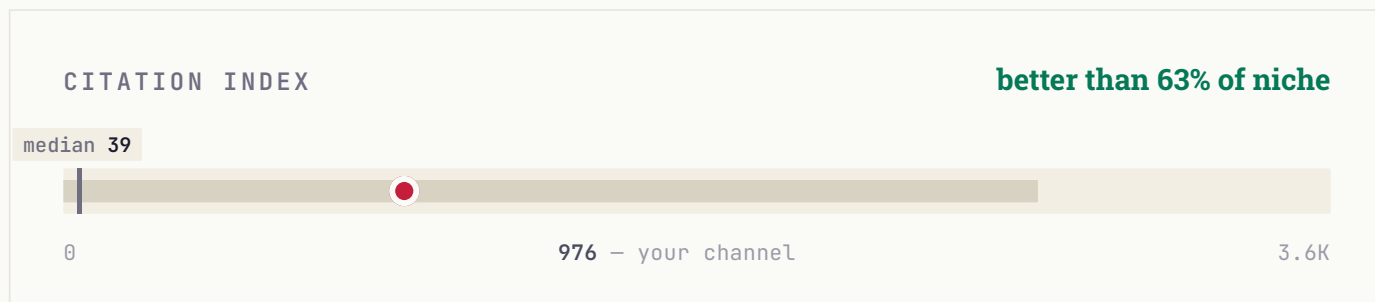
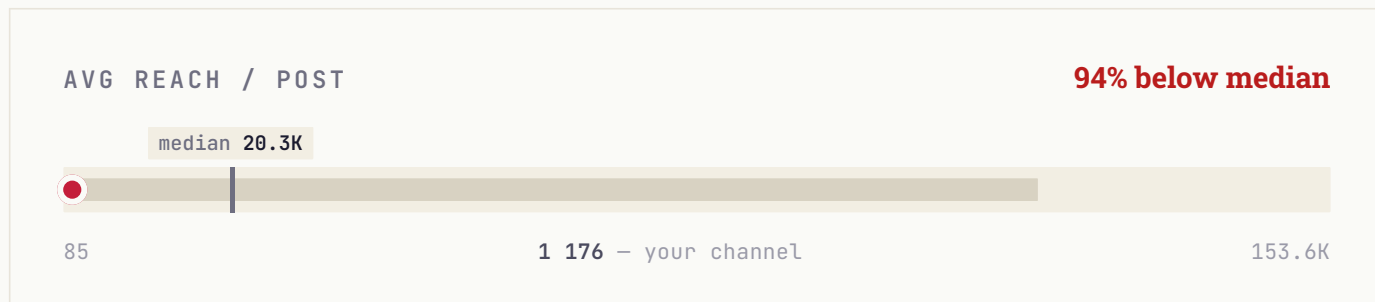
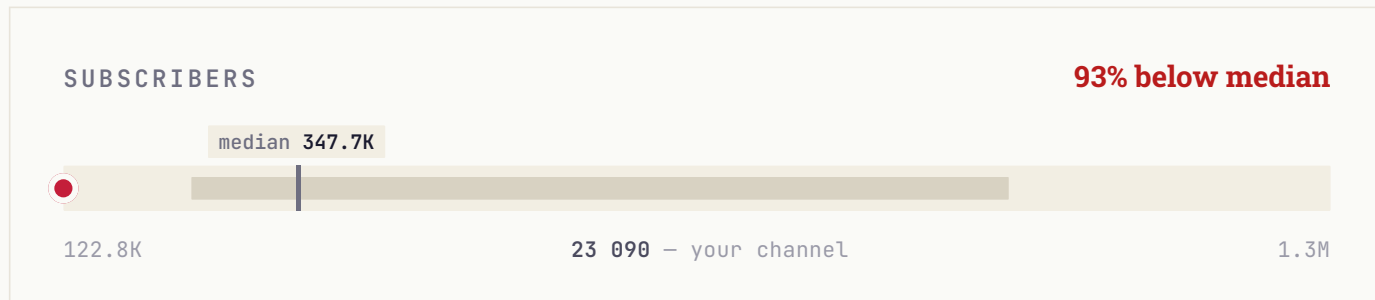
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 066**, they brought **1 734** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	175	108	79
December 2025	201	129	58
Nov 2025	270	172	93
Oct 2025	375	258	469
Sep 2025	556	326	385
August 2025	489	297	650
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
2 066	6	1 734	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Wednesday
Audience is most active on this day at 13:00 MSK.

EFFECT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

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
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords for organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
