

PROMTPRESS PUBLIC REPORT

Channel audit

Minfin Rossii



@minfin

Official channel of Russia's Ministry of Finance ♦ Key events

♦ Official comments <https://minfin.gov.ru/ru/>

SUBSCRIBERS

49 163

-119 per month

ERR (% SEE POSTS)

7.0%

per day 3.5%

REACH/POST

3.4K

ad reach 1.7K/24h

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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 49 163 —	 SUBS REACH 6.92% avg % subs see post	 VIEWS/POST 3.4K median 2.8K · 29 days	 POSTS/WEEK 22.9 for the period
 7D TREND -25.0% vs prev week	 REACTIONS/POST 37.8 only 3,668 reactions, 2,061 reposts, 69 comments	 POST LENGTH 817 chars median 999 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -119 for the last month	 CITE RATE 1 331 citation index · 6,464 channels mentioned all time	 CHANNEL AGE 4 years 4 months created Feb 26, 2022

AI EDITOR SUMMARY

Channel «Minfin Rossii» — 49 163 subs. Each post averages 3.4K people (7% of subs), reach is low — consider expanding audience. Publishes 23 posts per week (~3 per day) — active posting. Week Jul 6–12 reach dropped by -25.0% by week Jun 29 – Jul 5 — worth analyzing reasons.

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 97 posts over 29 days.
- 02 Dominant format – Photo (64/97 posts).
- 03 Avg post length – 817 chars (median 999).
- 04 Peak audience activity – Wednesday, 16:00 MSK.
- 05 Top posts get 11× more views than the weakest (21.4K avg for top vs 2K for worst) – among 97 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 13:03 TEXT Revenue threshold for VAT under simplified tax system to stay until 2029  State Duma passed a law keeping the revenue threshold at...	VIEWS 27 676 REPOSTS 217	REACTIONS 41 ER 56.3%
Nº2 29.06 · 16:32 TEXT  Terms of the «Family Mortgage» program remain unchanged until October 1 Currently, interested departments within the framework...	VIEWS 26 727 REPOSTS 573	REACTIONS 67 ER 54.4%
Nº3 09.07 · 13:01 PHOTO Preliminary estimate of federal budget execution for Jan–Jun 2026 Preliminary estimate shows revenues...	VIEWS 9 769 REPOSTS 18	REACTIONS 42 ER 19.9%

Nº4 04.07 · 16:56 PHOTO Mortgage holidays for families with children under 1.5 years become more accessible No longer need to prove income drop, and...	VIEWS 5 221 REPOSTS 56	REACTIONS 30 ER 10.6%
Nº5 01.07 · 10:00 TEXT Minfin Rossii continues digitalizing federal budget revenue administration Consolidation of specific revenue types...	VIEWS 4 945 REPOSTS 22	REACTIONS 35 ER 10.1%

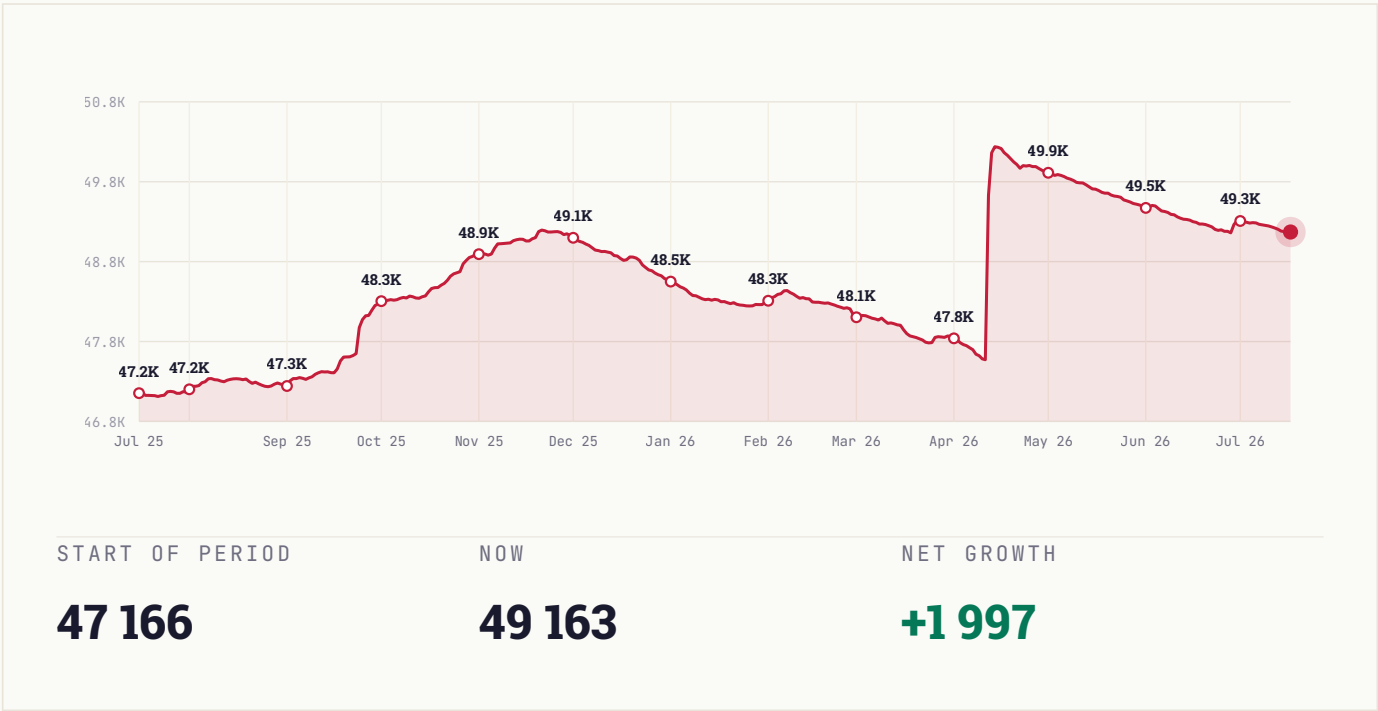
WORST 3

↓ 25.06 · 14:55 TEXT  What changed in federal property management in Russia in 2025? Deputy Finance Minister Alexei Moiseev at a meeting...	VIEWS 1 977 REPOSTS 3	REACTIONS 29 ER 4.0%
↓ 02.07 · 14:32 VIDEO Government continues to reduce regional debt burden 17 regions will have two-thirds of budget loan debt written off...	VIEWS 1 977 REPOSTS 13	REACTIONS 26 ER 4.0%
↓ 08.07 · 17:34 PHOTO Federal budget spending on national projects According to preliminary data, federal budget spending...	VIEWS 1 909 REPOSTS 11	REACTIONS 29 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

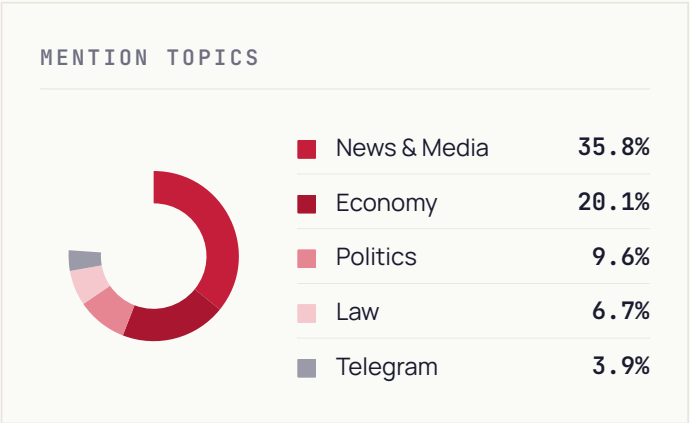
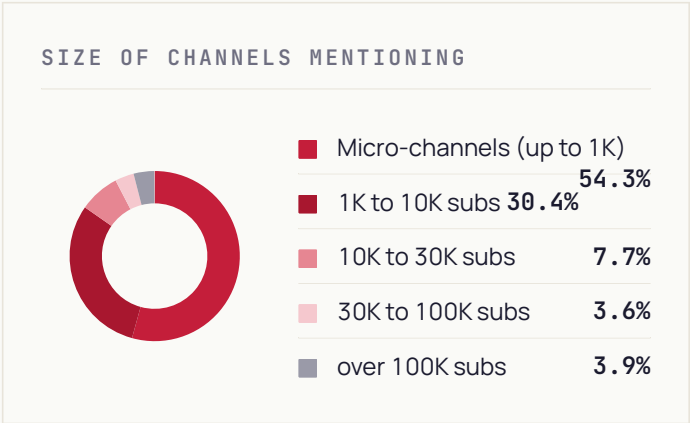
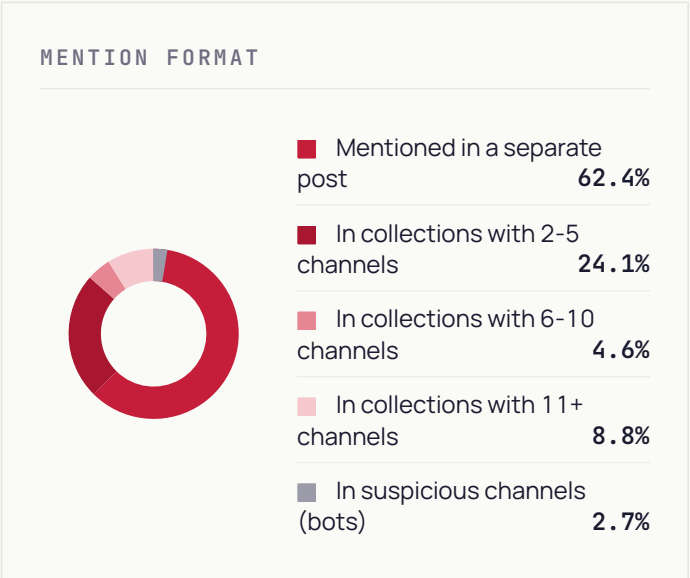
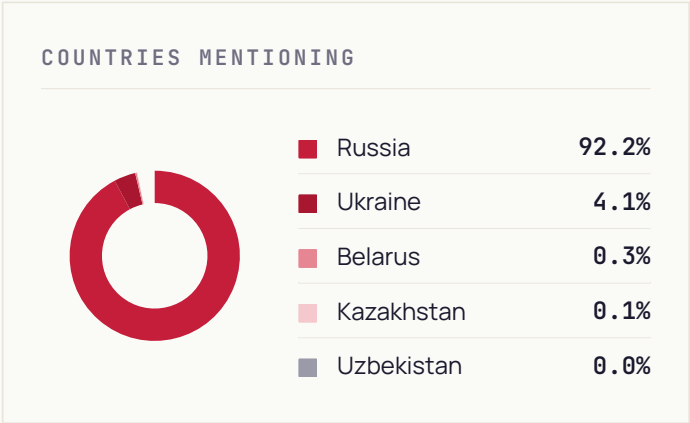
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

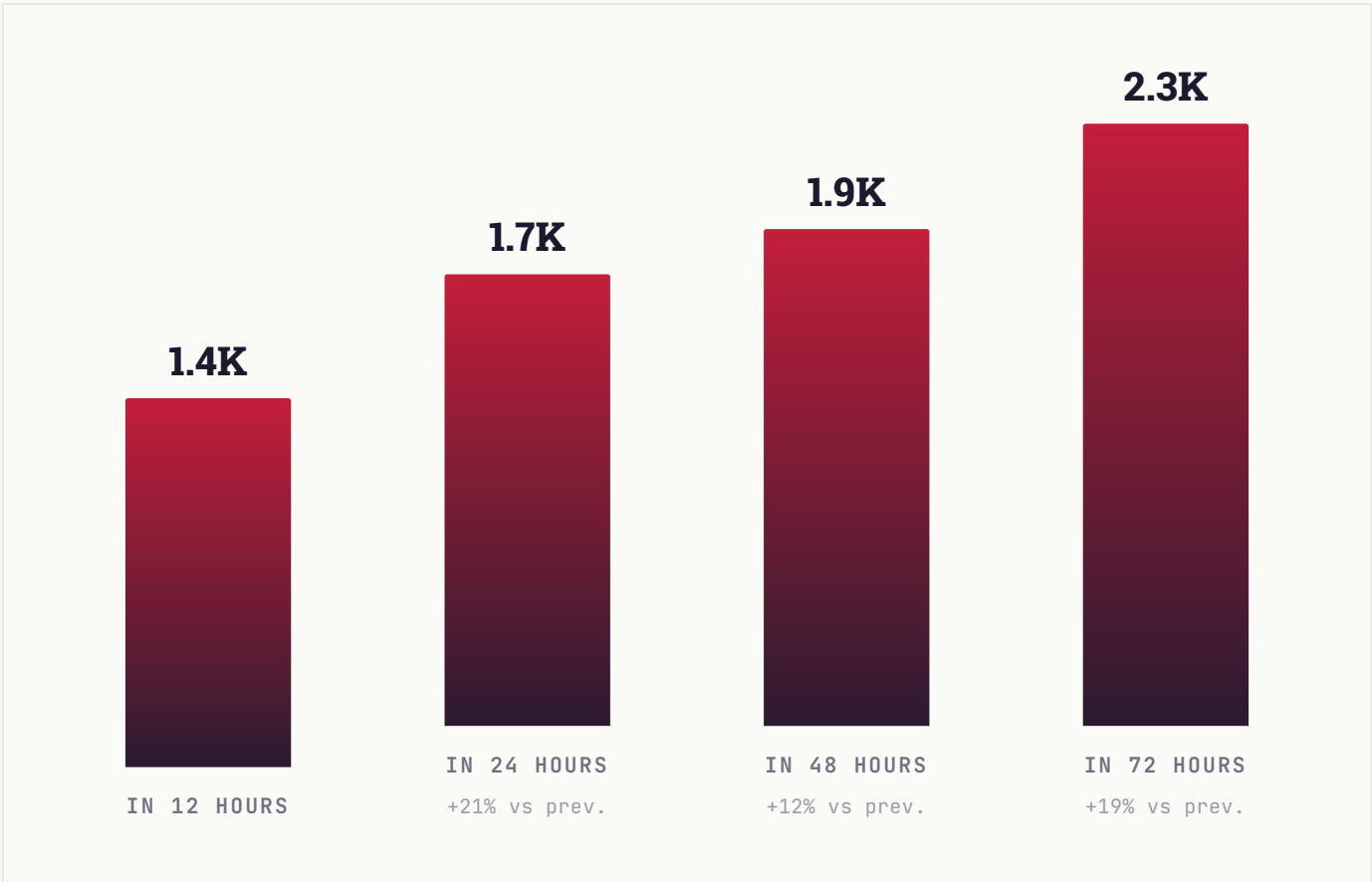
Citation index **1 331** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **6 464** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا اق	3.6M
Sharif شریف اش	2.8M
Trade Watcher TW	2.6M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TE	1.3M
Ax. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Minfin Rossii YOU MR	49.2K

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 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 787**, they brought **2 463** new subs.

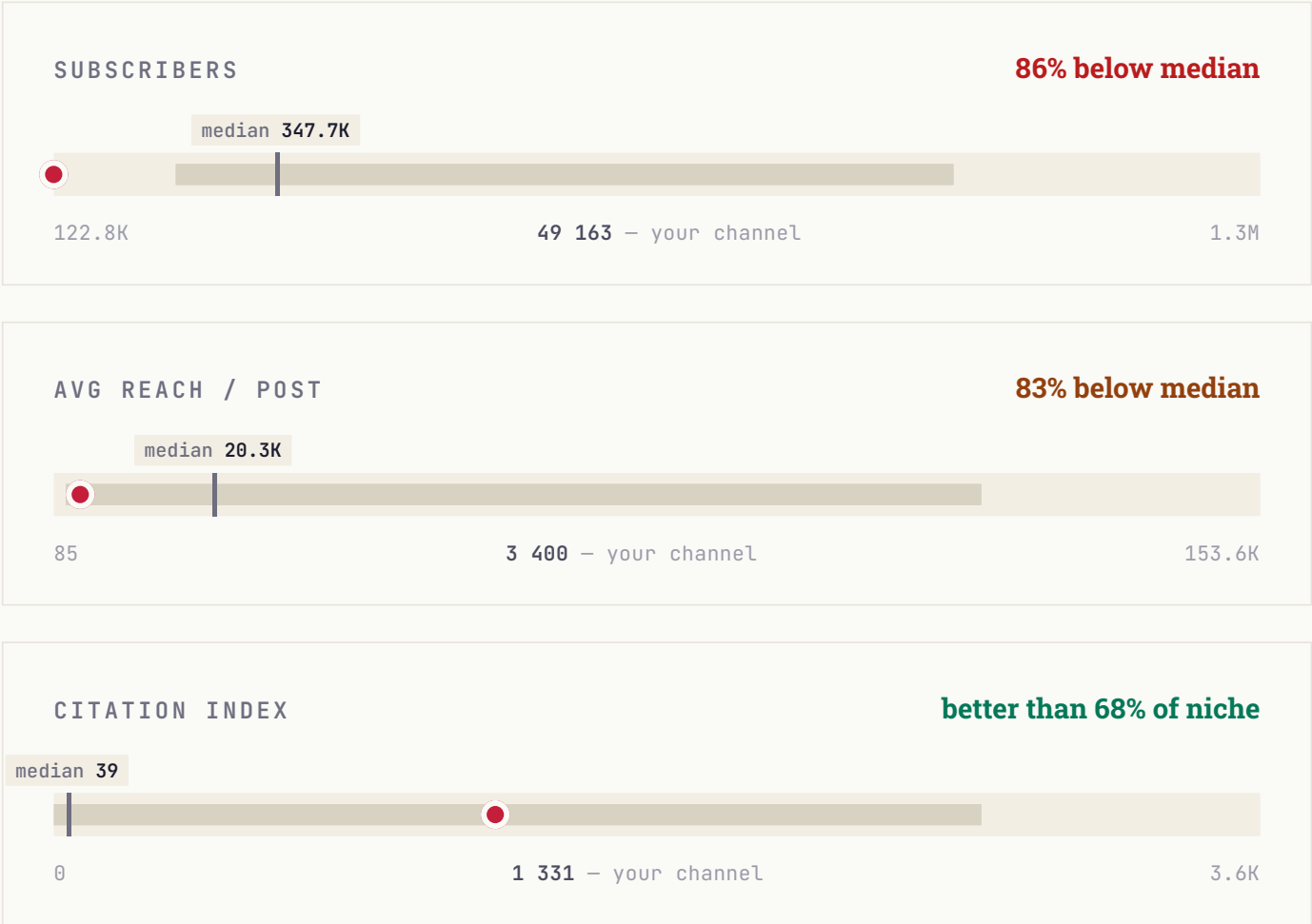
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	134	120	74
December 2025	142	105	44
November 2025	190	137	358
Oct 2025	527	257	657
Sep 2025	416	234	1 056
August 2025	378	265	274

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1 787	6	2 463

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Economy» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-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 revisit next month.

01

Top post of the week — on Wednesday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram holds audience longer and 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 & 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

Exchange posts with channels in the same segment once a quarter. No need daily — 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 to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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