

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Petr Gulin |

## Moscow

## Exchange

## Arbitrage



@moex\_arbitrag

📈 Making 25-100% yearly even when markets fall. 💎 Using my proprietary strategy. 🏆 Earned over 100M RUB on exchange. Reviews - [https://t.me/exponenta\\_otzyv](https://t.me/exponenta_otzyv) Student cases -...

SUBSCRIBERS

14 240

ERR (% SEE POSTS)

5.0%

REACH/POST

617

-175 per month

per day 1.8%

ad reach 257/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

|                                                                                         |                                                                                                                       |                                                                                                                       |                                                                                                         |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>14 240</div> <div>—</div>             | <div><div></div><div>SUBS REACH</div></div> <div>4.33%</div> <div>avg % of subs see post</div>                        | <div><div></div><div>VIEWS/POST</div></div> <div>617</div> <div>median 662 · 27 days</div>                            | <div><div></div><div>POSTS/WEEK</div></div> <div>8.6</div> <div>over period</div>                       |
| <div><div></div><div>7D TREND</div></div> <div>-12.4%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>3.9</div> <div>only 132 reactions, 79 reposts, 13 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>719 chars</div> <div>median 953 · 27 days</div>                     | <div><div></div><div>POSTS ANALYZED</div></div> <div>34</div> <div>27 days</div>                        |
| <div><div></div><div>AD REACH</div></div> <div>257</div> <div>24h avg</div>             | <div><div></div><div>CHURN / MONTH</div></div> <div>-175</div> <div>last month</div>                                  | <div><div></div><div>CITATION RATE</div></div> <div>226</div> <div>citation index · 334 channels mentioned ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>3 years 10 months</div> <div>created 02.09.2022</div> |

AI EDITOR SUMMARY

Channel «Petr Gulin | Arbitration on Moscow Exchange» — 14 240 subs. Each post gets avg 617 people (4% of subs), reach is low — should expand audience. Publishes 9 posts per week (~1/day) — regular schedule. For week Jun 29 — Jul 5 reach dropped by -12.4% by week Jun 22–28 — 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 **34** posts over 27 days.
- 02 Dominant format — **Photo** (11/34 posts).
- 03 Avg post length — **719** chars (median 953).
- 04 Peak audience activity — **Friday, 16:00 MSK**.
- 05 Top posts get **3x** more views than the weakest (965 avg for top vs 341 for worst) — across 34 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                      |                                                                 |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>19.06 · 13:54</div><div>PHOTO</div></div> <div>!! CBR KEY RATE = 14.25% (EXP 14% / PREV 14.5%) Wow. Stocks plummeting. OFZs following. The idea of stock revaluation amid...</div>           | <div>VIEWS</div> <div>991</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>7.0%</div>  |
| <div><div>Nº2</div><div>15.06 · 18:35</div><div>POLL</div></div> <div>(post without caption — poll)</div>                                                                                                            | <div>VIEWS</div> <div>960</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>6.7%</div>  |
| <div><div>Nº3</div><div>15.06 · 13:42</div><div>PHOTO</div></div> <div>🚀 Musk-style madness: SpaceX went public with \$1.75T valuation despite unprofitable space and wild overheating Elon Musk pulled off...</div> | <div>VIEWS</div> <div>945</div> <div>REPOSTS</div> <div>8</div> | <div>REACTIONS</div> <div>13</div> <div>ER</div> <div>6.6%</div> |

**Nº4** 15.06 • 18:34 **POLL**  
(post without caption – poll)

VIEWS  
**917**

REACTIONS  
—

REPOSTS  
**1**

ER  
**6.4%**

**Nº5** 16.06 • 13:52 **POLL**  
(post without caption – poll)

VIEWS  
**897**

REACTIONS  
—

REPOSTS  
**1**

ER  
**6.3%**

## WORST 3

↓ 08.07 • 12:07 **POLL**  
(post without caption – poll)

VIEWS  
**358**

REACTIONS  
—

REPOSTS  
—

ER  
**2.5%**

↓ 10.07 • 14:14 **PHOTO**  
Another hellish week for classic investors is over Stocks falling 18 weeks straight. My portfolio is green and growing...

VIEWS  
**335**

REACTIONS  
**4**

REPOSTS  
—

ER  
**2.4%**

↓ 11.07 • 09:22 **TEXT**  
 Who's dumping the market and who's carrying it? – June CB stats without embellishment Bank of Russia released data on stock exchange operations...

VIEWS  
**331**

REACTIONS  
—

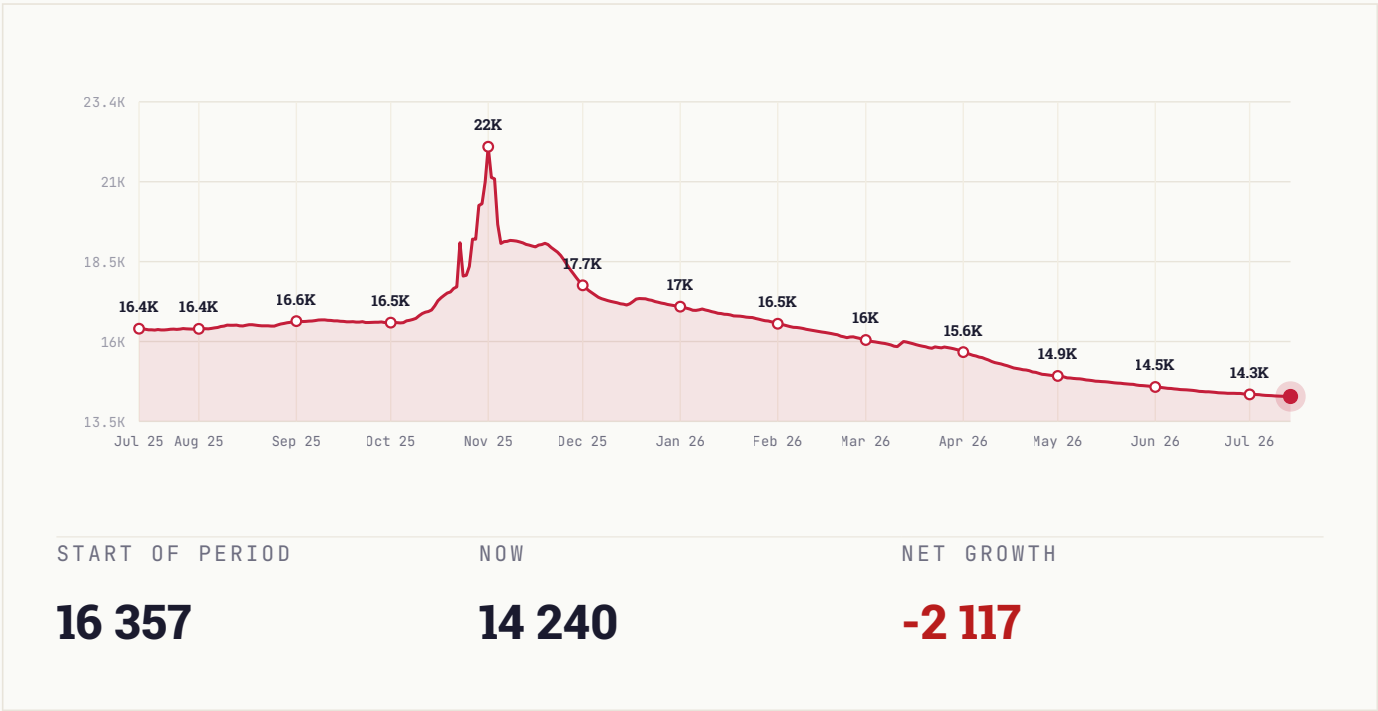
REPOSTS  
**2**

ER  
**2.3%**

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

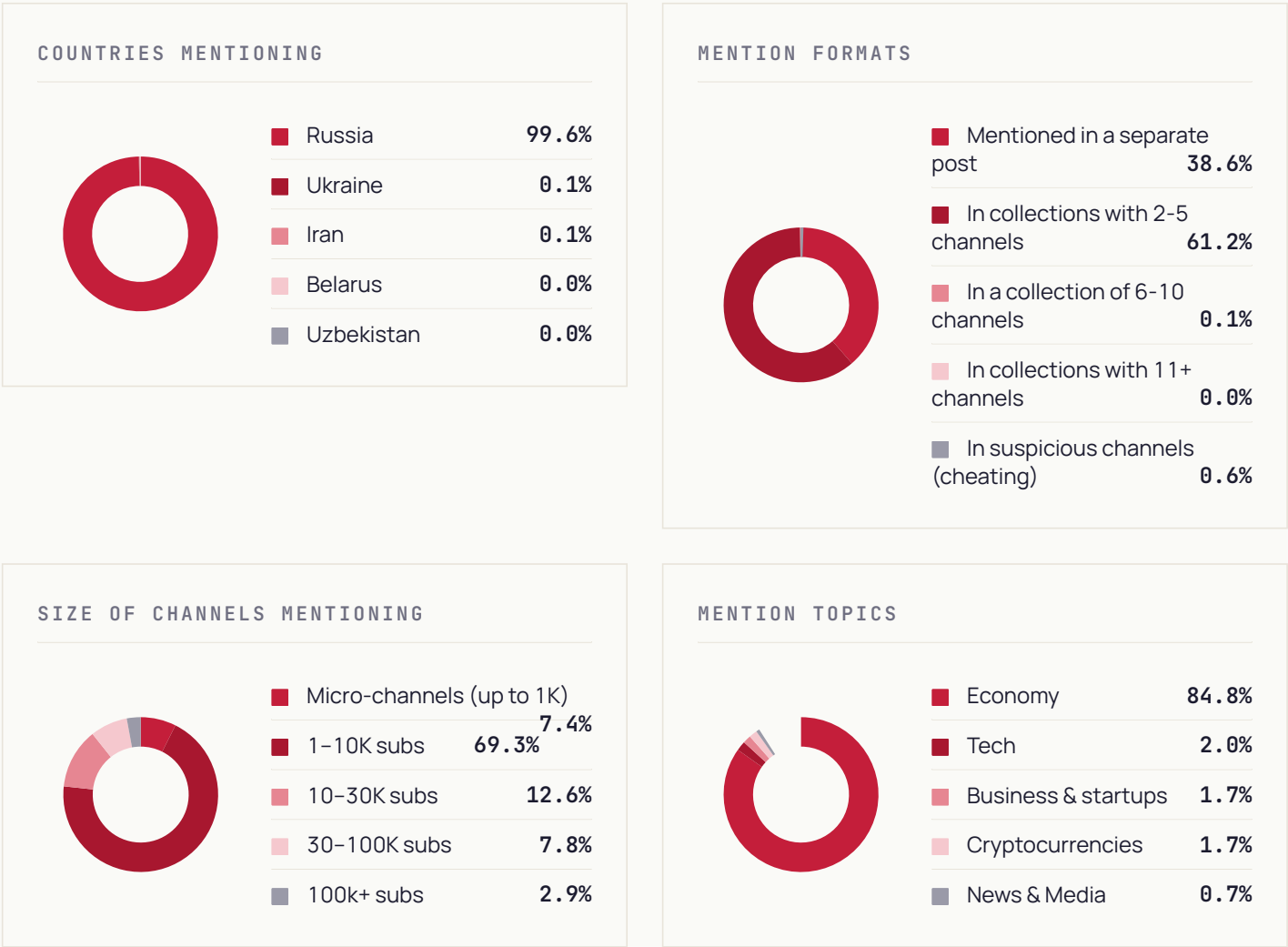
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

Citation index **226** — 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: **334** different channels.

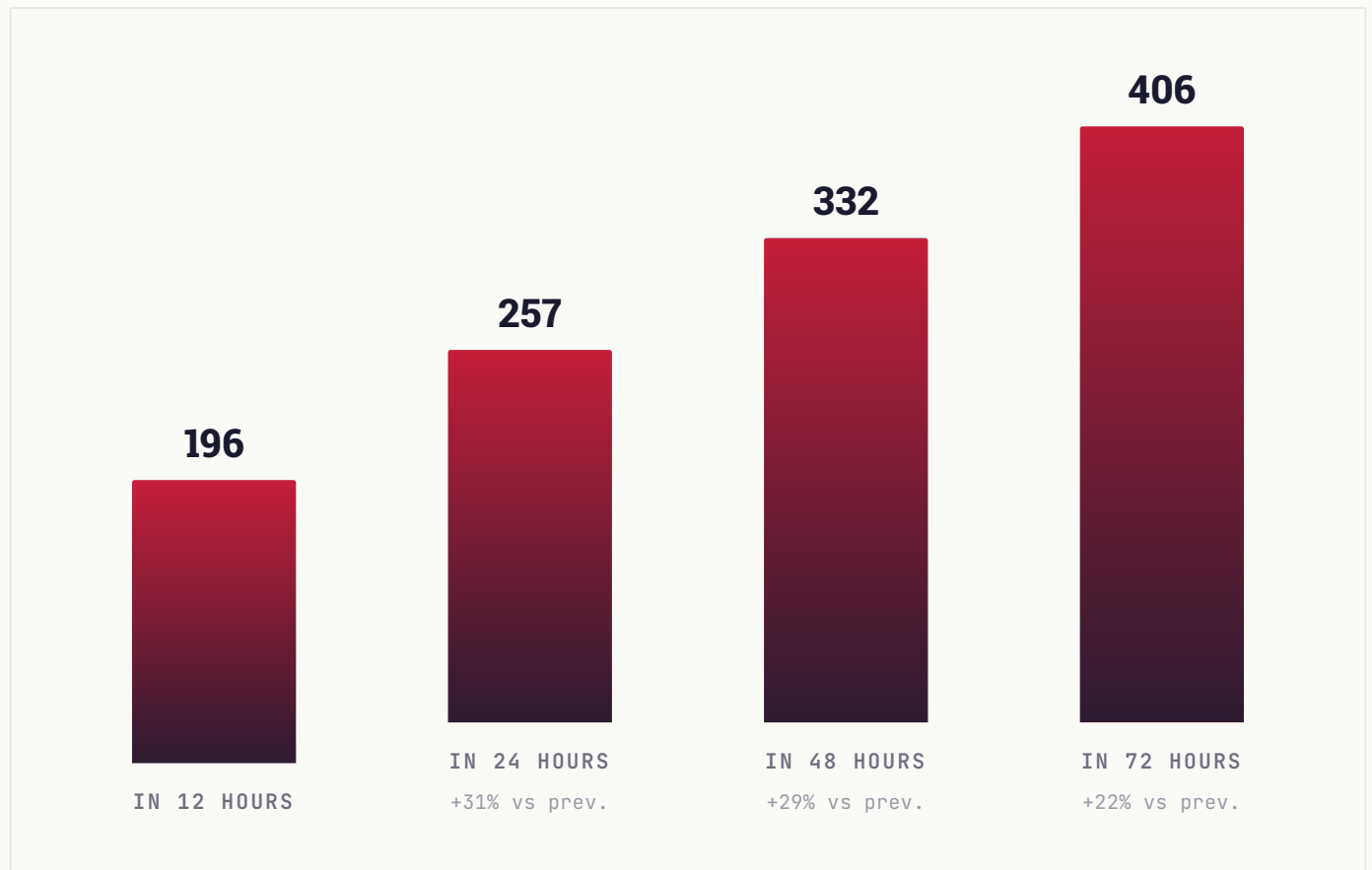




— SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long 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 |
|-----------------------------------------------|-------------|
| BA Blum: All Crypto – One App                 | 16.7M       |
| MC Major Community                            | 12.9M       |
| CE Catapult Extreme                           | 9.9M        |
| RO Roxman                                     | 8.7M        |
| DC DOGS Community                             | 7.9M        |
| GO Gram of TON                                | 7.3M        |
| FH FX Holding   Official                      | 7M          |
| YE Yescoin                                    | 6.5M        |
| TF Time Farm News                             | 6.1M        |
| \$T \$BAKS TON                                | 6.1M        |
| PG Petr Gulin   Moscow Exchange Arbitrage YOU | 14.2K       |

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Blum: All Crypto – One App (16.7M), top-100 median: 2.2M. First goal — enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **6**, they brought **7 415** new subs.

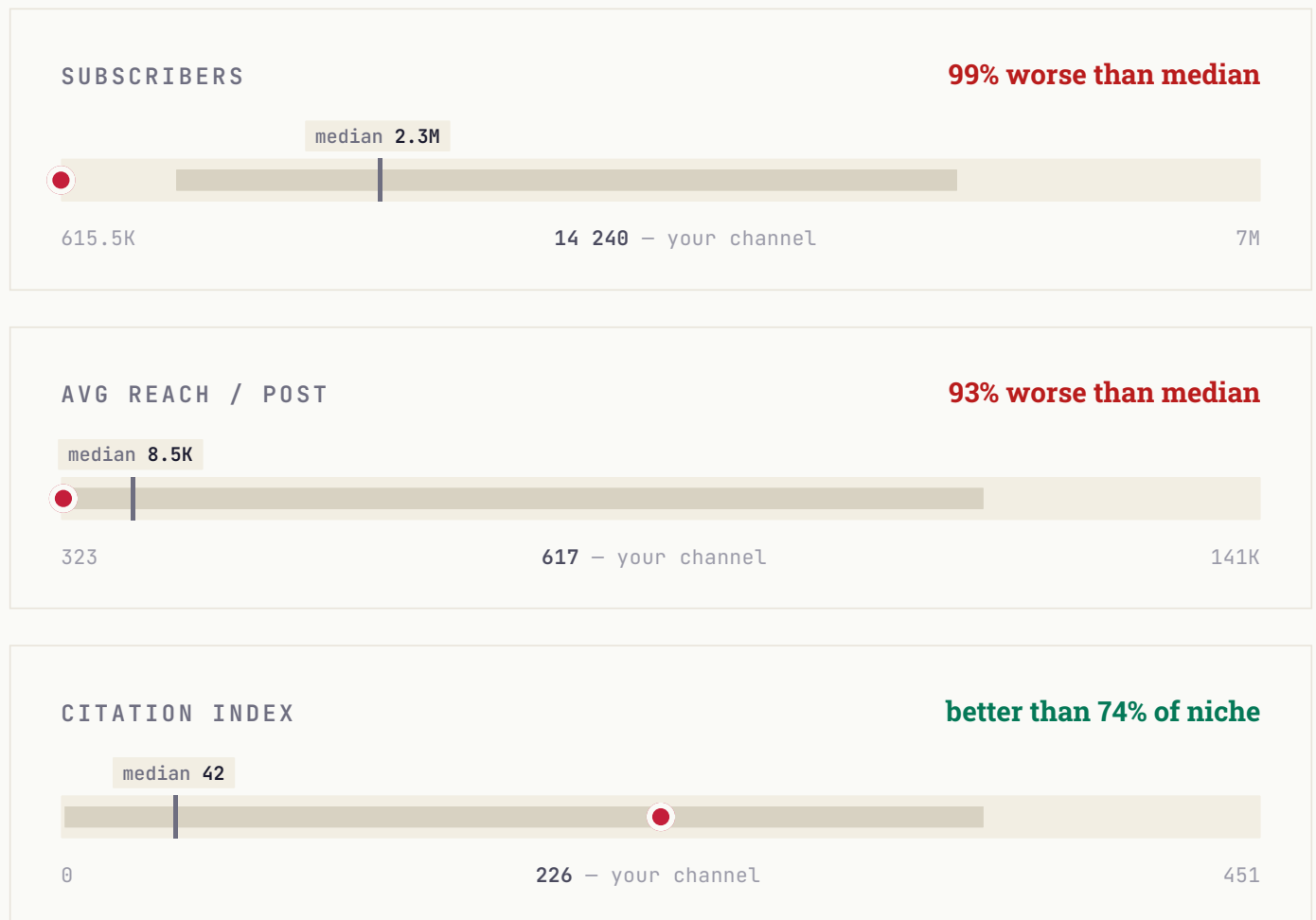
| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| Jan 2026       | 0        | 0        | 39                  |
| December 2025  | 0        | 0        | 204                 |
| November 2025  | 1        | 1        | 1 301               |
| October 2025   | 1        | 1        | 5 458               |
| September 2025 | 1        | 1        | 109                 |
| August 2025    | 3        | 1        | 304                 |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 6              | 6              | 7 415                 |

## — SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in category «Cryptocurrencies» (Russia) and compared your channel. Gray band — range for 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. Check off and revisit this report in a month.

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

On this day and at 16:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.33% vs norm 6.5%. Try polls & interactive formats.

EFFECT

**+2.2pp ER****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 win.

EFFECT

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

Cross-post with channels in the same niche quarterly.  
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

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**01 Launch Telegram ad** <https://panel.promptpress.com/register>

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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