

PUBLIC PROMTPRESS REPORT

Channel audit

Money & Dot



@money_ddot

Simple, clear takes on complex economics & finance Collab -
@MoneyDdot_Bot № 4942115320

SUBSCRIBERS

108 218

+42065 per month

ERR (% SEE POSTS)

33.0%

daily 27.4%

REACH/POST

34.2K

ad reach 29.8K/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.

 SUBSCRIBERS 108 218 —	 SUBSCRIBER REACH 31.64% avg % subs see post	 VIEWS/POST 34.2K median 31.6K · 27 days	 POSTS/WEEK 2.3 over period
 7D TREND +21.3% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 209 chars median 174 · 27 days	 POSTS ANALYZED 9 27 days
 AD REACH 29.8K 24h avg	 CHURN / MONTH +42065 last month	 CITATIONS 5 citation index · 51 channels mentioned all time	 CHANNEL AGE 1 year 9 months created 09.09.2024

AI EDITOR SUMMARY

Channel «Money & Dot» — 108 218 subs. Each post avg views 34.2K people (32% of subs), good reach. Publishes 2 posts per week (~0/day) — rare. Week May 25–31 reach grew +21.3% to week May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

COMMON TRAITS OF TOP POSTS

- 01 Analysis based on 9 posts over 27 days.
- 02 Dominant format — Photo (9/9 posts).
- 03 Avg post length — 209 chars (median 174).
- 04 Peak audience activity — Sunday, 00:00 MSK.
- 05 Top posts get 1x more views than the weakest (42.1K avg for top vs 29.7K for worst) — across 9 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 21:23 PHOTO Avg parking spot price in new Moscow buildings rose 46% YoY to ₺5.4 million, per Kommersant. Apartments...	VIEWS 49 145 REPOSTS 287	REACTIONS — ER 45.4%
Nº2 31.05 · 21:50 PHOTO The ruble was the second strongest currency vs USD in May, up 4.9%. Top: Israeli shekel, +6.1%.	VIEWS 41 075 REPOSTS 261	REACTIONS — ER 38.0%
Nº3 14.05 · 07:20 PHOTO Russians face three more short work weeks this year. First: a four-day week June 8–11, followed by June 12 holiday...	VIEWS 36 100 REPOSTS 227	REACTIONS — ER 33.4%

Nº4

25.05 · 20:09

PHOTO

Central Bank sharply raised euro rate to ₱85.44.

VIEWS

34 559

REPOSTS

255

REACTIONS

—

ER

31.9%

Nº5

21.05 · 22:45

PHOTO

Collectors recorded the highest debt volume in three years — in Q1 2026 they were assigned 14.4 million debts...

VIEWS

31 621

REPOSTS

354

REACTIONS

—

ER

29.2%

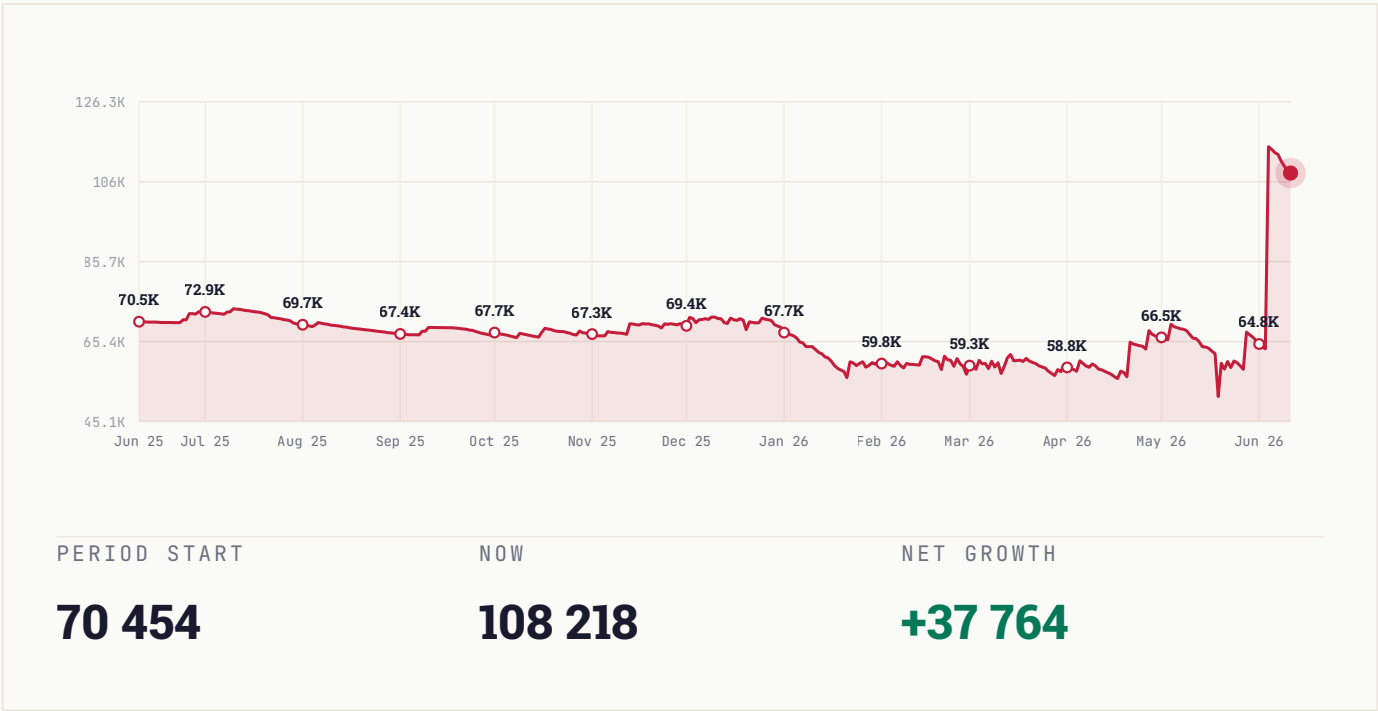
WORST 3

↓ 29.05 · 12:50 PHOTO US personal savings rate fell to 2.6% — third time in 60 years. Previous two were just before the Great Recession of 2008...	VIEWS 31 074 REPOSTS 230 REACTIONS — ER 28.7%
↓ 04.06 · 20:12 PHOTO Moscow now worst city for renting studios. To recoup property cost, need avg 25 years — over...	VIEWS 30 912 REPOSTS 2 REACTIONS — ER 28.6%
↓ 18.05 · 09:05 PHOTO Russia ranked 12th among oil producers in gasoline affordability. Taxes make up ~70% of the price...	VIEWS 27 013 REPOSTS 214 REACTIONS — ER 25.0%

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

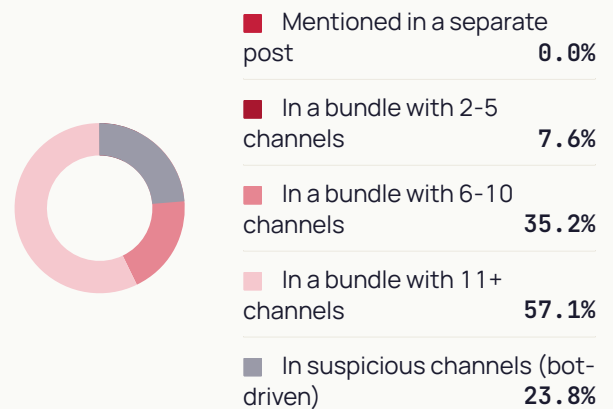
Who mentions the channel and how

Citation index **5** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **51** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



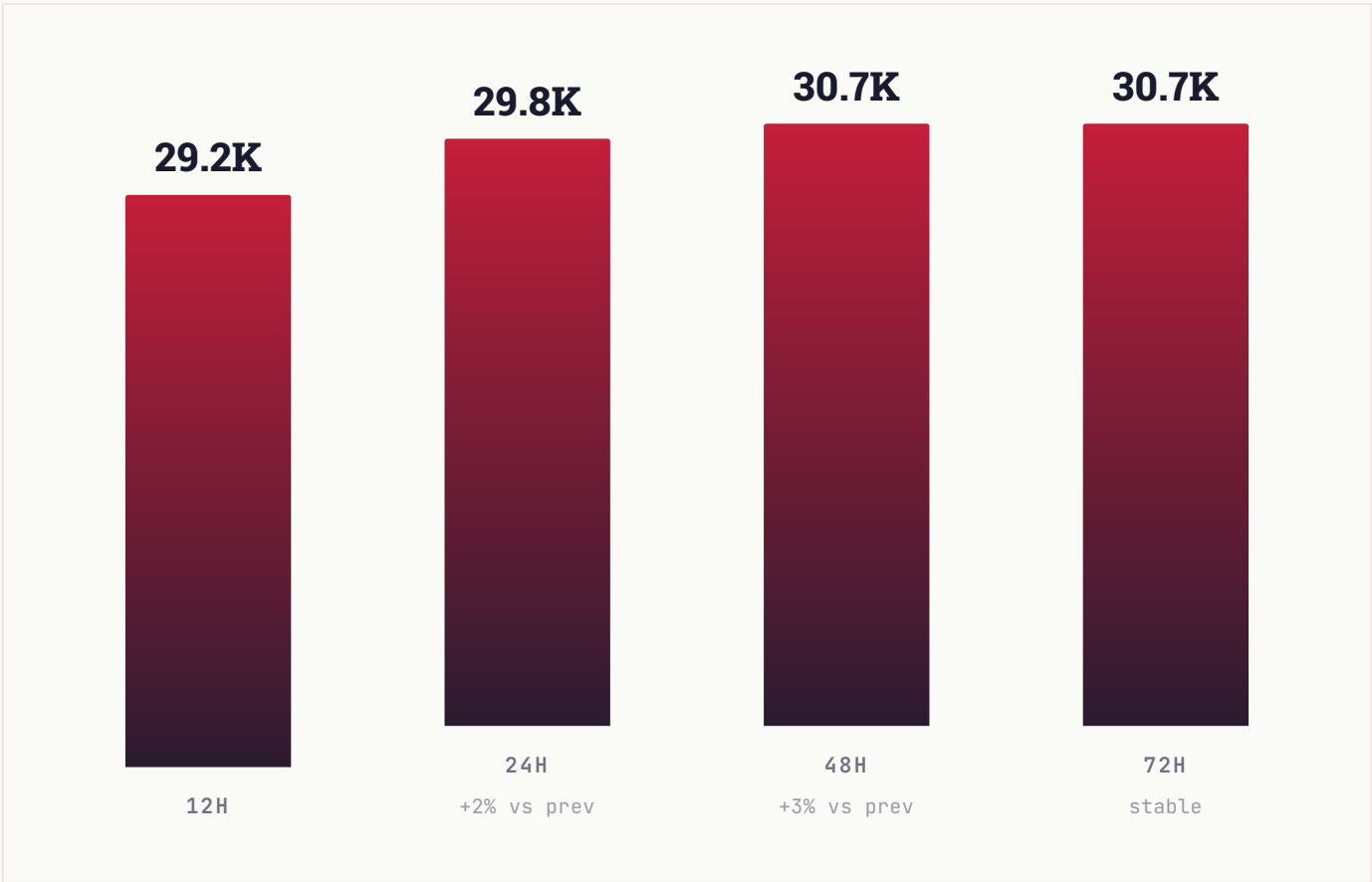
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge 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 peers.

CHANNEL	SUBSCRIBERS
ТЭ The Экономист	1.2M
TE Axe. Economy.	1.2M
BB Беспощадный Банкстер	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
DI Money & Dot YOU	108.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#96 of 99). Niche median — 182.3K subs. First growth KPI — reach the median. Leader: The Экономист (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **3**, they brought **23 727** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	8 805	
November 2025	1	1	5 654	
October 2025	0	0	4 973	
September 2025	1	1	1 877	
August 2025	0	0	1 031	
July 2025	0	0	1 387	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
3	6	23 727

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

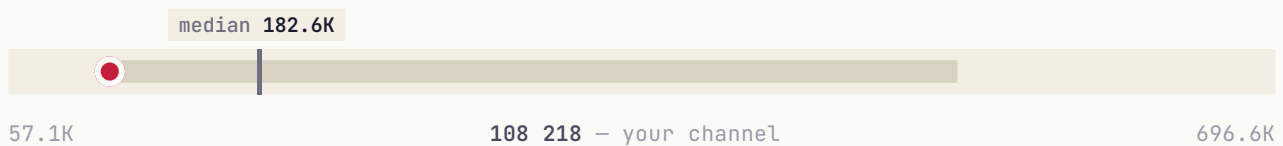
#96/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 41%



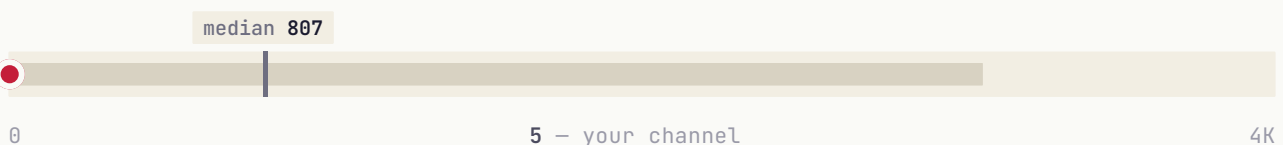
AVG REACH / POST

better than 60% of niche



CITATION INDEX

worse than median by 99%



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 2.3 posts/wk. Active channels: 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Sunday**

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

EFFECT

**Best window
for key posts****03****Increase video posts share**

Video in Telegram holds audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better****04****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****05****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

★ 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 ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager