

PROMTPRESS PUBLIC REPORT

Channel audit

Money and Arctic Fox



@moneyandpolarfox

Author channel by economist Dmitry Prokofiev and financier Nikita Demidov. (Questions - @dpolarfox) Support: <https://pay.cloudtips.ru/p/19d81c92> RKN registration notice №...

SUBSCRIBERS

51 059

+271 per month

ERR (% SEE POSTS)

16.0%

daily 11.8%

REACH/POST

8.3K

ad reach 6K/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 51 059 —	 SUBS REACH 16.34% avg % subs see post	 VIEWS/POST 8.3K median 7.3K · 29 days	 POSTS/WEEK 44.8 over period
 7D TREND +11.8% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 857 chars median 1000 · 29 days	 POSTS ANALYZED 187 29 days
 AD REACH 6K 24h avg	 CHURN / MONTH +271 last month	 QUOTABILITY 769 citation index · 2,750 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 08.04.2020

AI EDITOR SUMMARY

Channel «Money and Arctic Fox» — 51 059 subs. Each post averages 8.3K people (16% of subs), average reach — room to grow. Publishes 45 posts per week (~6/day) — active posting. For week Jul 6–12 reach grew +11.8% by week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **187** posts over 29 days.
- 02 Dominant format – **Text** (90/187 posts).
- 03 Avg post length – **857** chars (median 1000).
- 04 Peak Audience Activity – **Saturday**, 23:00 MSK.
- 05 Top Posts Get **13x** more views than the weakest (47.6K avg for top vs 3.7K for worst) – among 187 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 11.07 · 20:16 TEXT But all decisions must lead to one thing: reducing gasoline consumption. For individuals, this will not be a 35% reduction. This must be accepted...	VIEWS 55 631 REPOSTS 729	REACTIONS — ER 109.0%
Nº2 12.07 · 12:51 TEXT Each time a large number of dislikes on a post suggests one of three things – either respected readers strongly disagree with me, or they...	VIEWS 53 084 REPOSTS 663	REACTIONS — ER 104.0%
Nº3 19.06 · 08:37 PHOTO Nothing extra – and no need Citizens have finally started counting money, almost four out of five are cutting back on food, according to...	VIEWS 34 047 REPOSTS 285	REACTIONS — ER 66.7%

Nº4 20.06 · 14:39 TEXT "Бумаги" и революция "Если письменность столь неразрывно связана с государственным строительством, то что происходит, если государство...	VIEWS 26 431 REPOSTS 145	REACTIONS — ER 51.8%
Nº5 02.07 · 07:45 TEXT For gas across three seas Many discussions have emerged that India can now earn 'both ways' - first buying...	VIEWS 25 110 REPOSTS 484	REACTIONS — ER 49.2%

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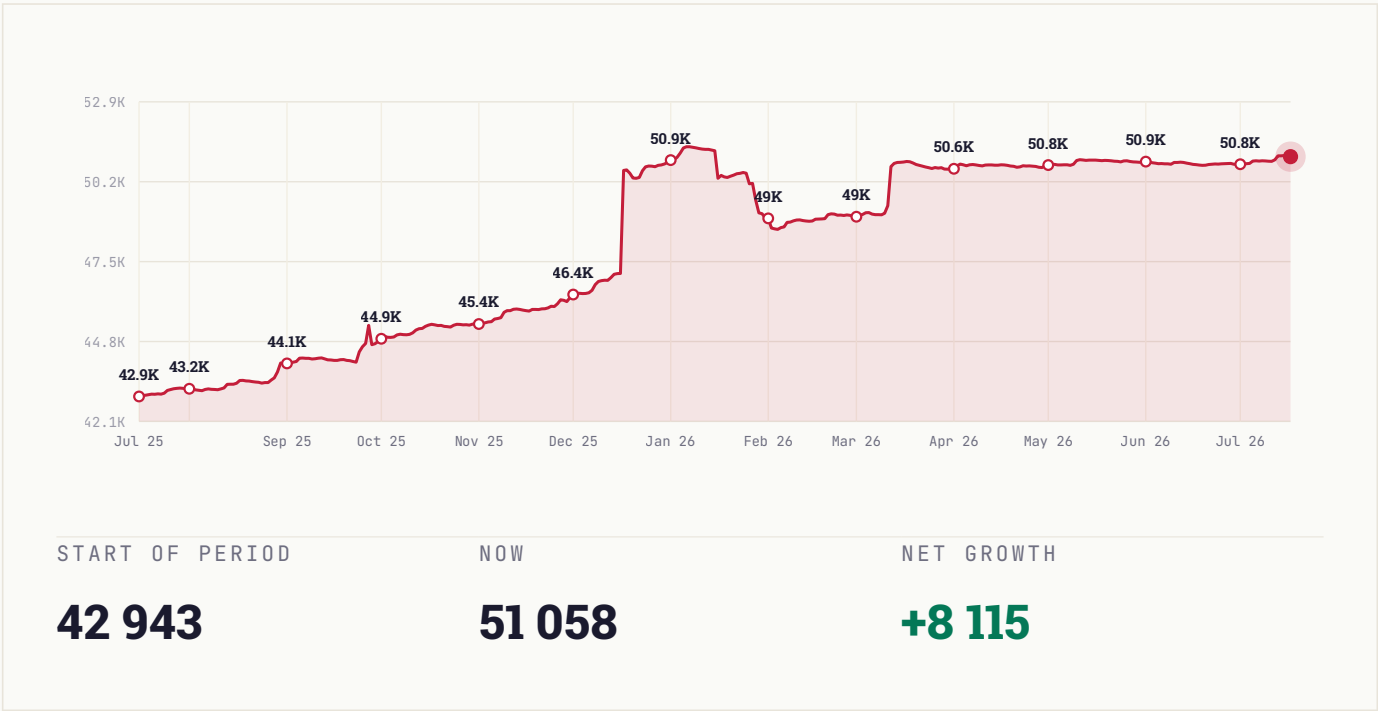
WORST 3

↓ 17.06 · 19:32 TEXT Something happened, huh? (copyright) https://t.me/reburg/1977 Quick summary... ■ Work more. ■ But God's will be done. ■ Pray and...	VIEWS 4 535 REPOSTS 4	REACTIONS — ER 8.9%
↓ 19.06 · 10:40 PHOTO 🔑 Key Rate — 14.25% The Bank of Russia Board of Directors decided on June 19, 2026 to cut the key rate by 25 bps to 14.25%...	VIEWS 4 008 REPOSTS 5	REACTIONS — ER 7.8%
↓ 19.06 · 10:30 TEXT 🔑 Key Rate — 14.25%	VIEWS 2 611 REPOSTS 21	REACTIONS — ER 5.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

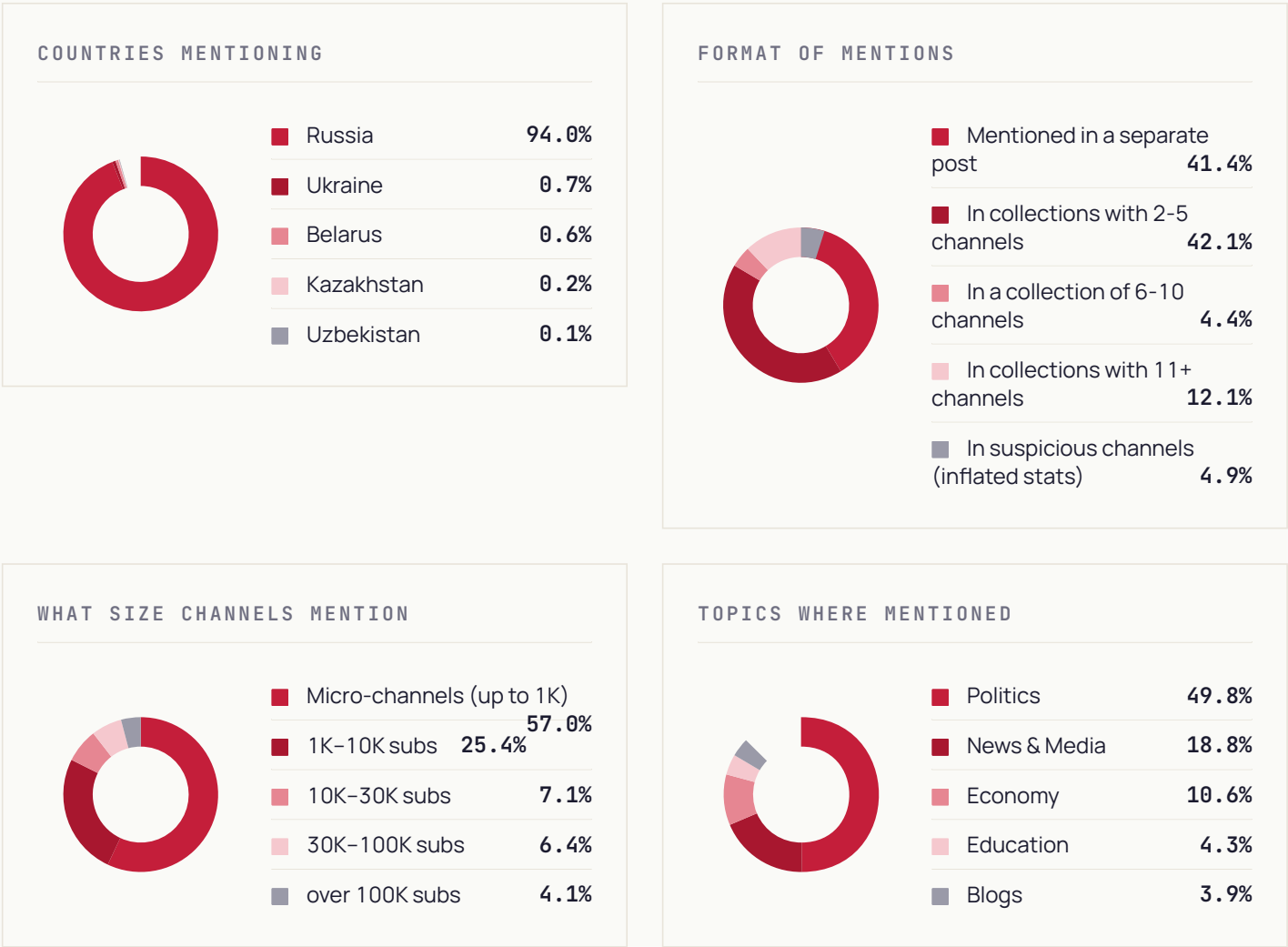
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

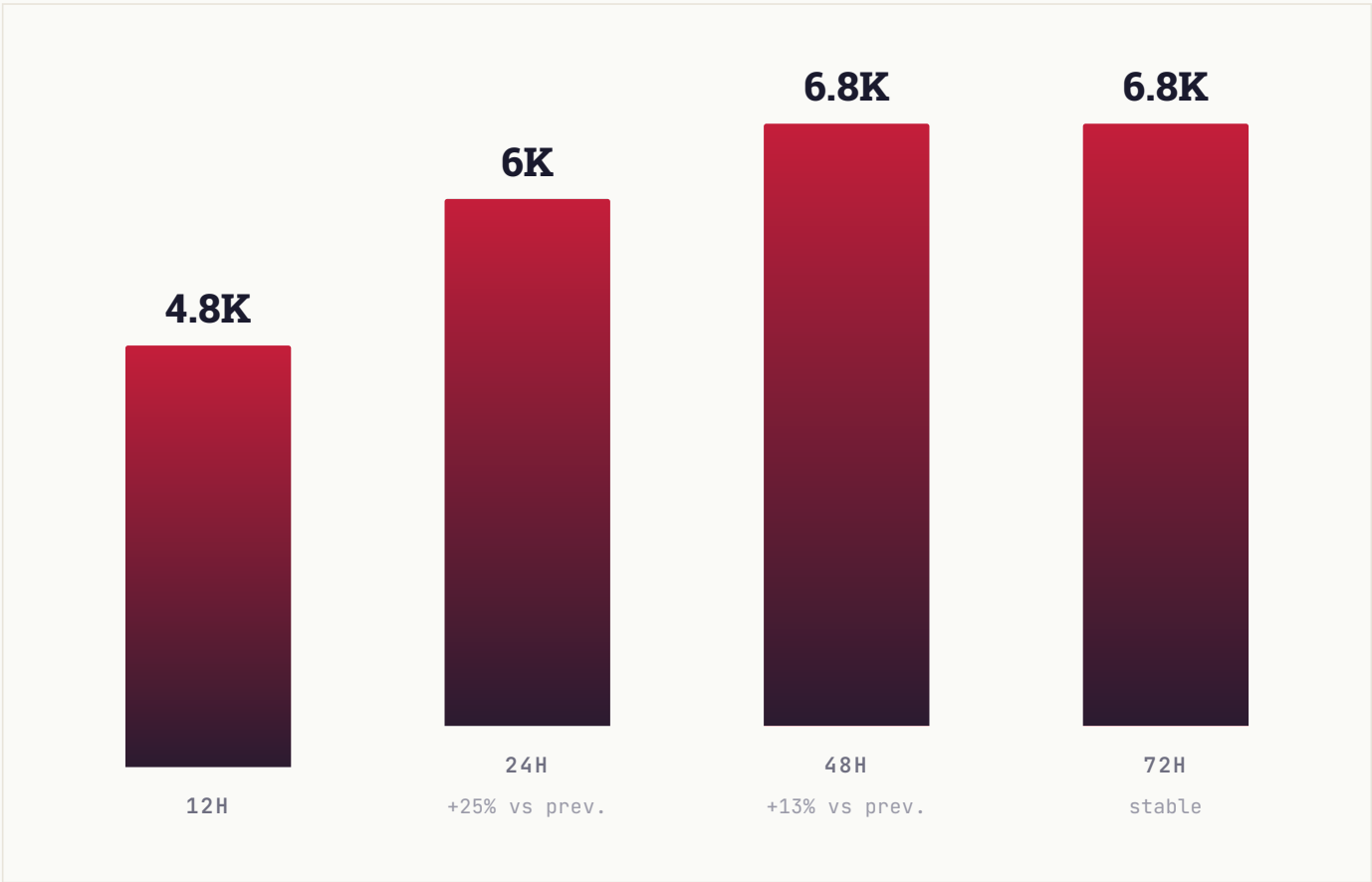
Citation index **769** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 750** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who You Compete With

11 closest channels by topic & 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
اق اخبار فوری قيمت دلار طلا حمله امريکا	3.6M
اش Sharif شريف	2.8M
TW Trade Watcher	2.6M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏰	1.8M
تэ The Экономист	1.3M
TE Ax. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
DI Money and Arctic Fox YOU	51.1K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 267**, they brought **10 170** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	271	134	812
December 2025	322	138	4 890
Nov 2025	271	124	1 039
Oct 2025	424	118	776
Sep 2025	543	104	1 593
August 2025	436	79	1 060
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
2 267	6		10 170

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of the niche. A vertical line marks the median, and a red dot marks the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	51,059	347.7K	85% below median
AVG REACH / POST	8,343	20.3K	59% below median
CITATION INDEX	769	39	better than 60% of niche

SUBSCRIBERS 85% below median

median 347.7K

122.8K 51 059 — your channel 1.3M

AVG REACH / POST 59% below median

median 20.3K

85 8 343 — your channel 153.6K

CITATION INDEX better than 60% of niche

median 39

0 769 — your channel 3.6K

— 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

Main post of the week — on Saturday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
Relevant
Audience**

★ WHAT'S NEXT

Want this done by **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 plan in a month.

01

Launch ads in Telegram

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

02

Contact Manager

t.me/PromptPress_manager