

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Business & Economy News



@myr_economyka

Via ad @entonf Channel link: <https://t.me/+wrZ5tTmLUr41NjMy>

SUBSCRIBERS

113 780

+22575 per month

ERR (% SEE POSTS)

21.0%

per day 15.7%

REACH/POST

23K

ad reach 17.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

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 113 780 —	SUBSCRIBER REACH 20.23% avg % of subs see post	VIEWS/POST 23K median 22.4K · 23 days	POSTS/WEEK 13.5 over period
7D TREND +2.9% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 321 chars median 298 · 23 days	POSTS ANALYZED 46 23 days
AD REACH 17.9K 24h avg	CHURN / MONTH +22575 last month	CITATION RATE 27 citation index · 218 channels mentioned it ever	CHANNEL AGE 2 years 5 months created 06.01.2024

AI EDITOR SUMMARY

Channel «Business & Economy News» — 113 780 subs. Each post averages 23K people (20% of subs), this is average reach — room to grow. Publishes 14 posts per week (~2/day) — consistent. Week of May 25–31 reach stable (+2.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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 46 posts over 23 days.
- 02 Dominant format – Photo (25/46 posts).
- 03 Avg post length – 321 chars (median 298).
- 04 Audience peak activity – Thu, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (29.6K avg for top vs 20.3K for worst) – among 46 posts over 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

N01 04.06 · 13:51 PHOTO Fancy license plates may become officially purchasable. A bill allowing Russians to reserve...	VIEWS 31 203 REP. 3 REACTIONS — ER 27.4%
N02 04.06 · 15:04 PHOTO Russians may get free access to neural networks, Netflix and other unblocked resources. Russian telecom operators are now...	VIEWS 29 608 REP. 2 REACTIONS — ER 26.0%
N03 04.06 · 09:04 PHOTO Promising areas for retail will be AI and open banking, said the first deputy chairman...	VIEWS 28 025 REP. 2 REACTIONS — ER 24.6%

Nº4

04.06 · 11:19

PHOTO

Shares of Russia's largest developers crashed 35% on average over the year. The main drop came in 2026. Since January, Etalon shares have fallen...

VIEWS

27 486

REACTIONS

—

REP.

1

ER

24.2%

Nº5

05.06 · 19:10

PHOTO

Dollar fell below 74 rubles per official Central Bank rate. Euro set at 85.56 rubles, yuan at 10.85 rubles.

VIEWS

25 366

REACTIONS

—

REP.

1

ER

22.3%

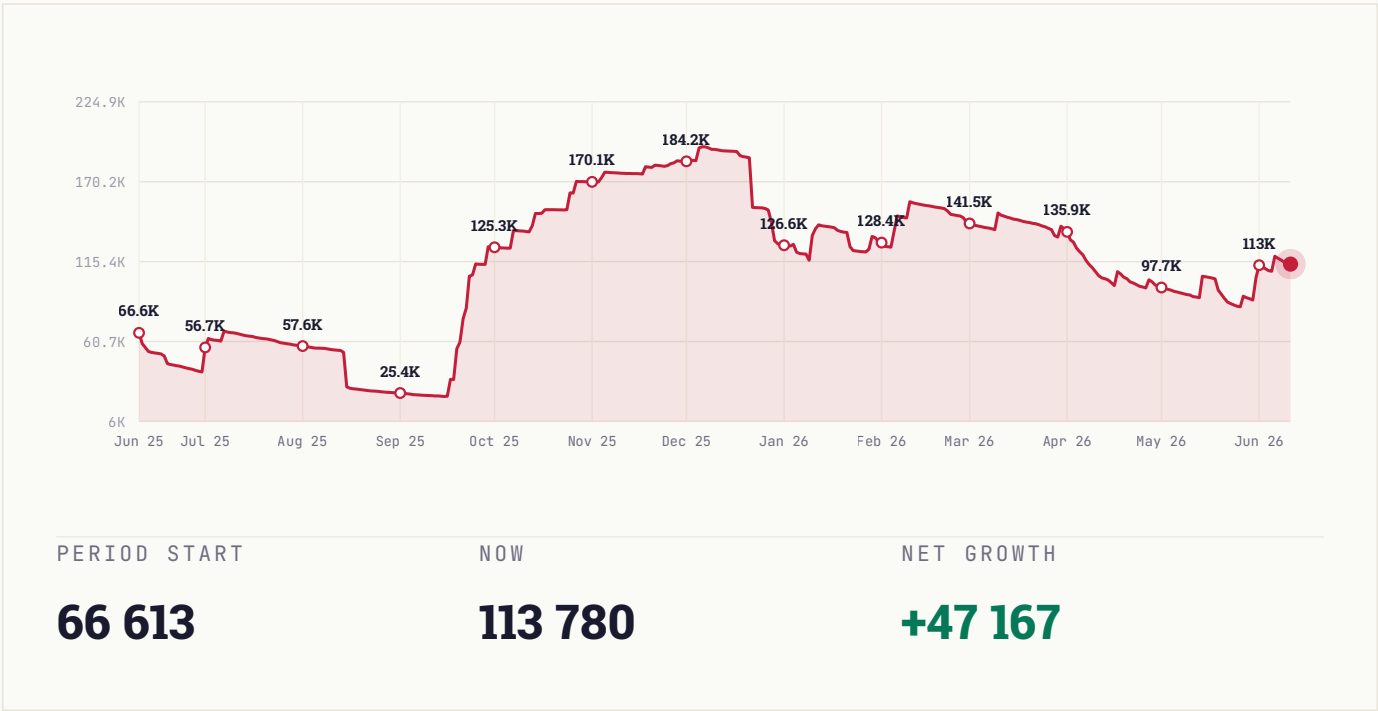
WORST 3

↓ 14.05 · 13:28 PHOTO Rizhsky Station put up for sale for 4 billion rubles.	VIEWS 21 252 REACTIONS — REP. 71 ER 18.7%
↓ 06.06 · 08:57 PHOTO About \$650 billion in market cap vanished from the US stock market in one day as the S&P 500 fell 0.95%.	VIEWS 20 506 REACTIONS — REP. 2 ER 18.0%
↓ 06.06 · 13:19 PHOTO Russians face a short work week due to Russia Day. June 12 is a holiday, June 11 is a short day. So...	VIEWS 19 202 REACTIONS — REP. 1 ER 16.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

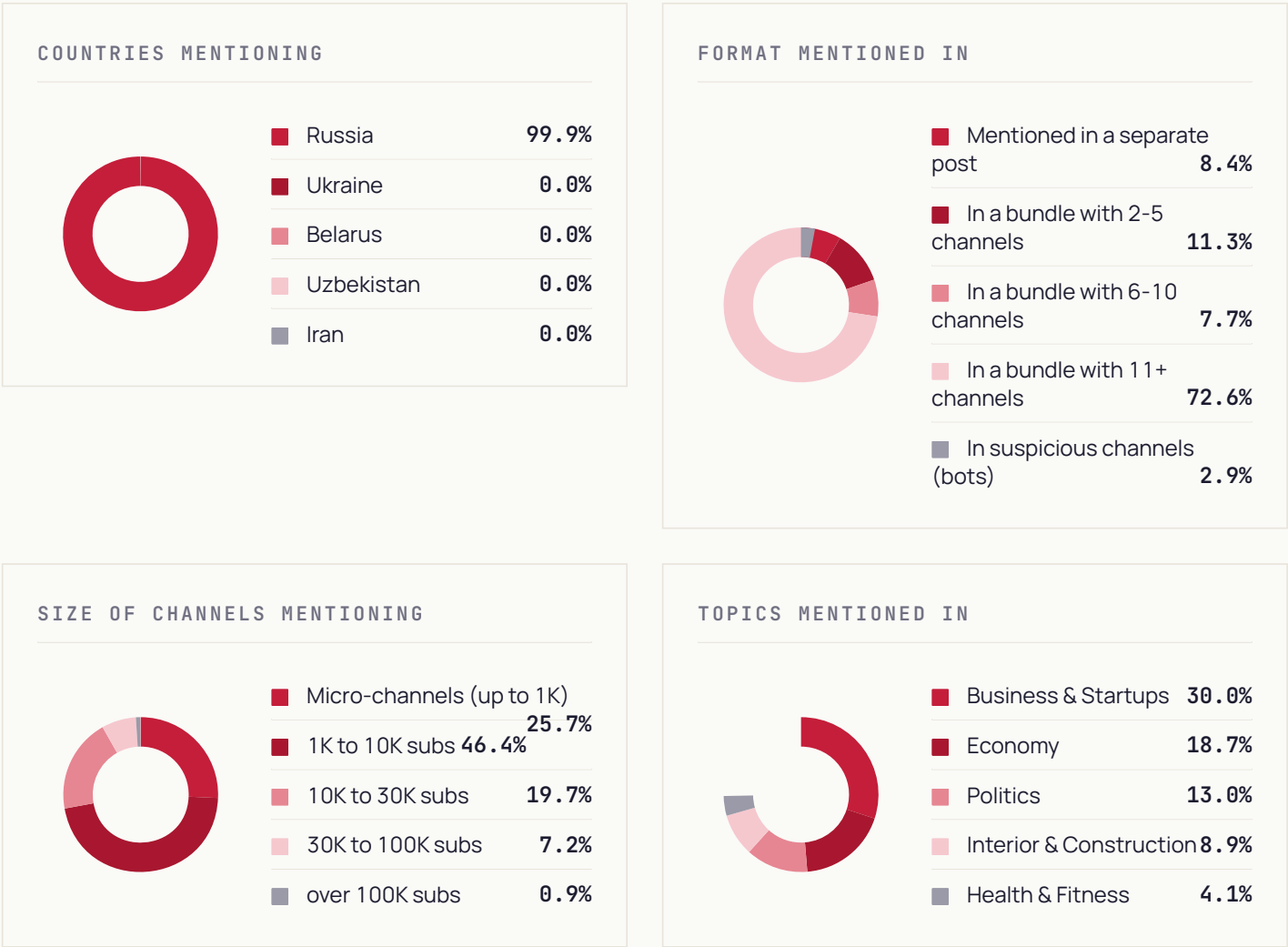
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel how

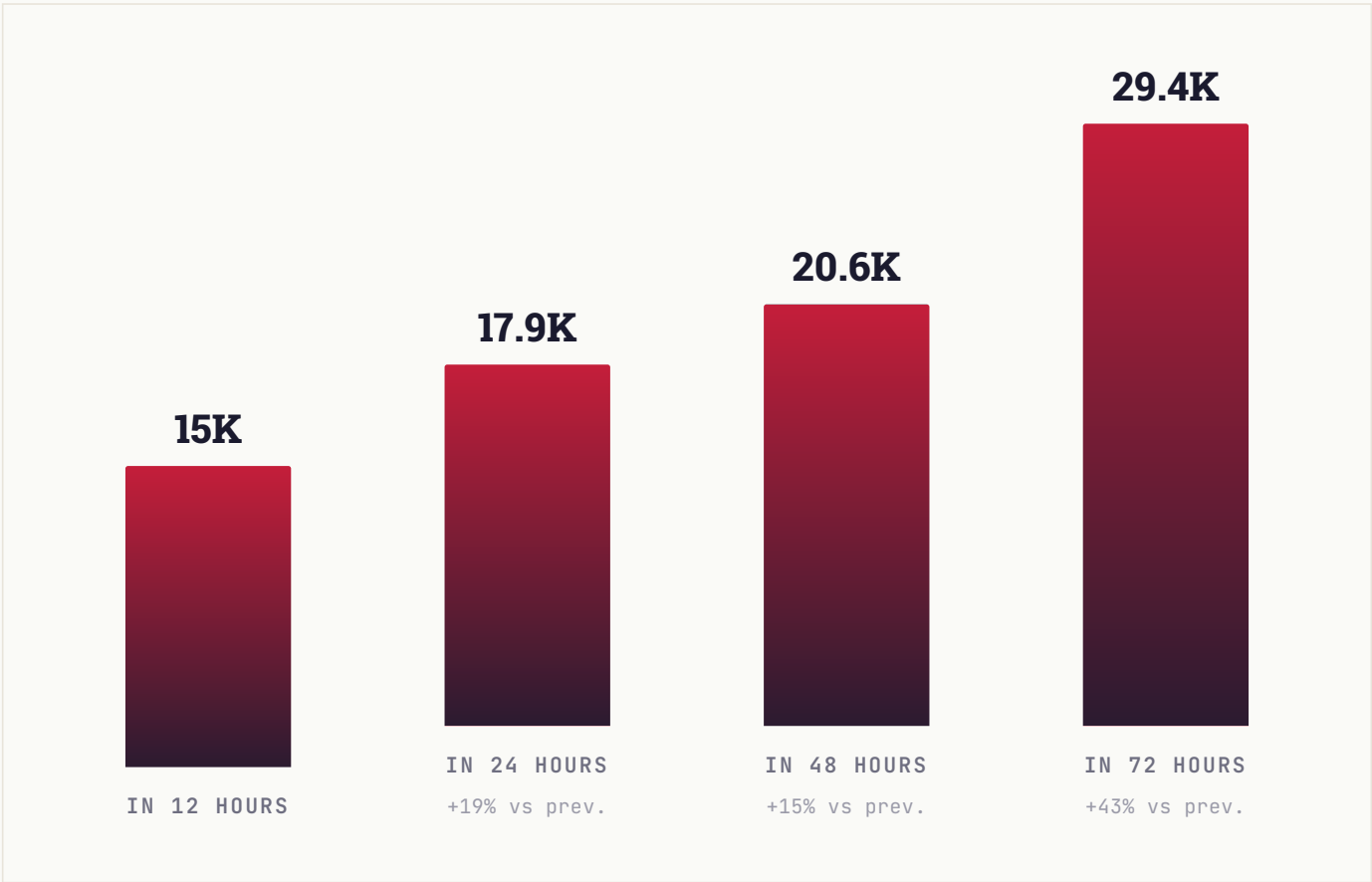
Citation index **27** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **218** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate 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 its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
ER Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
Sat Sber	717K
OG Olga Gogaladze	590.2K
BCh More Than Economy	541.2K
NB Business & Economy News YOU	113.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#91 of 99). Niche median — 182.3K subs. First growth KPI — reach the median. Leader: The Economist (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 **521**, they brought **206 674** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	136	69	10 327
November 2025	92	56	16 851
October 2025	56	8	46 951
September 2025	227	23	102 870
August 2025	0	0	0
July 2025	10	7	29 675
TOTAL MENTIONS			521
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			206 674

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economy» (Russia) and compared your channel to them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

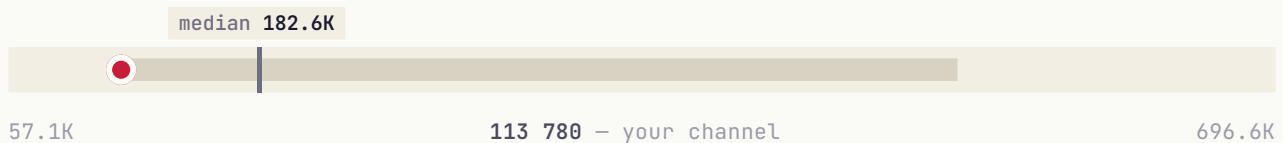
#91/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

38% worse than median



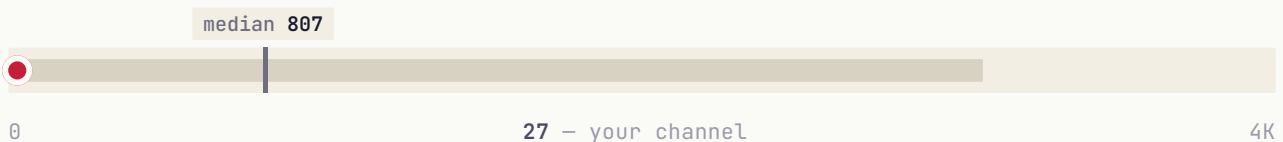
AVG REACH / POST

better than 50% of niche



CITATION INDEX

97% worse than median



— 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

Main post of the week — on Thursday

Audience is most active on this day at 18:00 MSK.

IMPACT

**Best time for
important
posts**

02

Increase share of video posts

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

IMPACT

**Video holds
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.

IMPACT

**+1000-3000
subs**

04

Test polls and interactive formats

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

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels.
Not daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

★ 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 in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
