

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tax & Point



@nalogiitochka

Everything from finance, economy to laws, rights & taxes. Collab:
@lgotniksocpaket Referral link: <https://t.me/+x4XgW0gyvhE4NDQy>
RKN: <https://clck.ru/3J4Q2j>

SUBSCRIBERS

180 077

-2100 per month

ERR (% SEE POSTS)

6.0%

daily **3.7%**

REACH/POST

9.7K

ad reach **6.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 180 077 -	 SUBSCRIBER REACH 5.37% avg % subs see post	 VIEWS/POST 9.7K median 10K · 29 days	 POSTS/DAY 14.7 ~103 per week
 7D TREND -2.9% vs previous week	 REACTIONS/POST 146.9 total 63,893 reactions, 14,219 reposts, 0 comments	 POST LENGTH 272 chars median 264 · 29 days	 POSTS ANALYZED 435 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -2100 last month	 CITATION RATE 2 739 citation index · 3,165 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 09.01.2024

AI EDITOR SUMMARY

Channel «Taxes & Point» – 180 077 subs. Each post averages 9.7K people (5% from subs), reach is low – should grow audience. Publishes 103 posts/week (~15/day) – very active. Week of May 25–31 reach stable (-2.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **435** posts over 29 days.
- 02 Dominant format — **Text** (422/435 posts).
- 03 Avg post length — **272** chars (median 264).
- 04 Peak audience activity — **Thursday, 22:00 MSK**.
- 05 Strongest posts get **2x** more views than the weakest (14.5K avg top vs 8K worst) — among 435 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 12:02 TEXT Scammers swindled 160M rubles in cash and gold from a 76-year-old St. Petersburg woman, media report. For weeks they posed as...	VIEWS	REACTIONS
	15 148	93
	REPOSTS	ER
	104	8.4%
Nº2 15.05 · 05:31 TEXT The word "pi*oras" is not profanity, said Russia's media watchdog. The trigger was a complaint against Vladimir Solovyov, who used this word in...	VIEWS	REACTIONS
	15 069	290
	REPOSTS	ER
	200	8.4%
Nº3 13.05 · 21:32 TEXT Interior Ministry to be required to hold "preventive talks" with Russians evading military service. Such a bill was adopted by the State Duma. According to...	VIEWS	REACTIONS
	13 296	299
	REPOSTS	ER
	53	7.4%

Nº4 14.05 · 15:22 TEXT ☒Russia to launch Islamic banking next month, said head of State Duma Financial Market Committee Aksakov. Islamic banking...	VIEWS 12 970 REPOSTS 93	REACTIONS 626 ER 7.2%
Nº5 13.05 · 18:21 TEXT ☒Russians who sign a contract with the Defense Ministry from May 1, 2026 will be allowed to write off overdue loans up to 10M rubles – State Duma adopted...	VIEWS 12 552 REPOSTS 83	REACTIONS 152 ER 7.0%

|

WORST 3

↓ 03.06 · 15:59 TEXT ☒"Russia will not finance Armenia's exit from the crisis that will follow Yerevan's expanding ties with the EU," said Shoigu. Taxes and...	VIEWS 8 149 REPOSTS 8	REACTIONS 118 ER 4.5%
↓ 04.06 · 08:26 TEXT ☒Apple without explanation restricted access for over 20M users to MAX, said Russia's Digital Minister Shadayev. "Reasons were not explained...	VIEWS 8 020 REPOSTS 42	REACTIONS 176 ER 4.5%
↓ 03.06 · 12:39 TEXT ☒In Sevastopol, kilometer-long queues formed at gas stations after resumption of fuel sales without coupons. Restrictions have been in place since late May...	VIEWS 7 960 REPOSTS 13	REACTIONS 63 ER 4.4%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

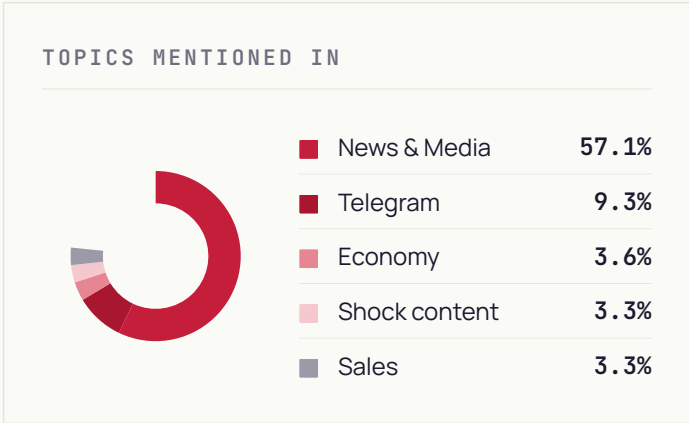
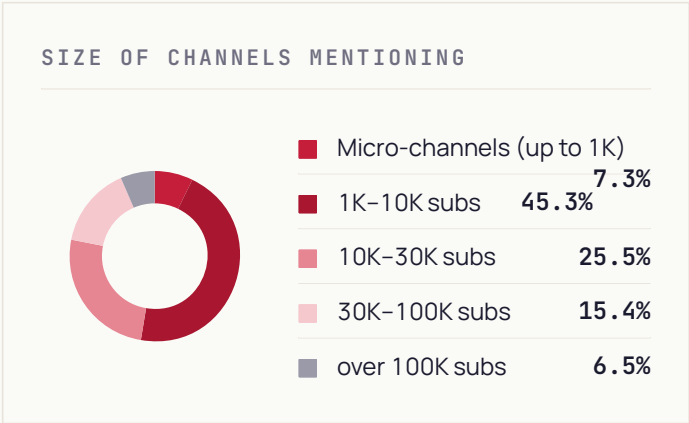
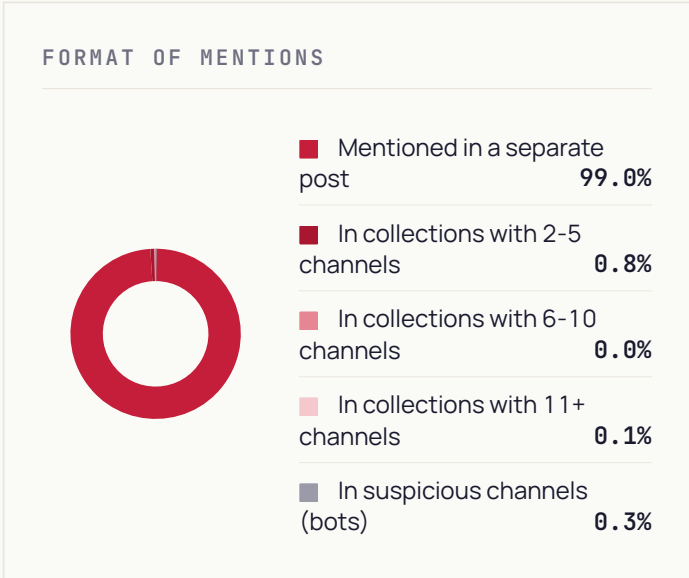
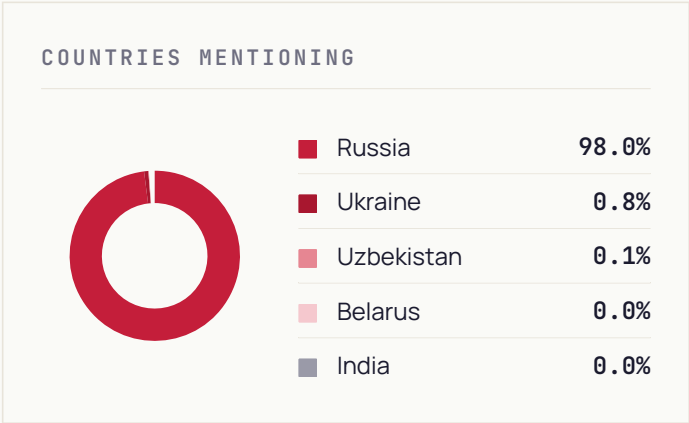
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

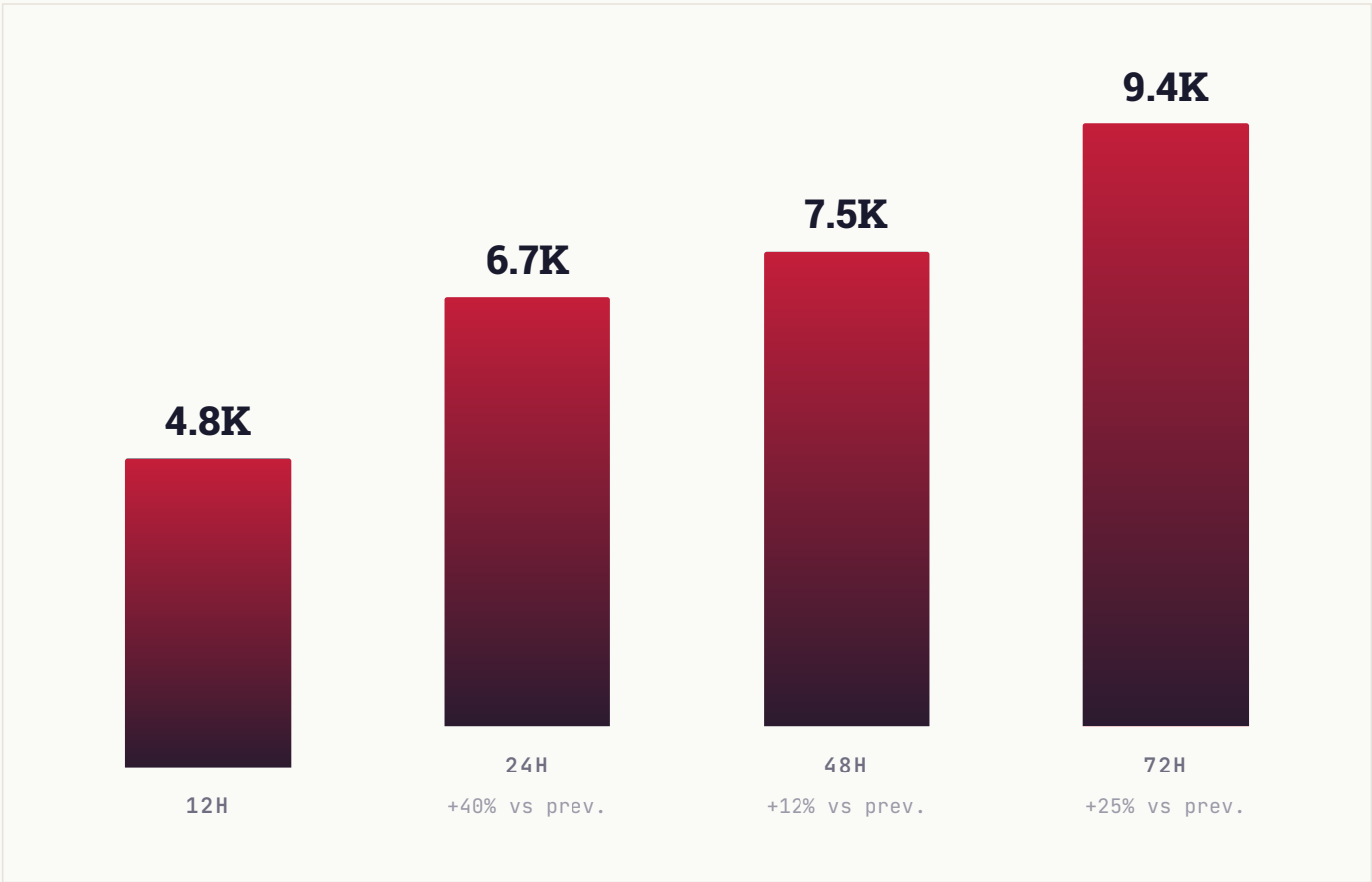
Citation index **2 739** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **3 165** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your niche rank.

CHANNEL	SUBSCRIBERS
TE The Economist	1.2M
TE Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
ER Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than economy	541.2K
NI Tax & Point YOU	180.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#52 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 972**, they brought **55 318** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	34	26	13 271
Nov 2025	814	804	7 243
Oct 2025	789	676	9 021
September 2025	1 013	854	21 859
August 2025	177	139	0
July 2025	145	113	3 924

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
2 972	6	55 318

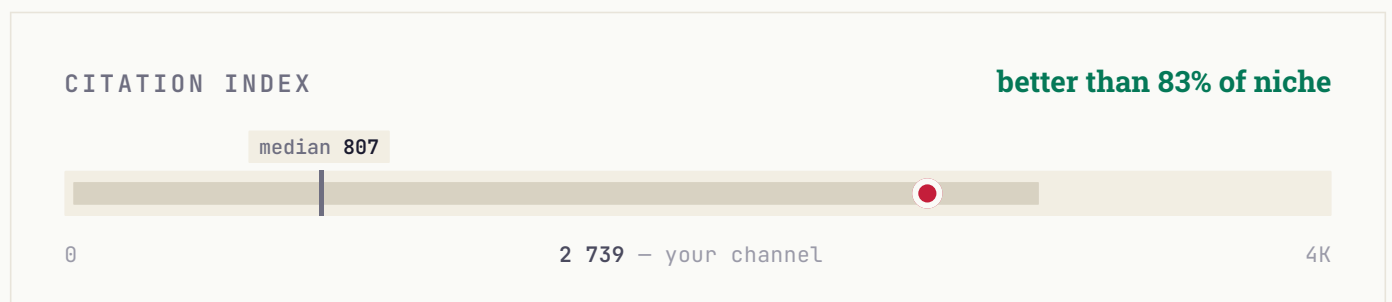
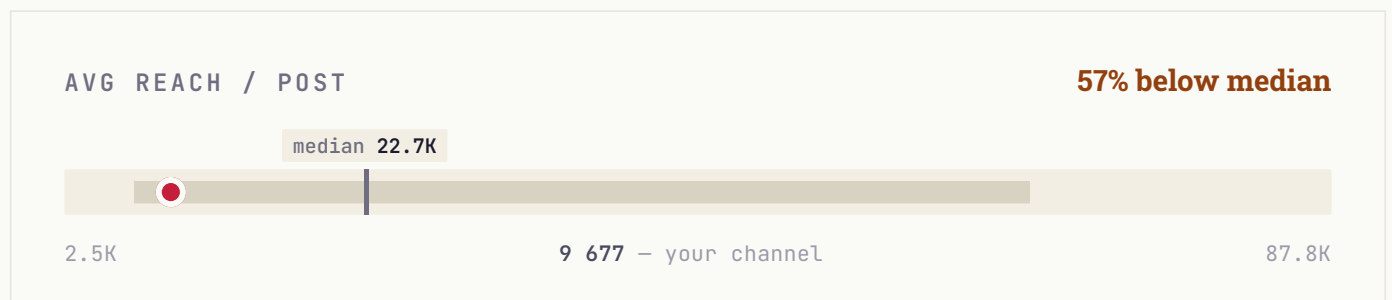
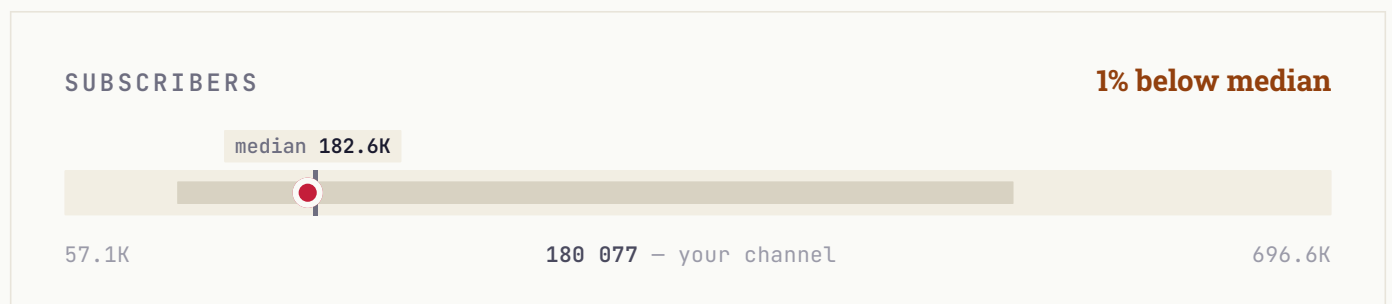
— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#52 /100

NICHE RANK
 Channel in bottom half of ranking



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Main post of the week — Thursday
Audience most active on this day at 22:00 MSK.

EFFECT
Best window for important post
- 02

Increase video post share
Video in Telegram holds audience longer & is favored by algorithm. Recommend share 15-25%.

EFFECT
Video holds audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with same-niche channels 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 is what we can do in minutes from public data. Want to go further? Run ads through 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