

PUBLIC REPORT BY PROMTPRESS

Channel audit

VTB My Analytics



@omyinvestments

Investment ideas, market reviews and more from VTB My
Investments analysts No individual investment recommendations
here KND portal: <https://clck.ru/3PWN6w> #KKVDB

SUBSCRIBERS

233 061

-6435 per month

ERR (% SEE POSTS)

5.0%

per day 2.4%

REACH/POST

11K

ad reach 5.6K/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 233 061 —	 SUBSCRIBER REACH 4.71% avg % subs see post	 VIEWS/POST 11K median 8.6K · 29 days	 POSTS/WEEK 20.0 for period
 7D TREND +63.6% vs previous week	 REACTIONS/POST 38.8 3,263 reactions, 897 reposts, 252 comments	 POST LENGTH 941 chars median 1,000 · 29 days	 POSTS ANALYZED 84 29 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH -6435 last month	 CITATION RATE 265 citation index · 800 channels mentioned ever	 CHANNEL AGE 6 years 8 months created 12.09.2019

AI EDITOR SUMMARY

Channel «VTB My Analytics» — 233 061 subs. Each post avg views 11K people (5% from subs), reach low — should grow audience. Publishes 20 posts/week (~3/day) — regular pace. Week 25–31 May reach grew +63.6% vs week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **84** posts in 29 days.
- 02 Dominant format – **Text** (64/84 posts).
- 03 Avg post length – **941** chars (median 1,000).
- 04 Audience peak – **Monday**, 18:00 MSK.
- 05 Strongest posts get **6x** More views than the weakest (41.9K top avg vs 6.8K bottom) – among 84 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 14:40 PHOTO ☒ Liquidity fund unit price up 100% since launch Other assets over the same period: ☒ stocks +29% ☒ bonds...	VIEWS 46 906 REP. 96	REACTIONS 58 ER 20.1%
Nº2 28.05 · 15:05 PHOTO ☒ NOVATEK has only two allies: deficit and fleet ☒ Since the start of the year, NOVATEK shares fell 10%, while the MOEX index...	VIEWS 39 942 REP. 23	REACTIONS 49 ER 17.1%
Nº3 14.05 · 10:05 PHOTO ☒ Aluminum mirrors silver pattern. Expect 4x growth? Aluminum keeps surprising: prices surged to \$3650/ton, the highest...	VIEWS 38 977 REP. 44	REACTIONS 43 ER 16.7%

Nº4 25.05 · 15:24 PHOTO Not 'Pyaterochka' but 'Dvadtsatochka': X5 dividend yield breaks records Recently, the board of 'KC X5' (X5) pleasantly surprised by recommending...	VIEWS 38 215 REP. 37	REACTIONS 54 ER 16.4%
Nº5 27.05 · 15:30 PHOTO 3 reasons to say yes to new CNY OFZs New 10-year OFZ issue by the Ministry of Finance in yuan looks like an ideal investment opportunity...	VIEWS 36 708 REP. 39	REACTIONS 27 ER 15.8%

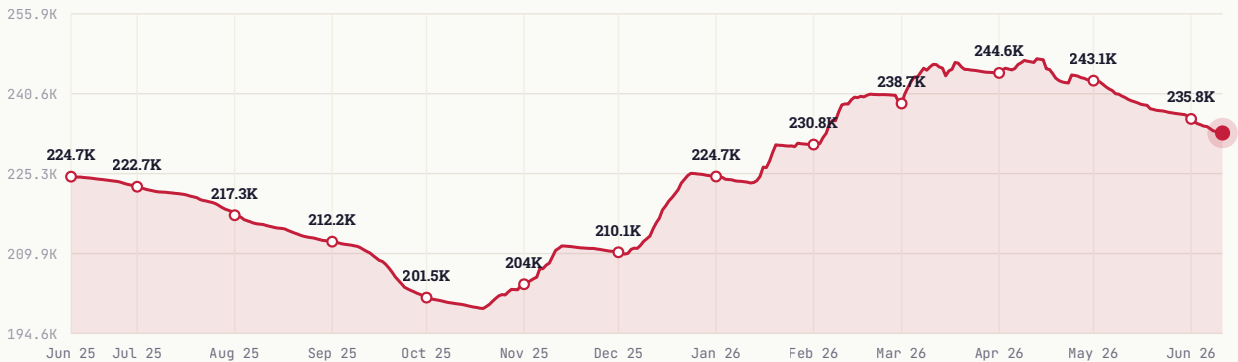
WORST 3

↓ 27.05 · 13:45 TEXT Earnings: Sovcomflot profit rose on higher freight rates, Renaissance Insurance profit fell amid rising...	VIEWS 6 905 REP. 9	REACTIONS 30 ER 3.0%
↓ 27.05 · 11:51 PHOTO ALROSA floater placement ALROSA is the world's largest diamond miner, leader in output and reserves. Its...	VIEWS 6 787 REP. 5	REACTIONS 24 ER 2.9%
↓ 04.06 · 12:52 PHOTO Norilsk Nickel bond placement in yuan Norilsk Nickel is the world's largest palladium producer, one of the largest nickel...	VIEWS 6 776 REP. 9	REACTIONS 15 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START OF PERIOD

224 687

NOW

233 068

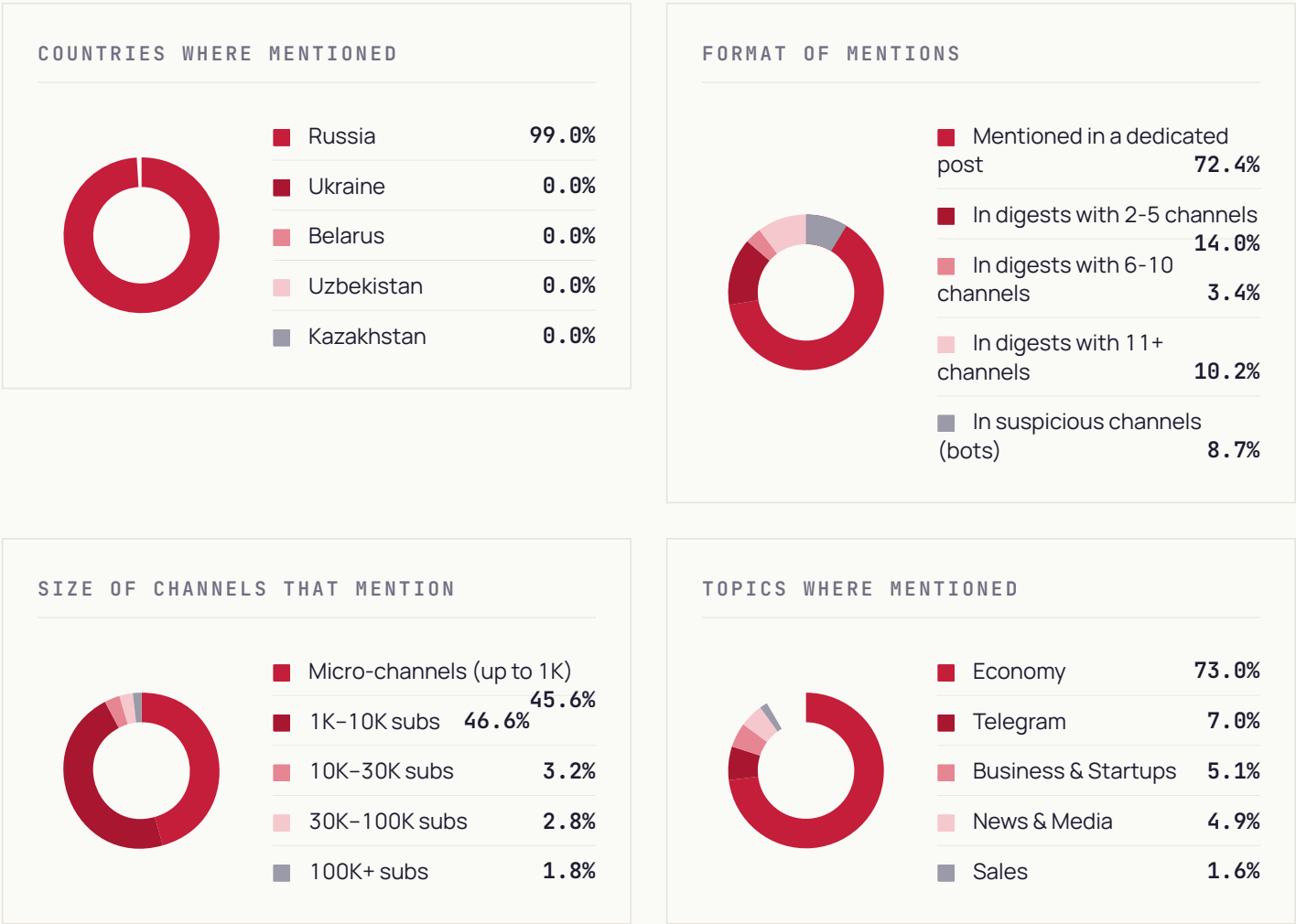
NET GROWTH

+8 381

SECTION 04 · MENTIONS

Who mentions the channel and how

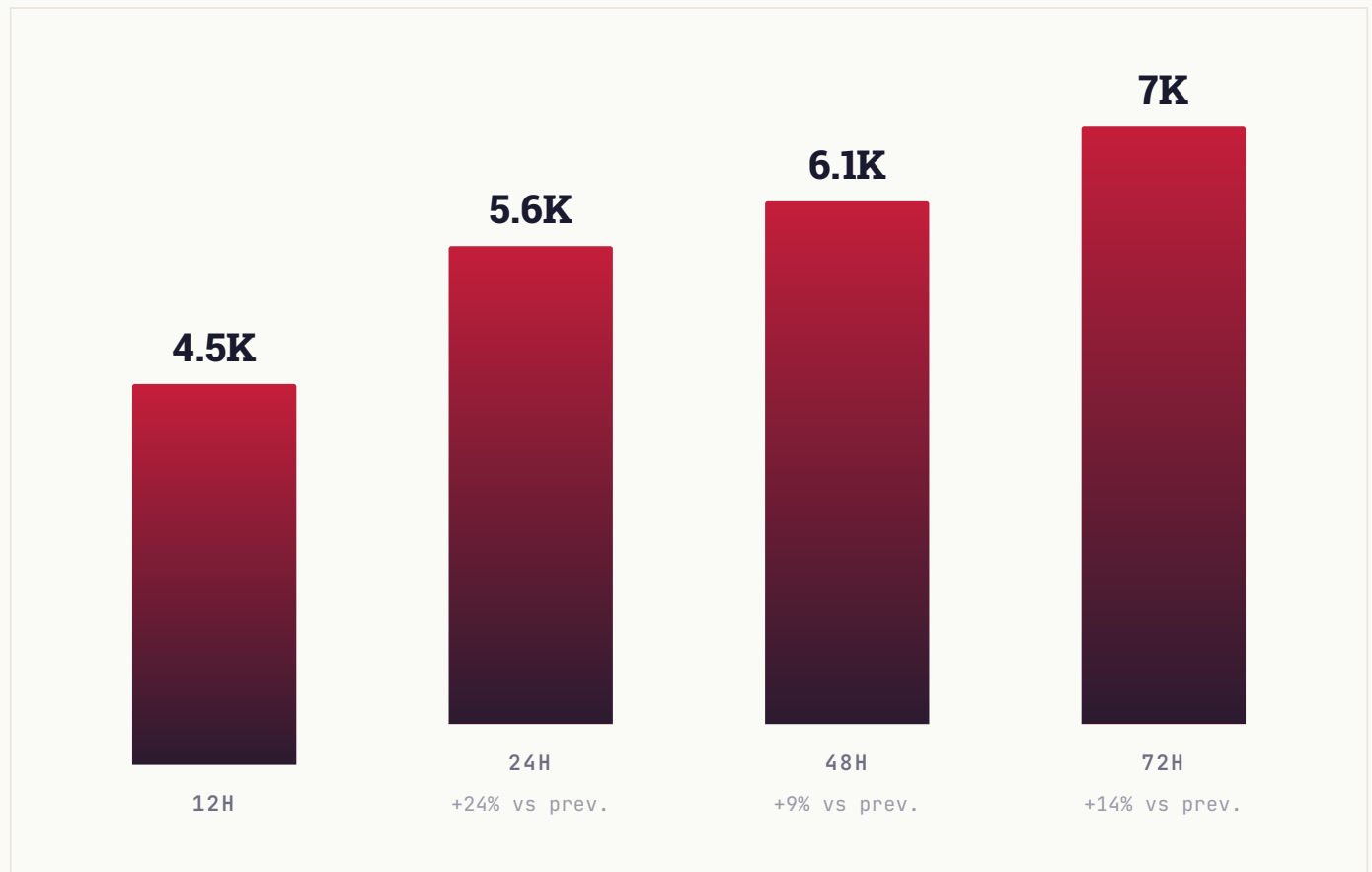
Citation index **265** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All-time channel mentions **800** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More Than Economics	541.2K
VM VTB My Analytics YOU	233.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#37 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **106**, they brought **27 725** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	18	5	15 550
November 2025	29	5	7 518
October 2025	30	12	4 657
Sep 2025	12	2	0
August 2025	7	2	0
July 2025	10	3	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
106		6	27 725

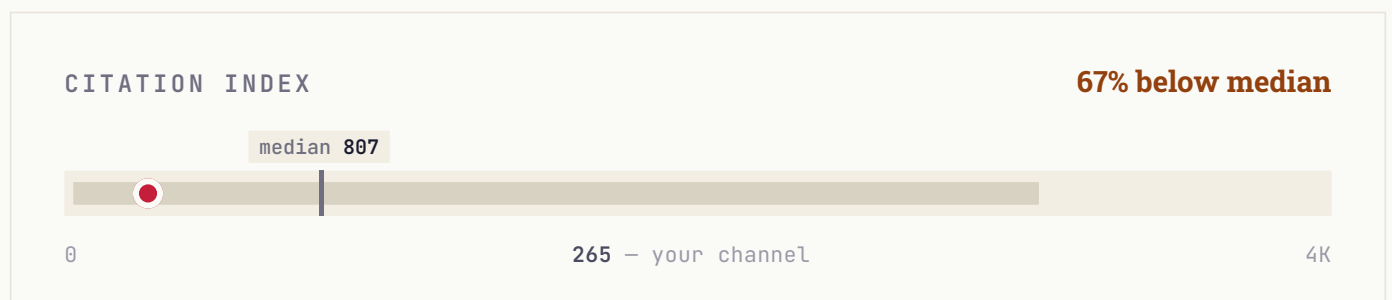
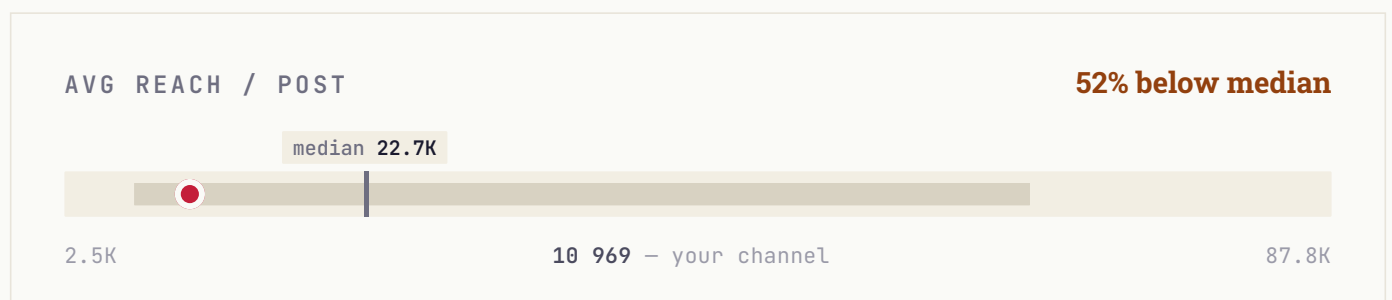
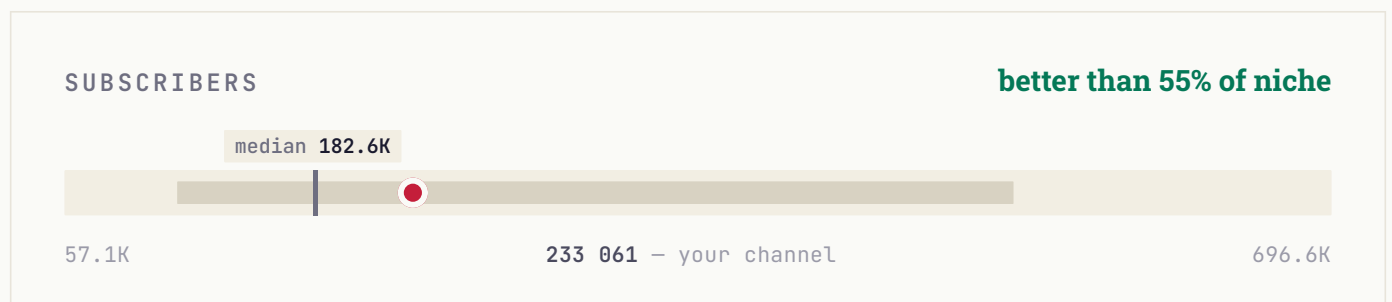
— SECTION 08 • NICHE COMPARISON

Where the 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 line — median. Red dot — your channel.

#37 /100

RANK IN NICHE
Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as a to-do list and revisit this report in a month.

01

Best post of the week — on Monday

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

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. 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 finds 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 is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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