

PUBLIC REPORT BY PROMTPRESS

Channel audit

OTP Bank



@otpbanknews

Welcome to the official OTP Bank channel ■Contact us: ■VK group ■
In-app chat ■Feedback form on website We're on MAX:...

SUBSCRIBERS

134 461

-13436 per month

ERR (% SEE POSTS)

40.0%

daily 4.2%

REACH/POST

47.9K

ad reach 5.6K/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 134 461 —	 SUBSCRIBER REACH 35.64% avg % subs see post	 VIEWS/POST 47.9K median 12K · 28 days	 POSTS/WEEK 7.2 over period
 7D TREND +8.7% vs prev week	 REACTIONS/POST 107.1 only 3,106 reactions, 1,289 reposts, 0 comments	 POST LENGTH 338 chars median 356 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH -13436 last month	 CITATION RATE 299 citation index · 377 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 01.03.2022

AI EDITOR SUMMARY

Channel «OTP Bank» — 134 461 subs. Each post avg views 47.9K people (36% from subs), good reach. Publishes 7 posts/week (~1/day) — regular schedule. Week May 25–31 reach grew +8.7% vs week May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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 **29** posts over 28 days.
- 02 Dominant format — **Video** (14/29 posts).
- 03 Avg post length — **338** chars (median 356).
- 04 Peak audience activity — **Tuesday**, 17:00 MSK.
- 05 Top posts get **31x** More views than the weakest (273.1K avg for top vs 8.7K for worst) — among 29 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 14:00 VIDEO Summer lime discount on scooters ☑ Get to the hottest spots fast and cheap on yellow Scooters...	VIEWS 328 494 REPOSTS 131	REACTIONS 84 ER 244.3%
Nº2 06.06 · 10:00 PHOTO Fresh guide to hot summer in the city from OTP store ☑☑ No matter where you spend these days: on urgent calls in a cool office or on...	VIEWS 316 475 REPOSTS 46	REACTIONS 55 ER 235.4%
Nº3 04.06 · 14:00 PHOTO Giving 2,000 ₺ to you and 500 ₺ to your friend! ☑ We've simplified the referral program! Now: 1☑ You send the link...	VIEWS 174 314 REPOSTS 208	REACTIONS 66 ER 129.6%

Nº4 03.06 · 16:11 PHOTO Unveiled new facets of SPIEF ☒ First time at the forum with our own booth, and we've already had day one! We built a two-story zone and...	VIEWS 100 204 REPOSTS 71	REACTIONS 166 ER 74.5%
Nº5 15.05 · 14:59 PHOTO Opened first branch in the country's top resort – Sochi ✨ In CareTech format, for fast, convenient, and caring service...	VIEWS 40 509 REPOSTS 51	REACTIONS 213 ER 30.1%

|

WORST 3

↓ 03.06 · 12:40 VIDEO First time at SPIEF with our own booth ☒ Inspired by the legendary Rubik's Cube – a symbol of creativity and out-of-the-box...	VIEWS 9 406 REPOSTS 100	REACTIONS 249 ER 7.0%
↓ 05.06 · 08:00 PHOTO Hello, you're on the line with the best! ☒☒ Top financial market experts from Frank RG summed up the year – and we have great news: OTP Bank took...	VIEWS 8 603 REPOSTS 22	REACTIONS 97 ER 6.4%
↓ 05.06 · 13:03 PHOTO OTP Bank becomes general partner of the Russian Judo Federation ☒ Judo unites hundreds of thousands of athletes across the country and is built on...	VIEWS 8 135 REPOSTS 40	REACTIONS 140 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

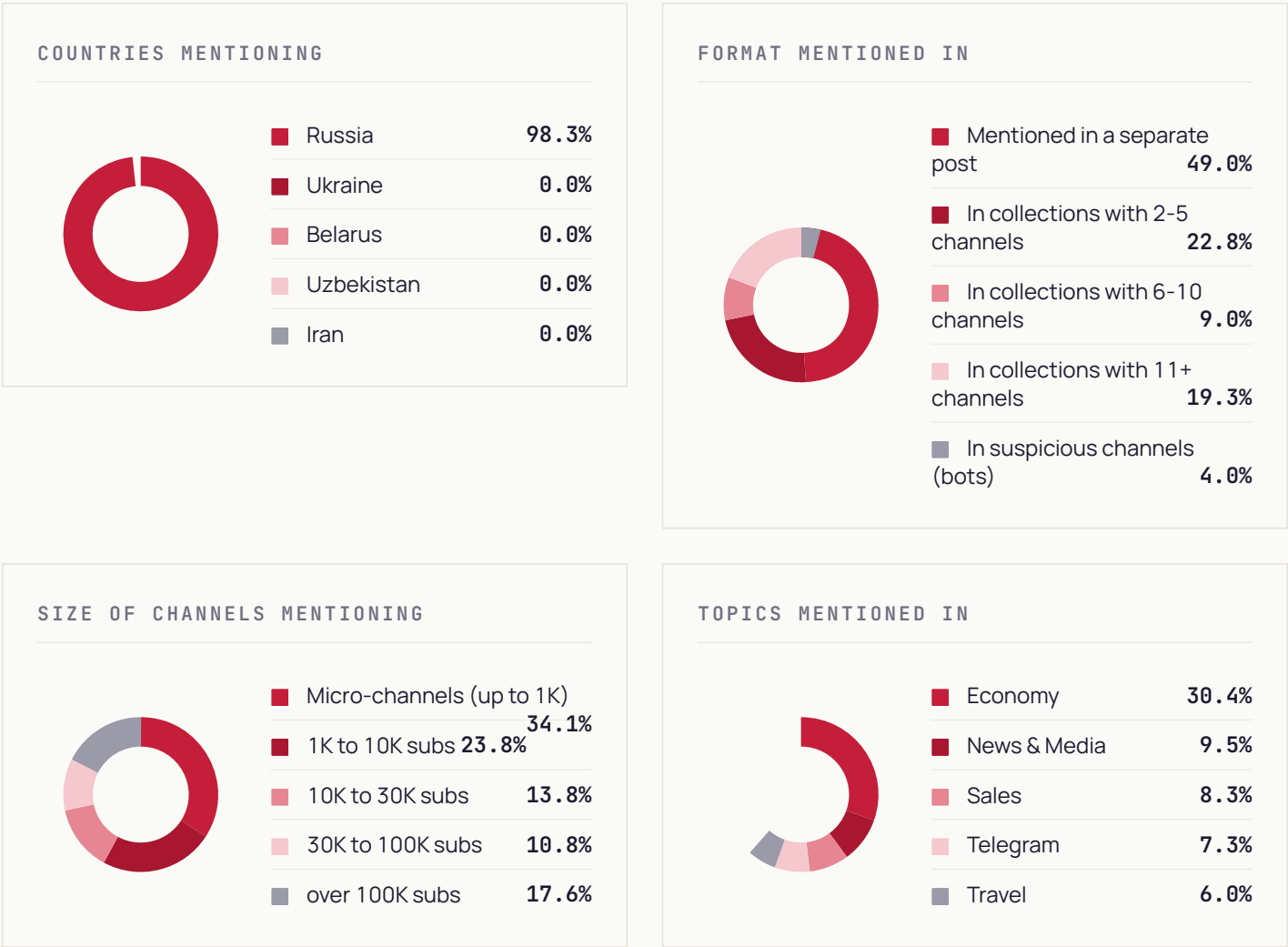
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

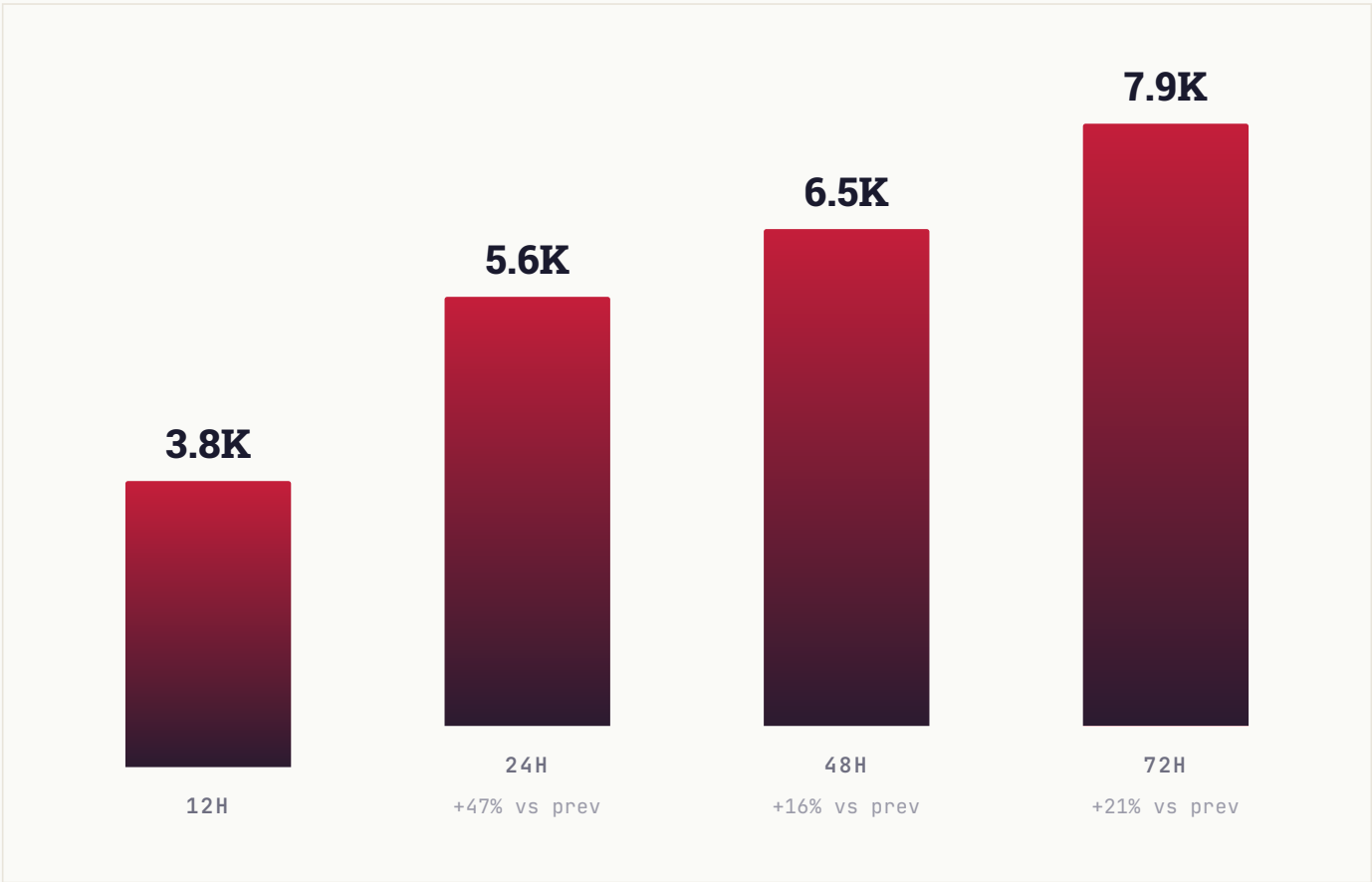
Citation index **299** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **377** different channels.



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 Closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
ER Topor. 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 economics	541.2K
OB OTP Bank YOU	134.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#67 of 99). Niche median — 182.3K subs.
First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions were **147**, they brought **72 779** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	40	39	14 178
November 2025	10	7	2 394
October 2025	25	5	12 225
September 2025	27	10	35 097
August 2025	24	10	5 822
July 2025	21	7	3 063
TOTAL MENTIONS			
147			
MONTHS IN DATA			
6			
GAINED SUBSCRIBERS			
72 779			

— SECTION 08 · NICHE COMPARISON

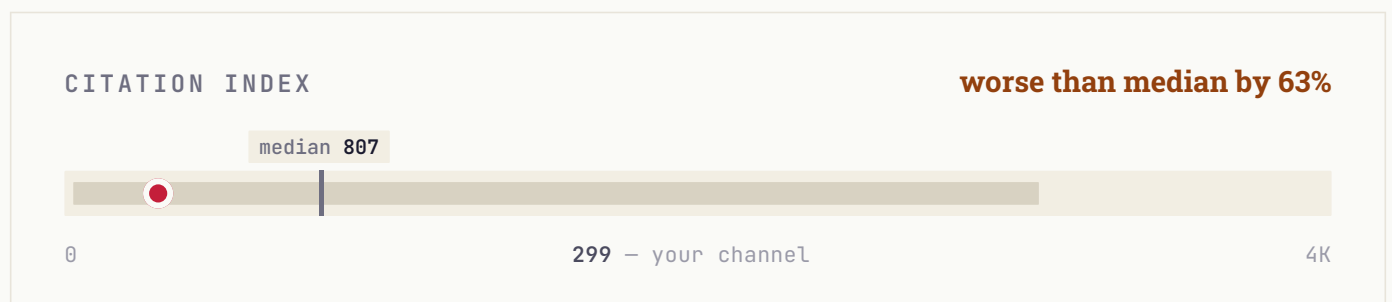
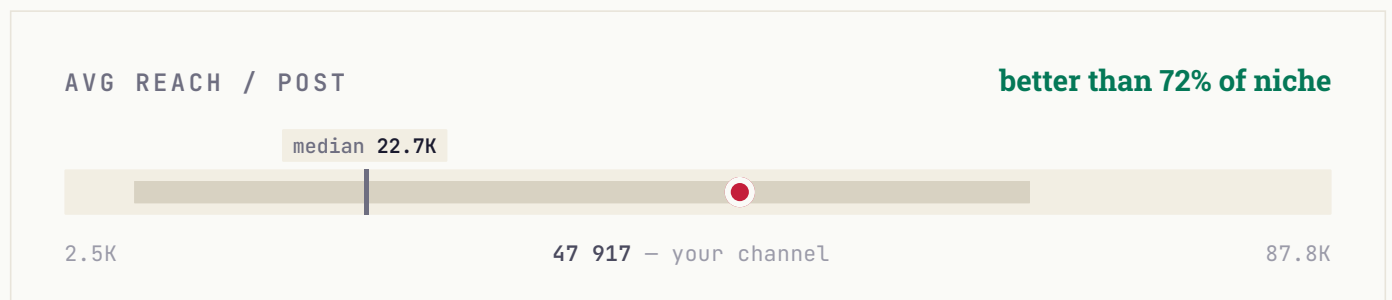
Where channel ranks in its league

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

#67 /100

RANK IN NICHE

Channel in bottom half of ranking



— 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

Top post of the week — on Tuesday

Audience most active on this day at 17:00 MSK.

IMPACT

**Best window
for key posts**

02

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

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

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is 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 Telegram
ads**

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

02

Contact manager

t.me/PromptPress_manager