

PUBLIC REPORT BY PROMTPRESS

Channel audit

ProFinances



@p_fin

We write about global economy & finance Collaboration:
@lerafinance RKN registration: <https://clck.ru/3Fh4W6>

SUBS

94 564

-8114 per month

ERR (% SEE POSTS)

44.0%

per day **37.2%**

REACH / POST

39.6K

ad reach **36.1K**/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.

 SUBS 94 564 —	 SUB REACH 41.89% avg % subs see post	 VIEWS / POST 39.6K median 38.8K · 28 days	 POSTS / WEEK 2.2 over period
 7D TREND -3.6% vs previous week	 REACTIONS / POST — MTPROTO only	 POST LENGTH 455 chars median 262 · 28 days	 POSTS ANALYZED 9 28 days
 AD REACH 36.1K 24h avg	 CHURN / MONTH -8114 last month	 CITATION RATE 4 citation index · 89 channels mentioned ever	 CHANNEL AGE 3 years 6 months created 28.12.2022

AI EDITOR SUMMARY

Channel «ProFinances» — 94 564 subs. Each post averages 39.6K people (42% from subs), this is wide reach for a channel of this size. Publishes 2 posts per week (~0 per day) — rare posts. For the week of Jul 6–12, reach stable (-3.6% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 28 days.
- 02 Dominant format — Photo (9/9 posts).
- 03 Avg post length — 455 chars (median 262).
- 04 Peak audience activity — Tuesday, 21:00 MSK.
- 05 Top posts get 1× more views than the weakest (49.3K avg for top vs 37K for worst) — among 9 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 18:00 PHOTO !? Tired of searching for interesting finance news channels? CHANNEL FOLDER This folder collects business and economy channels...	VIEWS 63 596 REPOSTS 276	REACTIONS — ER 67.3%
Nº2 21.06 · 22:27 PHOTO In Russia, demand for secondary housing surged — Vedomosti. Nationwide, it grew 19% since start of year, in large cities up to...	VIEWS 44 481 REPOSTS 264	REACTIONS — ER 47.0%
Nº3 30.06 · 10:20 PHOTO The share of subsidized mortgages in Russia may drop to 50% or below in the coming months. This would be the first time since 2022. In this case...	VIEWS 39 883 REPOSTS 230	REACTIONS — ER 42.2%

Nº4 04.07 · 21:29 PHOTO In 14 Moscow districts, avg new-build sqm price exceeded 1M RUB in H1 2026. Meanwhile...	VIEWS 38 865 REPOSTS 310	REACTIONS — ER 41.1%
Nº5 09.07 · 22:10 PHOTO Russians ditch steaks & smoked sausages for semi-finished products, analysts say. In Q1 2026...	VIEWS 38 830 REPOSTS 226	REACTIONS — ER 41.1%

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WORST 3

↓ 26.06 · 20:45 PHOTO Top 5 cryptos down 50%+ from all-time highs. ProFinances	VIEWS 37 989 REPOSTS 260	REACTIONS — ER 40.2%
↓ 07.07 · 18:02 PHOTO !? Tired of searching for interesting finance news channels? CHANNEL FOLDER This folder collects business and economy channels...	VIEWS 37 051 REPOSTS 259	REACTIONS — ER 39.2%
↓ 15.07 · 22:56 PHOTO Russian families' food spending up 10% YoY, but they're not eating more — pure food inflation. Meanwhile...	VIEWS 35 949 REPOSTS 227	REACTIONS — ER 38.0%

SECTION 03 • SUB GROWTH

How the channel grew over the year

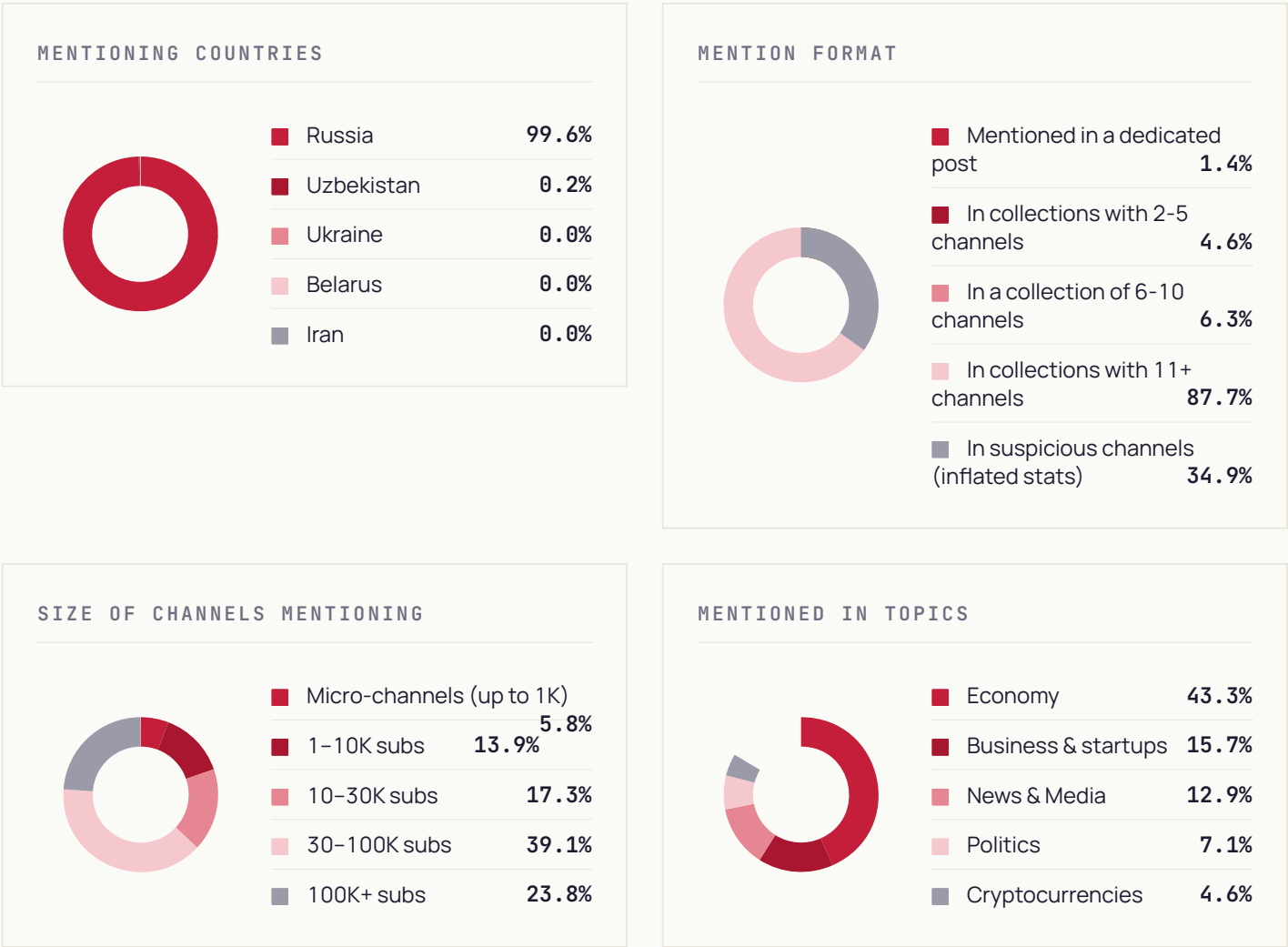
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

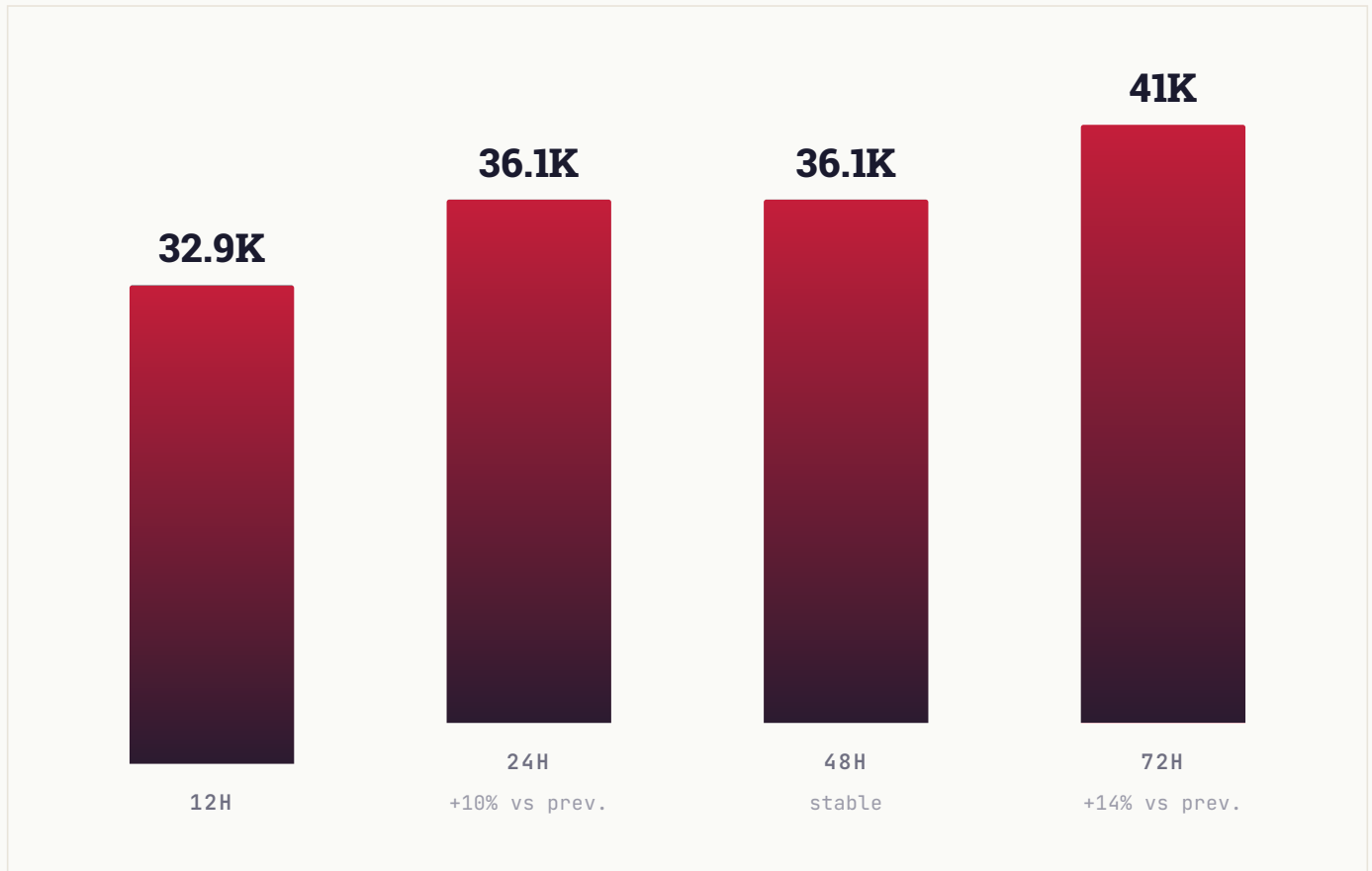
Citation index **4** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **89** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see where you rank among niche peers.

CHANNEL	SUBS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TЭ	1.3M
Axe. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
ProFinances PR YOU	94.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal — enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

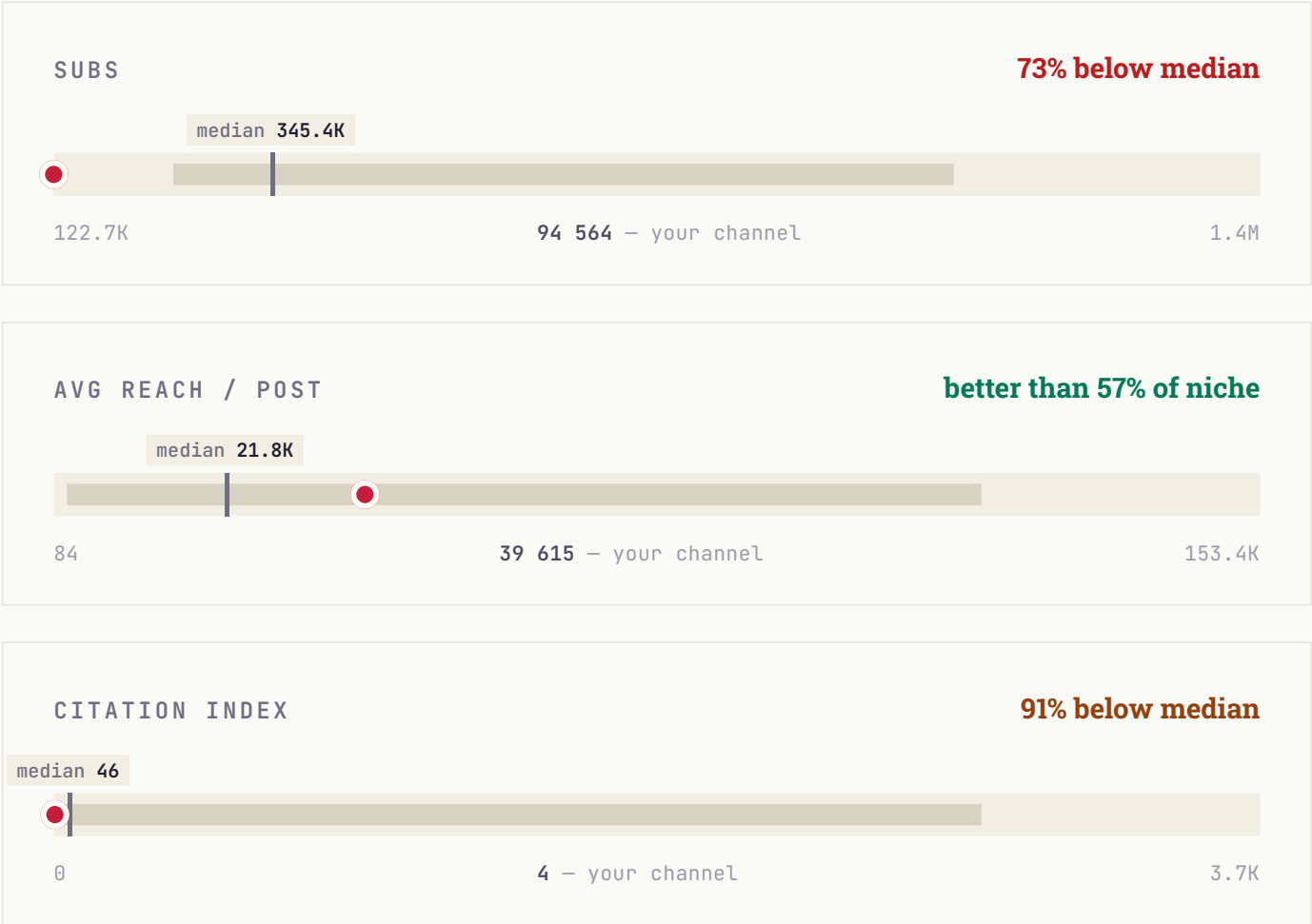
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **168**, they brought **170 714** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	10	10	13 997
December 2025	37	21	43 792
November 2025	33	25	70 472
October 2025	20	10	8 025
September 2025	39	16	15 242
August 2025	29	11	19 186
TOTAL MENTIONS			168
MONTHS OF DATA			6
ACQUIRED SUBS			170 714

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 2.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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**

04

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**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ 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 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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