

PUBLIC REPORT BY PROMTPRESS

Channel audit

Prime Numbers



@primenumbers2021

Prime Numbers: political economy online Support us: <https://taplink.cc/primenumbers> Podcasts on Yandex.Music: <https://music.yandex.ru/album/19586580> Suggestions & unban: @pnmailbot Chat...

SUBSCRIBERS

67 710

+335 per month

ERR (% SEE POSTS)

37.0%

per day 17.8%

REACH/POST

25.3K

ad reach 12.1K/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.

 SUBSCRIBERS 67 710 —	 SUBS REACH 37.39% avg % subs see post	 VIEWS/POST 25.3K median 24.5K · 29 days	 POSTS/WEEK 16.0 for the period
 7D TREND -42.8% vs prev. week	 REACTIONS/POST 814.1 total 54,542 reactions, 10,200 reposts, 12,363 comments	 POST LENGTH 587 chars median 624 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 12.1K 24h avg	 CHURN / MONTH +335 last month	 CITATION RATE 250 citation index · 1,087 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 25.01.2021

AI EDITOR SUMMARY

Channel «Simple Numbers» – 67 710 subs. Each post averages 25.3K people (37% of subs), good reach. Publishes 16 posts per week (~2/day) – regular pace. Week Jul 6–12 reach dropped -42.8% by week Jun 29 – Jul 5 – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 67 posts over 29 days.
- 02 Dominant format – Photo (41/67 posts).
- 03 Avg post length – 587 chars (median 624).
- 04 Peak audience activity – Monday, 01:00 MSK.
- 05 Top posts get 5x more views than the weakest (60.2K avg for top vs 13K for worst) – among 67 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 22:02 PHOTO Strikes on refineries exposed the flawed business model of Russia's oil & gas sector. Refining capacity turned out...	VIEWS 105 130 REPOSTS 633	REACTIONS 1 156 ER 155.3%
Nº2 03.07 · 07:54 PHOTO In 2026, the purchasing power of a maternity capital certificate in Moscow fell to 2.2 sq.m. of residential real estate. The most luxurious...	VIEWS 40 241 REPOSTS 696	REACTIONS 1 061 ER 59.4%
Nº3 03.07 · 11:00 VIDEO Want a minute of shocking plot twists? Re-listen to Kasta's "Vokrug Shum". Compared to 2008: - in peacetime...	VIEWS 35 300 REPOSTS 417	REACTIONS 1 235 ER 52.1%

Nº4 01.07 • 19:56 **PHOTO**

Deputy Matveychev demands a decision

VIEWS
35 238

REACTIONS
2 191

REPOSTS
616

ER
52.0%

Nº5 21.06 • 10:54 **PHOTO**

A not-so-dull quiz on Kazakhstan history. Would you pass the UNT?

VIEWS
34 447

REACTIONS
944

REPOSTS
236

ER
50.9%

WORST 3

↓ 16.07 • 15:43 **PHOTO**

We are bringing Oleg Komolov to Omsk. An economist, author and host of the Simple Numbers project, researcher whose lectures and talks are watched by hundreds...

VIEWS
14 876

REACTIONS
634

REPOSTS
47

ER
22.0%

↓ 16.07 • 14:40 **PHOTO**

🔥 «Kolomensky». SMALL VICTORY! Night shift workers operated in safe conditions When starting the shift, the workers again...

VIEWS
12 118

REACTIONS
858

REPOSTS
28

ER
17.9%

↓ 15.07 • 12:43 **PHOTO**

! Kolomenskoye administration backs itself into a corner — here's what's happening at the bakery now The conflict at Kolomenskoye bakery...

VIEWS
12 058

REACTIONS
1 043

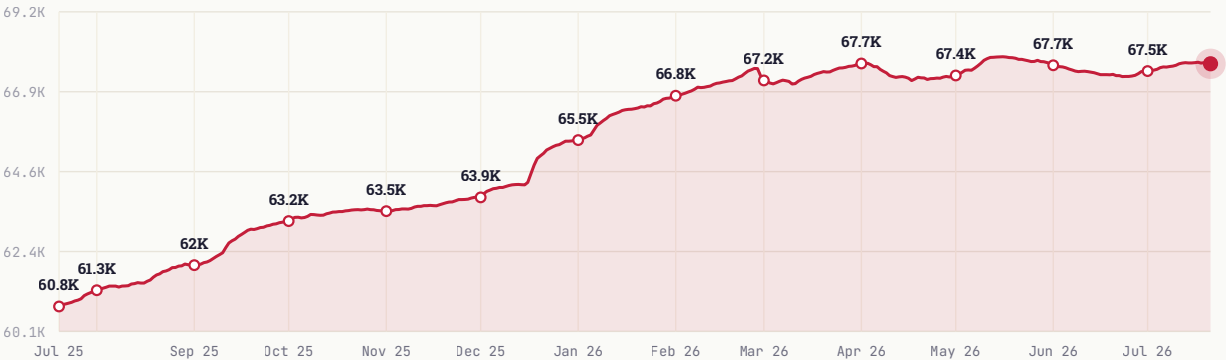
REPOSTS
66

ER
17.8%

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 gained or lost subscribers.

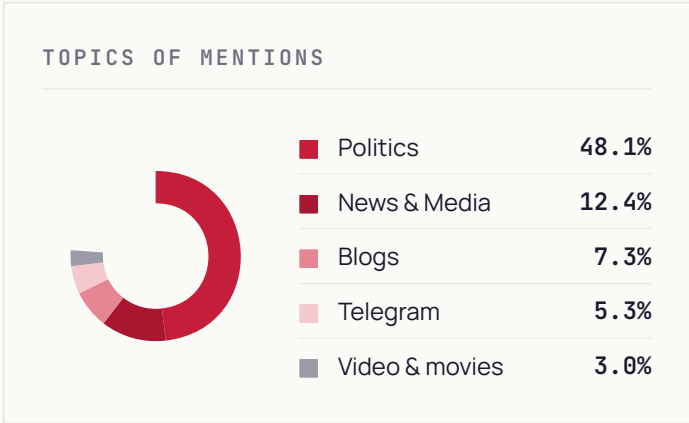
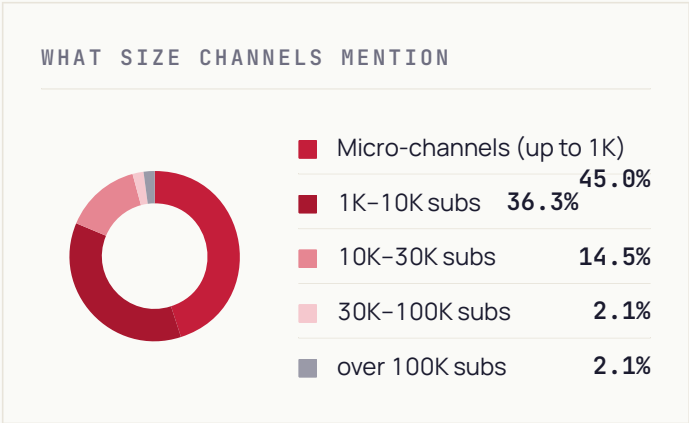
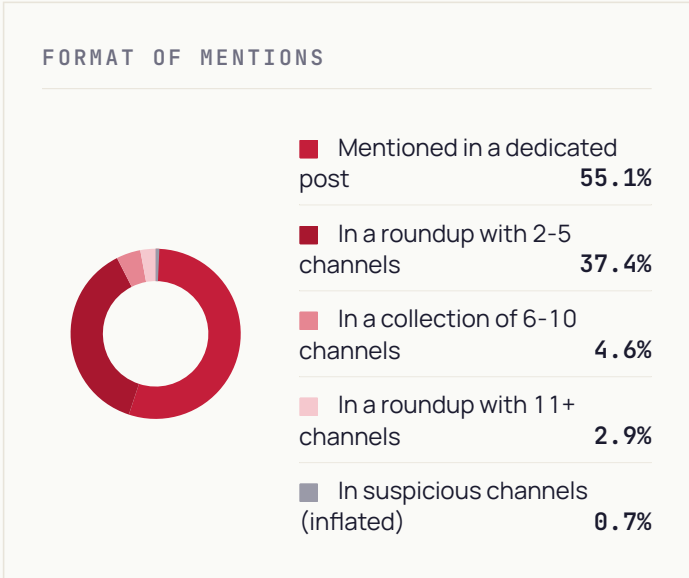
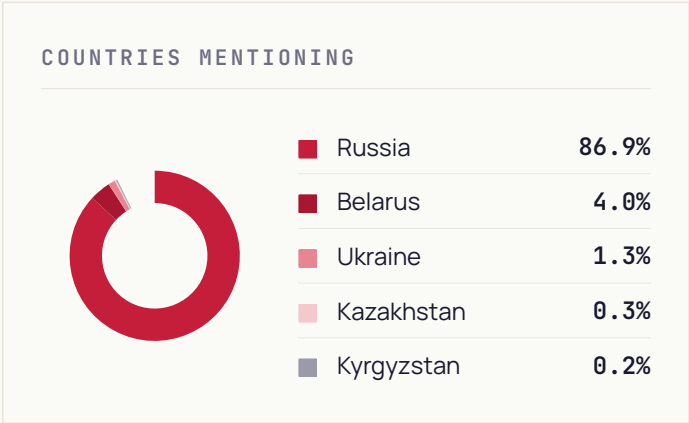


START OF PERIOD	NOW	NET GROWTH
60 797	67 710	+6 913

SECTION 04 · MENTIONS

Who mentions the channel and how

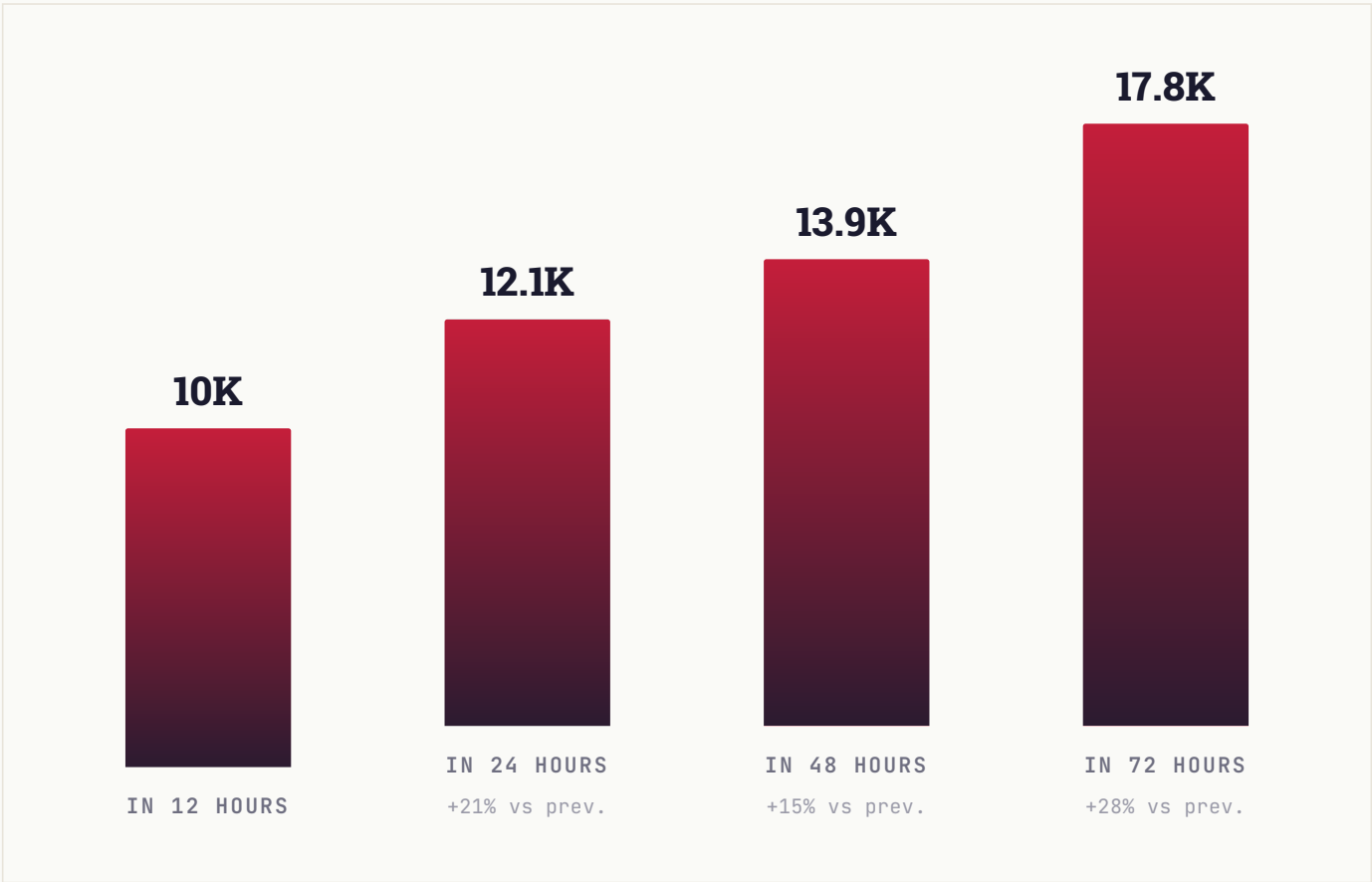
Citation index **250** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 087** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
Sharif شریف	2.8M
Trade Watcher	2.5M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Ax. Economy.	1.2M
QUBTAN EL GOLD	1.1M
Subs Prime Numbers YOU	67.7K

COMPARATIVE INSIGHT

Channel is 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 via systematic traffic & 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 **395**, they brought **5 772** new subs.

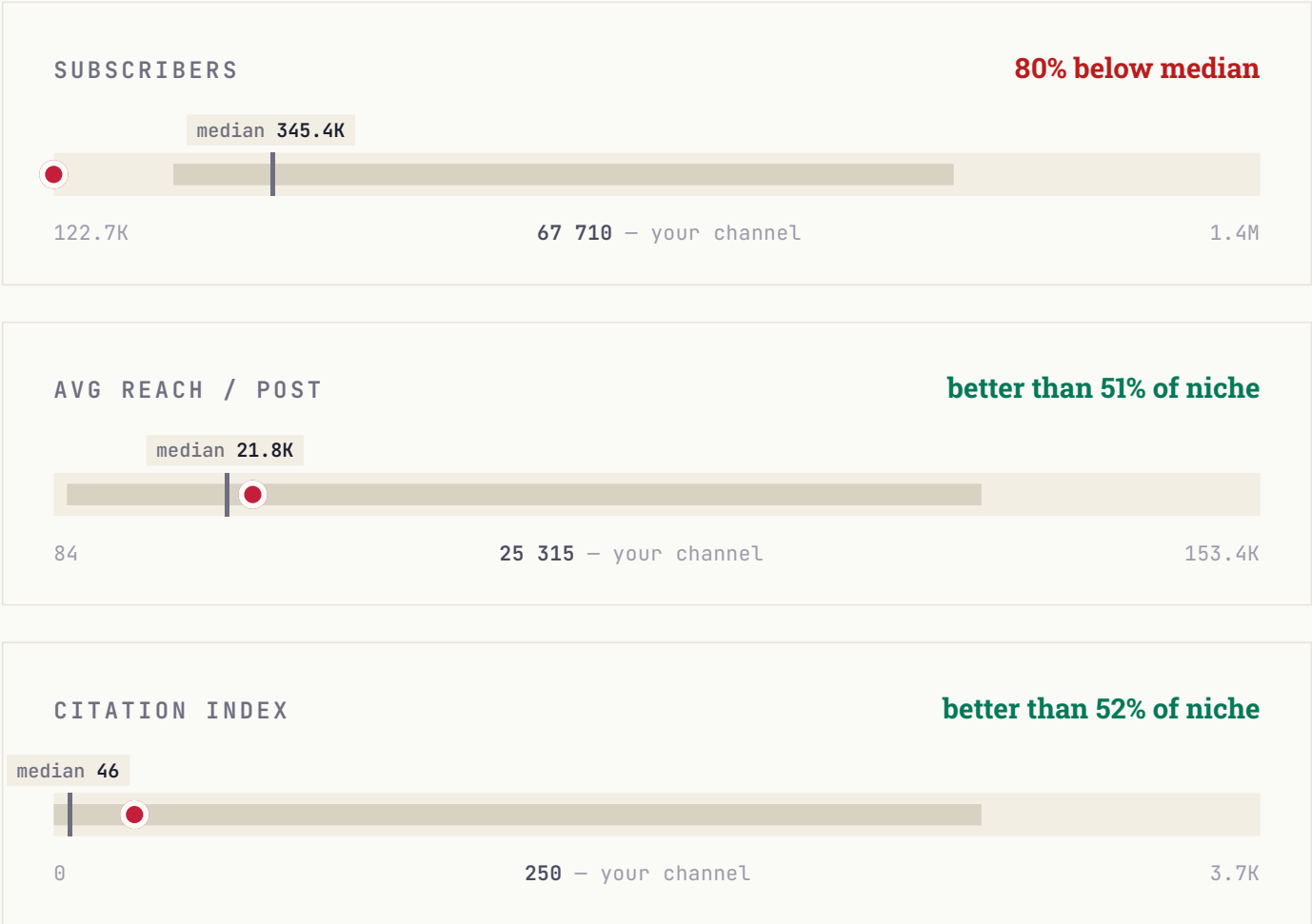
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	60	48	1 244
December 2025	65	41	1 640
Nov 2025	65	54	419
Oct 2025	61	50	405
Sep 2025	47	39	1 247
August 2025	97	60	817

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
395	6	5 772

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 = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— 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 Monday

On this day at 01:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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