

PUBLIC REPORT BY PROMTPRESS

Channel audit

Simple Economy



@prostoecon

@nikolai_miachin explains global and Russian economy. No ads.
Simple Finance: @prostofinbot YouTube: <https://www.youtube.com/@prostoecon> For collaboration: econeducate@gmail.com RKN:...

SUBSCRIBERS

275 542

+4681 per month

ERR (% SEE POSTS)

73.0%

per day **31.6%**

REACH/POST

194K

ad reach **86.5K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economy» category

09 Strategy

5 priority actions

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 275 542 —	 SUBSCRIBER REACH 70.42% avg % of subs see post	 VIEWS/POST 194K median 205.6K · 28 days	 POSTS/WEEK 6.5 for period
 7D TREND -8.2% vs prev week	 REACTIONS/POST 6429.9 total 173,606 reactions, 24,957 reposts, 1,214 comments	 POST LENGTH 571 chars median 447 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 86.5K 24h avg	 CHURN / MONTH +4681 last month	 CITATION RATE 77 citation index · 709 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel "Simple Economics" – 275 542 subs. Each post avg views 194K people (70% of subs), wide reach for a channel this size. Publishes 6 posts per week (~1/day) – rare publications. Week 25–31 May reach dropped -8.2% to week 18–24 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 27 posts in 28 days.
- 02 Dominant format — Text (15/27 posts).
- 03 Avg post length — 571 characters (median 447).
- 04 Audience peak activity — Tuesday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (244.1K avg for top vs 158.3K for bottom) — among 27 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

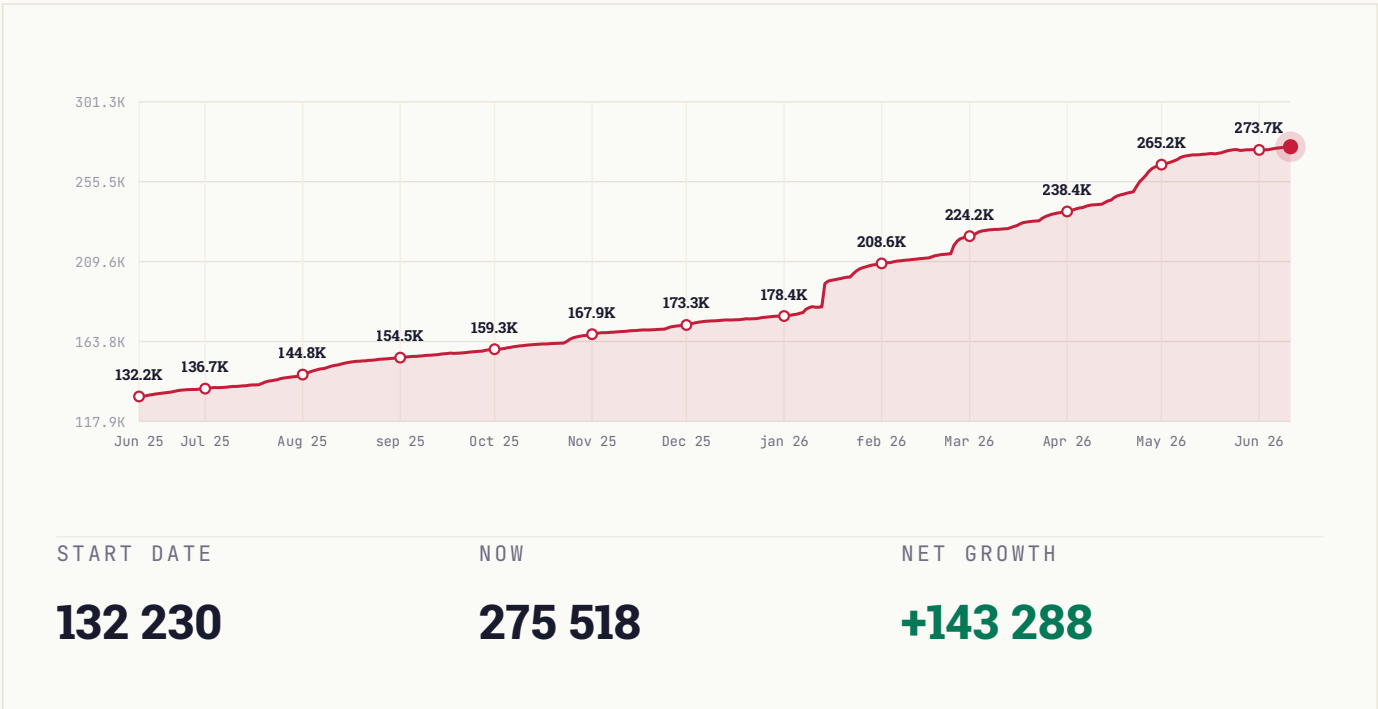
Nº1 12.05 · 07:51 TEXT Subs share criteria for a true patriot. Check yourself: Max? Set ☒ Vesta subscription? Done ☒ Recycling fee? Collected...	VIEWS 246 821 REACTIONS 7 179 REP. 1 506 ER 89.6%
Nº2 15.05 · 08:34 TEXT Trump's China visit recap for those who missed it Trump: China is great, but USA is cooler. Let's be friends. And... buy our...	VIEWS 243 687 REACTIONS 7 721 REP. 1 994 ER 88.4%
Nº3 15.05 · 05:43 TEXT Mr. Zelensky, pack your bags This past week news about the imminent end of the SMO resurfaced: either Putin will declare the end...	VIEWS 241 653 REACTIONS 3 569 REP. 781 ER 87.7%

Nº4 19.05 • 06:20 TEXT So you joked about the "Simple Party". Here's my first proposal that will win millions of votes. Now one of the most...	VIEWS 235 147 REP. 500 REACTIONS 8 331 ER 85.3%
Nº5 18.05 • 06:23 TEXT Attack on Moscow Yesterday was the largest attack on Moscow in the past year, after which the internet filled with cries of "help". Actually...	VIEWS 233 342 REP. 2 294 REACTIONS 7 899 ER 84.7%
WORST 3	
↓ 25.05 • 08:32 PHOTO Created by AI servant Asking neural net questions instead of Google is already lame. Even my grandma learned that. I...	VIEWS 159 433 REP. 1 031 REACTIONS 1 814 ER 57.9%
↓ 05.06 • 09:07 PHOTO What were Max's PR people thinking when they poured billions into promotion? Given that Apple is mass-removing VPN services from...	VIEWS 158 950 REP. 625 REACTIONS 5 633 ER 57.7%
↓ 05.06 • 11:47 PHOTO Israel. Why everyone hates it You've been asking for this video. We delayed it. But after the war with Iran began, it became clear — we must...	VIEWS 156 598 REP. 666 REACTIONS 3 041 ER 56.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

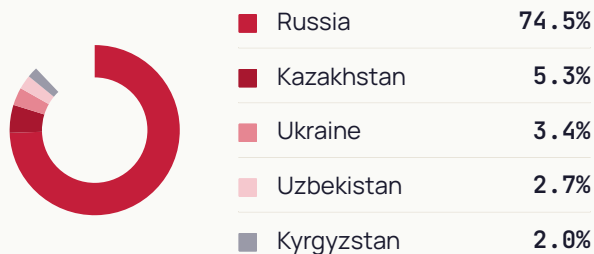


SECTION 04 • MENTIONS

Who mentions the channel and how

Citation index **77** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **709** different channels.

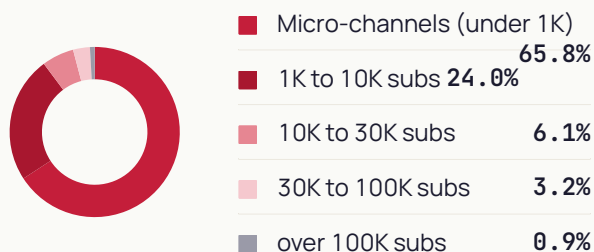
COUNTRIES MENTIONING



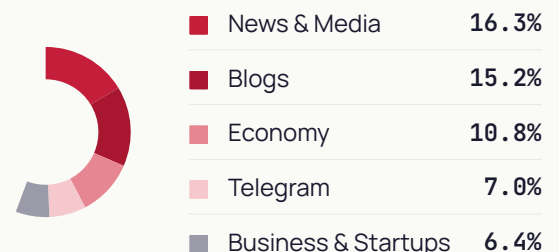
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



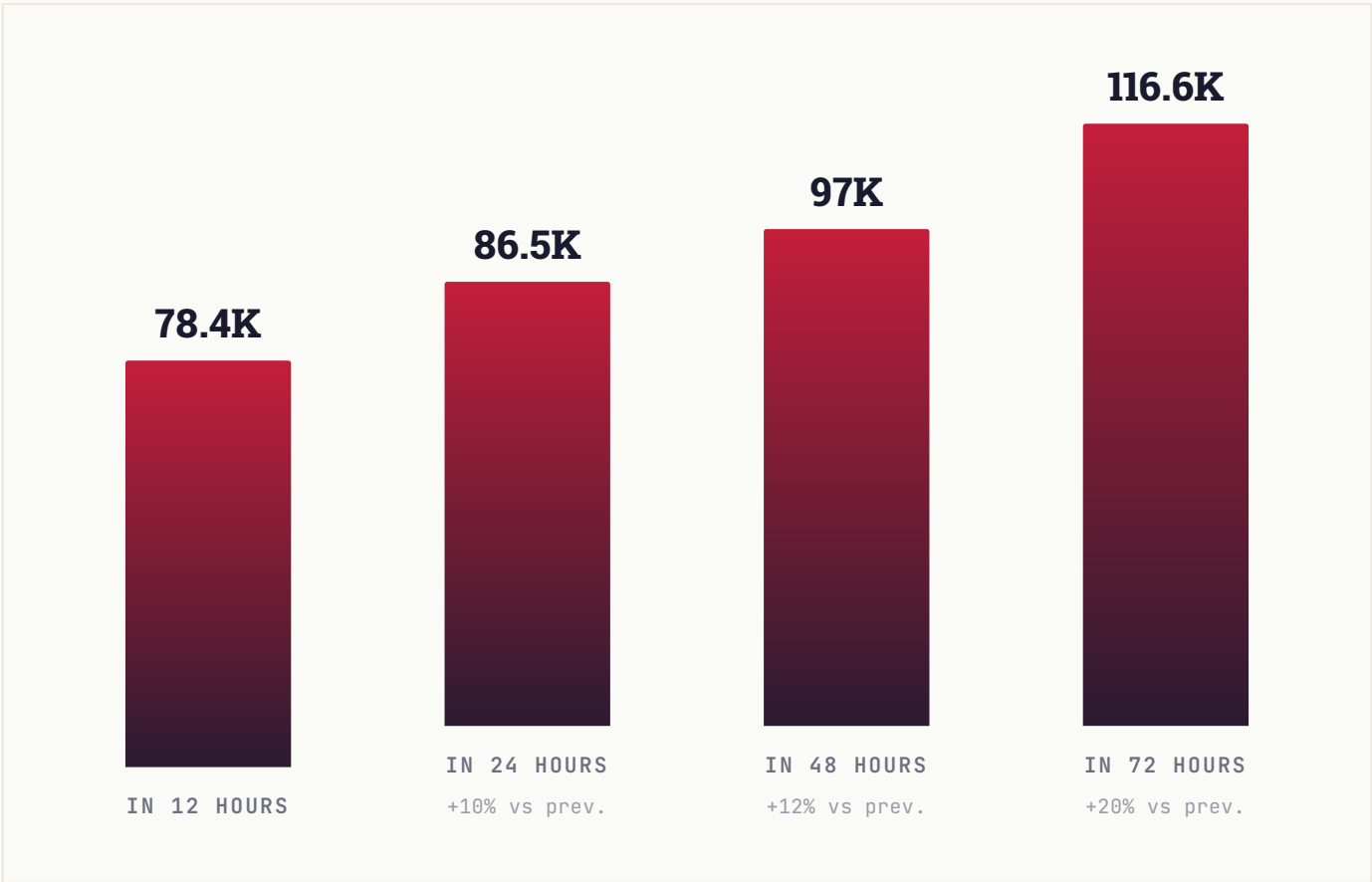
TOPICS MENTIONED IN



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TE 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BC More Than Economics	541.2K
PE Simple Economy YOU	275.5K

COMPARATIVE INSIGHT

Channel in top half of niche (#28 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for the top quartile — 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 mentions count 154, they brought 42 054 new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	28	26	5 394
Nov 2025	19	15	5 572
Oct 2025	30	27	8 343
Sep 2025	24	17	4 852
August 2025	23	21	10 497
July 2025	30	25	7 396

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
154	6	42 054

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 bar — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

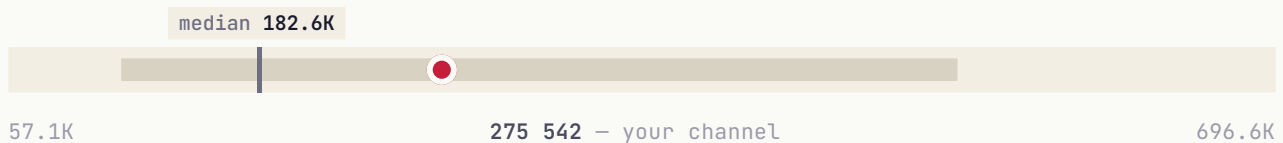
#28/100

RANK IN NICHE

Channel in the top half of the ranking

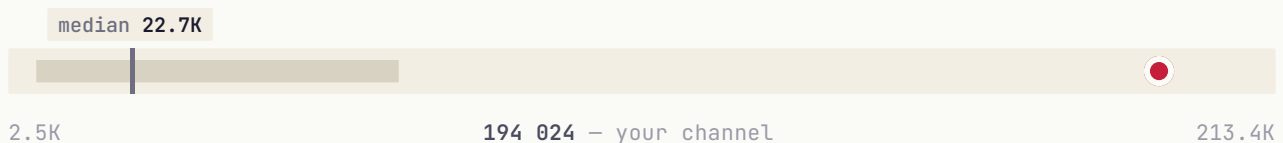
SUBSCRIBERS

better than 60% of niche



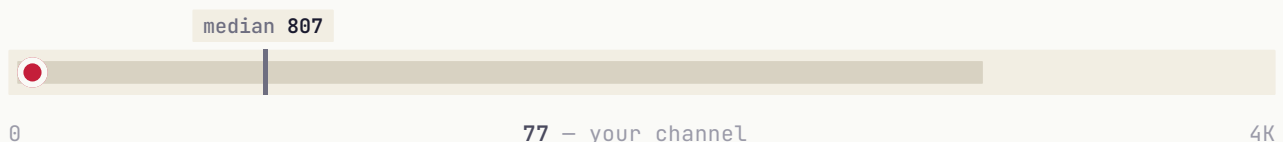
AVG REACH / POST

better than 90% of niche



CITATION INDEX

90% below median



— 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

Top post of the week — on Tuesday
Audience most active on this day at 10:00 MSK.

IMPACT
Best time for an important post
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

IMPACT
Video retains 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.

IMPACT
+1000-3000 subs
- 04

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

IMPACT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads with 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