

PUBLIC REPORT BY PROMTPRESS

Channel audit

PSB



@psbbank

★ Official channel of the bank of a strong country ✓ Among Russia's top banks ✓ Systemically important and key for the defense industry ! Contact us: • Individuals — <https://clck.ru/3MLkgw> • Entrepreneurs —...

SUBSCRIBERS

83 902

+392 per month

ERR (% SEE POSTS)

10.0%

in 24 hrs 3.7%

REACH/POST

8.1K

ad reach 3.1K/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.

 SUBSCRIBERS 83 902 —	 SUBS REACH 9.69% avg % subs see post	 VIEWS/POST 8.1K median 7.7K · 27 days	 POSTS/WEEK 9.3 over the period
 7D TREND +2.2% vs prev week	 REACTIONS/POST 40.8 only 1,508 reactions, 329 reposts, 0 comments	 POST LENGTH 709 chars median 647 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +392 over the last month	 QUOTABILITY 921 citation index · 2,170 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 13.05.2020

AI EDITOR SUMMARY

Channel «PSB» – 83 902 subs. Each post averages 8.1K people (10% from subs), reach is low – consider expanding audience. Publishes 9 posts/week (~1/day) – regular schedule. For the week of Jul 6–12, reach stable (+2.2% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts in 27 days.
- 02 Dominant format – Photo (29/37 posts).
- 03 Avg post length – 709 chars (median 647).
- 04 Peak audience activity – Saturday, 20:00 MSK.
- 05 Top posts get 3x more views than the weakest (13.4K avg for top vs 5.1K for worst) – among 37 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

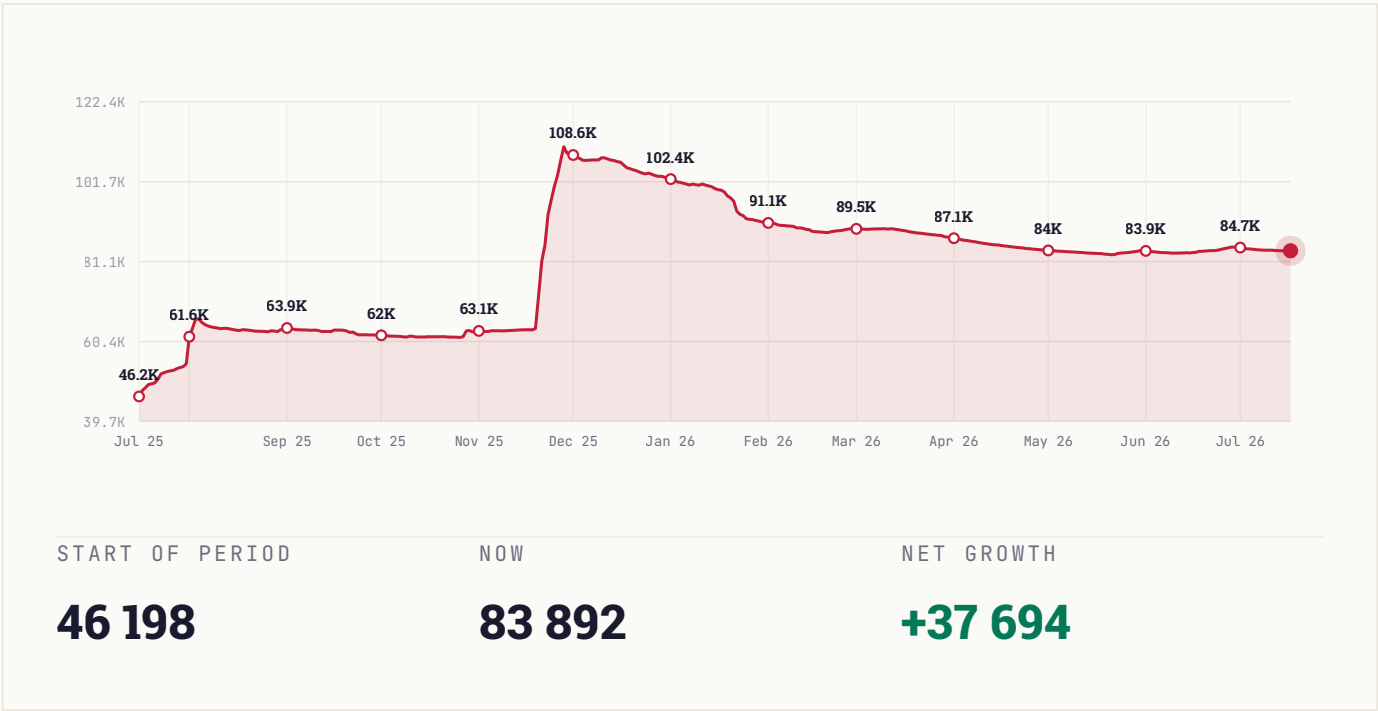
Nº1 20.06 · 17:25 PHOTO PSB HR team became finalists of the Leaders of Russia competition 👍 The competition aims to identify the best management teams in the country, search for and...	VIEWS 14 126 REPOSTS 36	REACTIONS 135 ER 16.8%
Nº2 25.06 · 15:29 PHOTO How to make the IPO market clear, transparent, and attractive for retail investors? Financiers discussed this today at...	VIEWS 13 152 REPOSTS 11	REACTIONS 69 ER 15.7%
Nº3 27.06 · 07:03 VIDEO Know who you often see in PSB open spaces in summer? Interns! 👍 Over the last three years, more than a thousand have completed the PSB Drive internship...	VIEWS 12 857 REPOSTS 38	REACTIONS 91 ER 15.3%

Nº4 26.06 • 09:03 PHOTO Now virtual business assistant Katyusha helps clients right in bank offices. Your question can be resolved on your own without waiting...	VIEWS 12 695 REPOSTS 6 REACTIONS 63 ER 15.1%
Nº5 19.06 • 17:14 PHOTO On June 18–19, the Cheboksary Economic Forum took place — a key business event in the region. PSB has been a long-time financial partner of Chuvash...	VIEWS 12 020 REPOSTS 8 REACTIONS 45 ER 14.3%
WORST 3	
↓ 12.07 • 13:06 VIDEO ✨ In the twilight of an ancient library, Manul carefully steps on the stone floor, while pages of forgotten tomes rustle around... He runs his paw over...	VIEWS 5 430 REPOSTS 9 REACTIONS 44 ER 6.5%
↓ 13.07 • 13:35 PHOTO Get a mortgage fast? 👍 With PSB it's possible! We have the fastest mortgage approval among Russia's largest banks...	VIEWS 5 219 REPOSTS 12 REACTIONS 34 ER 6.2%
↓ 14.07 • 07:28 PHOTO News for drivers! 👍 Now you can get OSAGO in PSB internet bank or via our Android mobile app...	VIEWS 4 660 REPOSTS 10 REACTIONS 30 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

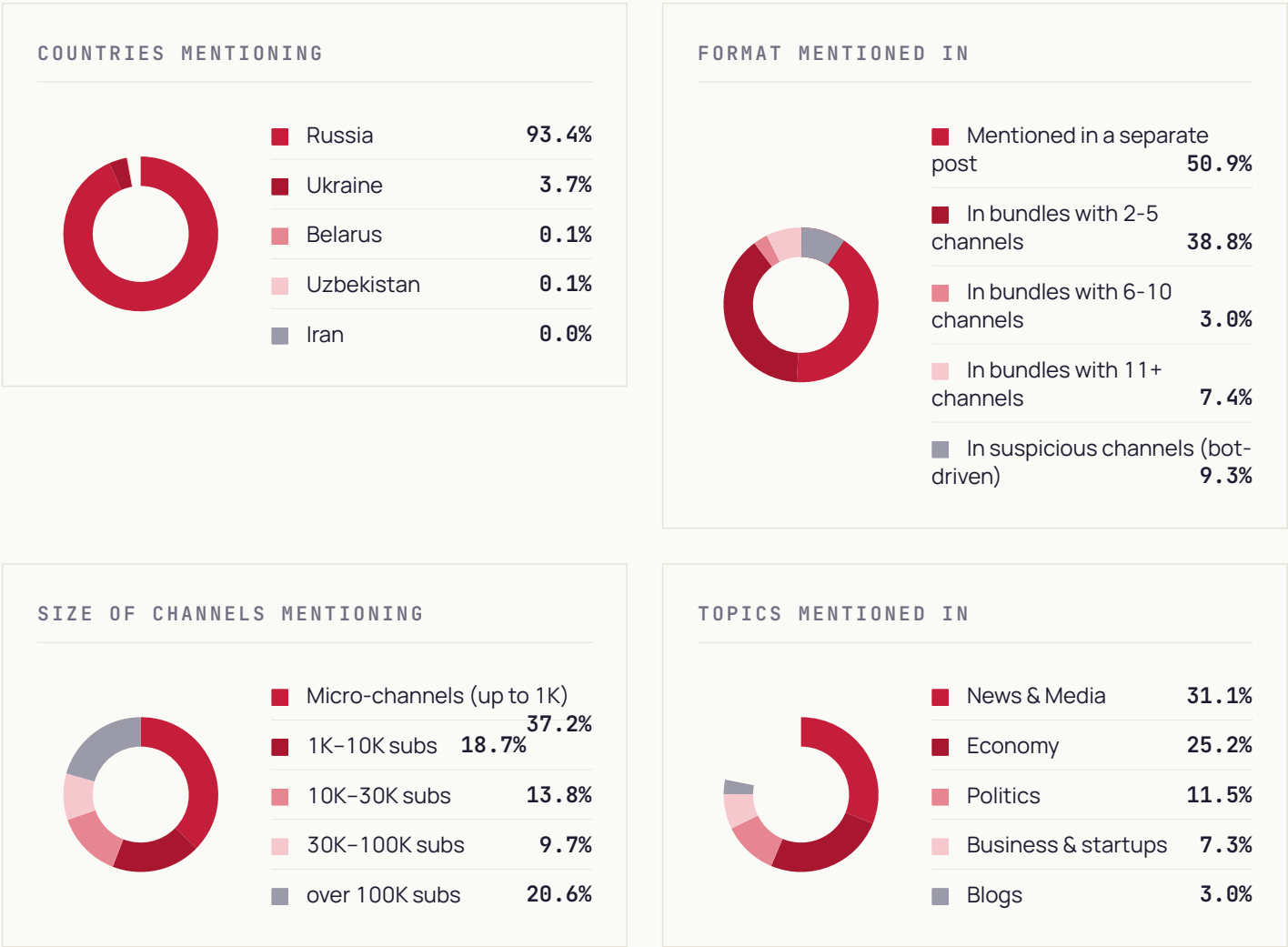
Yearly subscriber growth chart. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

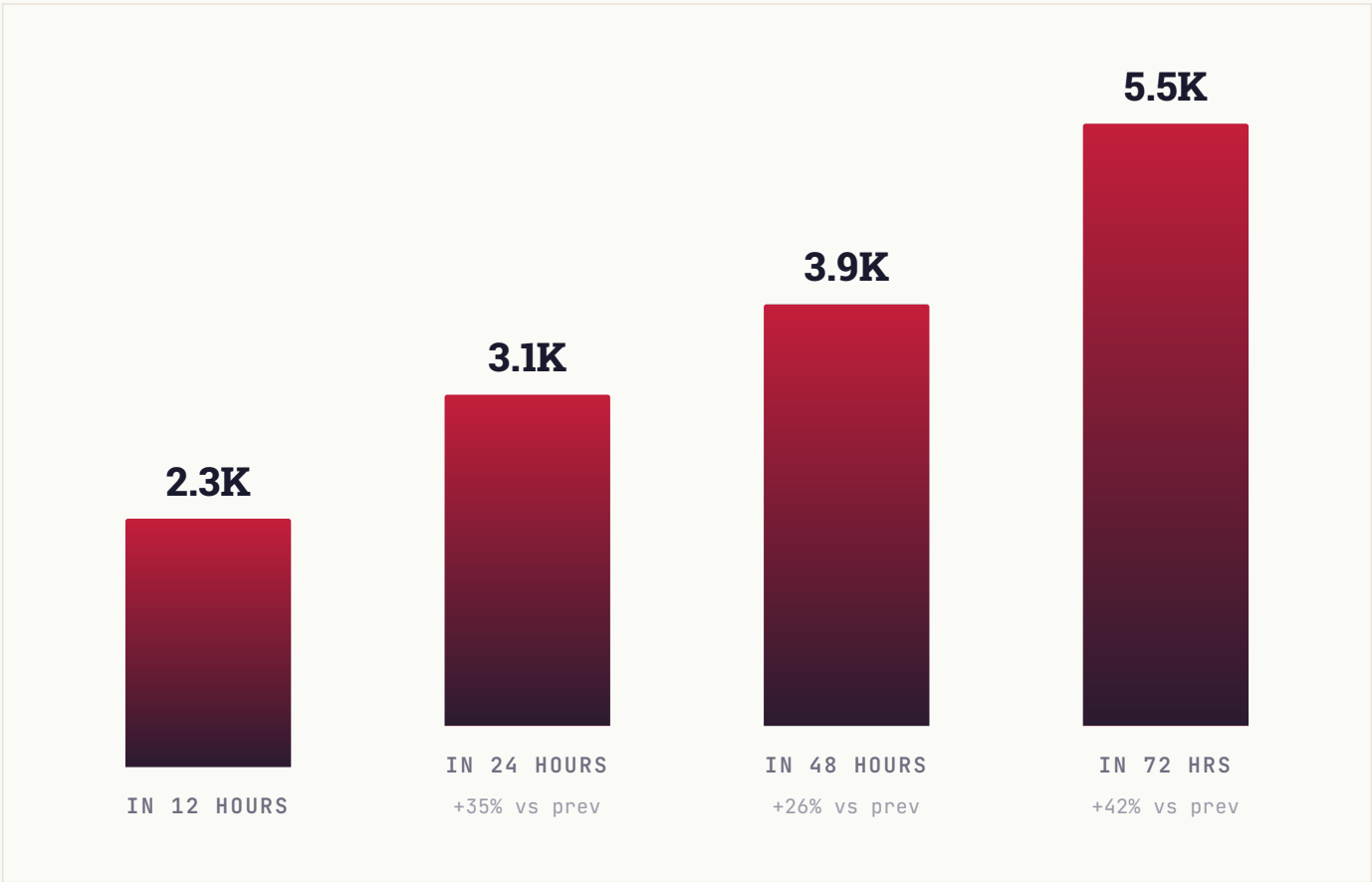
Citation index **921** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 170** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا	3.6M
Sharif شریف	2.8M
Trade Watcher	2.6M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Topor. Economy.	1.2M
QUBTAN EL GOLD	1.1M
PSB PSB YOU	83.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal: enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **316**, they brought **65 503** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	18	18	561
December 2025	26	23	893
Nov 2025	68	56	48 027
Oct 2025	125	91	2 271
Sep 2025	32	16	1 017
August 2025	47	26	12 734

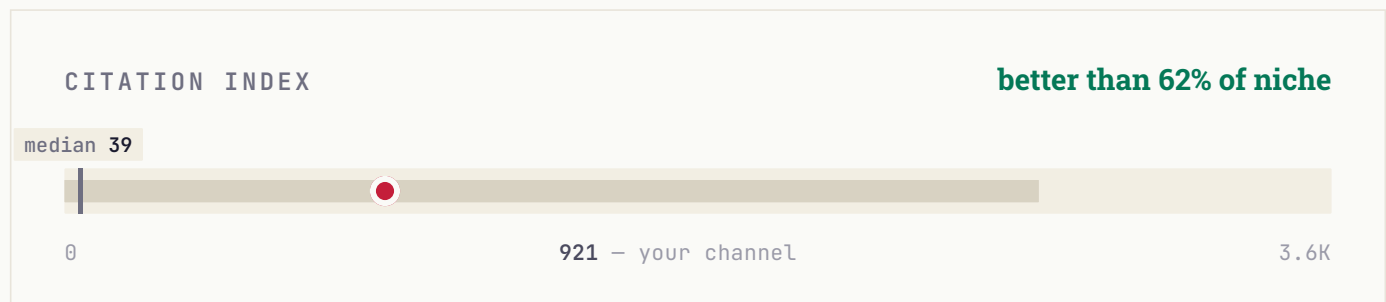
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
316	6	65 503

Where the channel ranks in its league

SUBSCRIBERS 76% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 122.8K, 83 902 – your channel, and 1.3M. A vertical line marks the median at 347.7K. A light blue bar extends from the origin to the channel's subscriber count (83 902). A red dot is positioned at the start of the bar (122.8K). The text '76% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	83 902
Median	347.7K
Lower Bound	122.8K
Upper Bound	1.3M



— 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 Saturday

Audience is most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video retains audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with same-niche 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 is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target 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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