

PUBLIC REPORT BY PROMTPRESS

Channel audit

Source in VEB



@razvivaemrf

Official channel of VEB.RF. We finance projects that improve life in cities: build roads, schools, modernize transport, create enterprises. ▣ veb.rf ▣ ok.ru/vebrf ▣ max.ru/vebrf ▣ ...

SUBSCRIBERS

29 099

-453 per month

ERR (% SEE POSTS)

9.0%

in 24 hours **3.4%**

REACH/POST

1.9K

ad reach **1K**/24h

— CONTENT · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 29 099 —	 SUBS REACH 6.61% avg % subs see post	 VIEWS/POST 1.9K median 1.2K · 29 days	 POSTS/WEEK 18.0 for the period
 7D TREND +27.6% vs previous week	 REACTIONS/POST 35.3 only 2,649 reactions, 916 reposts, 0 comments	 POST LENGTH 804 chars median 847 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -453 over the last month	 CITATION RATE 1 147 citation index · 4,685 channels mentioned all time	 CHANNEL AGE 5 years 6 months created 16.01.2021

AI EDITOR SUMMARY

Channel «Source in VEB» – 29 099 subs. Each post averages 1.9K people (7% of subs), reach is low – consider expanding audience. Publishes 18 posts per week (~3/day) – regular schedule. Week Jul 6–12 reach grew +27.6% by week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **75** posts over 29 days.
- 02 Dominant format – **Photo** (56/75 posts).
- 03 Avg post length – **804** chars (median 847).
- 04 Peak audience activity – **Monday**, 18:00 MSK.
- 05 Top posts get **17x** more views than the weakest (14.8K avg for top vs 880 for worst) – among 75 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 15:33 PHOTO Tech companies often face a choice ⌚! Adopt breakthrough innovations despite risk of failure, or not – and...	VIEWS 29 041 REPOSTS 9	REACTIONS 30 ER 99.8%
Nº2 30.06 · 09:00 PHOTO Invest Russia: New tool for investors: how to cut profit tax to 3%? 📅 From 2025, Russia has a federal...	VIEWS 9 138 REPOSTS 41	REACTIONS 30 ER 31.4%
Nº3 26.06 · 13:10 PHOTO VEB & ASI visited Novotorzhsky timber mill to promote Russian brands & manufacturers ➡ Reps...	VIEWS 6 178 REPOSTS 29	REACTIONS 34 ER 21.2%

Nº4 13.07 • 12:45 PHOTO VEB earned ₺ 222+ bln for future retirees in H1 2026 🏠 ➡ Key metrics: ➡ income from expanded...	VIEWS 4 949 REACTIONS 28 REPOSTS 8 ER 17.0%
Nº5 29.06 • 09:04 VIDEO #Fact_development: in 2026, Zavidovo target – 1M guests 📍 ➡ Because in 2025, Phase II of the resort opened. Here...	VIEWS 4 537 REACTIONS 38 REPOSTS 43 ER 15.6%

WORST 3

↓ 02.07 • 14:55 PHOTO How to measure investment benefit for people? At the Russian Union of Industrialists and Entrepreneurs discussed how to assess...	VIEWS 909 REACTIONS 43 REPOSTS 3 ER 3.1%
↓ 10.07 • 14:30 PHOTO 7M tons of ore per year and 1,600 jobs: with VEB support, Chernogorsky GOK construction completes in Krasnoyarsk Krai 2 ➡ Progress...	VIEWS 888 REACTIONS 27 REPOSTS 18 ER 3.1%
↓ 02.07 • 17:02 PHOTO Today we launched «Expert.Urban» – a new media platform about the city, architecture, and environment that is harmonious and comfortable for people. We created...	VIEWS 844 REACTIONS 33 REPOSTS 9 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subs. See which months grew and which lost subs.

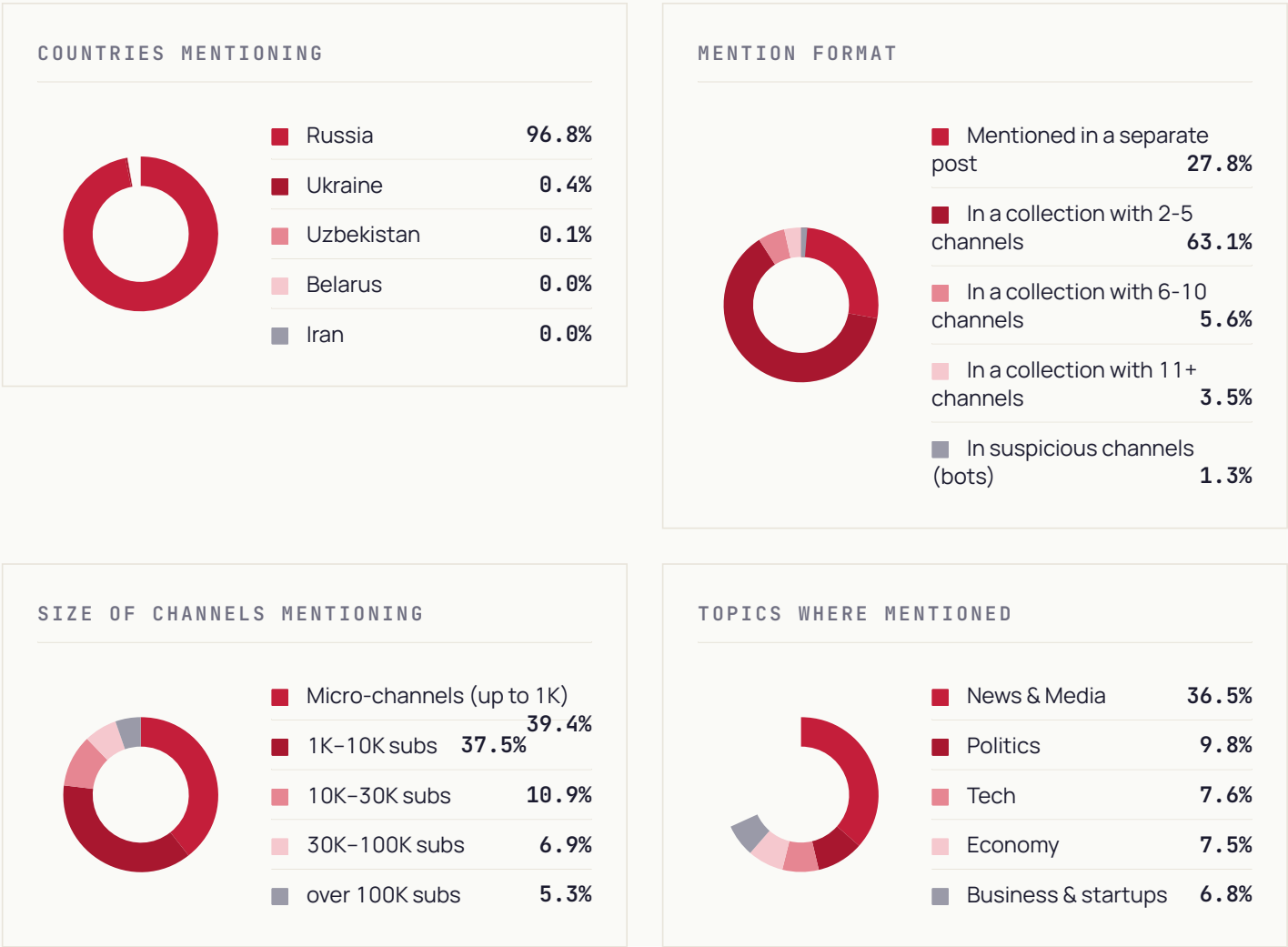


PERIOD	START	NOW	NET GROWTH
	25 259	29 099	+3 840

SECTION 04 · MENTIONS

Who & how mentions the channel

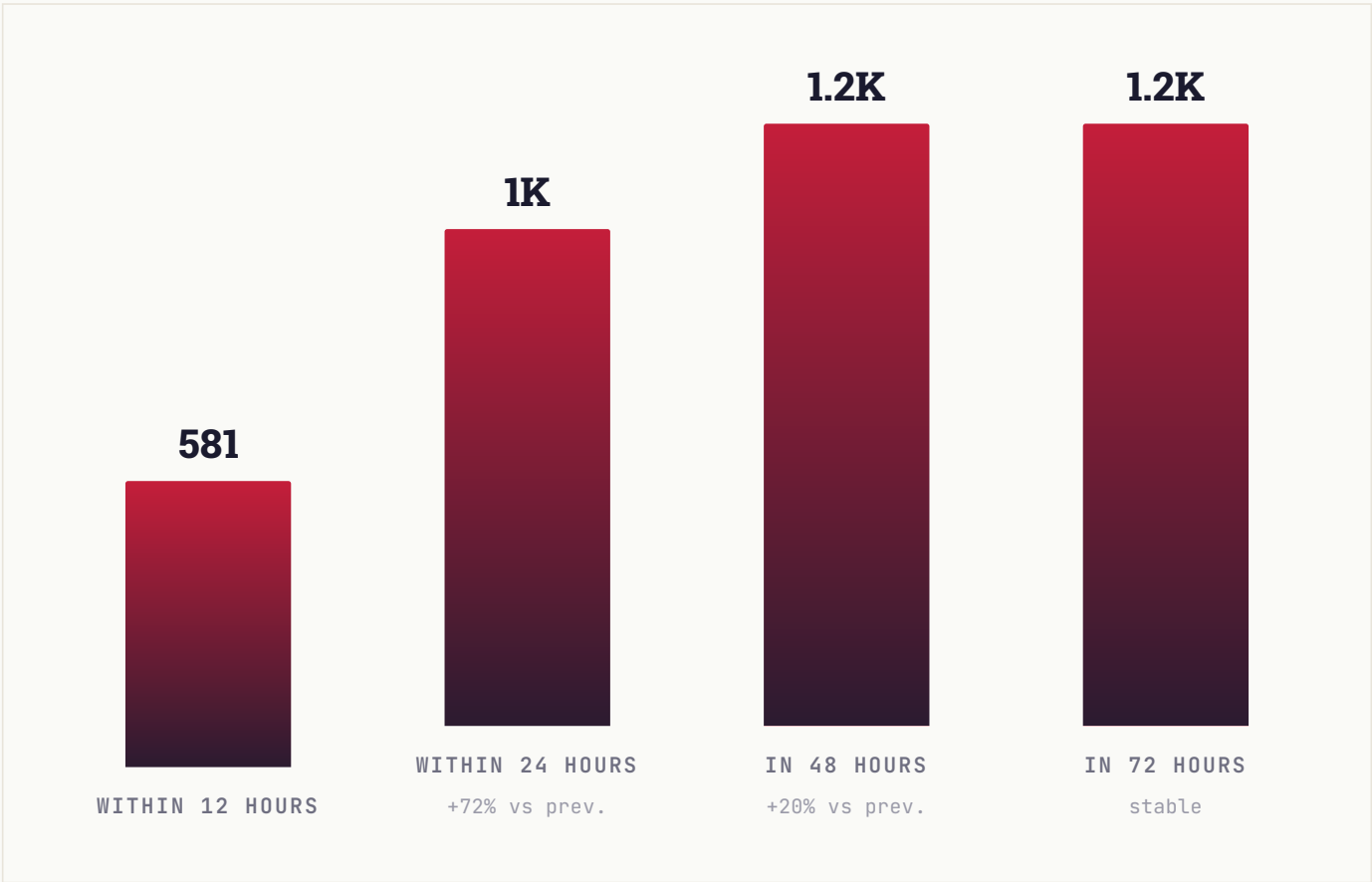
Citation index **1 147** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **4 685** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اق اخبار فوری قيمت دلار طلا حمله امريکا	3.6M
اش Sharif شريف	2.8M
TW Trade Watcher	2.6M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TЭ The Economist	1.3M
TE Axe. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
IV Source in VEB YOU	29.1K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — early growth stage. Niche leader — آقاي تحليلگر (5.2M), median top-98: 350.2K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 415**, they brought **5 598** new subs.

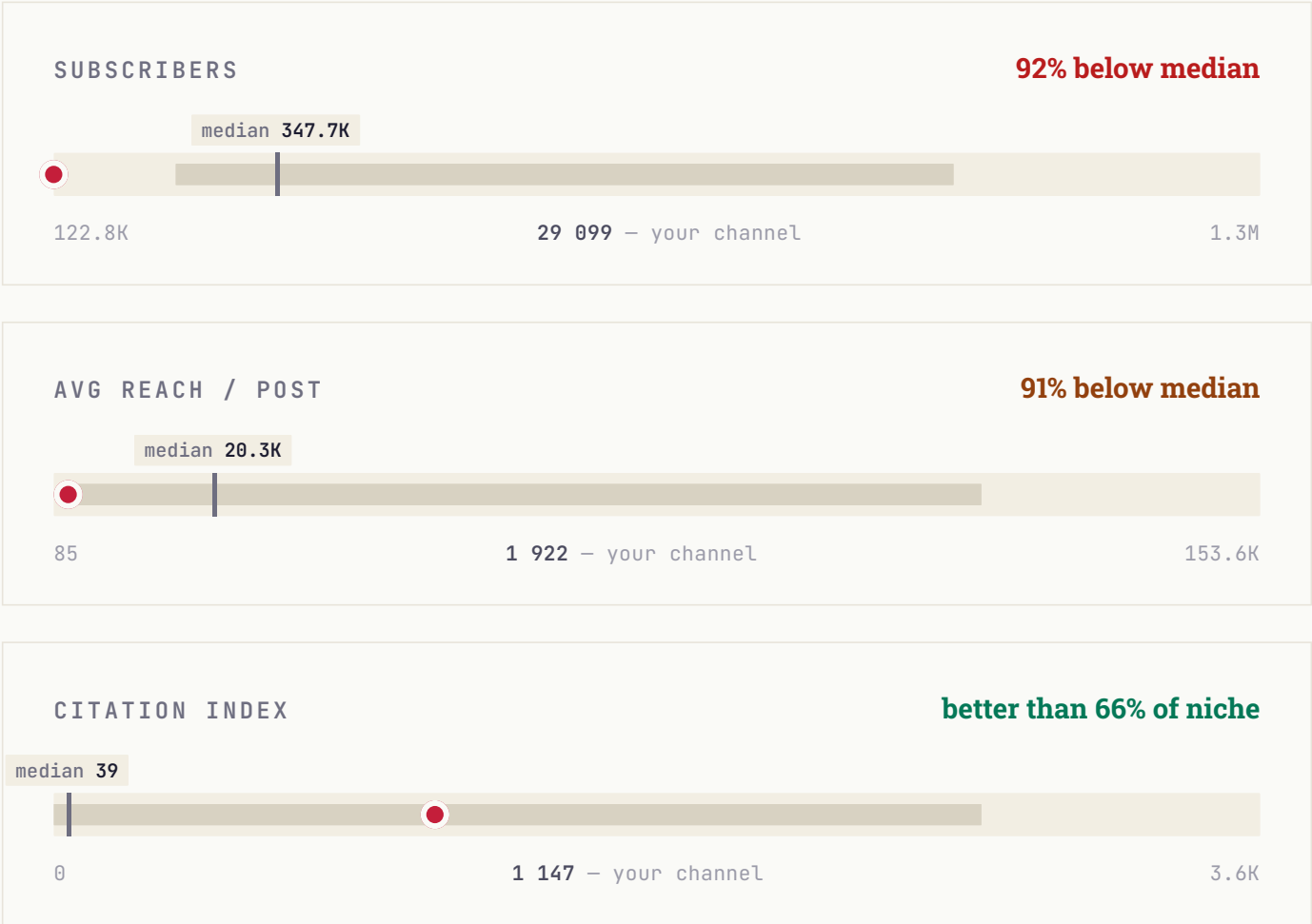
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
January 2026	147	87	637	
December 2025	190	116	501	
Nov 2025	149	88	100	
Oct 2025	517	398	1 552	
Sep 2025	201	140	1 378	
August 2025	211	142	1 430	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
1 415	6	5 598

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.



— 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 Monday**

Best time: today & 18:00 MSK — audience most active.

EFFECT

**Best window
for important
posts****02****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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
