

— PUBLIC REPORT PROMTPRESS

Channel audit

Russian Economy



@roseconomika

Russian economy as a separate art form For collab: @ma_kovale
@Spiral_Miya Buy ads: <https://telega.in/c/roseconomika>

SUBS

165 614

-10 per month

ERR (% SEE POSTS)

36.0%

per day 22.9%

REACH/POST

59.1K

ad reach 37.9K/24h

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · insights

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08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 165 614 —	 SUB REACH 35.69% avg % subs see post	 VIEWS/POST 59.1K median 60.6K · 29 days	 POSTS/WEEK 14.3 for the period
 7D TREND -5.4% vs previous week	 REACTIONS/POST 516.5 total 30,987 reactions, 9,623 reposts, 0 comments	 POST LENGTH 342 chars. median 313 · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 37.9K 24h avg	 CHURN / MONTH -10 over the last month	 MENTION RATE 6 citation index · 403 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 10.02.2023

AI EDITOR SUMMARY

Channel «Ros Economics» — 165 614 subs. Each post averages 59.1K people (36% of subs), good reach. Publishes 14 posts/week (~2/day) — steady. Week of Jun 1–7 reach dropped -5.4% by week of May 25–31 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 60 posts over 29 days.
- 02 Dominant format — Photo (28/60 posts).
- 03 Avg post length — 342 chars (median 313).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (81.4K avg for top vs 54.3K for worst) — among 60 posts over 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:14 TEXT Russian Post cuts loss 3x in Q1 2026 Russian Post ended Q1 2026 with positive dynamics in key...	VIEWS 95 872 REPOSTS 195	REACTIONS 471 ER 57.9%
Nº2 19.05 · 12:01 TEXT Russian Post and Transneft to cooperate on cybersecurity. The agreement was signed at CIPR by the Deputy General...	VIEWS 77 944 REPOSTS 240	REACTIONS 360 ER 47.1%
Nº3 09.06 · 11:25 TEXT Russian Post sums up digital transformation for SMBs. Since early 2026, the entrepreneur base has expanded...	VIEWS 70 480 REPOSTS 202	REACTIONS 489 ER 42.6%

Nº4 30.05 · 18:49 TEXT Iran announces special passage terms through Strait of Hormuz for Russia and China "Strategically important states, including China and...	VIEWS 63 671 REPOSTS 165	REACTIONS 621 ER 38.4%
Nº5 23.05 · 12:31 PHOTO Rospotrebnadzor bans Armenian cognac Sales of wine and cognac from several producers, including Vedi-Alco...	VIEWS 63 603 REPOSTS 168	REACTIONS 549 ER 38.4%

|

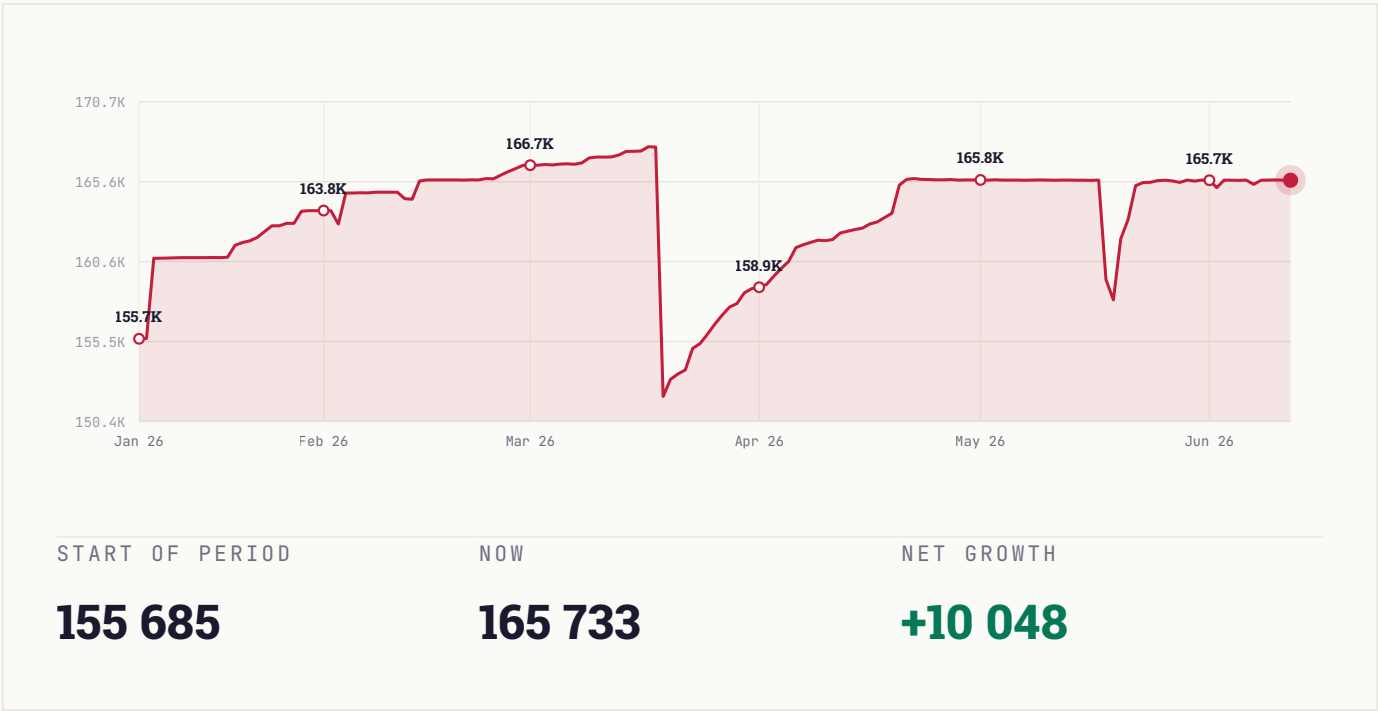
WORST 3

↓ 06.06 · 18:42 TEXT Russia wants to pay mothers at least minimum wage The State Duma proposed it. MPs believe childcare is work...	VIEWS 57 240 REPOSTS 305	REACTIONS 443 ER 34.6%
↓ 08.06 · 13:35 PHOTO Drivers exempt from parking fees if payment impossible Russia's Ministry of Transport presented new amendments to the bill "On...	VIEWS 54 148 REPOSTS 263	REACTIONS 621 ER 32.7%
↓ 09.06 · 16:50 PHOTO Roblox to be unbanned in Russia Ministry of Digital and Roskomnadzor have sent a request to Russian law enforcement. The ministry...	VIEWS 51 534 REPOSTS 217	REACTIONS 394 ER 31.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

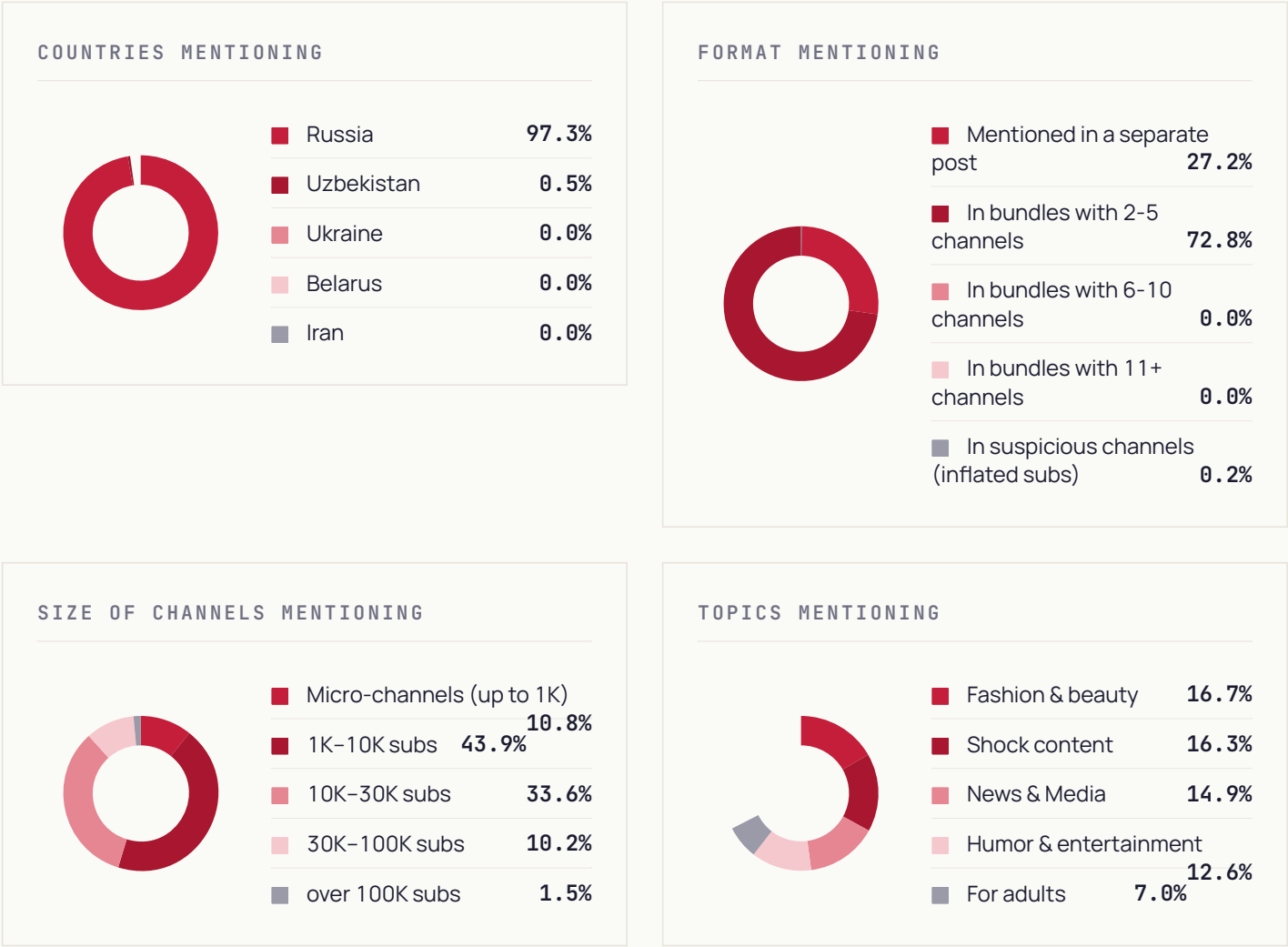
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

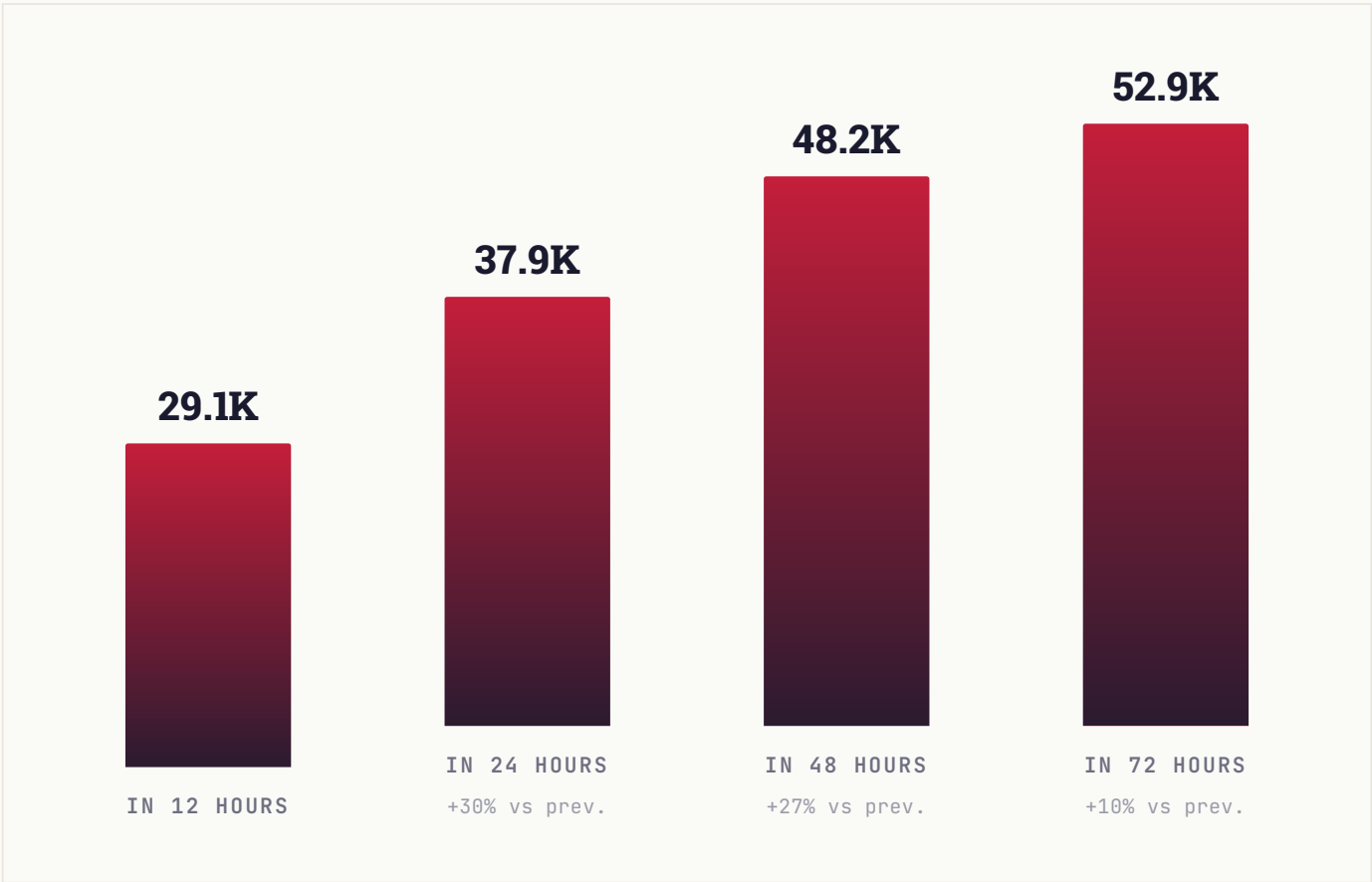
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **403** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — see its rank among niche neighbors.

CHANNEL	SUBS
MO Moscowbusiness	966.6K
CN Million Books business blog	872.2K
CPM M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business without gloss	256.5K
ER Russian Economy YOU	165.6K

COMPARATIVE INSIGHT

Channel in upper half of niche (#29 of 100). Niche leader — Moscowbusiness (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

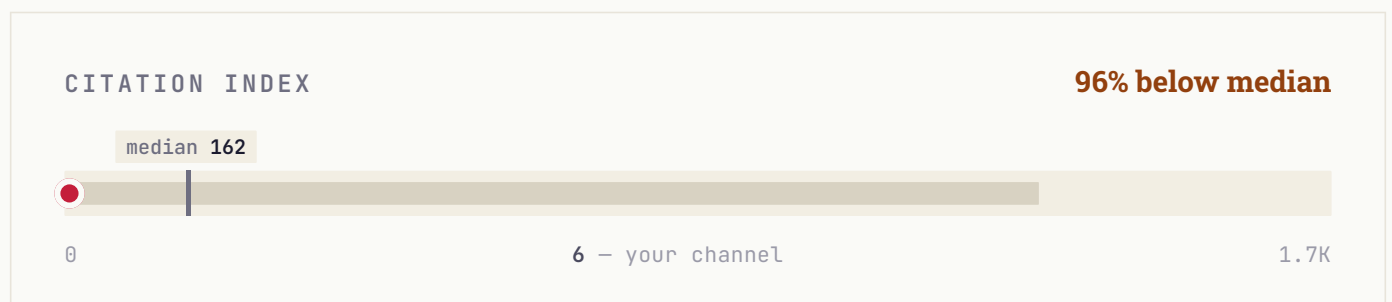
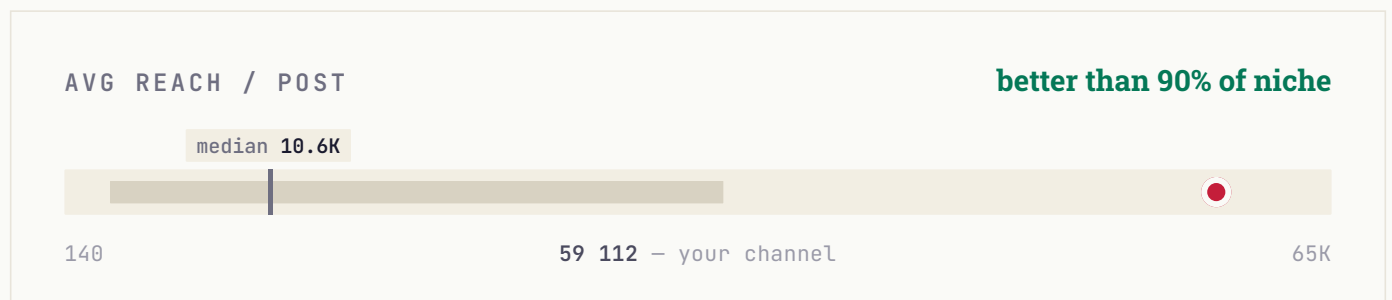
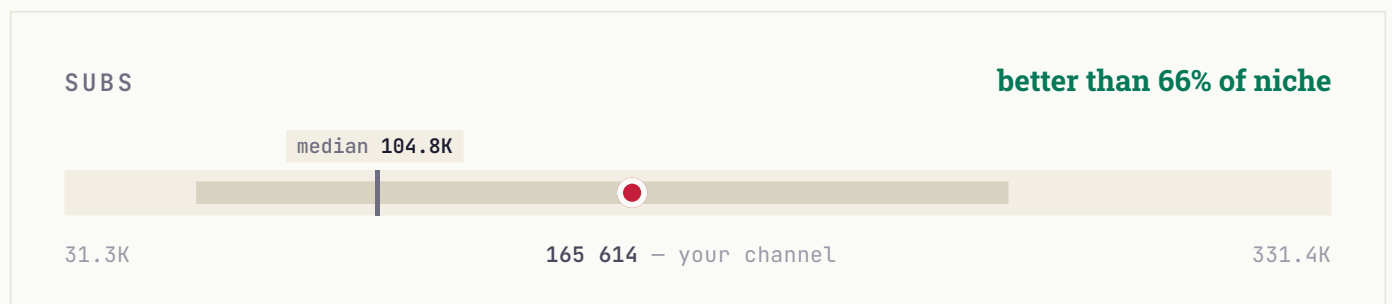
— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

#29 /100

RANK IN NICHE
Channel in top half of ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|---------------------------------------|
| 01 | Main post of the week — on Friday | EFFECT |
| | Audience is most active on this day and at 19:00 MSK. | Best window for important post |
| 02 | Increase video post share | EFFECT |
| | Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | Video retains audience better |
| 03 | Systematic traffic buying | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | +1000-3000 subs |
| 04 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth lever. | +5-15% ER |
| 05 | Cross-promo with neighboring channels | EFFECT |
| | Swap posts with same-niche channels quarterly. No need daily — 2-3 collabs give relevant growth. | 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 plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
