

PROMTPRESS PUBLIC REPORT

Channel audit

Rublevka Insider



@rubinsider

🔍 Кратко, ёмко, без воды — всё, что нужно знать о ключевых событиях в экономике России, изменениях в бизнес-среде и политических решениях. Реклама → @natallykrav Сотрудничаем - > @swaymedia...

SUBS

55 948

+9231 per month

ERR (% SEE POSTS)

41.0%

per day 32.1%

REACH/POST

22.8K

ad reach 18K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in «Business & Startups»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 55 948 —	 SUBSCRIBER REACH 40.71% avg % subs see post	 VIEWS/POST 22.8K median 23.9K · 28 days	 POSTS/WK 8.7 over period
 7D TREND +2.6% vs previous week	 REACTIONS/POST 157.3 only 5,664 reactions, 1,786 reposts, 0 comments	 POST LENGTH 426 chars median 440 · 28 days	 POSTS ANALYZED 36 28 days
 AD REACH 18K 24h avg	 CHURN / MONTH +9231 last month	 CITATION RATE 8 citation index · 523 channels mentioned all time	 CHANNEL AGE 2 years 12 days created 06/24/2024

AI EDITOR SUMMARY

Channel «Rublevka Insider» — 55 948 subs. Each post averages 22.8K people (41% from subs), wide reach for a channel this size. Publishes 9 posts per week (~1/day) — regular schedule. Week of Jun 22–28 reach stable (+2.6% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 36 posts over 28 days.
- 02 Dominant format – Photo (30/36 posts).
- 03 Avg post length – 426 chars (median 440).
- 04 Peak audience activity – Tuesday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (26.3K avg for top vs 19.8K for worst) – among 36 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 15:21 PHOTO ⚡ You asked for a legal lifehacks channel. Here it is. Notary tips – real recommendations from...	VIEWS 26 635 REPOSTS 51	REACTIONS 15 ER 47.6%
Nº2 30.06 · 09:20 PHOTO Authorities dropped the idea of banning foreign AI. Systems using them can operate at least until 2032 Read more...	VIEWS 26 307 REPOSTS 97	REACTIONS 147 ER 47.0%
Nº3 29.06 · 07:08 PHOTO Missile danger declared in Moscow region – internet may be affected. In the official emergency alert app «112 MO»...	VIEWS 25 936 REPOSTS 2	REACTIONS 148 ER 46.4%

Nº4 01.07 · 07:19 TEXT Changes to family mortgage rules could halve demand, experts say. This means developers will face...	VIEWS 25 885 REACTIONS 146 REPOSTS 62 ER 46.3%
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Nº5 29.06 · 18:48 PHOTO «Artek» and other camps in Crimea will not accept children Crimean authorities announced suspension of booking, reception and...	VIEWS 25 844 REACTIONS 146 REPOSTS 72 ER 46.2%
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WORST 3

↓ 07.06 · 10:20 PHOTO One of the satellites of Russia's satellite internet system 'Rassvet', created by 'Bureau-1440', has deorbited and presumably...	VIEWS 20 101 REACTIONS 147 REPOSTS 45 ER 35.9%
↓ 07.06 · 15:04 PHOTO By end of 2026, RAM prices may double: Lexar top manager reports. Market is stable now due to clearance sales...	VIEWS 20 087 REACTIONS 145 REPOSTS 21 ER 35.9%
↓ 10.06 · 15:04 PHOTO Roblox gaming service is available again in Russia. Ekaterina Mizulina reported. The platform works without restrictions, although...	VIEWS 19 277 REACTIONS 132 REPOSTS 14 ER 34.5%

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 grew and which lost subs.



START OF PERIOD

NOW

NET GROWTH

51 631

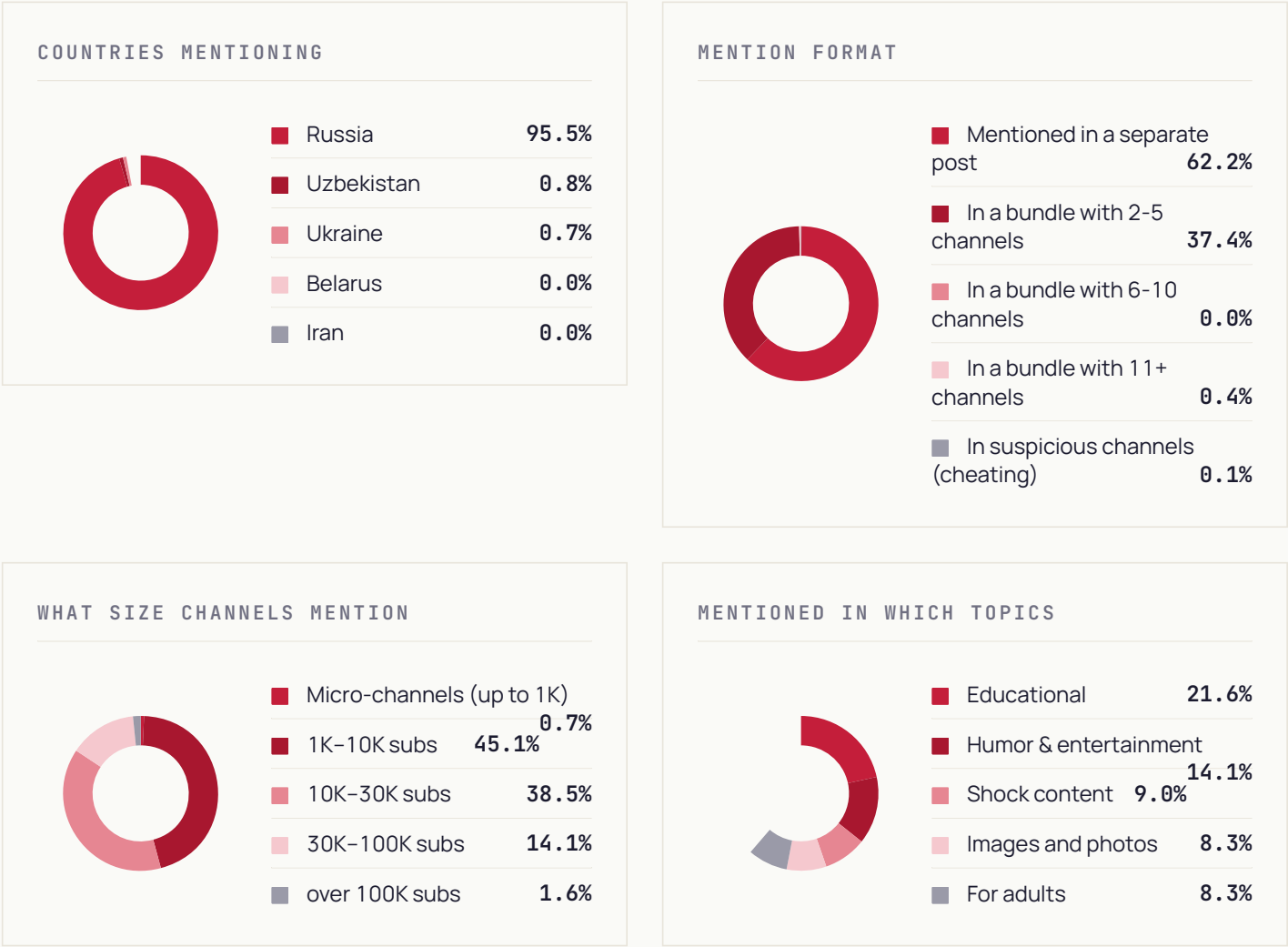
55 948

+4 317

SECTION 04 · MENTIONS

Who mentions the channel and how

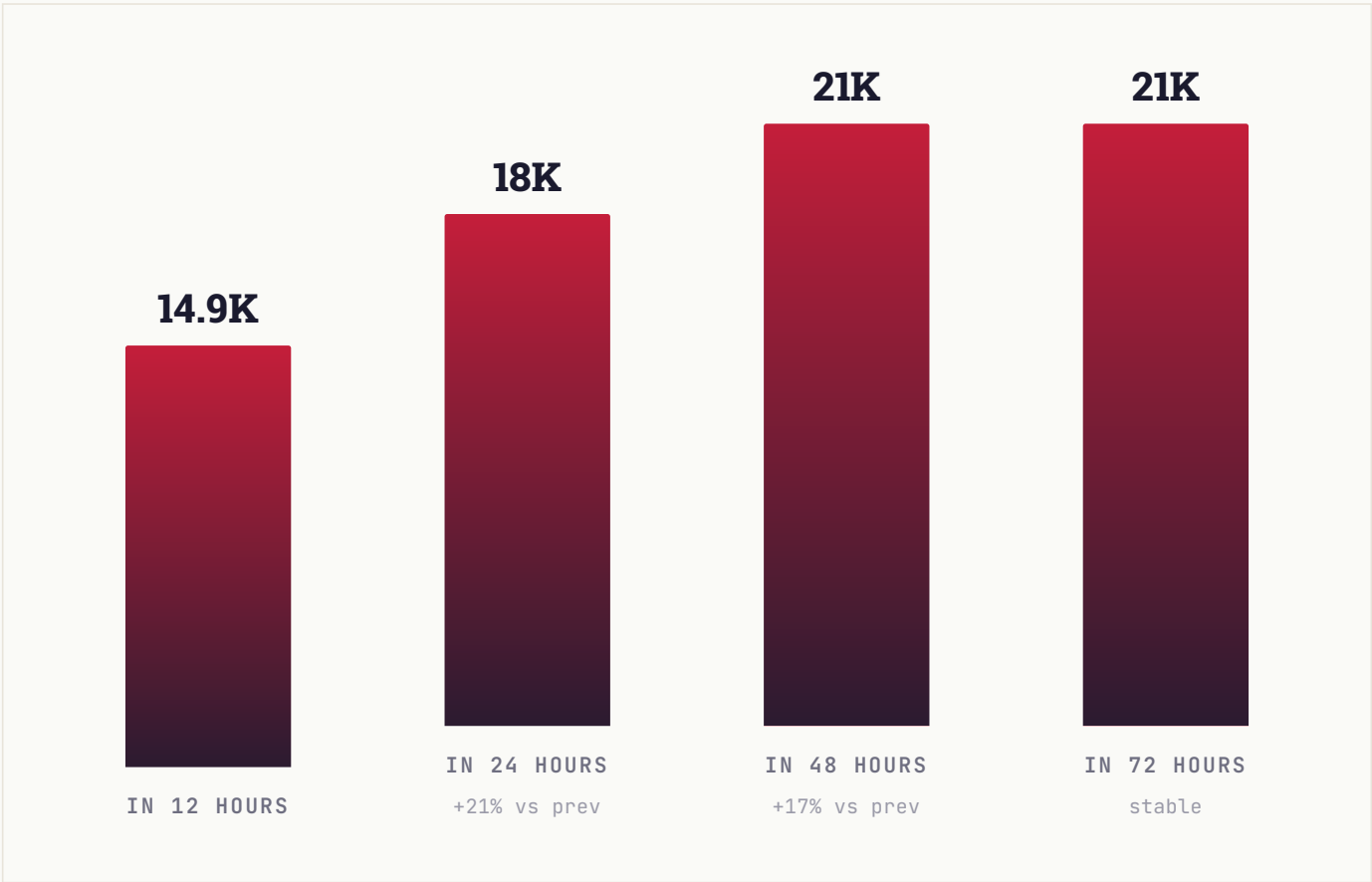
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **523** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CN Million-dollar books business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & Acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
PI Rublevka Insider YOU	55.9K

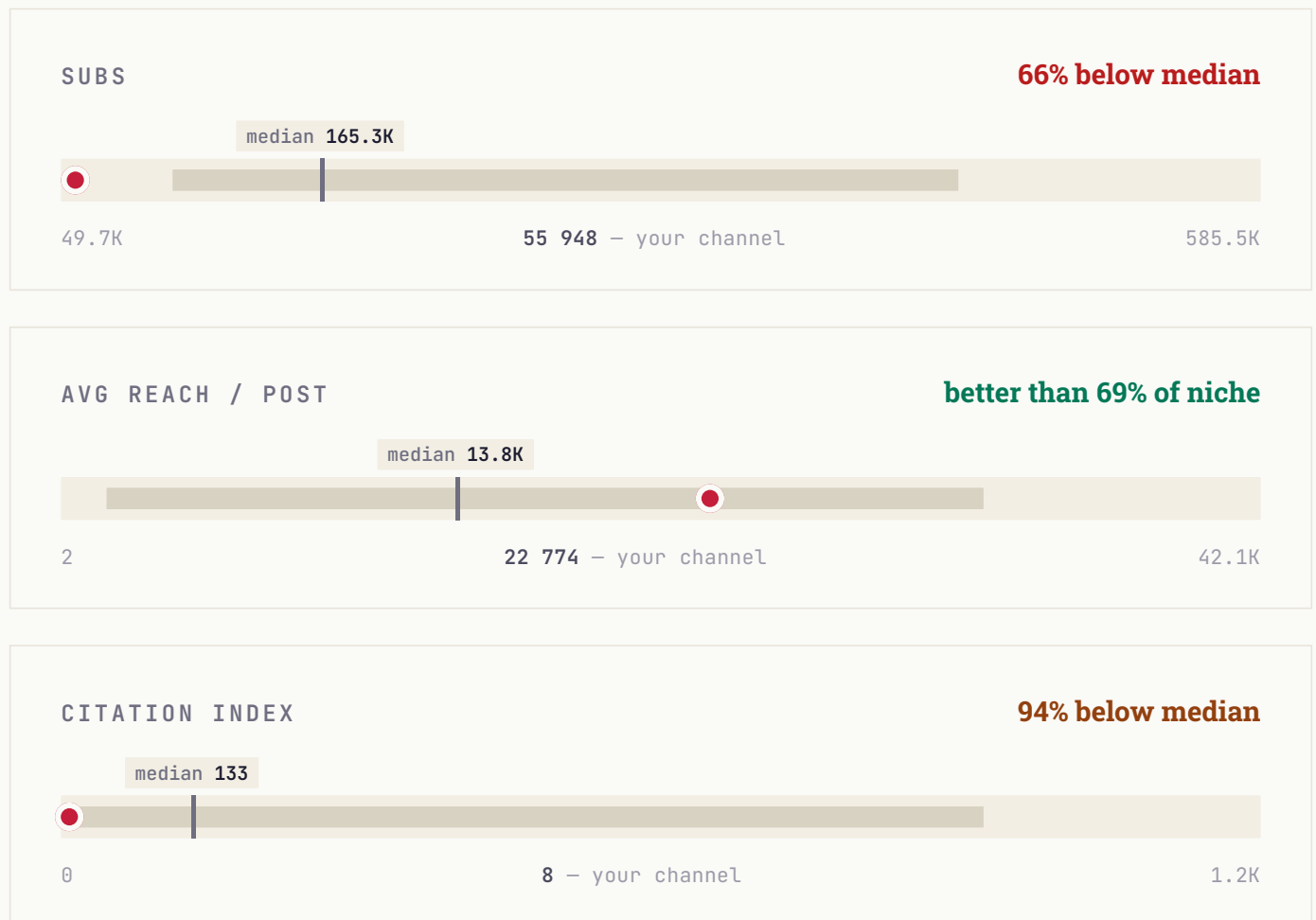
COMPARATIVE INSIGHT

Channel not yet outside top-98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Best post of the week — on Tuesday

On this day at 12:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

Increase video post share

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). PromptPress 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 — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

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 through us & hit your growth plan
in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager