

PROMTPRESS PUBLIC REPORT

Channel audit

Dollar at Thirty



@ruble30

This channel is read by officials from Neglinnaya, economists from MSU, and bankers from Cyprus. For collab and ads: @aloeverra1
Partnering with BidFox Registered with RKN: clck.ru/3GjF3s

SUBSCRIBERS

497 706

-37783 per month

ERR (% SEE POSTS)

5.0%

per day 3.7%

REACH/POST

21.5K

ad reach 18.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 497 706 —	 SUBSCRIBER REACH 4.33% avg % subs see post	 VIEWS/POST 21.5K median 21.8K · 23 days	 POSTS/DAY 36.0 ~252 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 254 chars median 239 · 23 days	 POSTS ANALYZED 839 23 days
 AD REACH 18.7K 24h avg	 CHURN/MONTH -37783 last month	 CITATION RATE 1 262 citation index · 5,340 channels mentioned all time	 CHANNEL AGE 1 year 7 months created 08.11.2024

AI EDITOR SUMMARY

Channel «Dollar at Thirty» — 497 706 subs. Each post averages 21.5K people (4% subs), reach is low — consider expanding audience. Publishes 252 posts per week (~36 per day) — very active posting.

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 **839** posts over 23 days.
- 02 Dominant format — **Text** (448/839 posts).
- 03 Avg post length — **254** chars (median 239).
- 04 Audience peak activity — **Sat, 02:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (27.5K avg for top vs 17.4K for worst) — among 839 posts over 23 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 05:41 TEXT Serbia no longer considers Russia a brotherly country, said Parliament Speaker Ana Brnabić. According to her, Belgrade supports territorial...	VIEWS 27 886 REP. 326	REACTIONS — ER 5.6%
Nº2 24.05 · 07:03 VIDEO Alupka in Crimea is being called «little Italy» and the season's top discovery. Tourists flock there for pedestrian streets, squares and...	VIEWS 27 396 REP. 296	REACTIONS — ER 5.5%
Nº3 25.05 · 06:13 TEXT Russian Orthodox Church says Tarot cards affect humans like radiation. Priests say buying decks isn't banned, but...	VIEWS 27 283 REP. 202	REACTIONS — ER 5.5%

Nº4 24.05 · 21:37 TEXT Late sleep not worse than early, scientists found. Sleep before and after midnight is equally beneficial if a person...	VIEWS 27 259 REP. 251	REACTIONS — ER 5.5%
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Nº5 24.05 · 06:19 PHOTO Jesus Christ tried to kill Trump at the White House. 21-year-old Nasir Best, who called himself the messiah, opened fire and managed to...	VIEWS 27 242 REP. 163	REACTIONS — ER 5.5%
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WORST 3

↓ 04.06 · 16:00 TEXT Russia and Saudi Arabia to sign about 30 cooperation agreements, said Saudi Energy Minister Prince Al Saud. @ruble30	VIEWS 17 387 REP. 59	REACTIONS — ER 3.5%
↓ 04.06 · 16:08 TEXT Russia and Iran may introduce visa-free regime, Iranian ambassador said. 'Iran is fully ready to open the country to Russian citizens,' he added...	VIEWS 17 357 REP. 54	REACTIONS — ER 3.5%
↓ 05.06 · 13:47 TEXT «Technological leadership is gradually shifting from the West to BRICS countries,» Putin said. @ruble30	VIEWS 17 318 REP. 53	REACTIONS — ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

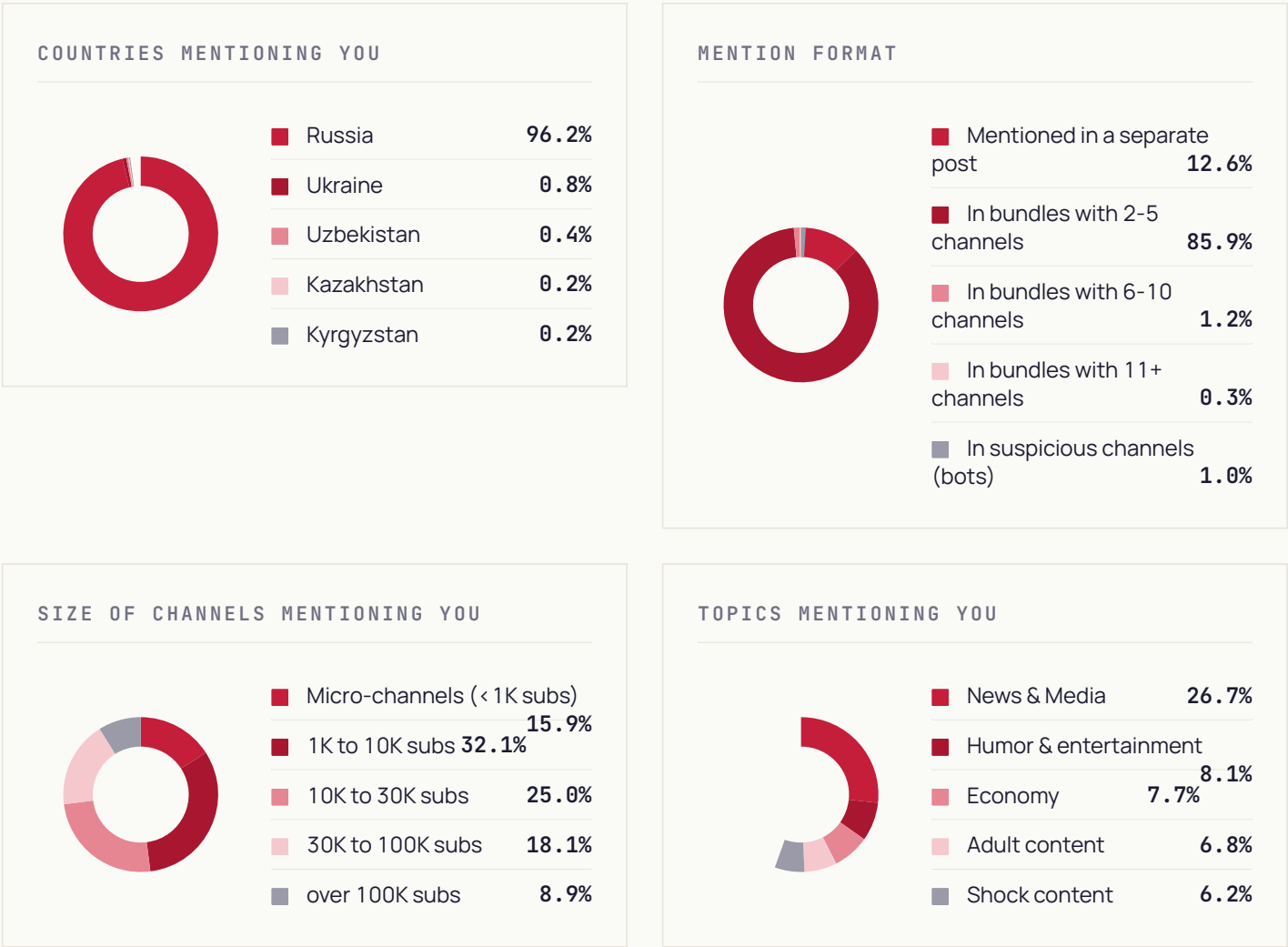
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

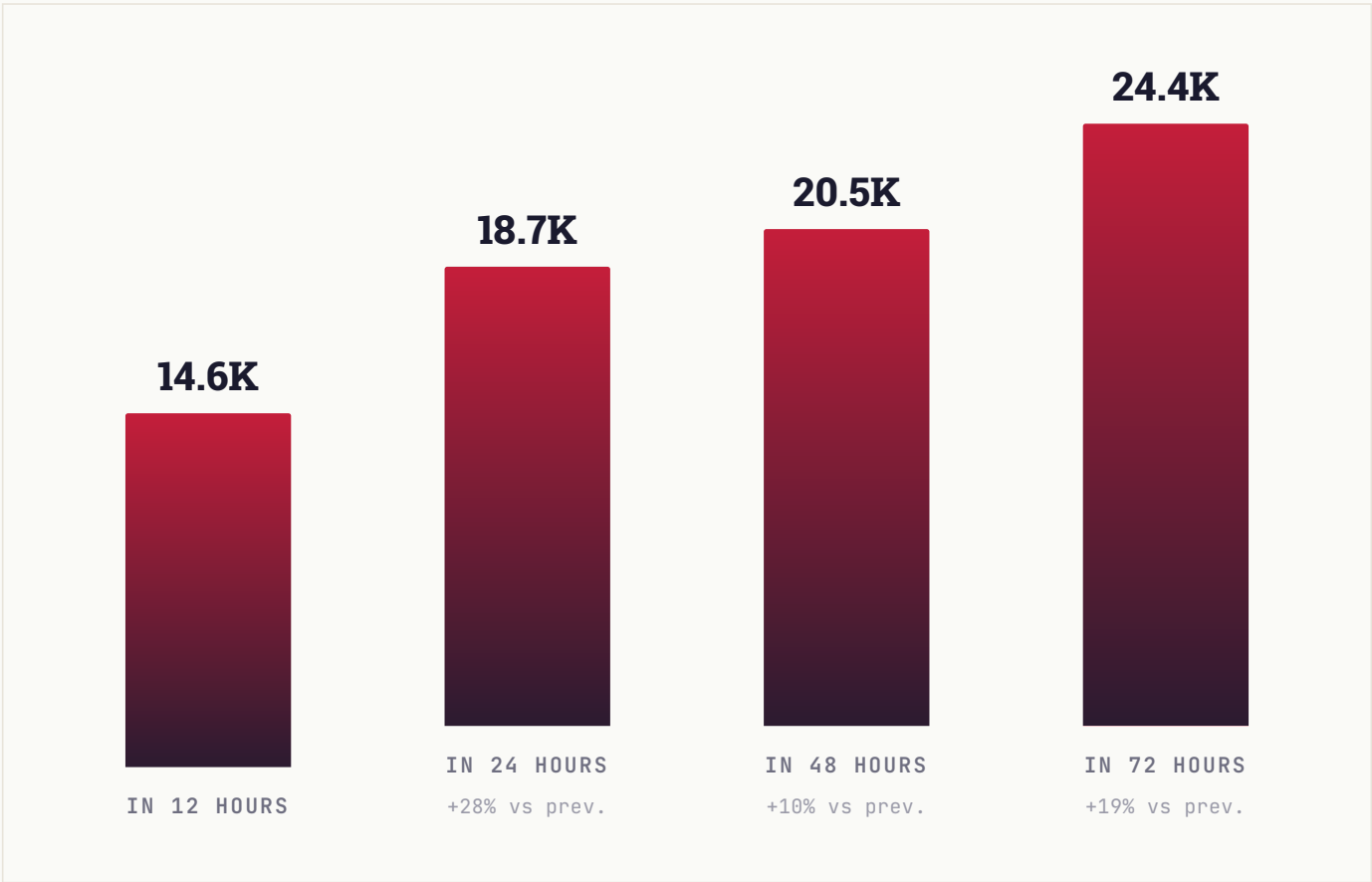
Citation index **1 262** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **5 340** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over 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 peers.

CHANNEL	SUBSCRIBERS
TЭ 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than economics	541.2K
DP Dollar at Thirty YOU	497.7K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#13 of 99). Leader — The Economist (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **1 184**, they brought **363 943** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	161	67	0	
Nov 2025	186	64	224	
Oct 2025	203	61	38 763	
September 2025	189	62	324 956	
August 2025	201	52	0	
July 2025	244	39	0	
TOTAL MENTIONS		MONTHS OF DATA	SUBS ACQUIRED	
1 184		6	363 943	

SECTION 08 · NICHE COMPARISON

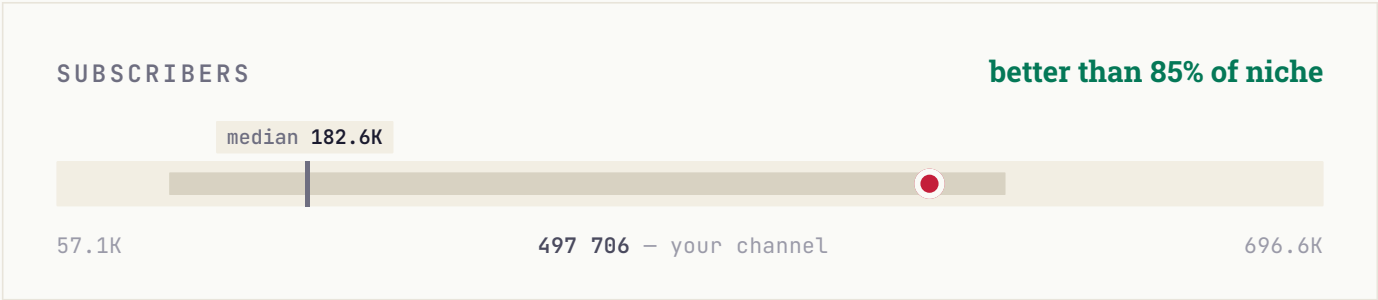
Where channel ranks in its league

Took top-100 channels in category "Economy» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#13/100

RANK IN NICHE

Channel in top 13% – strong position



— 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 most active on this day at 02:00 MSK.

EFFECT

**Best time for
important
posts**

02

ER below niche benchmark — rethink formats

Current ER 4.33% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+0.2pp ER

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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts with same-segment 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 minutes using public data. Want more? 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