

PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian Business & Economy



@rus_business_economics

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SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
67 899	31.0%	19.2K
-1931 per month 21.07.2026	per day 18.0% HTTPS://PROMTPRESS.COM/AUDIT/RUS_BUSINESS_ECONOMICS	ad reach 12.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 67 899 —	 SUBS REACH 28.28% avg % subs see post	 VIEWS/POST 19.2K median 16.8K · 29 days	 POSTS/WEEK 16.5 over period
 7D TREND +20.0% vs previous week	 REACTIONS/POST 0.0 only 2 reactions, 206 reposts, 0 comments	 POST LENGTH 646 chars median 596 · 29 days	 POSTS ANALYZED 69 29 days
 AD REACH 12.2K 24h avg	 CHURN / MONTH -1931 over last month	 CITATION RATE 61 citation index · 256 channels mentioned all time	 CHANNEL AGE 3 years 2 months created 05.05.2023

AI EDITOR SUMMARY

Channel «Russian Business and Economy» – 67 899 subs. Avg views per post 19.2K people (28% of subs), good reach. Publishes 16 posts/week (~2/day) – regular. Week Jul 6–12 reach up +20.0% by week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **69** posts in 29 days.
- 02 Dominant format – **Text** (65/69 posts).
- 03 Avg post length – **646** chars (median 596).
- 04 Peak audience activity – **Sunday**, 11:00 MSK.
- 05 Top posts get **4×** more views than the weakest (58.6K avg for top vs 15.7K for worst) – among 69 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 11:08 TEXT Igor Dodonov, analyst at Finam Group, specially for the Telegram channel «Russian Business and Economy» The Moscow Exchange index is showing...	VIEWS 72 677 REPOSTS 5	REACTIONS — ER 107.0%
Nº2 27.06 · 10:01 TEXT Pyatiletka writes that the country's economy has set another "record" – by April 2026, total debt of citizens and companies...	VIEWS 55 171 REPOSTS 9	REACTIONS — ER 81.3%
Nº3 11.07 · 10:27 TEXT Russia-Armenia trade turnover fell 21.5% since year start, per data from Armenia's statistical committee. In the first...	VIEWS 48 043 REPOSTS 4	REACTIONS — ER 70.8%

Nº4 12.07 · 19:55 TEXT Gasoline AI-92 and AI-95 prices in the first ten days of July rose 20% and 24% YoY respectively, Kommersant reports citing...	VIEWS 44 601 REPOSTS 6	REACTIONS — ER 65.7%
Nº5 13.07 · 07:42 PHOTO New home listings fell 6.4% YoY: in H1 2026 in major Russian cities the market...	VIEWS 20 895 REPOSTS 4	REACTIONS — ER 30.8%

WORST 3

↓ 17.07 · 08:17 TEXT RBE Group may buy Balakovsky Dairy Plant in Saratov region, reports Kommersant. Neo values the enterprise at...	VIEWS 15 898 REPOSTS 2	REACTIONS — ER 23.4%
↓ 15.07 · 07:48 PHOTO Average truck freight rates across Russia have risen 17.5% since late May, per the ATI.SU FTL index, which...	VIEWS 15 827 REPOSTS 4	REACTIONS — ER 23.3%
↓ 07.07 · 08:18 TEXT Lottery kiosk chain «Lotteries of Moscow» (part of S8 Capital by Armen Sargsyan) got a virtual mobile license...	VIEWS 15 448 REPOSTS 2	REACTIONS — ER 22.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. On key months the exact number of subscribers is shown. You can see which months the channel gained and which months subscribers left.

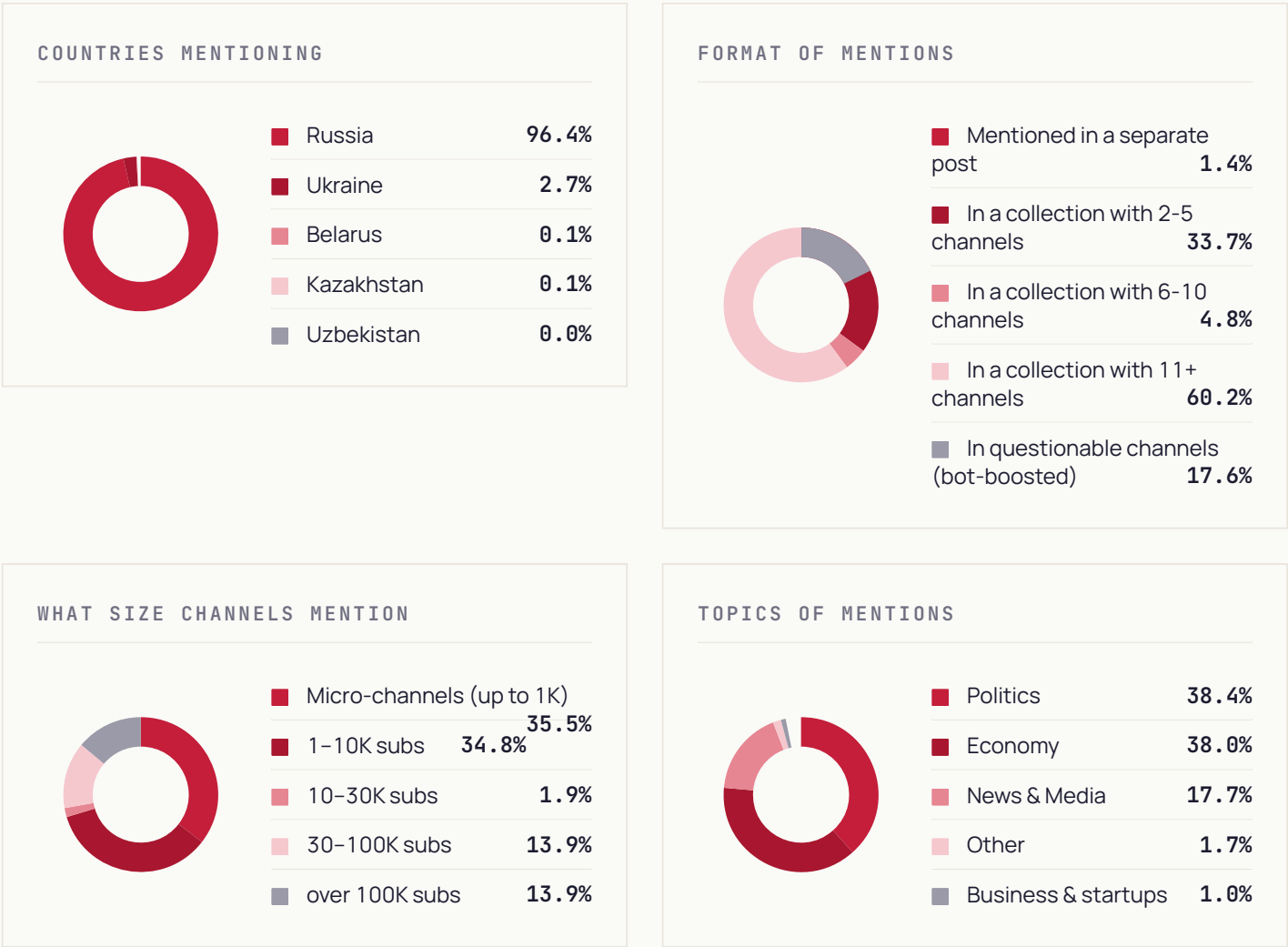


START OF PERIOD	NOW	NET GROWTH
72 513	67 899	-4 614

SECTION 04 · CITATIONS

Who and how mentions the channel

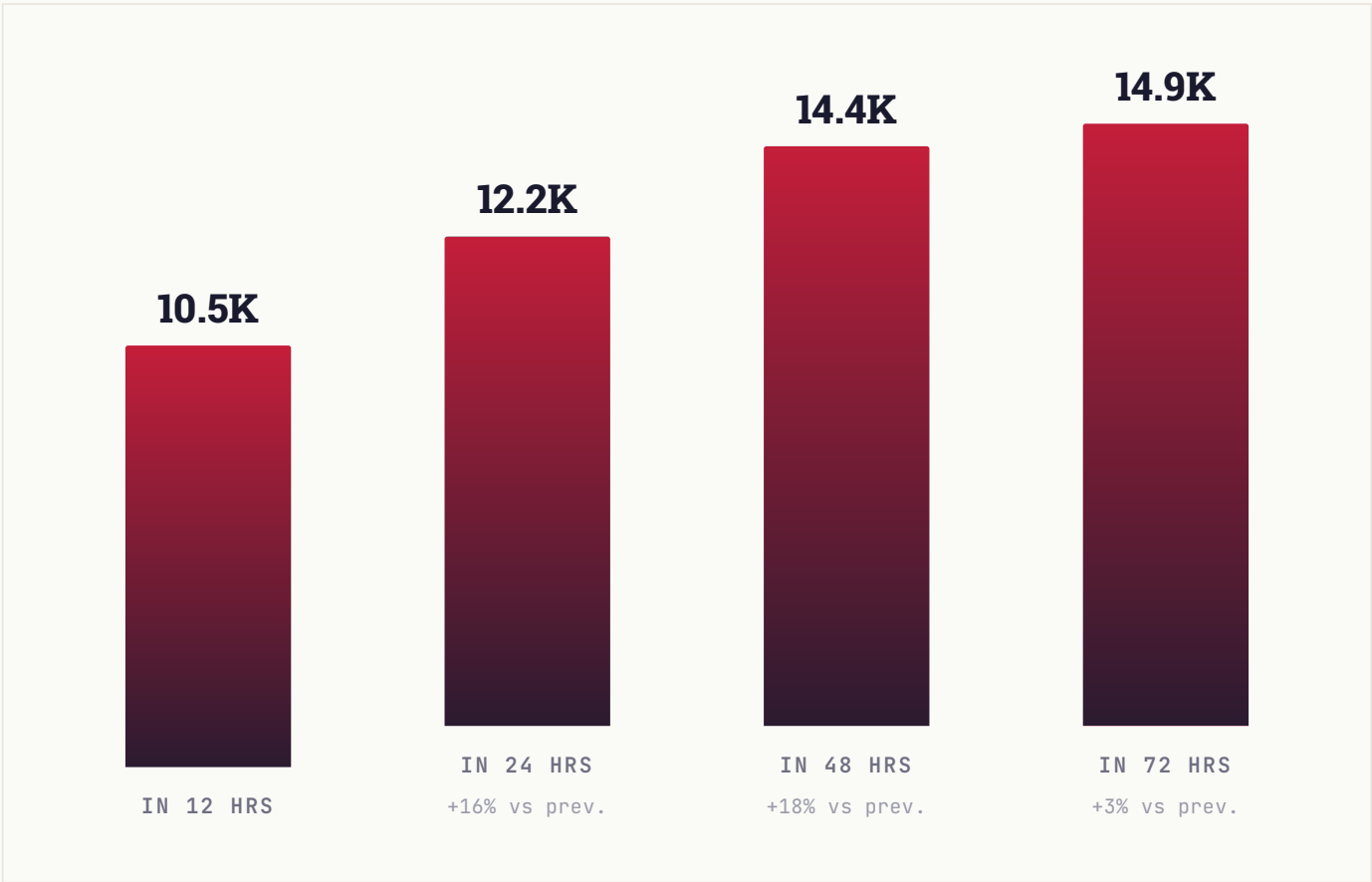
Citation index **61** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **256** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس اخ	3.7M
Sharif شریف اش	2.8M
Trade Watcher TW	2.5M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 👑 KE	1.8M
The Economist TЭ	1.3M
Topor. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Russian Business & Economy RB YOU	67.9K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal: enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions occurred **646**, they brought **24 711** new subs.

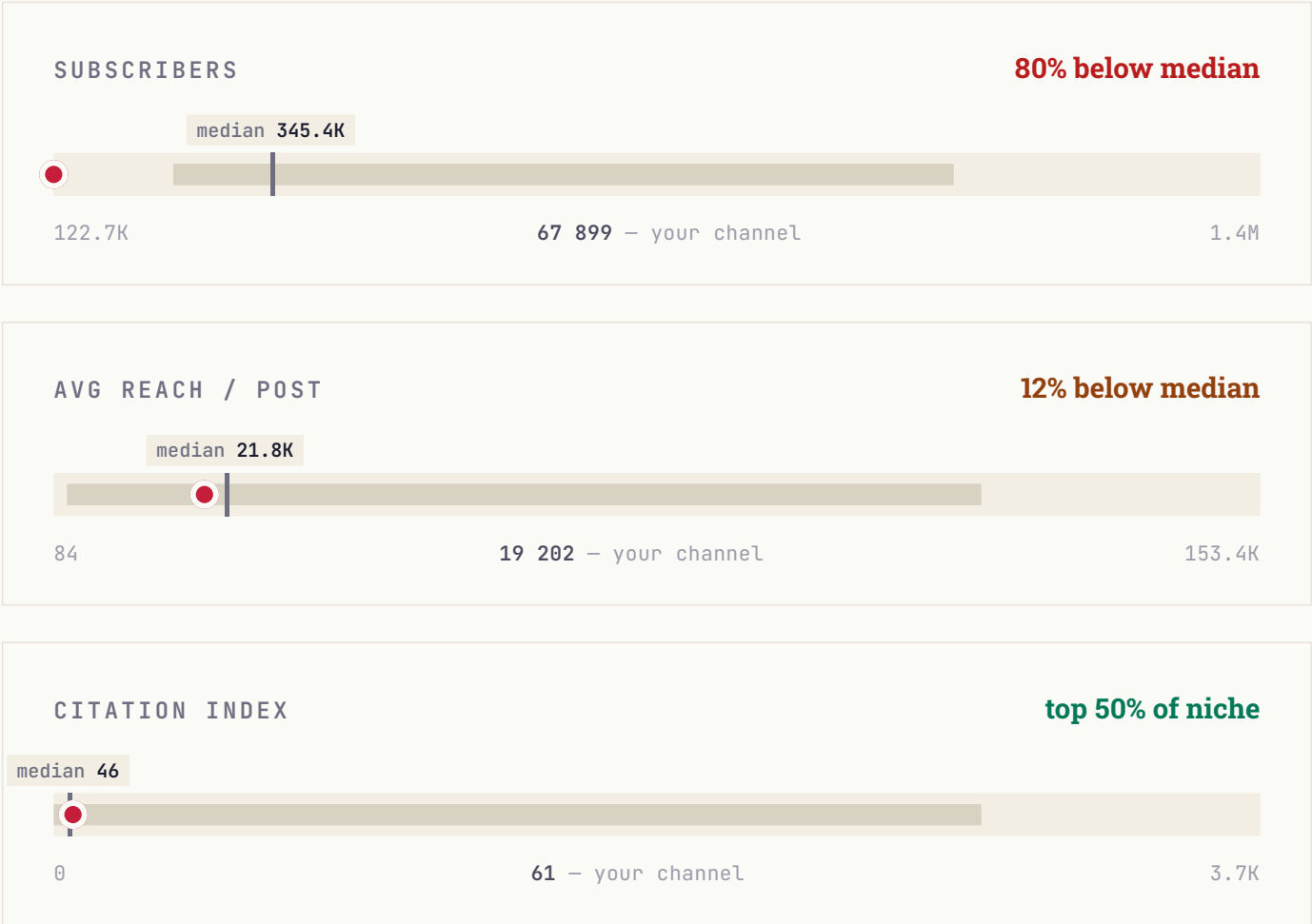
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	221	65	11 261	
December 2025	163	49	5 737	
November 2025	197	48	7 713	
October 2025	1	1	0	
September 2025	64	38	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
646	6	24 711

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Economy» (Russia) and compared your channel to them. Gray band: range covering 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 sorted by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Sunday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video holds
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring 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 to go further — run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager