

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Economy 360°



@ruseconomica

Business, finance & economy news. Contact: @gorodskoyadmin

Channel link: <https://t.me/+LfPLYKcjzNU2MjJi> <https://rkn.link/a08>

SUBSCRIBERS

348 777

-18392 per month

ERR (% SEE POSTS)

6.0%

per day 3.1%

REACH/POST

18.6K

ad reach 11.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 348 777 —	 SUBSCRIBER REACH 5.33% avg % subs see post	 VIEWS/POST 18.6K median 17.2K · 29 days	 POSTS/DAY 7.7 ~54 per week
 7D TREND +11.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 304 chars median 286 · 29 days	 POSTS ANALYZED 228 29 days
 AD REACH 11.1K 24h avg	 CHURN / MONTH -18392 last month	 CITATION RATE 458 citation index · 5,159 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 15.06.2022

AI EDITOR SUMMARY

Channel «Economy 360°» – 348 777 subs. Each post averages 18.6K people (5% from subs), reach is low – consider expanding audience. Publishes 54 posts per week (~8/day) – active posting. For week 25–31 May reach grew by +11.6% to week 18–24 May – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **228** posts over 29 days.
- 02 Dominant format – **Text** (120/228 posts).
- 03 Avg post length – **304** chars (median 286).
- 04 Audience peak activity – **Thursday**, 17:00 MSK.
- 05 Top posts get **8x** more views than the weakest (99.5K avg for top vs 12.9K for bottom) – among 228 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 08:51 TEXT Families with two or more children can get a new payment of up to 189,000 rubles, lawyers reported. This is about a family tax cashback...	VIEWS 104 400 REP. 656	REACTIONS — ER 29.9%
Nº2 13.05 · 17:59 TEXT Loans up to 10 million rubles will be written off for those who signed a contract with the Ministry of Defense from May 1. This law was adopted by the State Duma. Loans will be written off if before 1...	VIEWS 99 267 REP. 501	REACTIONS — ER 28.5%
Nº3 28.05 · 14:45 TEXT Russia will build its first nuclear power plant in Kazakhstan with its own money. Its cost is estimated at \$16.4 billion (1.1 trillion rubles), the head said...	VIEWS 94 815 REP. 413	REACTIONS — ER 27.2%

Nº4

07.06 · 20:33

PHOTO

Pashinyan's party leads in Armenian elections. Currently at 57%. @ruseconomica

VIEWS

77 516

REACTIONS

—

REP.

117

ER

22.2%

Nº5

07.06 · 11:01

PHOTO

RAM may double in price by end of 2026, predicts Lexar exec. Prices remain stable for now due to...

VIEWS

74 689

REACTIONS

—

REP.

414

ER

21.4%

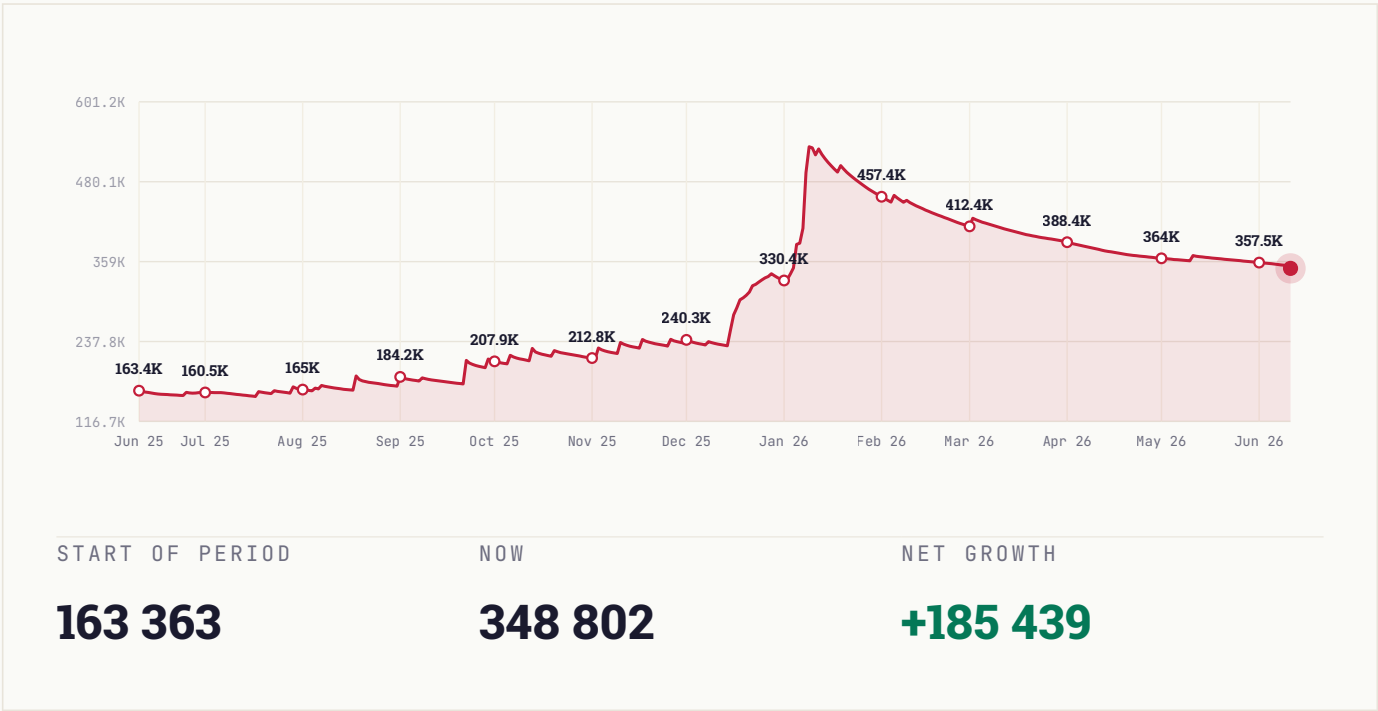
WORST 3

↓ 06.06 · 19:52 TEXT Crimean authorities claim no food shortage on the peninsula. According to the Minister of Agriculture, the region is fully supplied...	VIEWS 13 269 REACTIONS — REP. 25 ER 3.8%
↓ 06.06 · 18:54 TEXT Russia proposes paying mothers salary no less than minimum wage. State Duma deputies initiated this. In their view, childcare...	VIEWS 12 946 REACTIONS — REP. 37 ER 3.7%
↓ 07.06 · 12:27 TEXT Armenian agricultural products will be supplied to EU countries without customs duties, said Prime Minister Nikol Pashinyan. According to him...	VIEWS 12 419 REACTIONS — REP. 16 ER 3.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

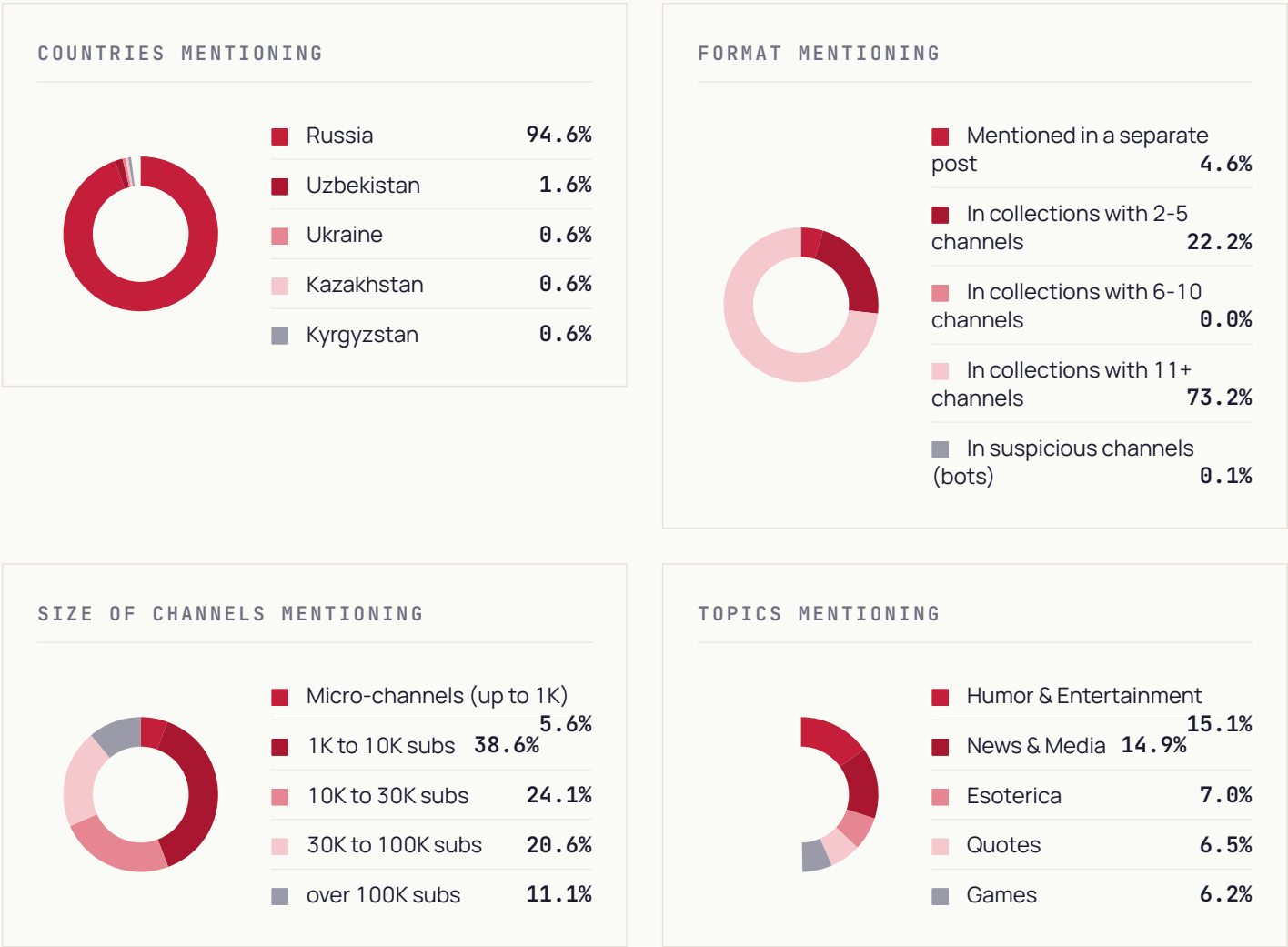
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

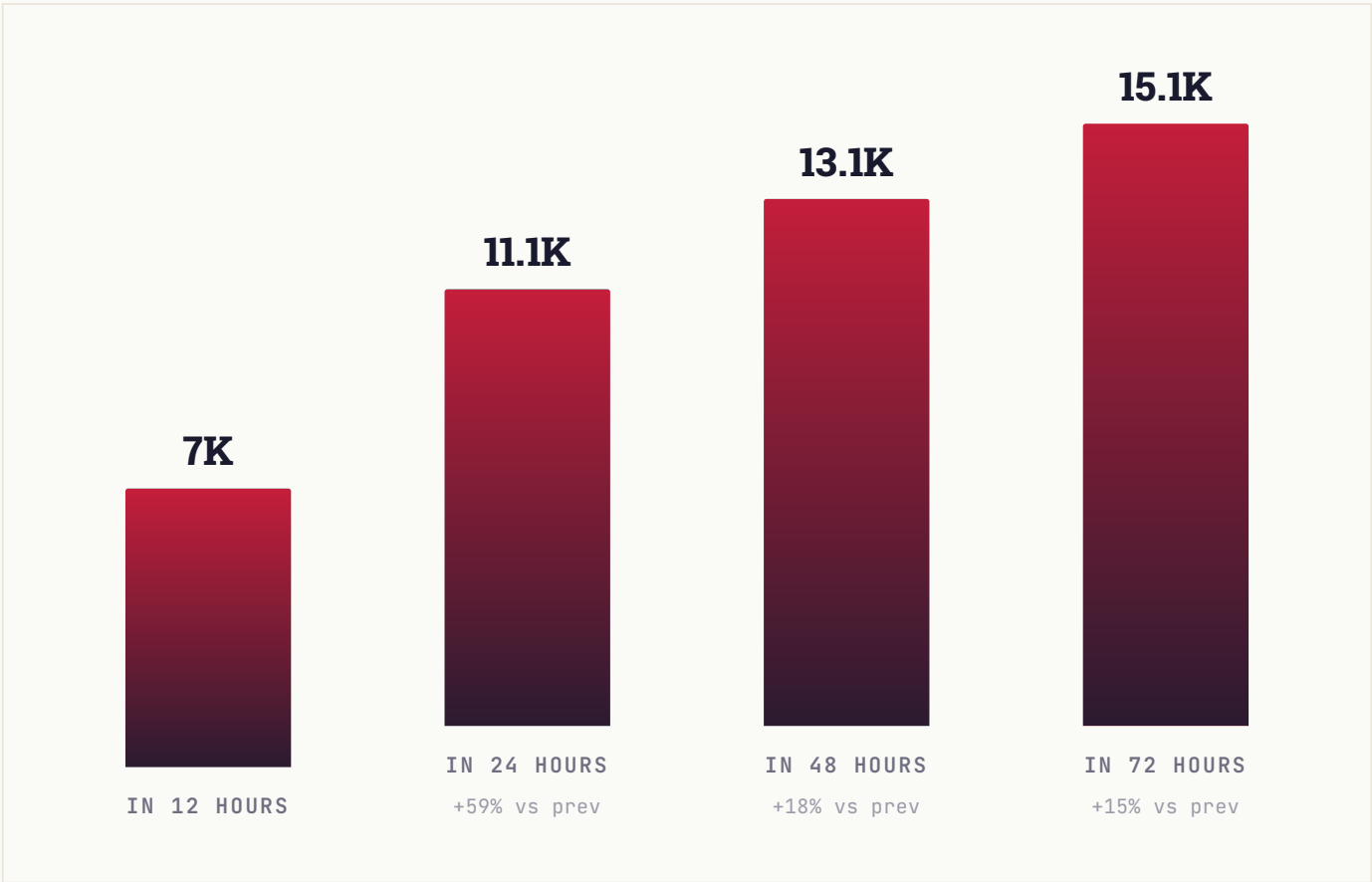
Citation index **458** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All-time channel was mentioned **5 159** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



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
BCh More than economics	541.2K
E3 Economy 360° YOU	348.8K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#21 of 99). Leader — The Economist (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **5 026**, they brought **335 328** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5 001	3 555	119 098
November 2025	12	4	56 103
October 2025	1	1	40 340
September 2025	1	1	67 403
August 2025	1	1	30 825
July 2025	10	6	21 559

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
5 026	6	335 328

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

#21 /100

RANK IN NICHE

Channel in top 21% – strong position

SUBSCRIBERS

better than 68% of niche



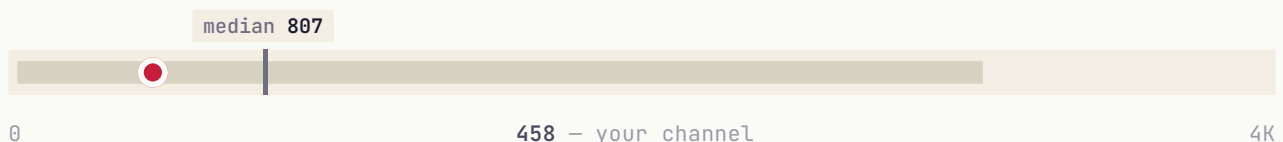
AVG REACH / POST

worse than median by 18%



CITATION INDEX

worse than median by 43%



— 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

Main post of the week — Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

Best time for an important post
- 02

Increase share of video posts

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 finds 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

Cross-post 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 is what we can do in a few minutes based on public data. Want to go further? — run ads through 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
