

PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian Economism



@russianeconomism

Author analytics on retail, banks, IPO, E-commerce, marketplaces, industry, business. Channel — winner of Russia's Ministry of Finance award "Fincor": <https://clck.ru/3PPVfW> Editor-in-chief Kirill Netkachev Bot...

SUBS

75 467

+5073 per month

ERR (% SEE POSTS)

18.0%

per day 13.5%

REACH/POST

14K

ad reach 10.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economy» category

09 Strategy

5 priority actions

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.

 SUBS 75 467 —	 SUBSCRIBER REACH 18.52% avg % of subs see post	 VIEWS/POST 14K median 12.2K · 29 days	 POSTS/WK 7.7 over period
 7D TREND -7.5% vs previous week	 REACTIONS/POST 69.9 only 2,238 reactions, 945 reposts, 0 comments	 POST LENGTH 947 chars median 1K · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 10.1K 24h avg	 CHURN / MONTH +5073 last month	 CITATION RATE 786 citation index · 2,451 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 22.04.2022

AI EDITOR SUMMARY

Channel «Russian Economism» — 75 467 subs. Each post gets avg 14K people (19% of subs), this is avg reach — room to grow. Publishes 8 posts per week (~1/day) — regular schedule. For week Jul 6–12 reach dropped -7.5% to week Jun 29 – Jul 5 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 32 posts over 29 days.
- 02 Dominant format – Photo (24/32 posts).
- 03 Avg post length – 947 chars (median 1,000).
- 04 Peak audience activity – Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (24.2K avg top vs 11.6K worst) – among 32 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:51 PHOTO 🤔 Wildberries 'marinates' payments. One of Russia's largest online retailers delays payments to sellers. This is not a one-time story...	VIEWS 25 111 REPOSTS 46	REACTIONS 82 ER 33.3%
Nº2 06.07 · 16:04 PHOTO 😊 Fine for motherhood. After first child, Russian women lose about 14% of salary compared to childless colleagues –...	VIEWS 24 036 REPOSTS 24	REACTIONS 81 ER 31.8%
Nº3 30.06 · 12:26 PHOTO 🏆 'Golden' auto parts. For some foreign cars, they rose 15-20% since start of year. Most increases for Peugeot parts...	VIEWS 23 381 REPOSTS 27	REACTIONS 57 ER 31.0%

Nº4 26.06 • 16:25 PHOTO  Bond abandonment. Investors are changing strategies. Reason — a series of technical defaults late last year and early this year. For...	VIEWS 12 866 REACTIONS 61 REPOSTS 10 ER 17.0%
Nº5 25.06 • 13:41 PHOTO  Now I can't be stopped. From 2022 to 2025, the share of AI-generated text in theses grew from 9.9% to 42.3% (checked...	VIEWS 12 687 REACTIONS 63 REPOSTS 44 ER 16.8%
WORST 3	
 24.06 • 12:49 PHOTO  Britain changes PM — market doesn't even flinch. Keir Starmer left before serving two years. His replacement almost uncontested, likely...	VIEWS 11 637 REACTIONS 66 REPOSTS 24 ER 15.4%
 13.07 • 14:17 PHOTO  Good salary but small. Construction companies started cutting salaries. This is the only sector where they actually...	VIEWS 11 571 REACTIONS 65 REPOSTS 21 ER 15.3%
 14.07 • 08:36 PHOTO  Price of independence. Full US and Europe decoupling from China would cost \$23.6 trillion by 2050, writes FT. Just US...	VIEWS 11 562 REACTIONS 61 REPOSTS 25 ER 15.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

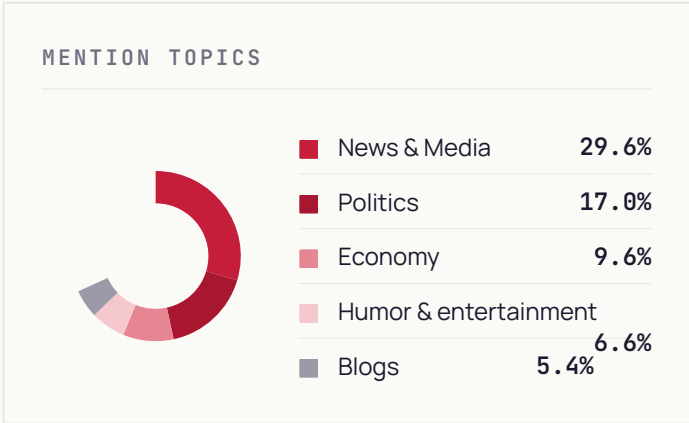
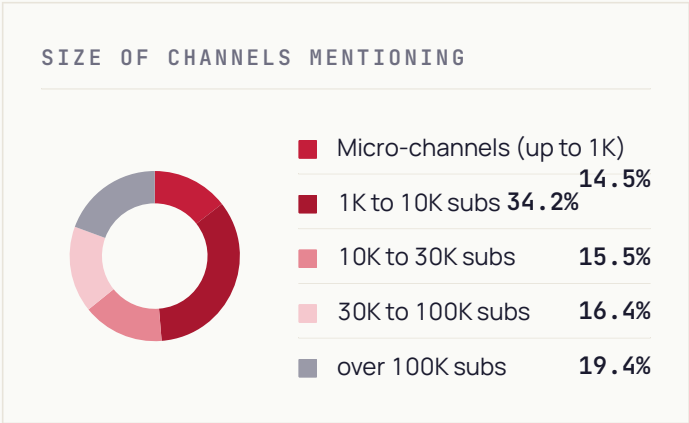
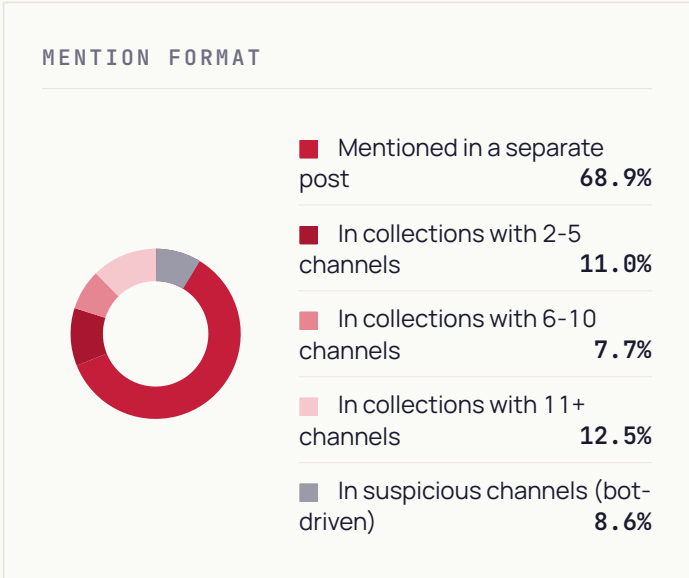
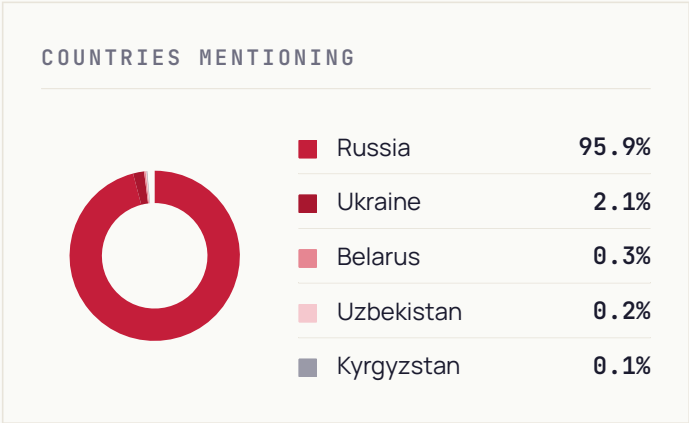
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

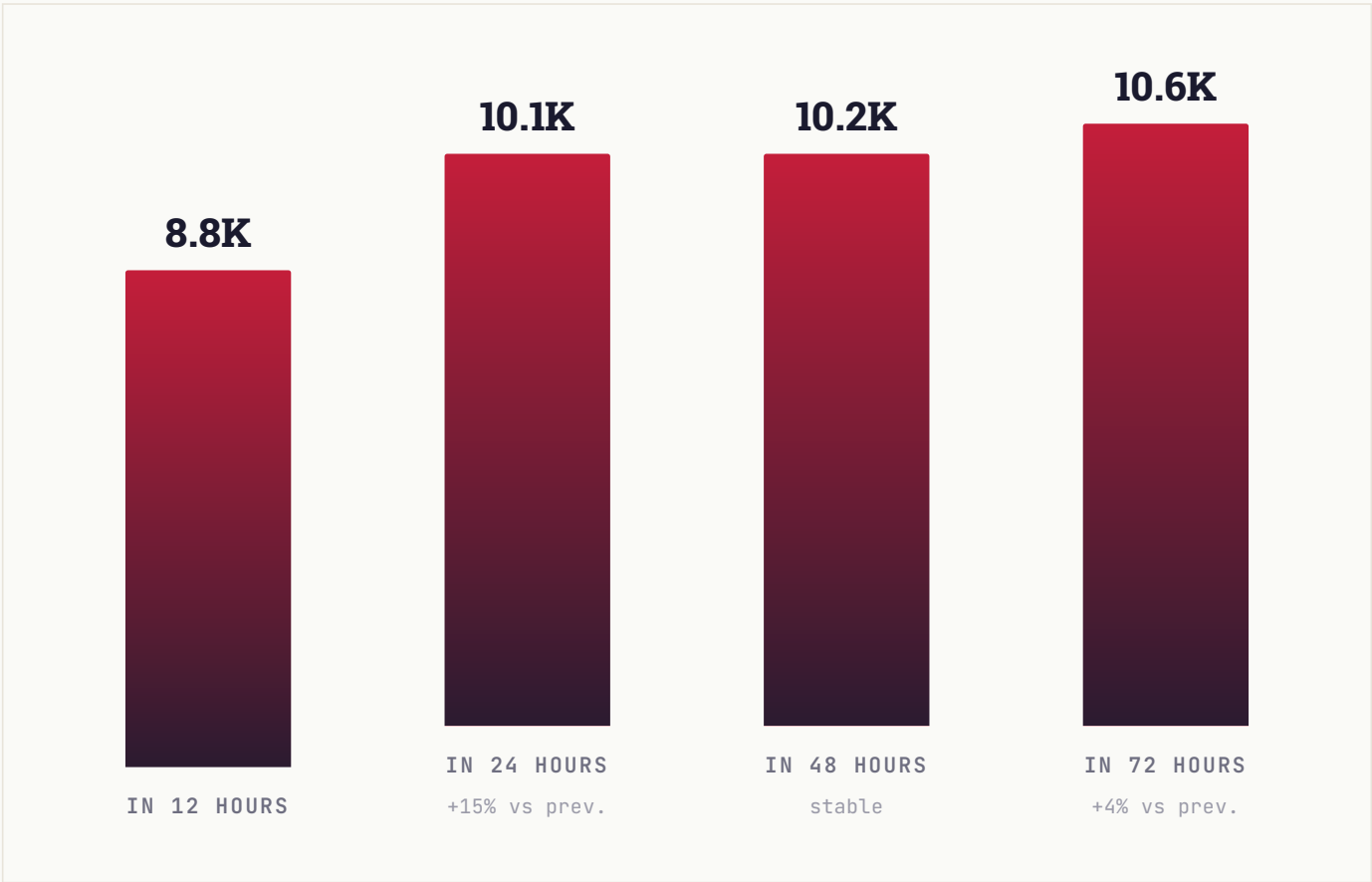
Citation index **786** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **2 451** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا	3.6M
Sharif شریف	2.8M
Trade Watcher	2.6M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Topor. Economy.	1.2M
QUBTAN EL GOLD	1.1M
ERR Russian Economism YOU	75.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal: enter top-98 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 414**, they brought **47 582** new subs.

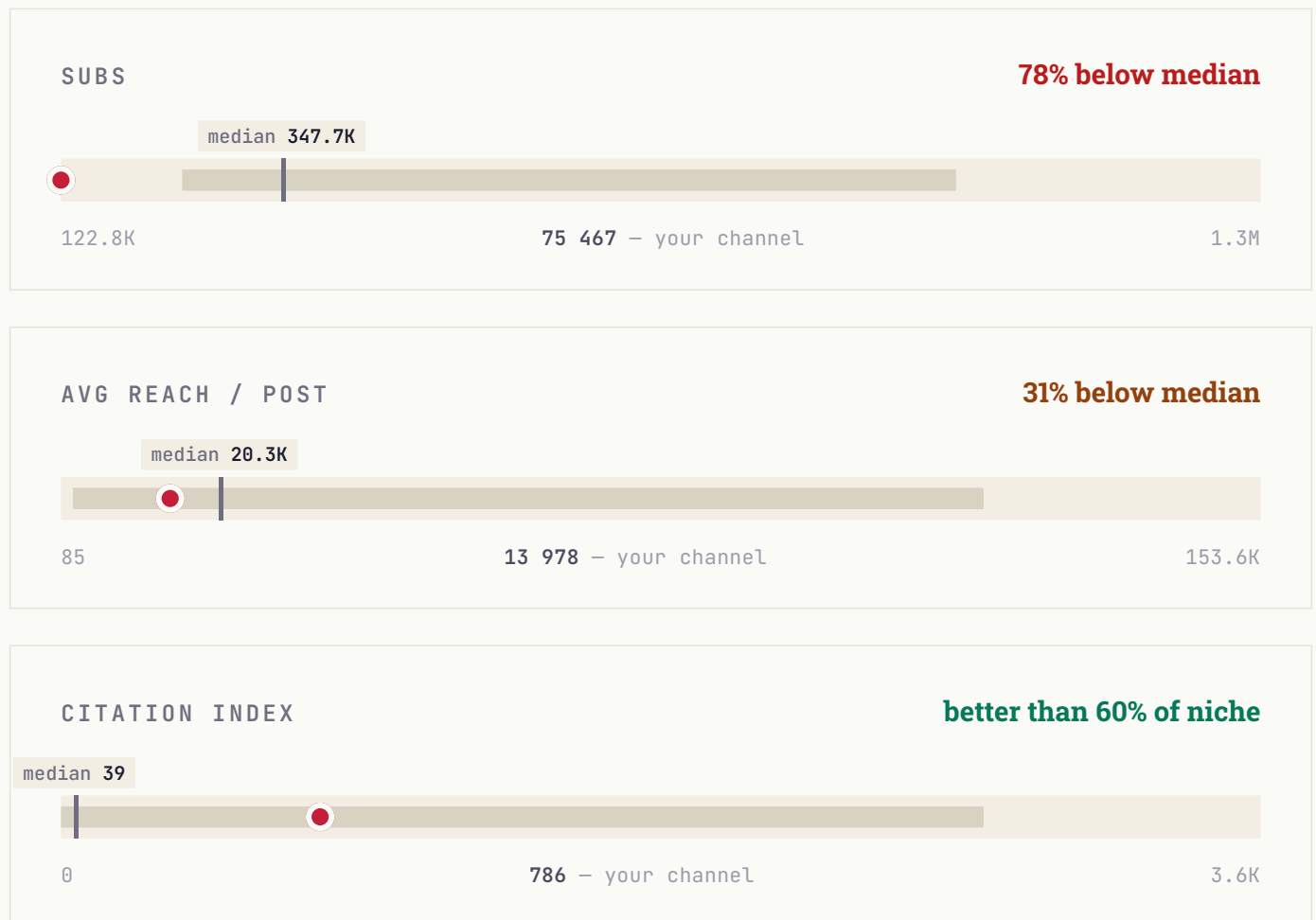
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	921	726	4 795
December 2025	97	59	1 839
November 2025	62	27	1 401
October 2025	80	33	3 349
September 2025	170	85	28 355
August 2025	84	51	7 843

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 414	6	47 582

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday

Audience is most active on this day at 16:00 MSK.

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 growth lever.

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 is what we can do in minutes from 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