

PUBLIC REPORT BY PROMTPRESS

Channel audit

MMI



@russianmacro

Macrochannel #1 in Telegram Application number in RKN
4783301012: <https://knd.gov.ru/license?id=6735fac115601c23cb236317&istryType=bloggersPermission>
A+. Registration in RKN:...

SUBSCRIBERS

103 570

-702 per month

ERR (% SEE POSTS)

13.0%

per day 9.0%

REACH/POST

12.8K

ad reach 9.3K/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 103 570 —	SUBS REACH 12.34% avg % of subs see post	VIEWS/POST 12.8K median 11.5K · 25 days	POSTS/WEEK 29.2 for the period
7D TREND -11.6% vs prev week	REACTIONS/POST 75.7 total 8,174 reactions, 3,764 reposts, 122 comments	POST LENGTH 873 chars median 999 · 25 days	POSTS ANALYZED 108 25 days
AD REACH 9.3K 24h avg	CHURN / MONTH -702 last month	QUOTABILITY 1 314 citation index · 3,317 channels mentioned all time	CHANNEL AGE 8 years 9 months created 09/15/2017

AI EDITOR SUMMARY

Channel «MMI» — 103 570 subs. Each post averages 12.8K people (12% of subs), reach is low — consider expanding audience. Publishes 29 posts per week (~4/day) — active posting. For week Jun 15–21, reach dropped -11.6% by week of Jun 8–14 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **108** posts over 25 days.
- 02 Dominant format – **Photo** (83/108 posts).
- 03 Avg post length – **873** chars (median 999).
- 04 Peak audience activity – **Friday**, 22:00 MSK.
- 05 Strongest posts get **5x** more views than the weakest (43.1K avg for top vs 9.3K for worst) – among 108 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 19:32 PHOTO !! UNEMPLOYMENT & SALARIES: SITUATION NOT IMPROVING; SALARY DYNAMICS CASTS DOUBT ON POSSIBILITY OF RATE CUT Statistics for...	VIEWS 52 253 REPOSTS 239	REACTIONS 321 ER 50.5%
Nº2 01.06 · 06:15 PHOTO RUSSIAN MANUFACTURING: VOLUMES UP SLIGHTLY, BUT NEW ORDERS & PRICES ARE PROBLEMATIC Russia PMI mfg...	VIEWS 52 044 REPOSTS 43	REACTIONS 80 ER 50.3%
Nº3 03.06 · 10:00 TEXT SBER'S RESPONSIBLE FINANCE PORTFOLIO HITS 4.4 BLN RUB Sberbank First Deputy Chairman Alexander Vedyakhin at SPIEF announced...	VIEWS 25 025 REPOSTS 17	REACTIONS 126 ER 24.2%

Nº4 22.06 • 07:44 PHOTO MOSCOW RESIDENTIAL REAL ESTATE: NEW FAMILY MORTGAGE RULES AHEAD According to Rosreestr, registered transactions...	VIEWS 21 724 REPOSTS 65 REACTIONS 89 ER 21.0%
Nº5 11.06 • 13:41 PHOTO !! INFLATION PICTURE THROUGH CB'S EYES: SUSTAINED INFLATION 2ND MONTH NEAR 4% SAAR but too early to declare DKP victory Yesterday inflation for May...	VIEWS 20 836 REPOSTS 90 REACTIONS 240 ER 20.1%

WORST 3

↓ 17.06 • 05:42 PHOTO (captionless post — photo)	VIEWS 9 347 REPOSTS 5 REACTIONS 24 ER 9.0%
↓ 18.06 • 05:51 PHOTO (captionless post — photo)	VIEWS 9 240 REPOSTS 2 REACTIONS 29 ER 8.9%
↓ 18.06 • 07:55 PHOTO BofA GLOBAL FUND MANAGERS SURVEY: EXPECTATIONS OF TIGHTENING BY GLOBAL REGULATORS SURGE June manager survey results...	VIEWS 9 183 REPOSTS 16 REACTIONS 23 ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

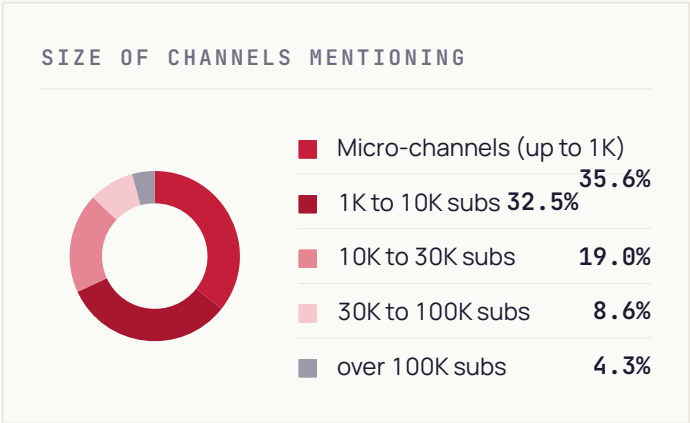
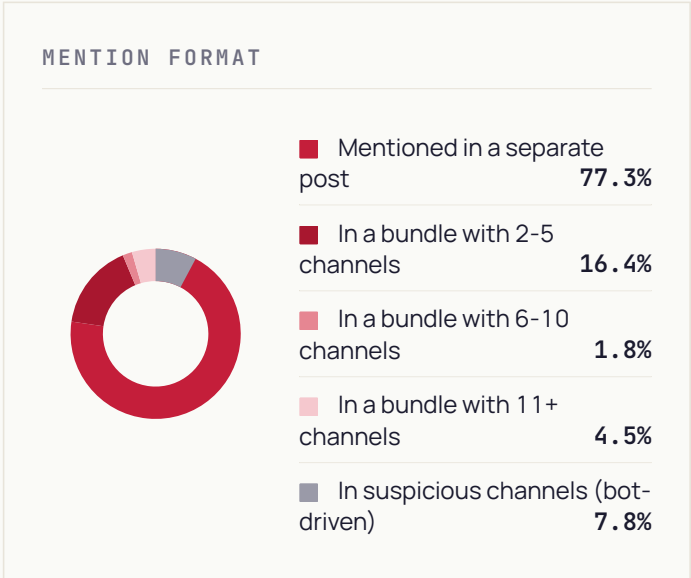
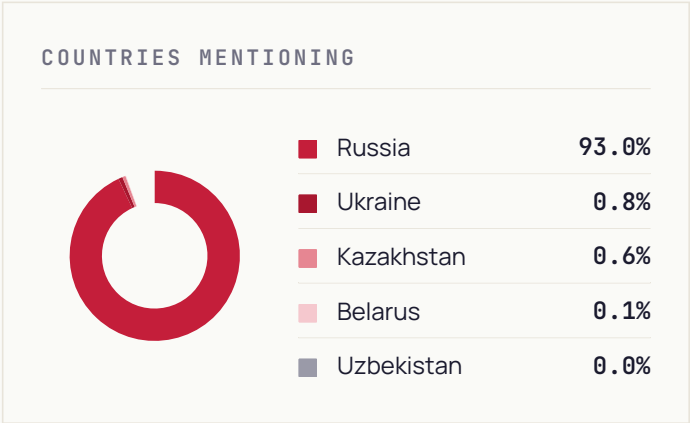
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

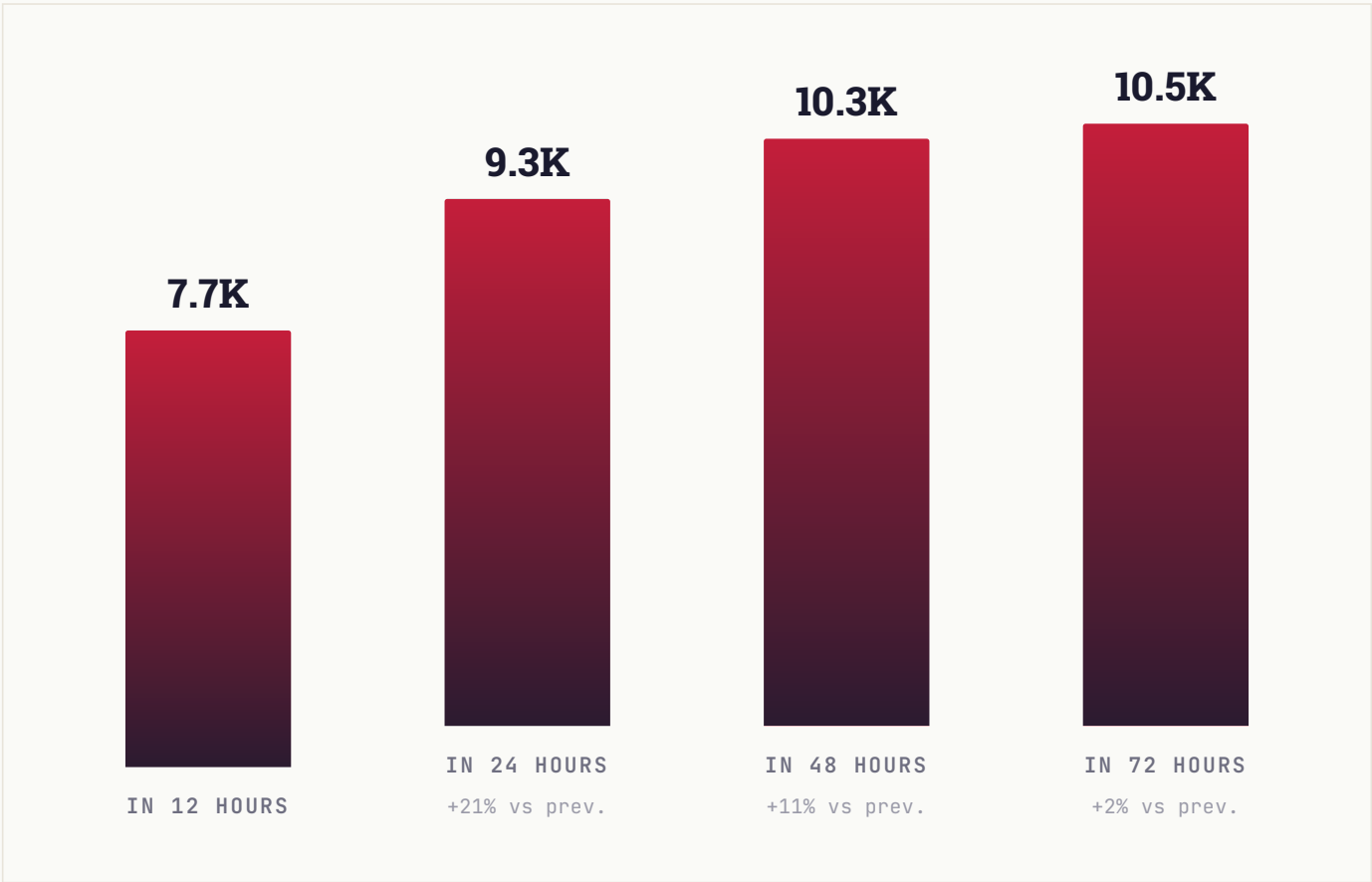
Citation index **1 314** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 317** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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
آقای تحلیلگر آت	5M
اخبار فوری قیمت دلار تتر جنگ امریکا اق	3.4M
قیمت لحظه ای دلار طلا خودرو و سکه قد	2.9M
Trade Watcher TW	2.6M
قیمت لحظه ای دلار طلا خودرو قل	2.1M
Sharif شریف اش	2M
KING EL GOLD KE	2M
The Economist TЭ	1.3M
Rough. Economics. TE	1.2M
QUBTAN EL GOLD QE	1.1M
MMI YOU	103.6K

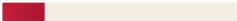
COMPARATIVE CONCLUSION

Channel not yet outside top-98 niche — early growth stage. Niche leader — آقای تحلیلگر (5M), top-98 median: 338.9K. First goal: enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **859**, they brought **3 639** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	115	56	108 
November 2025	113	33	119 
October 2025	120	58	332 
September 2025	131	51	478 
August 2025	148	51	780 
July 2025	232	116	1 822 

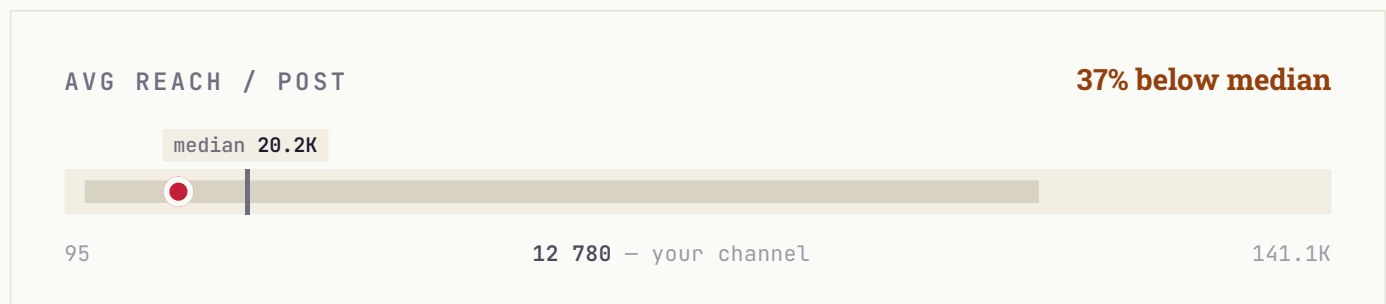
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
859	6	3 639

Where the channel stands in its league

SUBSCRIBERS 69% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 122.9K, 103 570, and 1.3M. A light beige bar represents the range from 122.9K to 1.3M. A darker beige bar represents the channel's current count, extending from 122.9K to 103 570. A vertical line marks the median at 339K. A red dot is positioned at the start of the scale (122.9K). The text '69% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	103 570
Median	339K
Lower Bound	122.9K
Upper Bound	1.3M



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Main post of the week — on Friday

On this day at 22:00 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 increasing 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). PromptPress picks sources for your niche.

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange 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 is what we can do in minutes from 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
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02	Contact manager	t.me/PromptPress_manager
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