

PROMTPRESS PUBLIC REPORT

Channel audit

Sber



@sberbank

Sber on Telegram Sharing news and tips, talking about finances
Registered in the Roskomnadzor list: <https://gosuslugi.ru/snet/6982f0785cc4c8c95964d7ac>

SUBS

717 036

-8792 per month

ERR (% SEE POSTS)

7.0%

per day **3.9%**

REACH/POST

55.9K

ad reach **27.7K/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.

 SUBS 717 036 —	 SUBS REACH 7.8% avg % subs see post	 VIEWS/POST 55.9K median 39.5K · 29 days	 POSTS/WEEK 31.0 over period
 7D TREND +35.4% vs previous week	 REACTIONS/POST 1778.0 total 231,136 reactions, 10,784 reposts, 0 comments	 POST LENGTH 720 chars median 706 · 29 days	 POSTS ANALYZED 130 29 days
 AD REACH 27.7K 24h avg	 CHURN / MONTH -8792 last month	 CITATION RATE 2 823 citation index · 9,354 channels mentioned ever	 CHANNEL AGE 5 years 11 months created 18.06.2020

AI EDITOR SUMMARY

Channel 'Sber' — 717 036 subs. Each post averages 55.9K people (8% from subs), low reach — expand audience. Publishes 31 posts per week (~4/day) — active posting. Week 25–31 May reach up +35.4% to week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 130 posts in 29 days.
- 02 Dominant format – Photo (65/130 posts).
- 03 Avg post length – 720 chars (median 706).
- 04 Audience peak – Wed, 12:00 MSK.
- 05 Top posts get 16x more views than the weakest (523.2K avg top vs 32.5K worst) – among 130 posts in 29 days. Find what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 31.05 · 09:01 VIDEO WE RAN THE SBERPRAIME GREEN MARATHON ACROSS THE COUNTRY ☑ Yesterday turned into a real sports festival all over Russia! Over 150...	VIEWS 903 696 REP. 307	REACTIONS 1 756 ER 126.0%
Nº2 06.06 · 14:31 VIDEO SPIEF-2026: IT WAS BRIGHT ☑ The forum is over, and we once again saw: the line between real and digital is blurring when tech...	VIEWS 346 521 REP. 191	REACTIONS 2 894 ER 48.3%
Nº3 13.05 · 09:00 PHOTO WHAT A JUBILEE – SBER TURNS 185 ☑ And over this time we made green a LIFESTYLE. ☑ 'Being green' means saving...	VIEWS 319 464 REP. 630	REACTIONS 2 437 ER 44.6%

Nº4 01.06 · 06:00 VIDEO HAPPY CHILDREN'S DAY ☑ Childhood is a time to experiment, wonder, try, and start over. That's exactly how...	VIEWS 256 905 REP. 261	REACTIONS 1 723 ER 35.8%
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Nº5 14.05 · 07:32 PHOTO Kusya dreams of being AT THE CHAMPIONS LEAGUE FINAL! ☺ Want to catch PSG – Arsenal too? With Okko it can become...	VIEWS 202 473 REP. 229	REACTIONS 1 923 ER 28.2%
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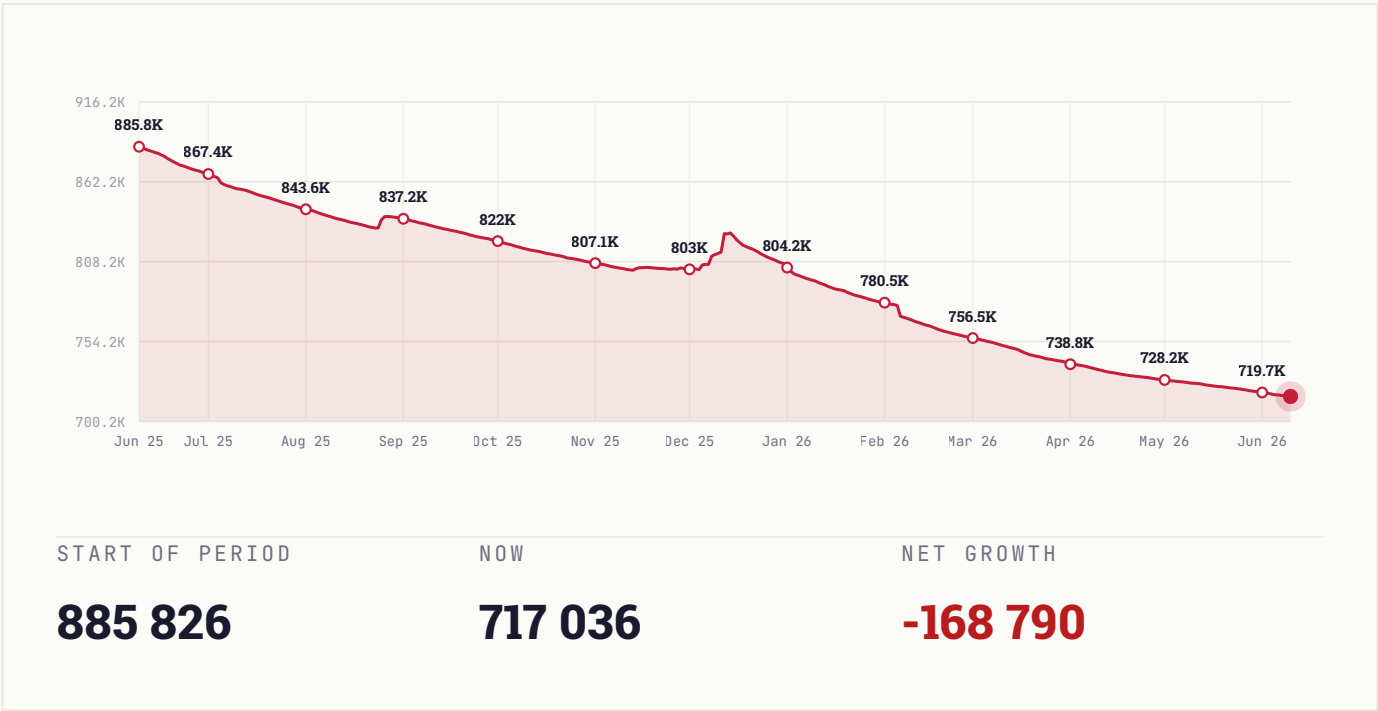
WORST 3

↓ 05.06 · 10:33 PHOTO SPIEF-2026: day 3. Even more talk about the future and innovation ☑ The second day of the Forum gave us many bright moments. We don't stop and...	VIEWS 32 505 REP. 22	REACTIONS 1 600 ER 4.5%
↓ 04.06 · 12:02 VIDEO (post without caption – video)	VIEWS 32 465 REP. 43	REACTIONS 1 740 ER 4.5%
↓ 04.06 · 09:36 TEXT Live from the TERMINAL SHOW ✂ As promised – today I'm following your plan. First, I'm reviewing the stand...	VIEWS 32 409 REP. 18	REACTIONS 1 733 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

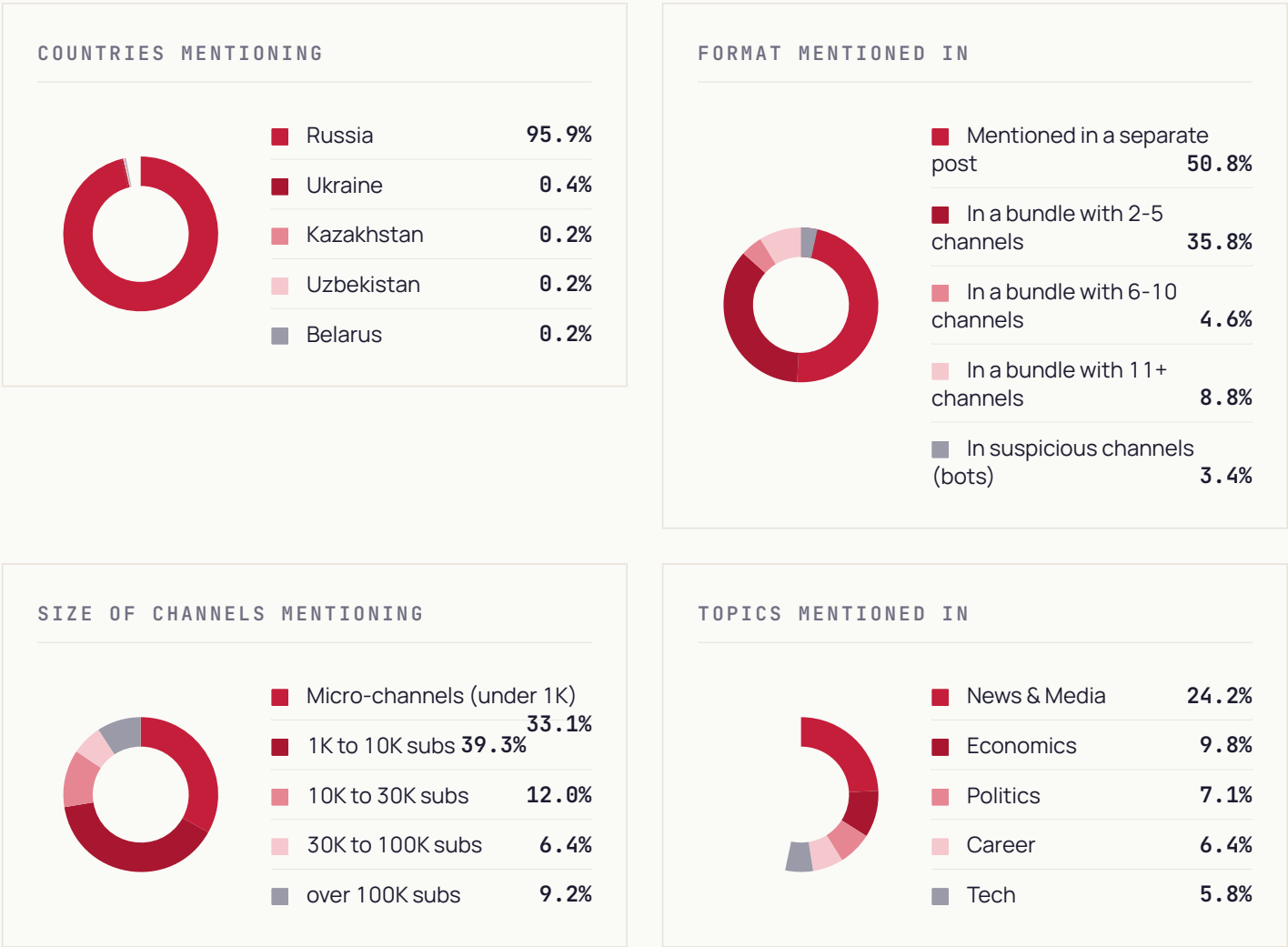
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who and how mentions the channel

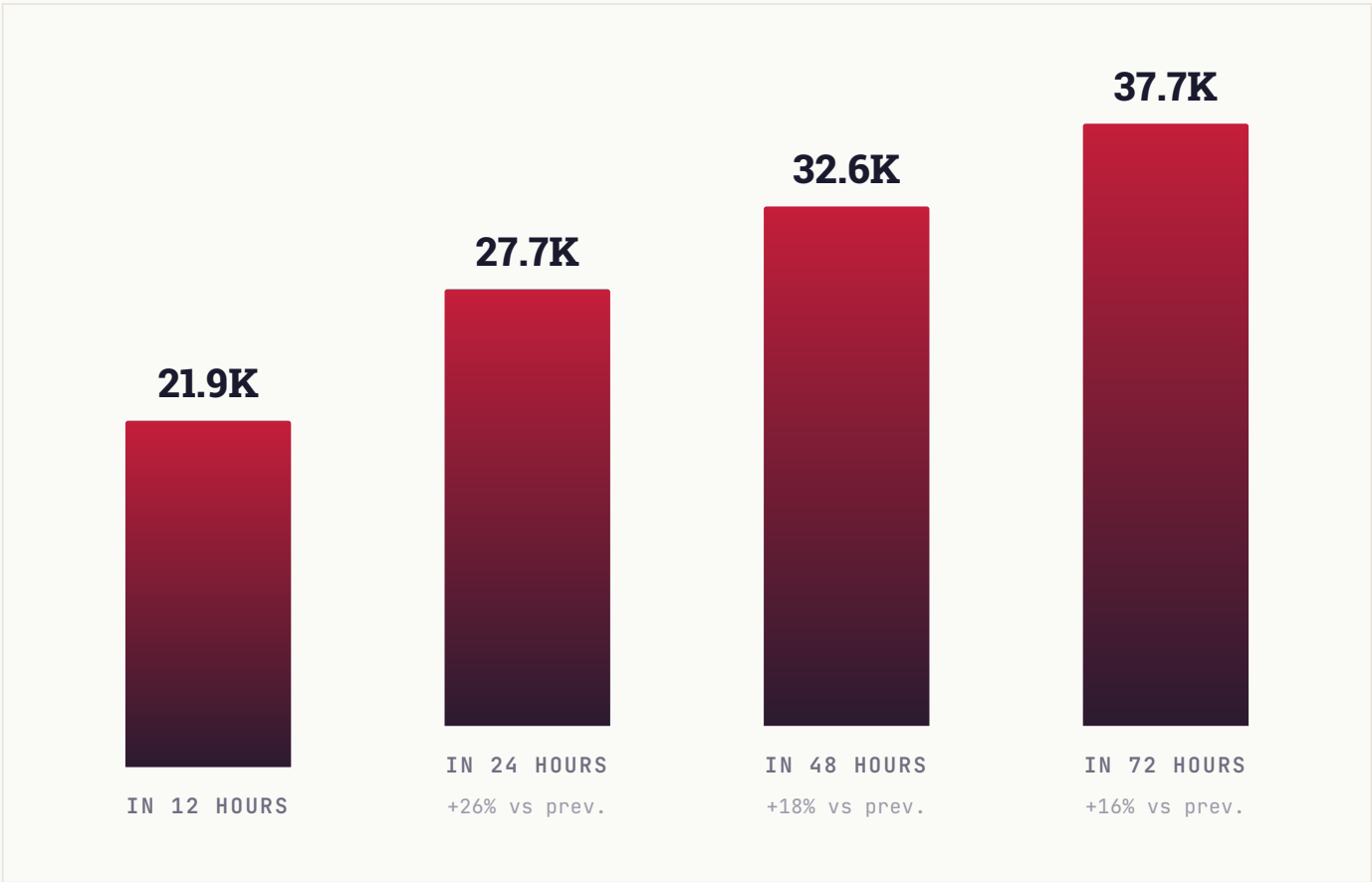
Citation index **2 823** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All-time mentions: **9 354** different channels.



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 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	SUBS
TЭ The Economist	1.2M
TE Topor. 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 YOU	717K
OG Olga Gogaladze	590.2K
BCh More than economy	541.2K
T- T-Investments	535.3K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#8 of 99). Strong position. Niche leader — The Economist (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 502**, they brought **36 479** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	321	250	25 510	
Nov 2025	223	156	3 157	
Oct 2025	208	122	0	
September 2025	242	141	0	
August 2025	248	188	7 812	
July 2025	260	150	0	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
1 502	6	36 479

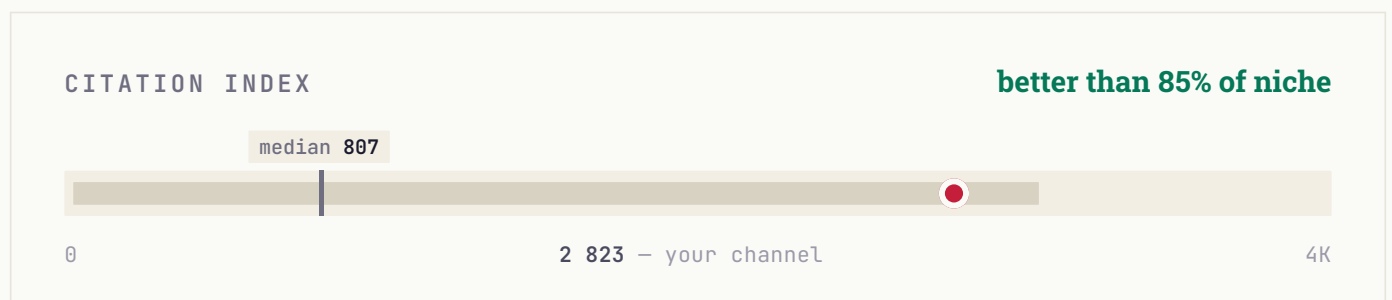
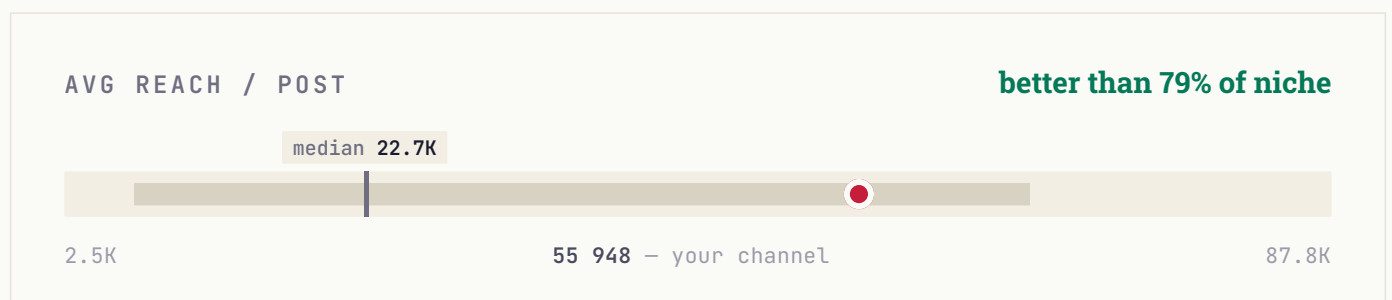
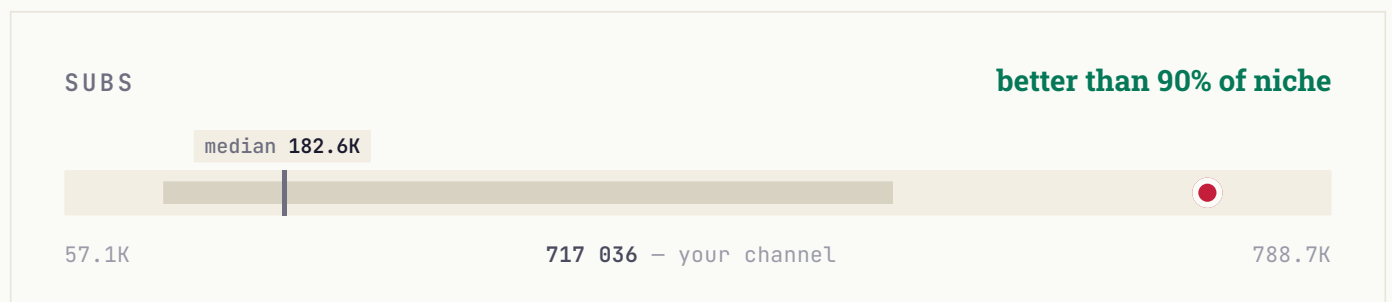
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Economics» (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.

#8 /100

POSITION IN NICHE
Channel in top 8% economy Russia



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best time for
key post**

02

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**

03

Test polls and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
