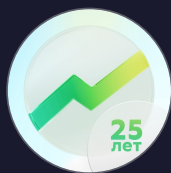


PUBLIC REPORT PROMTPRESS

Channel audit

SberInvestments



@sberinvestments

Channel SberInvestments, where we share market news, investment forecasts, tools and tips for beginners and experienced investors. Comments and suggestions:...

SUBSCRIBERS

256 088

-1258 per month

ERR (% SEE POSTS)

7.0%

daily 4.5%

REACH/POST

16.6K

ad reach 11.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 256 088 —	 SUBS REACH 6.48% avg % subs see post	 VIEWS/POST 16.6K median 16.9K · 29 days	 POSTS/WEEK 38.6 for period
 7D TREND -1.1% vs previous week	 REACTIONS/POST 101.9 total 16,509 reactions, 3,256 reposts, 0 comments	 POST LENGTH 786 chars median 916 · 29 days	 POSTS ANALYZED 162 29 days
 AD REACH 11.6K 24h avg	 CHURN / MONTH -1258 last month	 CITATION RATE 306 citation index · 984 channels mentioned ever	 CHANNEL AGE 5 years 10 months created 24.07.2020

AI EDITOR SUMMARY

Channel «SberInvestments» — 256 088 subs. Each post averages 16.6K people (6% from subs), reach is low — consider expanding audience. Publishes 39 posts/week (~6/day) — active posting. Week of May 25–31 reach stable (-1.1% vs week 18–24 May).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **162** posts over 29 days.
- 02 Dominant format – **Photo** (135/162 posts).
- 03 Avg post length – **786** chars (median 916).
- 04 Audience peak – **Wednesday**, 10:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (23.1K avg for top vs 13.8K for worst) – among 162 posts over 29 days. Worth analyzing what the top share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 15:30 PHOTO ☒ Let's talk about dividends, prospects and privileges of Sber shareholders On May 25, SberInvestments invites you to discuss how...	VIEWS	REACTIONS
	24 463	70
	REPOSTS	ER
	38	9.6%
Nº2 16.05 · 12:02 PHOTO ☒ The first day of InvestCamp is in full swing! Reminder: we gathered today at Sber's office to meet future investors...	VIEWS	REACTIONS
	22 804	88
	REPOSTS	ER
	28	8.9%
Nº3 13.05 · 11:33 PHOTO ☒ This is how the laziest person in the world invested... That is – didn't invest at all Until the perfect tool appeared for him –...	VIEWS	REACTIONS
	22 172	86
	REPOSTS	ER
	43	8.7%

Nº4 24.05 • 09:02 PHOTO ♥ Shoes or investments: what would Carrie Bradshaw choose today? The heroine had a dream collection – hundreds of pairs of Manolo Blahnik, Jimmy Choo and...	VIEWS 21 399 REACTIONS 103 REPOSTS 16 ER 8.4%
Nº5 07.06 • 09:03 PHOTO ☒ Buy an apartment at 25 – it's real! Elizaveta proved it with her strategy We tell the story of a young entrepreneur. She started...	VIEWS 21 152 REACTIONS 370 REPOSTS 118 ER 8.3%
WORST 3	
↓ 03.06 • 11:15 PHOTO ☒ Zoomers definitely know where to invest money Until recently, they preferred stocks, but now young investors' interest...	VIEWS 13 807 REACTIONS 244 REPOSTS 42 ER 5.4%
↓ 03.06 • 10:02 PHOTO ☒ What is mutual settlement in the derivatives market? This is a daily recalculation of profits and losses on your futures trades and...	VIEWS 13 768 REACTIONS 50 REPOSTS 12 ER 5.4%
↓ 04.06 • 10:00 PHOTO ☒ The 100-year journey of securities – from paper to digital Until recently, familiar stocks and bonds were literally paper, and...	VIEWS 13 723 REACTIONS 83 REPOSTS 13 ER 5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

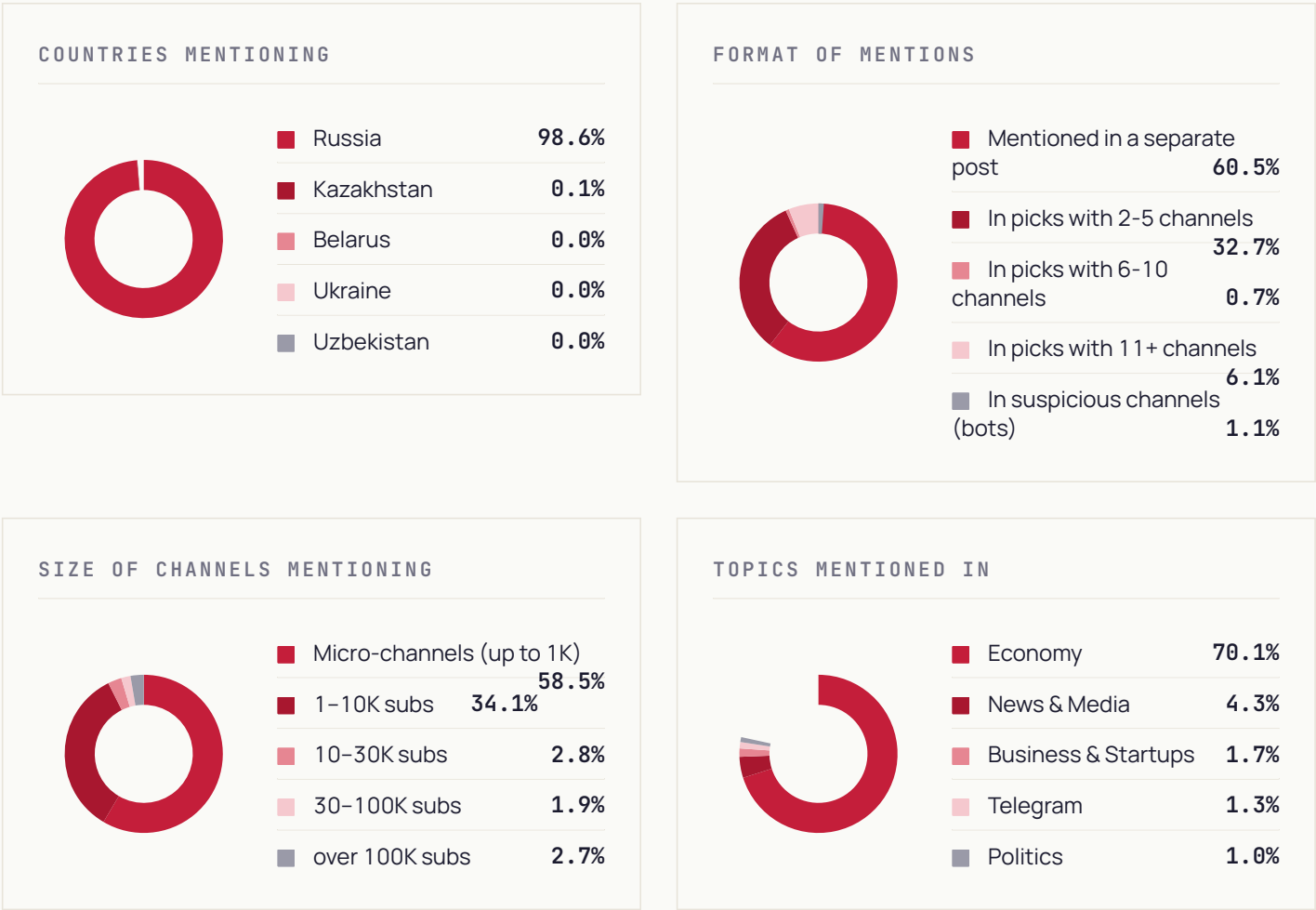
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

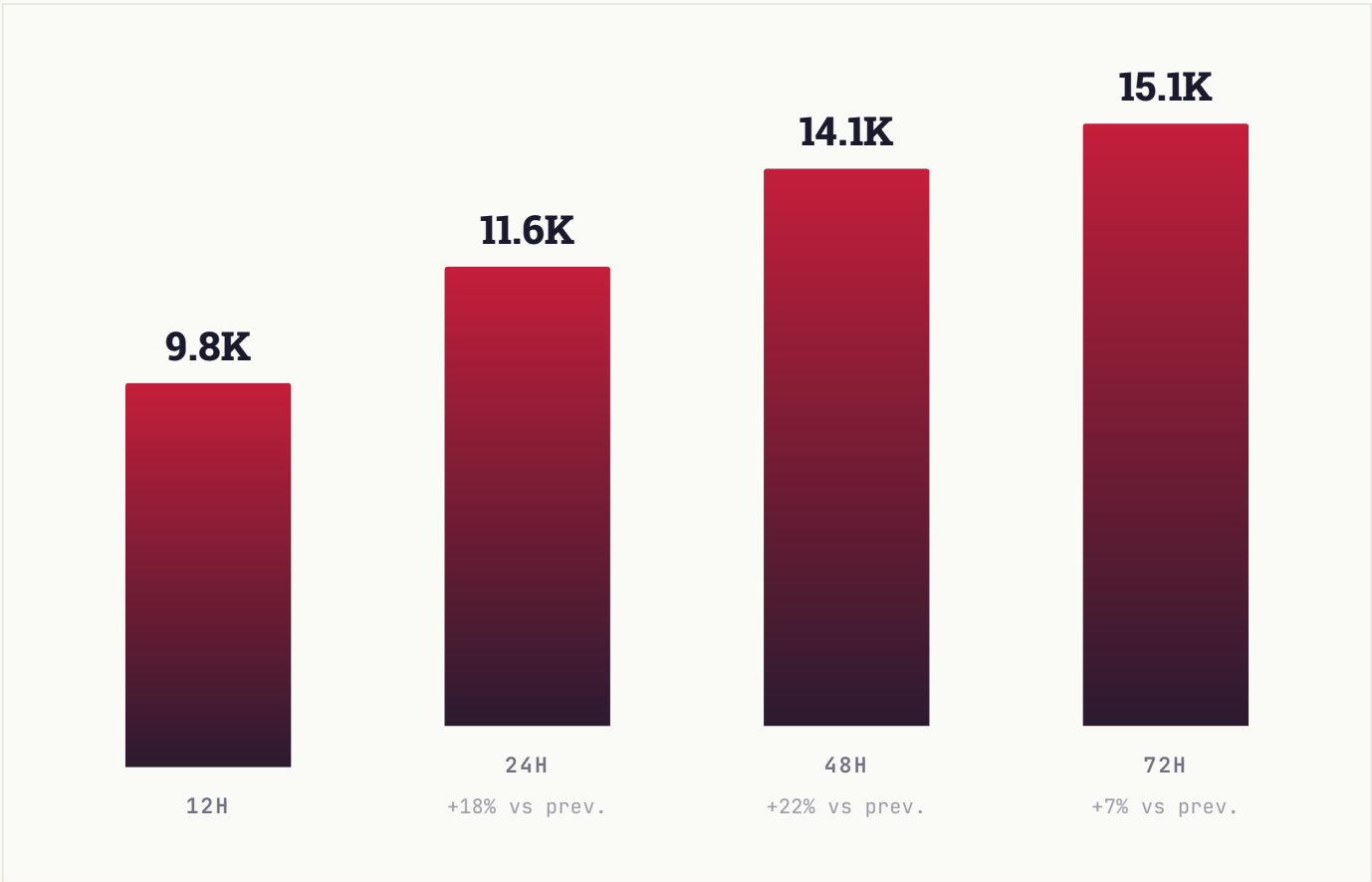
Citation index **306** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **984** different channels.



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 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
TE 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BCh More Than Economics	541.2K
Sat SberInvestments YOU	256.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#33 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **308**, they brought **8 948** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	103	19	1 124
Nov 2025	64	26	578
Oct 2025	28	11	1 260
Sep 2025	49	19	1 712
August 2025	40	18	2 082
July 2025	24	13	2 192

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
308	6	8 948

SECTION 08 · NICHE COMPARISON

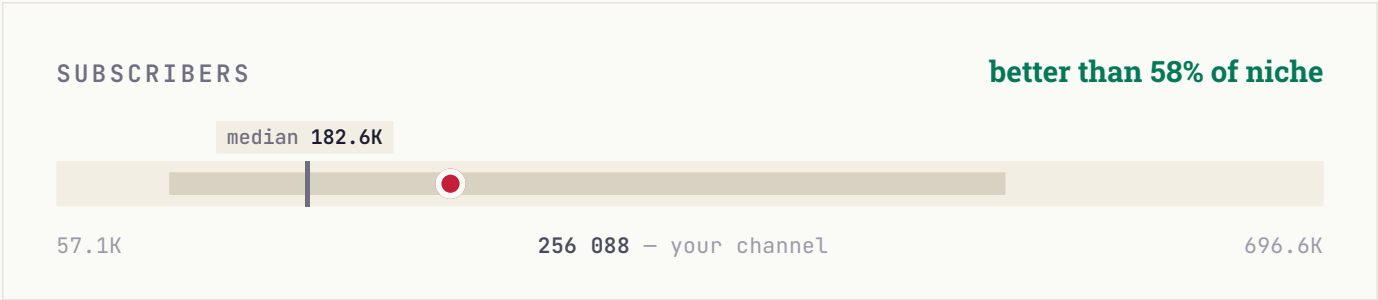
Where channel ranks in its league

Took top-100 channels in category «Economy» (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.

#33/100

POSITION IN NICHE

Channel in top half of ranking



— 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

Top post of the week — on Wednesday

Audience most active on this day at 10:00 MSK.

EFFECT

Best window for important post
- 02

Increase video post share

Video in Telegram holds audience longer and ranks better. Aim for 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through 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
