

PROMTPRESS PUBLIC REPORT

Channel audit

SberPremier



@sberpremiernew

We talk about service privileges in SberPremier, share special offers and discounts. We select only important and useful things — so that premium clients' interaction with the bank is...

SUBSCRIBERS

109 534

-940 per month

ERR (% SEE POSTS)

14.0%

per day 7.7%

REACH/POST

15K

ad reach 8.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 109 534 —	 SUBSCRIBER REACH 13.69% avg % of subs see post	 VIEWS/POST 15K median 14.7K · 28 days	 POSTS/WEEK 7.5 for the period
 7D TREND -5.3% vs previous week	 REACTIONS/POST 63.2 total 1,959 reactions, 664 reposts, 0 comments	 POST LENGTH 684 chars median 729 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 8.5K 24h avg	 CHURN / MONTH -940 last month	 CITATION RATE 32 citation index · 103 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 18.08.2022

AI EDITOR SUMMARY

Channel 'SberPremier' – 109 534 subs. Each post averages 15K people (14% from subs), reach is low – consider expanding audience. Publishes 8 posts per week (~1/day) – consistent. For week 25–31 May, reach dropped -5.3% vs week 18–24 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 31 posts over 28 days.
- 02 Dominant format – Photo (20/31 posts).
- 03 Avg post length – 684 chars (median 729).
- 04 Peak audience activity – Thu, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (21.1K avg top vs 12.3K worst) – across 31 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 08:47 PHOTO Table for two, please Not today ♥️ We've gathered ideas for those tired of dinners and park walks. These dates really...	VIEWS 22 011 REP. 20	REACTIONS 60 ER 20.1%
Nº2 15.05 · 11:02 TEXT Leonid Agutin invites SberPremier clients ↑ From July 1 to 11, the annual Aguteens Fest takes place in Krasnaya Polyana – ten days...	VIEWS 20 607 REP. 35	REACTIONS 74 ER 18.8%
Nº3 21.05 · 10:38 PHOTO Suddenly felt like making clay. Or singing. Or building ship models. A sudden urge for creativity. Should you expect that soon home...	VIEWS 20 577 REP. 5	REACTIONS 60 ER 18.8%

Nº4 22.05 · 13:04 PHOTO Airports with volcano views or museum vibes – sometimes the journey starts before takeoff ➔ We picked airports worth...	VIEWS 20 266 REP. 14	REACTIONS 81 ER 18.5%
Nº5 18.05 · 07:16 PHOTO Ancient Greeks believed in the power of art, thought it awakens the best in people. And modern research confirms...	VIEWS 18 607 REP. 21	REACTIONS 57 ER 17.0%

|

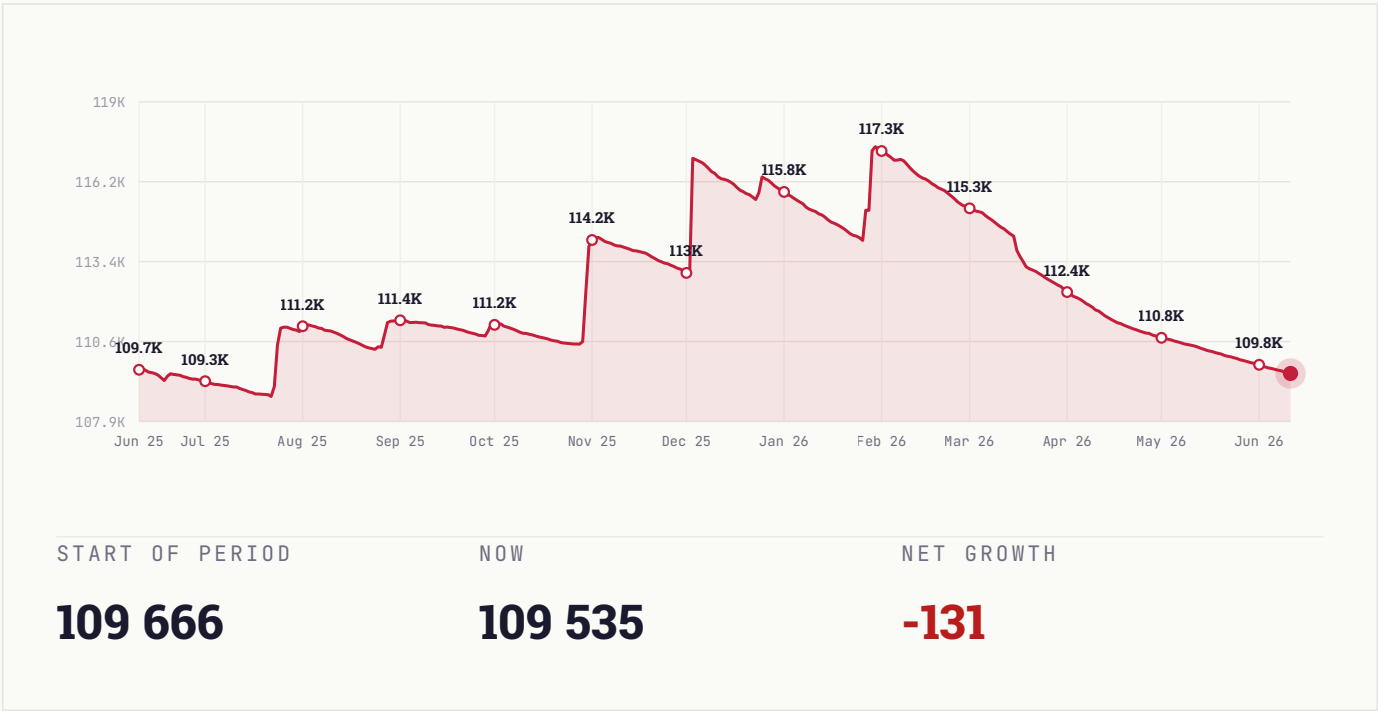
WORST 3

↓ 03.06 · 14:36 PHOTO In 1748 Benjamin Franklin wrote an essay 'Advice to a Young Tradesman'. One phrase went: 'Remember that time is money.' Franklin...	VIEWS 13 034 REP. 5	REACTIONS 180 ER 11.9%
↓ 04.06 · 14:15 VIDEO Imagine: any booking happens instantly, and payment works anywhere in the world ☒ ➔ With a foreign bank card you can...	VIEWS 12 697 REP. 57	REACTIONS 46 ER 11.6%
↓ 08.06 · 07:07 VIDEO Summer is like one big open-air festival. So many events that you can have fun and enjoy performances...	VIEWS 11 063 REP. 4	REACTIONS 39 ER 10.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

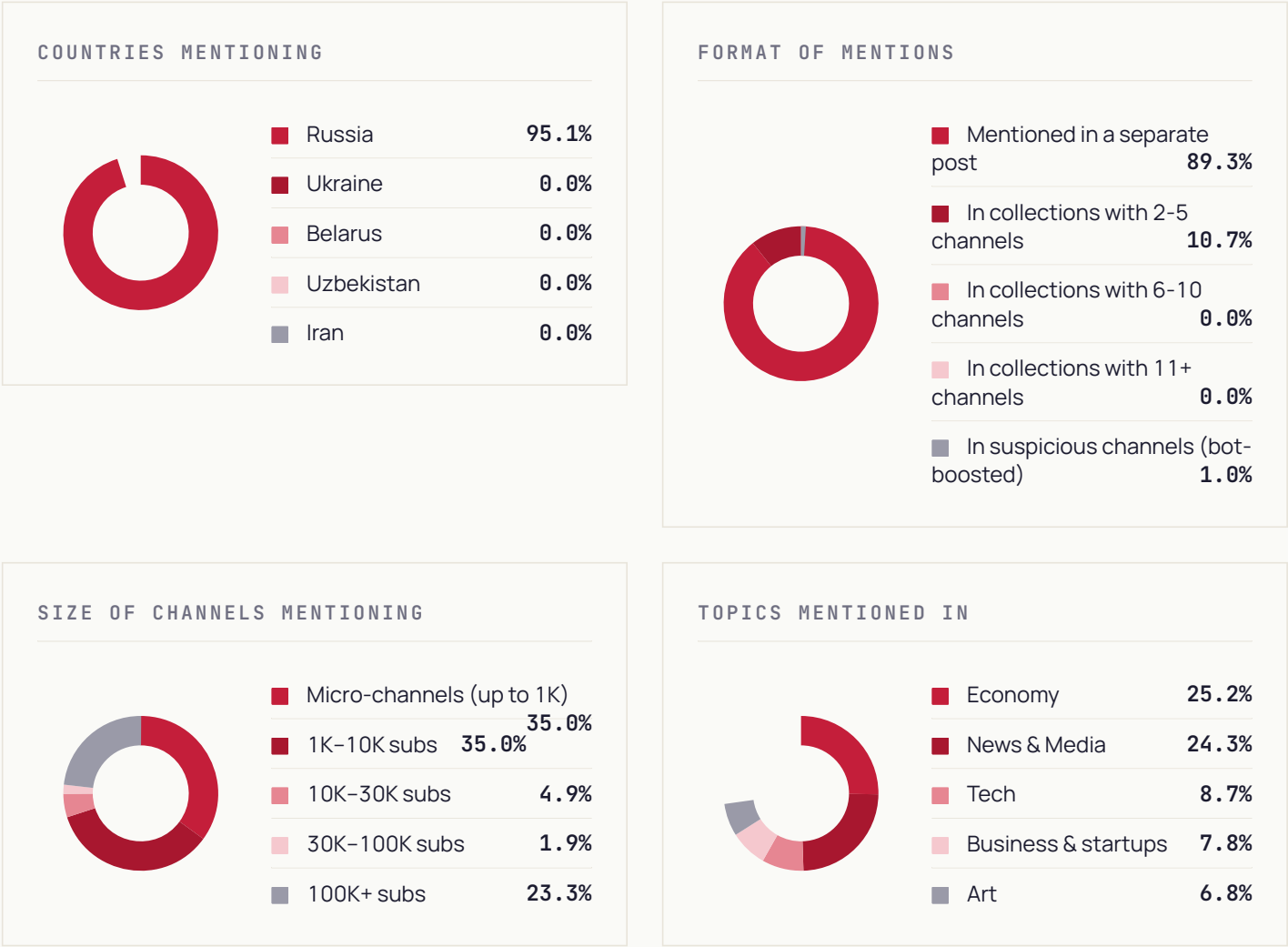
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

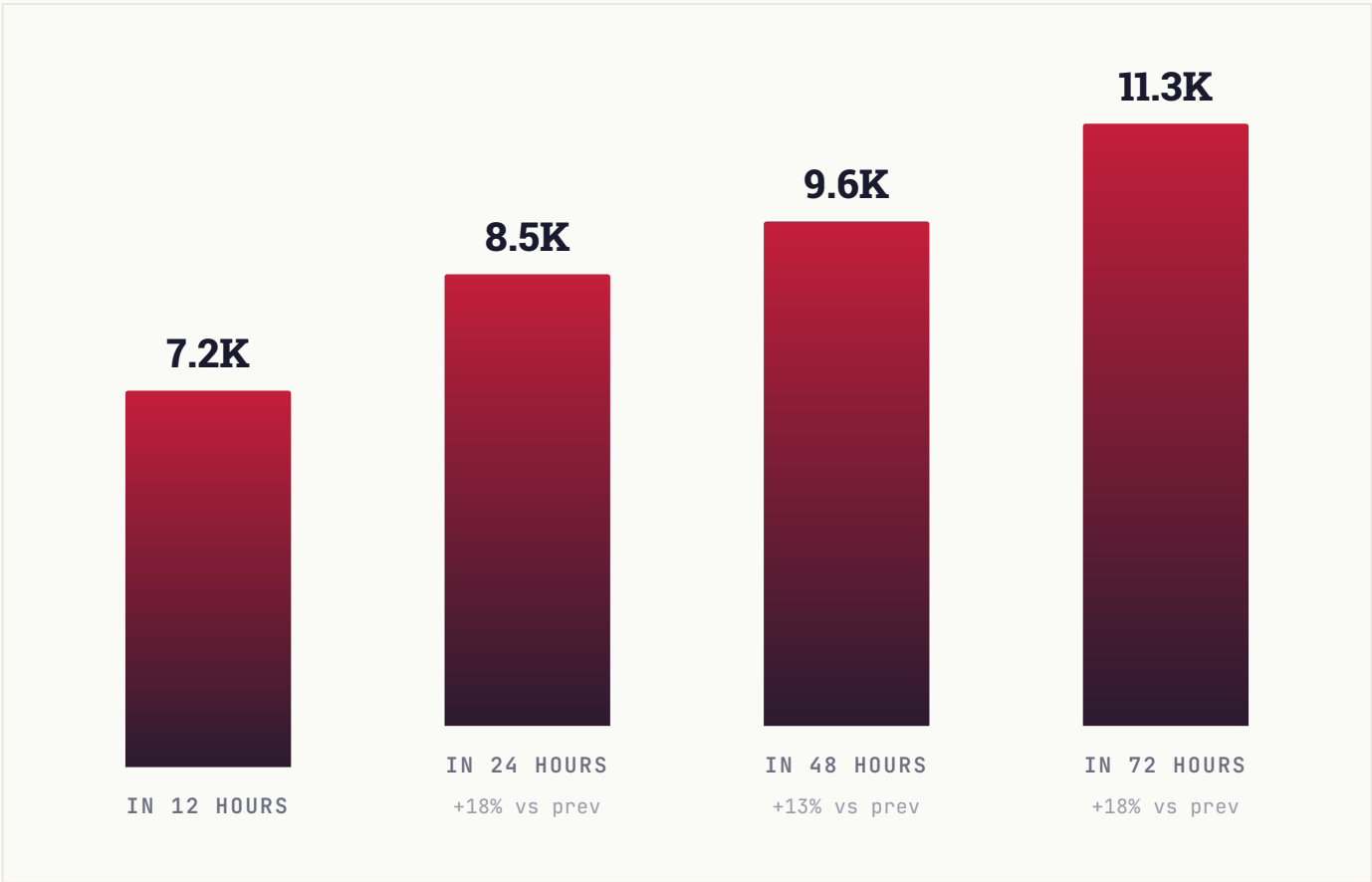
Citation index **32** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **103** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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 economy	541.2K
SB SberPremier YOU	109.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#94 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **18**, they brought **12 725** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	4 862
November 2025	1	1	319
October 2025	1	1	3 438
September 2025	2	2	459
August 2025	11	5	1 241
July 2025	2	2	2 406

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
18	6	12 725

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

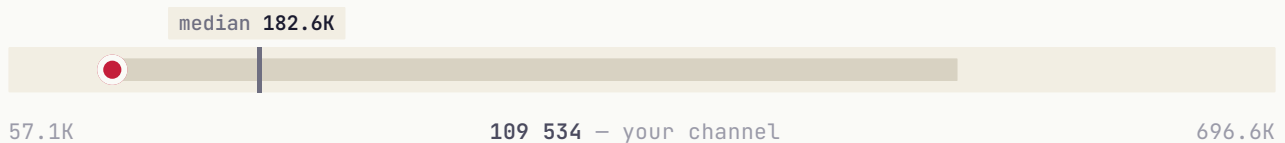
#94 /100

POSITION IN NICHE

Channel in bottom half of ranking

SUBSCRIBERS

worse than median by 40%



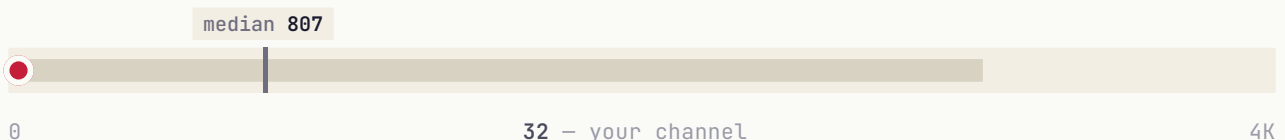
AVG REACH / POST

worse than median by 34%



CITATION INDEX

worse than median by 96%



— 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 — on Thursday

Audience is most active on this day at 13:00 MSK.

IMPACT

**Best window
for an
important post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

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

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
