

PUBLIC REPORT PROMTPRESS

Channel audit

You're the investor!



@selfinvestor

We talk about stock market and personal finance. RBC Investments channel for those who care about their money. Ads on channel: @rbctgadv, reklamag@rbc.ru Registered in RKN:...

SUBSCRIBERS

127 326

-292 per month

ERR (% SEE POSTS)

12.0%

daily 7.0%

REACH/POST

14.8K

ad reach 8.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 127 326 —	 SUBS REACH 11.63% avg % subs see post	 VIEWS/POST 14.8K median 10.4K · 29 days	 POSTS/DAY 12.7 ~89 per week
 7D TREND +5.2% vs prev week	 REACTIONS/POST 52.5 19,944 reactions, 16,194 reposts, 1,080 comments	 POST LENGTH 749 chars median 851 · 29 days	 POSTS ANALYZED 380 29 days
 AD REACH 8.9K 24h avg	 CHURN / MONTH -292 last month	 QUOTABILITY 809 citation index · 2,404 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 03.03.2020

AI EDITOR SUMMARY

Channel “You’re an Investor!” — 127 326 subs. Each post avg views 14.8K people (12% from subs), reach low — expand audience. Publishes 89 posts/week (~13/day) — very active. Week 25–31 May reach up +5.2% week 18–24 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **380** posts in 29 days.
- 02 Dominant format – **Photo** (237/380 posts).
- 03 Avg post length – **749** chars (median 851).
- 04 Peak audience activity – **Monday**, 17:00 MSK.
- 05 Top posts get **10x** more views than weakest (78.8K avg top vs 8.3K worst) – among 380 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 13:55 PHOTO 📌 Moscow Exchange index plunged below 2600 after Russian Foreign Ministry reports 📌 As of 4:49 PM MSK, the Russian index lost 1.04% to 2598.26...	VIEWS 82 732 REPOSTS 622	REACTIONS 191 ER 65.0%
Nº2 25.05 · 14:19 PHOTO 📌 Central Bank raised USD by 34 kopecks, EUR jumped almost ₴3 Official exchange rates for Tuesday, May 26: 📌 USD – ₴71.55...	VIEWS 80 903 REPOSTS 286	REACTIONS 48 ER 63.5%
Nº3 18.05 · 14:52 PHOTO 📌 Central Bank lowered official USD rate by 78 kopecks, EUR by ₴1.11 Official exchange rates for Tuesday, May 19: 📌 USD – ₴72.35...	VIEWS 72 652 REPOSTS 245	REACTIONS 65 ER 57.1%

Nº4 27.05 · 14:21 PHOTO 📷Central Bank lowered USD below ₺71 Official exchange rates for Thursday, May 28: 📷 USD – ₺70.90 (-₺0.77); 📷 EUR – ₺82.72 (-₺0.58); 📷 CNY...	VIEWS 71 848 REPOSTS 317	REACTIONS 67 ER 56.4%
Nº5 12.05 · 14:49 PHOTO 📷Central Bank set USD below ₺74 for first time since Feb 15, 2023 Official exchange rates for Wednesday, May 13: 📷USD – ₺73.7878...	VIEWS 70 451 REPOSTS 280	REACTIONS 73 ER 55.3%

|

WORST 3

↓ 02.06 · 06:29 PHOTO 📷📷What we're watching on June 2 📷 Astra Group shares Context: Astra Group shares plunged 16.64% at Monday's close...	VIEWS 8 542 REPOSTS 6	REACTIONS 22 ER 6.7%
↓ 29.05 · 06:33 TEXT 📷YUGK board recommended no dividends for 2025 📷 Subscribe to channel We're on Max	VIEWS 8 251 REPOSTS 9	REACTIONS 51 ER 6.5%
↓ 21.05 · 10:01 TEXT 📷📷 Crypto trading on Moscow Exchange won't be 24/7 Crypto trading on Moscow Exchange will not be round-the-clock...	VIEWS 8 056 REPOSTS 15	REACTIONS 26 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

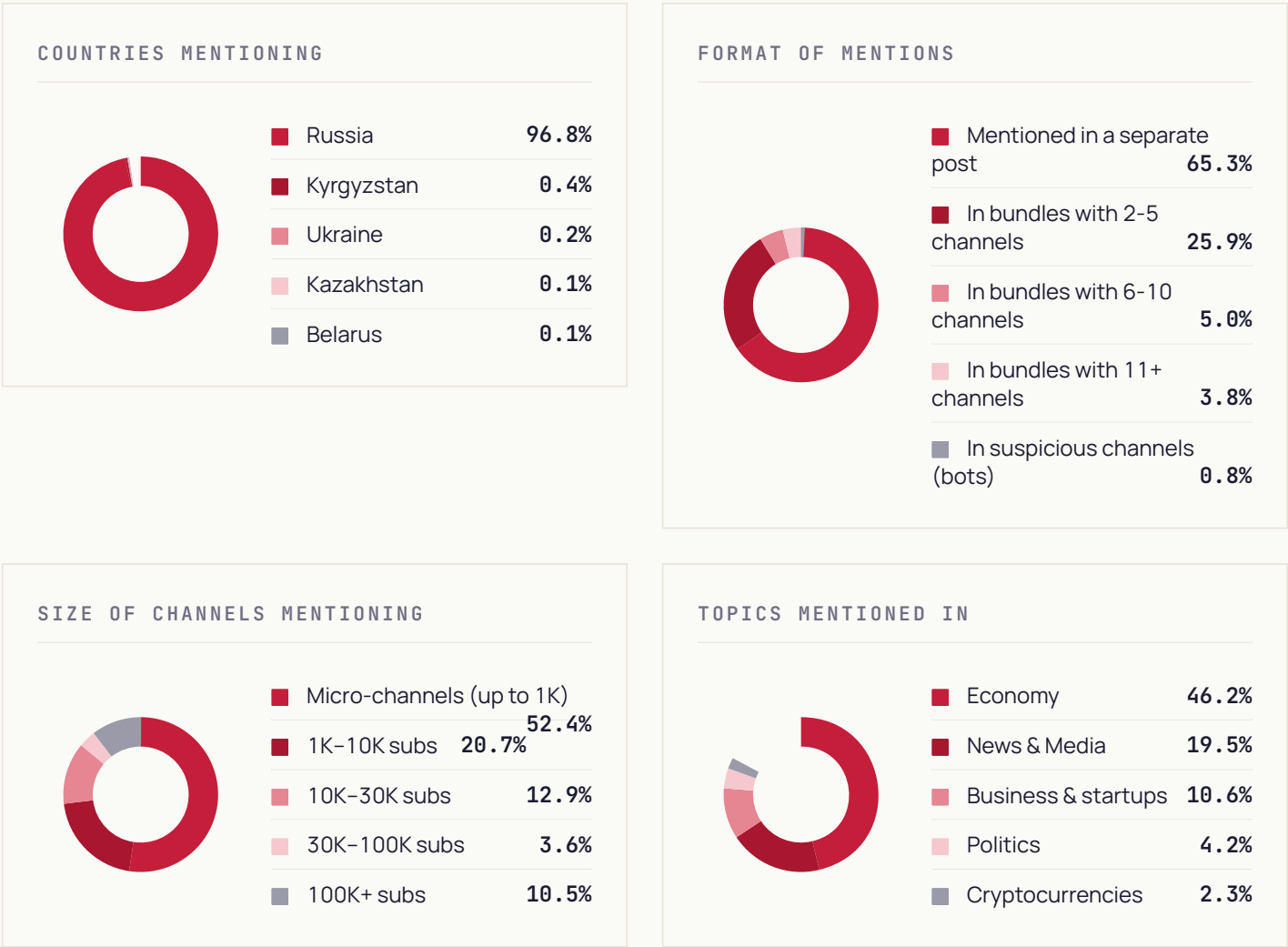
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · CITATIONS

Who mentions the channel & how

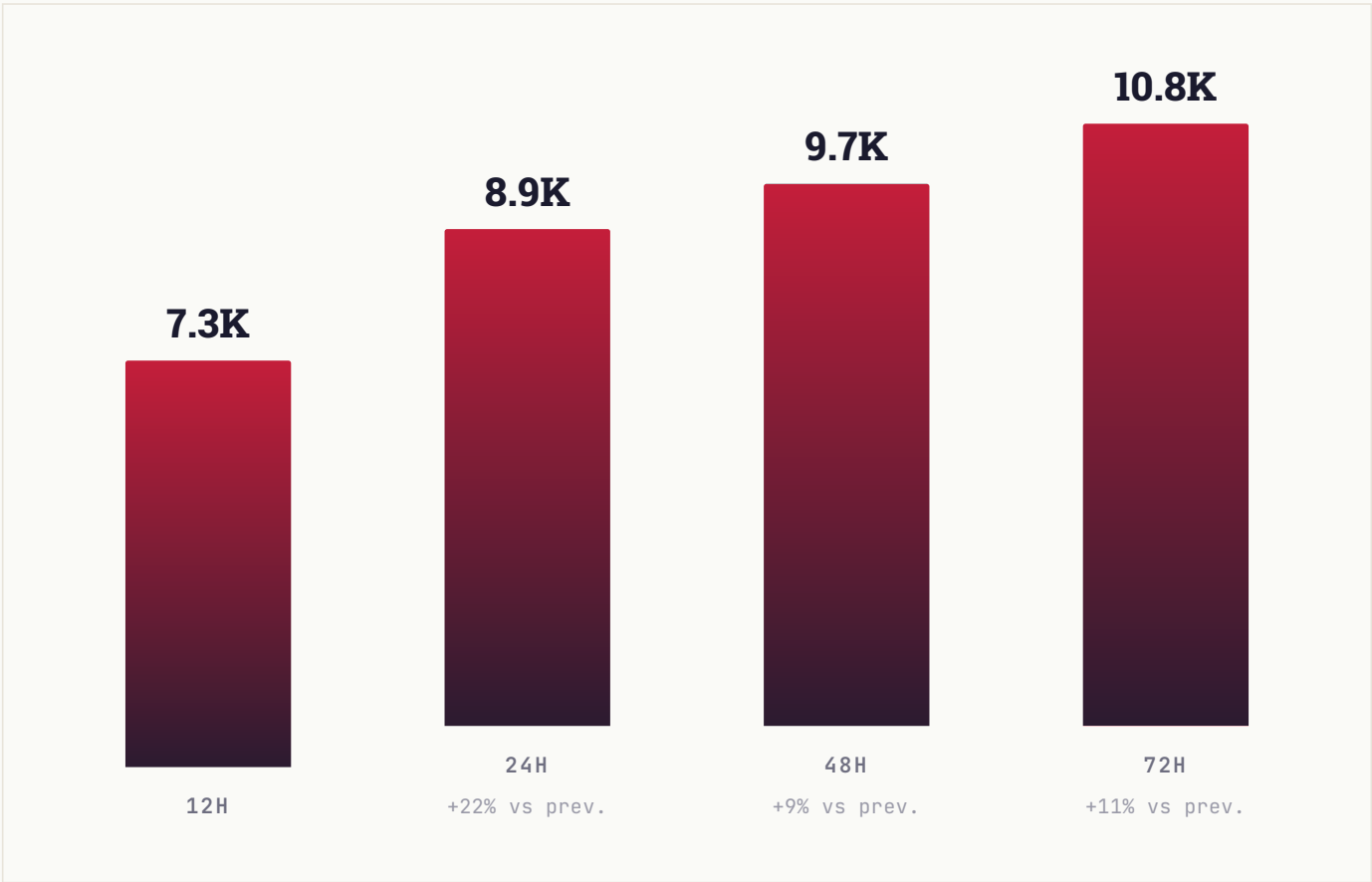
Citation index **809** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **2 404** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
TE 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
BC More than economy	541.2K
ST You're the investor! YOU	127.3K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#74 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 817**, they brought **6 189** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	614	96	65
November 2025	482	81	499
October 2025	461	107	805
September 2025	369	114	547
August 2025	413	111	2 144
Jul 2025	478	138	2 129

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
2 817	6	6 189

— SECTION 08 • NICHE COMPARISON

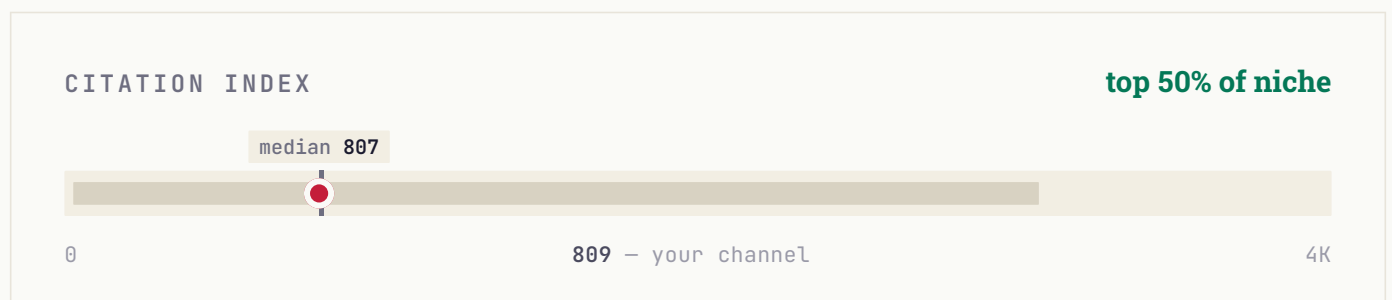
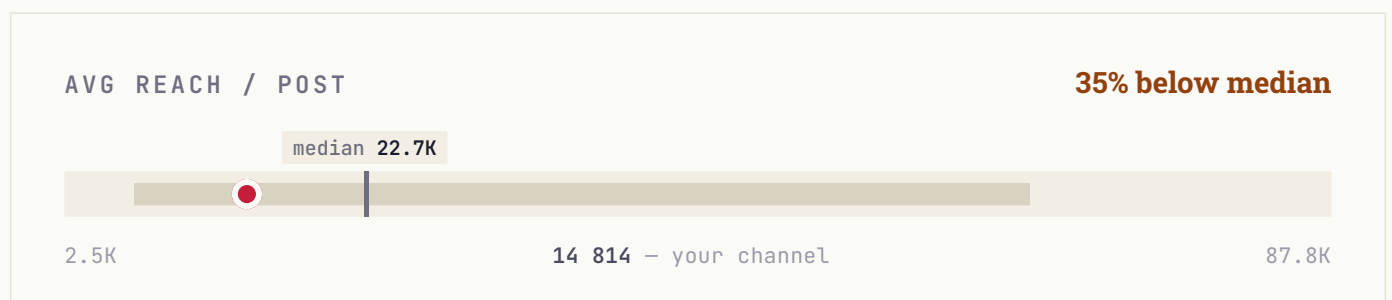
Where channel stands in its league

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

#74 /100

RANK IN NICHE

Channel in bottom half of ranking



— 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 Monday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for important
post****02****Increase share of video posts**

Video in Telegram holds audience longer & is favored by algorithm. 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 finds 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 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 us to do this **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager