

PROMTPRESS PUBLIC REPORT

Channel audit

Smart money



@smartmoneycha

Smart money - fast, brief on the most important in world economy!
Contact: @alexasales @Spiral_Miya @NM_media Buy ads: <https://telega.in/c/smartmoneycha> <https://rkn.link/0jL>

SUBSCRIBERS

44 353

+2193 per month

ERR (% SEE POSTS)

46.0%

per day 33.4%

REACH/POST

20.1K

ad reach 15K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 44 353 —	 SUBSCRIBER REACH 45.29% avg % subs see post	 VIEWS/POST 20.1K median 20.5K · 29 days	 POSTS/WEEK 9.4 over period
 7D TREND +2.1% vs previous week	 REACTIONS/POST 231.4 total 9,025 reactions, 1,175 reposts, 0 comments	 POST LENGTH 233 chars median 208 · 29 days	 POSTS ANALYZED 39 29 days
 AD REACH 15K 24h avg	 CHURN / MONTH +2193 last month	 CITATION RATE 2 citation index · 413 channels mentioned ever	 CHANNEL AGE 1 yr 6 mo created 06.01.2025

AI EDITOR SUMMARY

Channel «Smart money» — 44 353 subs. Each post averages 20.1K people (45% of subs), wide reach for a channel this size. Publishes 9 posts per week (~1/day) — consistent. Week of Jul 6–12 reach stable (+2.1% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **39** posts over 29 days.
- 02 Dominant format — **Photo** (21/39 posts).
- 03 Avg post length — **233** chars (median 208).
- 04 Audience peak activity — **Friday, 12:00 MSK**.
- 05 Strongest posts get **1x** more views than the weakest (21.8K avg top vs 18.8K worst) — among 39 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 09:48 PHOTO A new 100-ruble banknote enters circulation in Russia. The Central Bank is issuing the note dedicated to the Central...	VIEWS	REACTIONS
	21 850	258
	REPOSTS	ER
	33	49.3%
Nº2 08.07 · 17:44 PHOTO Gas station queues now host parties. In Astrakhan, a DJ will play, with drinks and food promised.	VIEWS	REACTIONS
	21 801	259
	REPOSTS	ER
	37	49.2%
Nº3 07.07 · 16:43 TEXT Taiwan allowed Russian citizens to apply for e-visas. The system became available today, according to the Consular Bureau website...	VIEWS	REACTIONS
	21 747	257
	REPOSTS	ER
	43	49.0%

Nº4 13.07 • 14:00 PHOTO My name is Igor G. Perevezentsev. https://vk.com/per_igor 10+ years owning and managing a plant with billion-dollar turnover...	VIEWS 21 583 REACTIONS 26 REPOSTS 33 ER 48.7%
Nº5 14.07 • 04:35 TEXT VK shares hit an all-time low, trading below 165 rubles. The all-time high was on August 27...	VIEWS 21 515 REACTIONS 257 REPOSTS 30 ER 48.5%
WORST 3	
↓ 07.07 • 08:32 TEXT Russia develops AI for liver cancer diagnosis. The system analyzes CT scans, identifies the liver, and classifies tumors. Accuracy...	VIEWS 18 905 REACTIONS 216 REPOSTS 33 ER 42.6%
↓ 21.06 • 18:35 PHOTO Amazon founder Jeff Bezos claims that human water consumption limits AI potential. Artificial...	VIEWS 18 843 REACTIONS 221 REPOSTS 19 ER 42.5%
↓ 06.07 • 05:56 PHOTO Russians found a HeadHunter alternative. It's the Hirefy aggregator. It collects jobs worldwide, including sites and Telegram channels, and...	VIEWS 18 787 REACTIONS 135 REPOSTS 29 ER 42.4%

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.

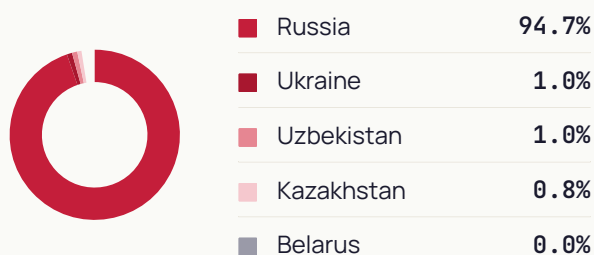


SECTION 04 • MENTIONS

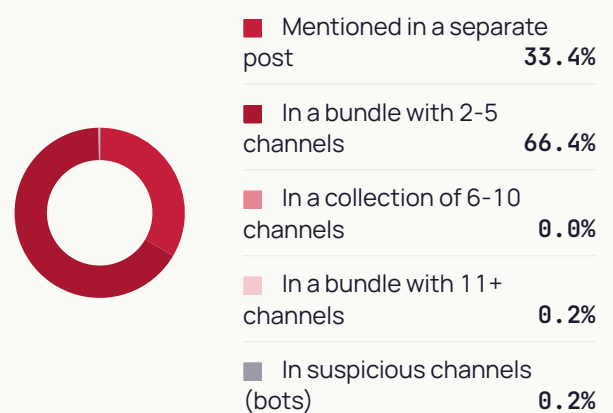
Who and how mentions the channel

Citation index **2** – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **413** different channels.

COUNTRIES MENTIONING



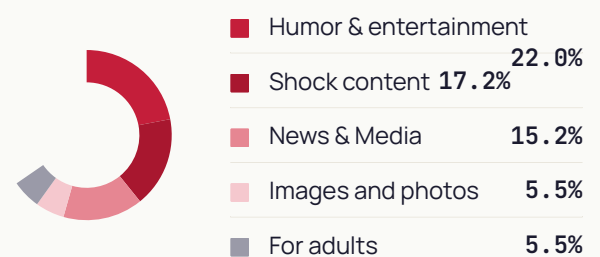
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



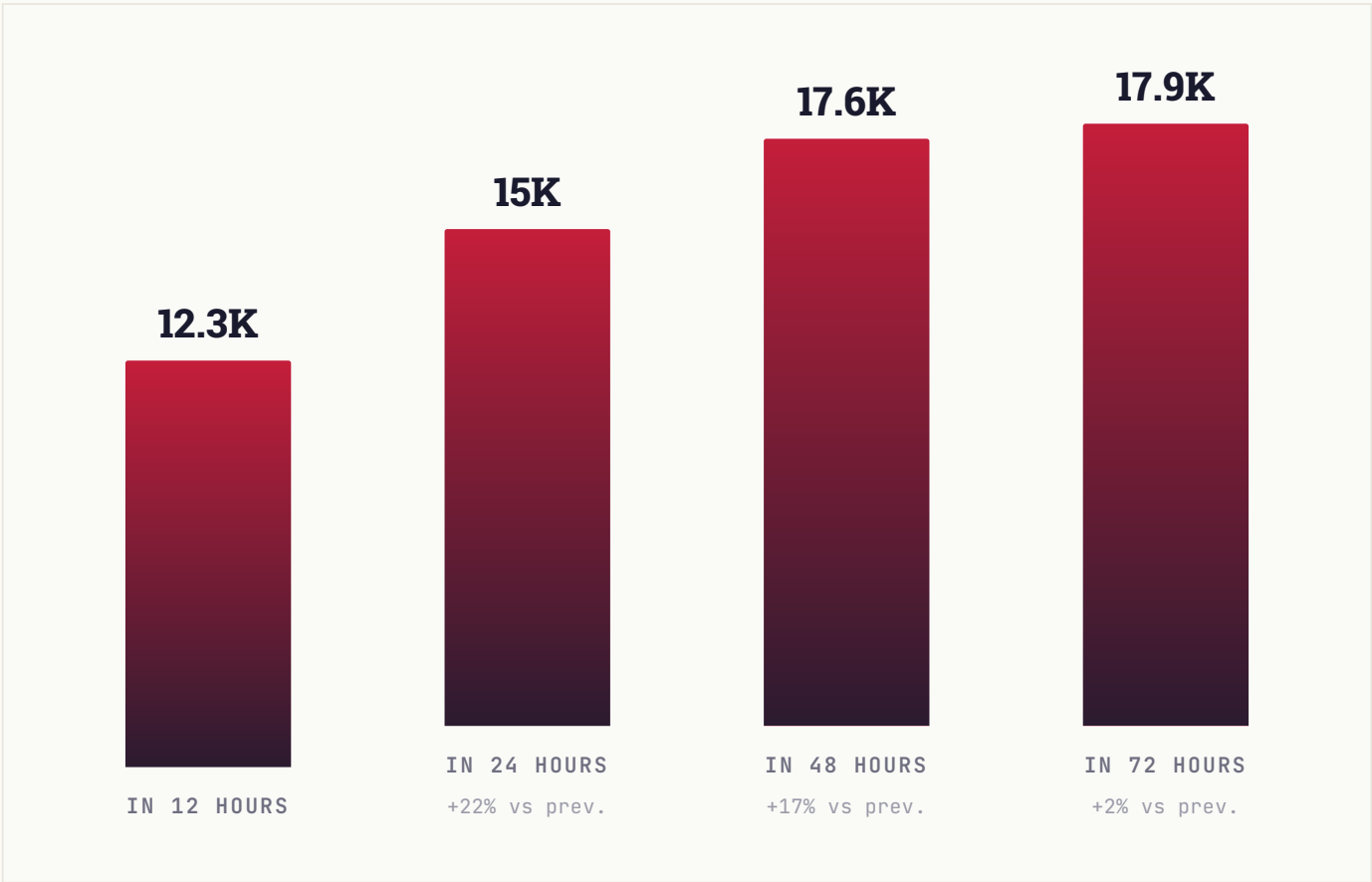
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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	SUBSCRIBERS
آت آقاي تحليلگر	5.2M
قد قيمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخ اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
اش Sharif شریف	2.8M
TW Trade Watcher	2.5M
قل قيمت لحظه ای دلار طلا خودرو	2M
KE KING EL GOLD 🏆	1.8M
TЭ The Economist	1.3M
ER Topor. Economics.	1.2M
QE QUBTAN EL GOLD	1.1M
SM Smart money YOU	44.4K

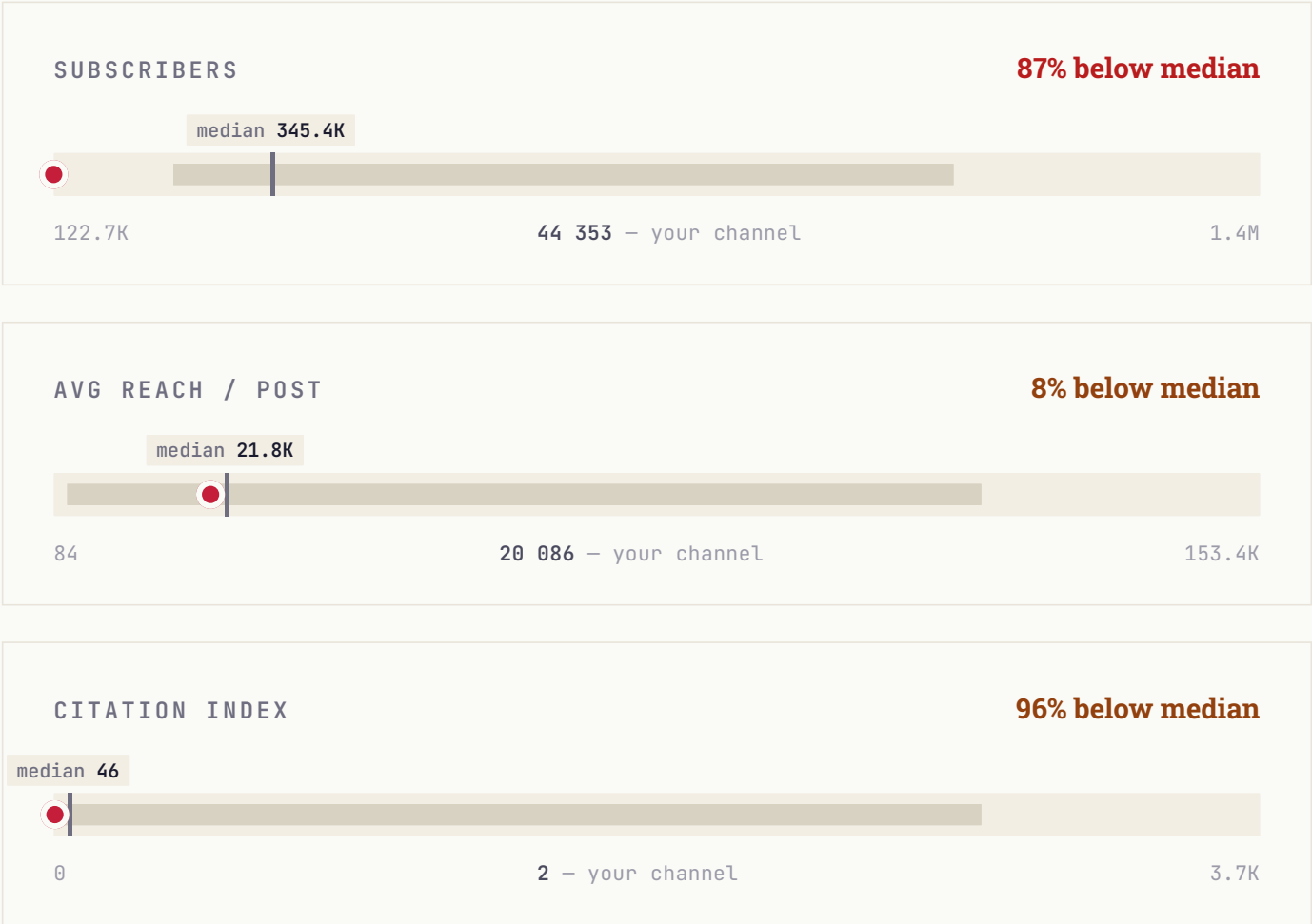
COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقاي تحليلگر (5.2M), top-98 median: 349.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Economy» (Russia) and compared your channel. Gray band: range for 80% of niche channels (p10–p90). Black vertical: median. Red dot: your channel.



— SECTION 08 • 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 Friday

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

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

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. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
