

PROMTPRESS PUBLIC REPORT

Channel audit

Money | Finance



@smmrx

Business, economy and finance news. For all questions: @the_mrx

SUBSCRIBERS

130 165

+113313 per month

ERR (% SEE POSTS)

1.0%

per day 0.5%

REACH/POST

532

ad reach 486/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 130 165 —	SUBS REACH 0.41% avg % subs see post	VIEWS/POST 532 median 535 · 28 days	POSTS/WEEK 4.6 over period
7D TREND +11.5% vs prev week	REACTIONS/POST — MTPROTO only	POST LENGTH 323 chars median 300 · 28 days	POSTS ANALYZED 19 28 days
AD REACH 486 24h avg	CHURN / MONTH +113313 last month	MENTION RATE 1 citation index · 2 channels mentioned ever	CHANNEL AGE 3 months 21 days created 14.03.2026

AI EDITOR SUMMARY

Channel «Money | Finance» — 130 165 subs. Each post averages 532 people (0% from subs), reach low — need to grow audience. Posts 5 posts per week (~1/day) — rare posts. For week 22–28 Jun reach grew +11.5% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts over 28 days.
- 02 Dominant format – Text (15/19 posts).
- 03 Avg post length – 323 chars (median 300).
- 04 Peak audience activity – Tuesday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (610 avg for top vs 406 for worst) – among 19 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 07:57 TEXT RKN wants to create «GovVPN» – Frank Media. The agency discussed creating a unified state VPN with major Russian IT companies...	VIEWS 632 REPOSTS —	REACTIONS — ER 0.5%
Nº2 23.06 · 04:19 TEXT Today the Russian stock market saw its steepest drop since September 2022. Freedom Global analysts say the MOEX index may...	VIEWS 602 REPOSTS —	REACTIONS — ER 0.5%
Nº3 26.06 · 07:08 TEXT Foreign internet in Russia may become a paid option this fall. According to industry experts, due to VPN growth, international...	VIEWS 598 REPOSTS —	REACTIONS — ER 0.5%

Nº4 24.06 • 04:08 TEXT Gold coins worth 2 billion rubles stolen by bank employees in St. Petersburg. Women stole coins with George...	VIEWS 594 REPOSTS — REACTIONS — ER 0.5%
Nº5 24.06 • 09:01 TEXT S7 invests nearly 6 billion rubles in production and repair of aircraft components at Berdsk Electromechanical Plant. #finance #money #banks...	VIEWS 590 REPOSTS — REACTIONS — ER 0.5%

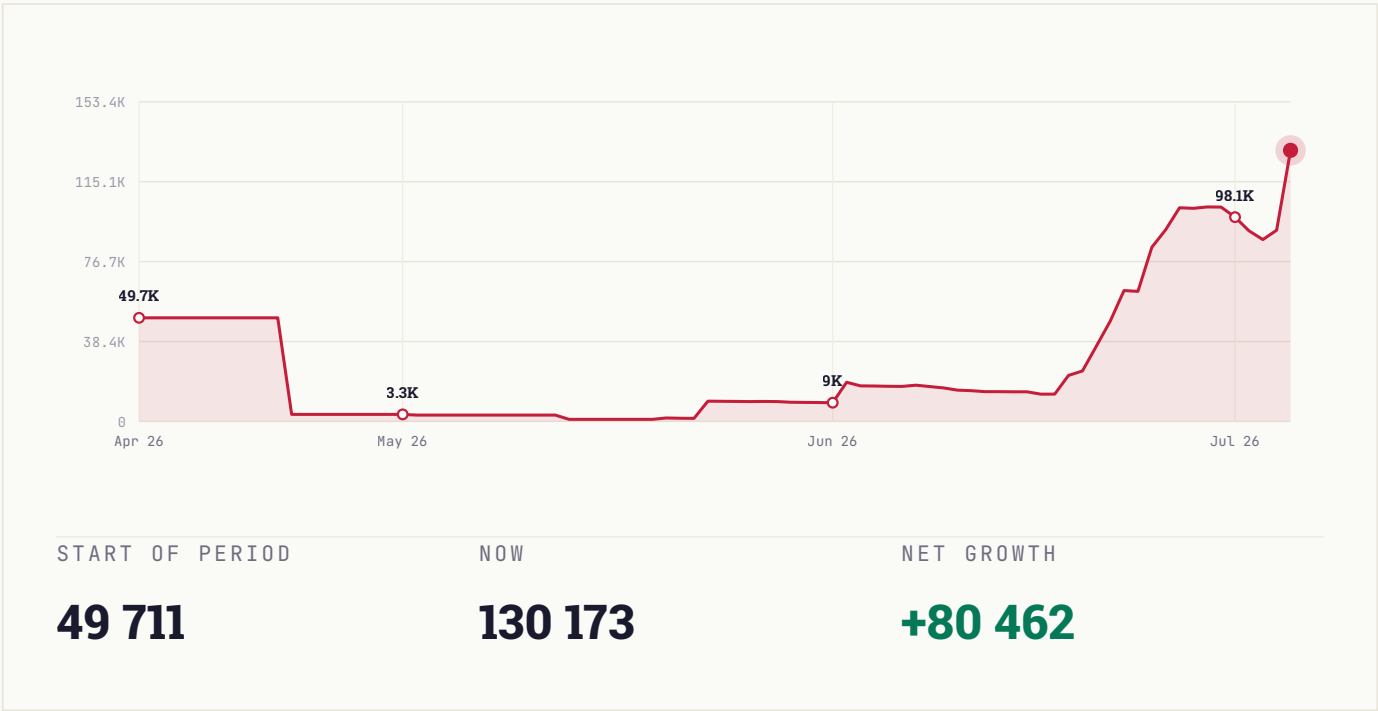
WORST 3

↓ 27.06 • 16:20 PHOTO Former first lady of South Korea Kim Keon-hee sentenced to 7 years in prison for bribery with expensive gifts. According to investigators, it was...	VIEWS 439 REPOSTS — REACTIONS — ER 0.3%
↓ 29.06 • 17:59 TEXT Russian services will disable login via Google and Apple ID from July 6. #finance #money #banks #cash #business #news	VIEWS 421 REPOSTS — REACTIONS — ER 0.3%
↓ 25.06 • 16:25 TEXT Moscow court fined Apple 500,000 rubles for repeated failure to comply with information distribution obligations...	VIEWS 360 REPOSTS — REACTIONS — ER 0.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

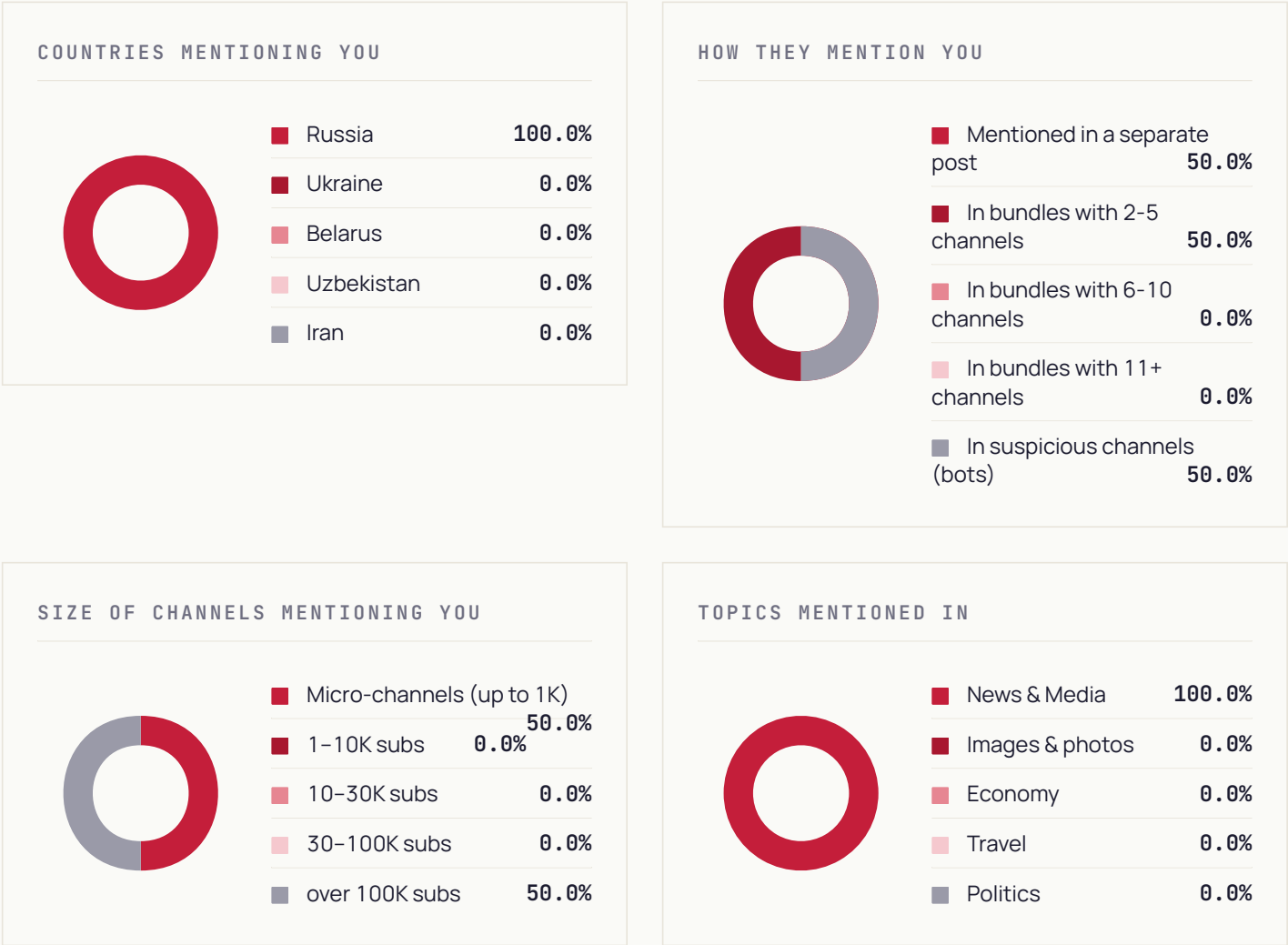
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

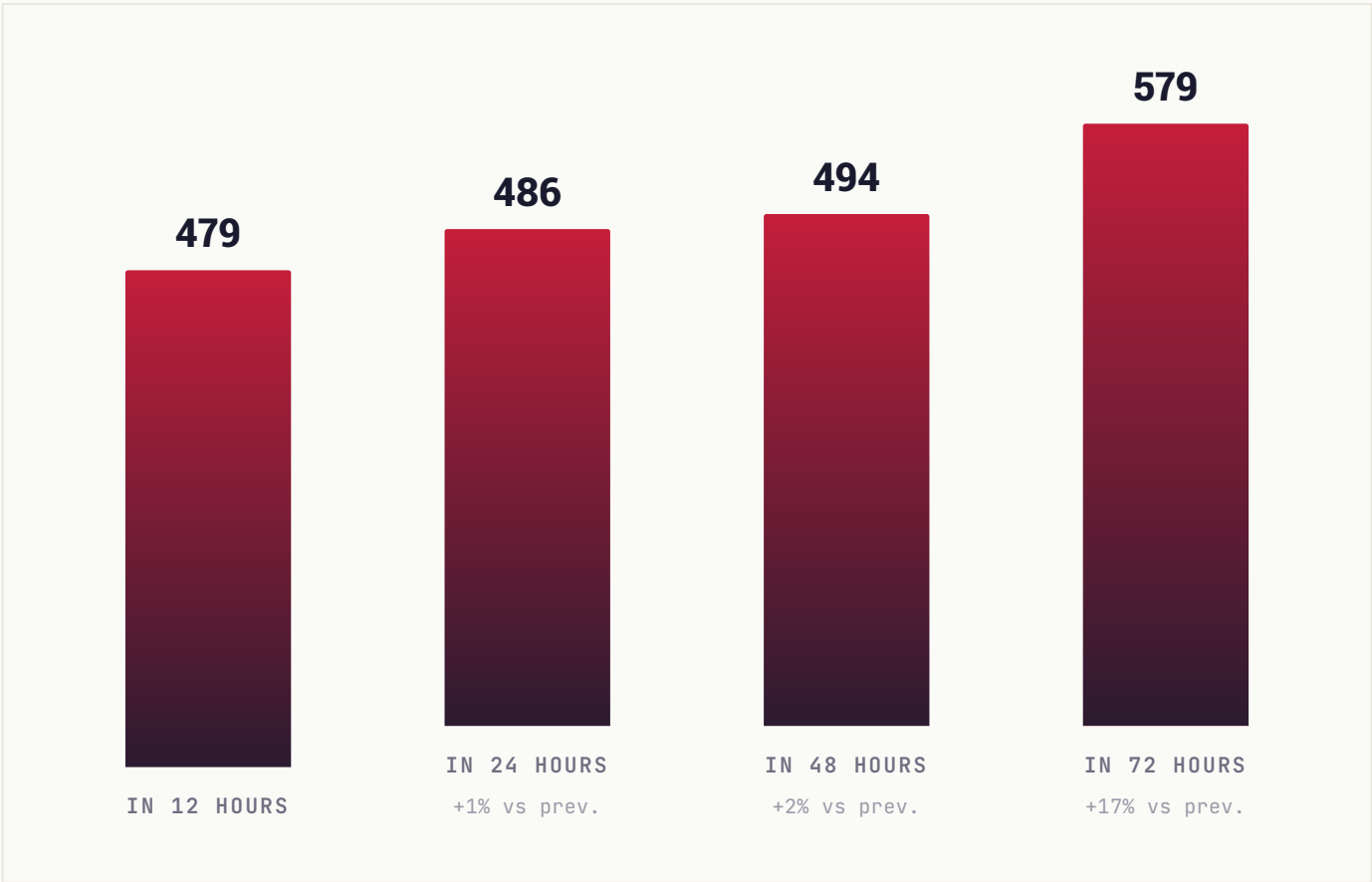
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted – see your rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.3M
TE Topor. Economy.	1.2M
AL Alfa-Bank	1M
BB Ruthless Bankster	997.9K
RE Russian economy	995.6K
MU Multiplier	757K
AL Alfa-Investments	730.6K
SB Sber	712.9K
BCh More than economy	596.4K
OG Olga Gogaladze	587.2K
DI Money Finance YOU	130.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#71 of 99). Niche median – 177.9K subs. First growth KPI – reach median. Leader: The Economist (1.3M).

— SECTION 07 • NICHE COMPARISON

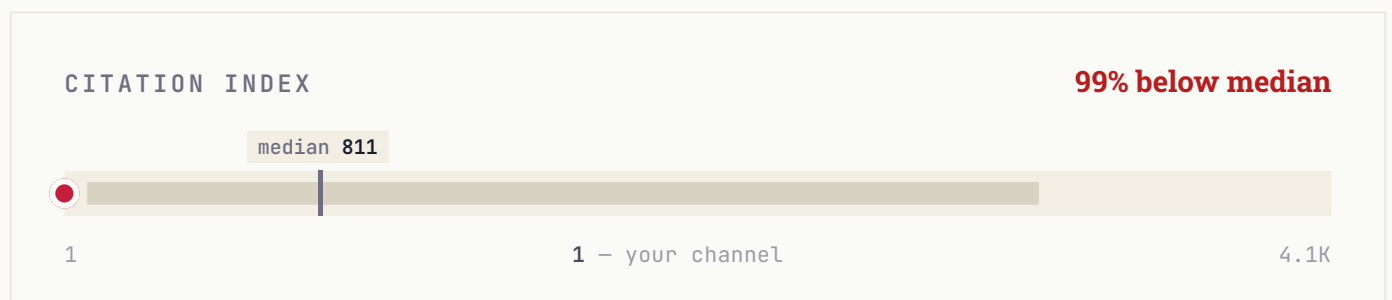
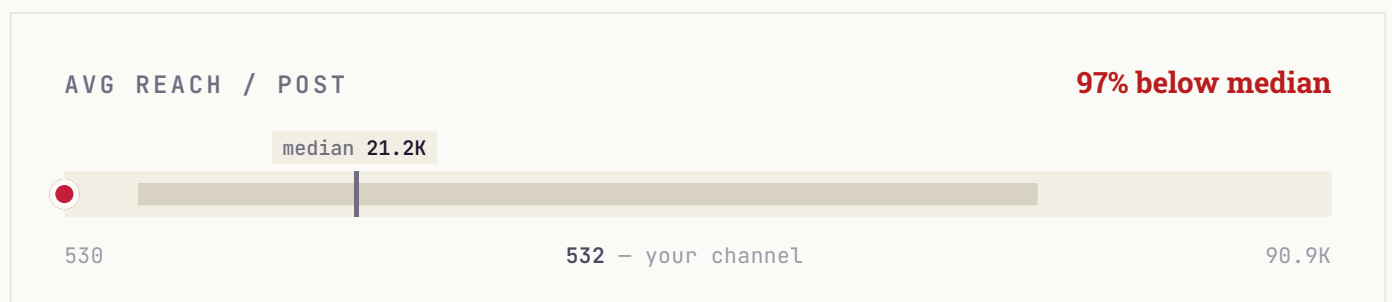
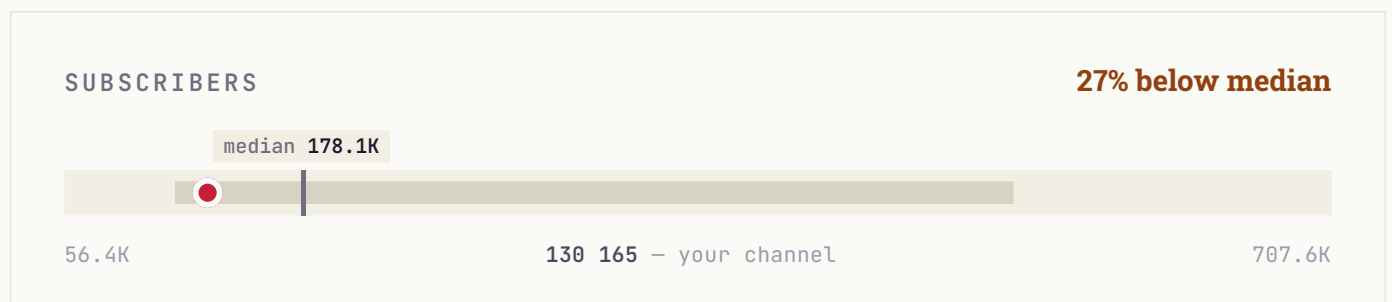
Where the channel stands in its league

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

#71/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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**Increase posting frequency**

Currently 4.6 posts/week. Active channels average 7-10. Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Best post of the week — on Tuesday**

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

EFFECT

**Best window
for an
important post****03****Increase share of video posts**

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better****04****ER below niche benchmark — rethink formats**

Current ER 0.41% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+4.1pp ER**05****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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager