

PROMTPRESS PUBLIC REPORT

Channel audit

Spydell_finance



@spydell_finance

Financial markets, economy, corporate analytics, financial & economic infographics and statistics. Tech and AI. Contact: telegram@spydell.ru spydell.telegram@gmail.com No...

SUBSCRIBERS

131 370

-825 per month

ERR (% SEE POSTS)

16.0%

per day **10.0%**

REACH/POST

20.3K

ad reach **13.2K**/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 131 370 —	 SUBSCRIBER REACH 15.43% avg % of subs see a post	 VIEWS/POST 20.3K median 20K · 29 days	 POSTS/WEEK 20.4 for the period
 7D TREND -9.3% vs prev week	 REACTIONS/POST 257.1 total 22 369 reactions, 8 088 reposts, 2 227 comments	 POST LENGTH 977 chars median 1000 · 29 days	 POSTS ANALYZED 87 29 days
 AD REACH 13.2K 24h avg	 CHURN / MONTH -825 last month	 CITATIONS 1 190 citation index · 3 456 channels mentioned it ever	 CHANNEL AGE 5 years 6 months created 27.11.2020

AI EDITOR SUMMARY

Channel «Spydell_finance» — 131 370 subs. Each post averages 20.3K people (15% from subs), this is average reach — room to grow. Publishes 20 posts per week (~3/day) — regular schedule. For the week of May 25–31, reach dropped by -9.3% to the week of May 18–24 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 87 posts over 29 days.
- 02 Dominant format — Photo (44/87 posts).
- 03 Avg post length — 977 characters (median 1000).
- 04 Peak audience activity — Thu, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (32.4K avg for top vs 15.1K for worst) — among 87 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 19:19 PHOTO Russia's manufacturing held up in April solely due to defense sector Rosstat reports processing grew 3.1% in April...		VIEWS 36 137	REACTIONS 448
		REP. 312	ER 27.5%
Nº2 18.05 · 13:06 TEXT How big tech broke the memory market? Anyone related to computers and IT knows that memory prices have sharply...		VIEWS 32 502	REACTIONS 332
		REP. 297	ER 24.7%
Nº3 16.05 · 04:35 TEXT Trump's visit to China: outcomes Everything Trump touches turns to crap (in terms of efficiency and ROI)...		VIEWS 28 640	REACTIONS 862
		REP. 425	ER 21.8%

Nº4 14.05 · 11:14 PHOTO Oil supply outlook on global market Earlier we reviewed IEA estimates, now OPEC calculations. In...	VIEWS 27 780 REP. 48	REACTIONS 246 ER 21.1%
Nº5 15.05 · 16:15 PHOTO Financial results of Russian banks Russian banks in Q1 2026 posted record net profit – 1235 bln, surpassing the previous...	VIEWS 27 136 REP. 160	REACTIONS 454 ER 20.7%

|

WORST 3

↓ 01.06 · 19:50 TEXT Oracle's record investment cycle Haven't covered Oracle before, but it's a top-5 big tech...	VIEWS 15 414 REP. 45	REACTIONS 168 ER 11.7%
↓ 03.06 · 12:31 PHOTO Arguments for commercial real estate Easing of monetary policy by the Bank of Russia changes capital flows in favor of more...	VIEWS 15 066 REP. 13	REACTIONS 94 ER 11.5%
↓ 02.06 · 12:01 PHOTO How to invest in resort real estate without millions? Tourism business investments are booming – the state is now...	VIEWS 14 683 REP. 27	REACTIONS 101 ER 11.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

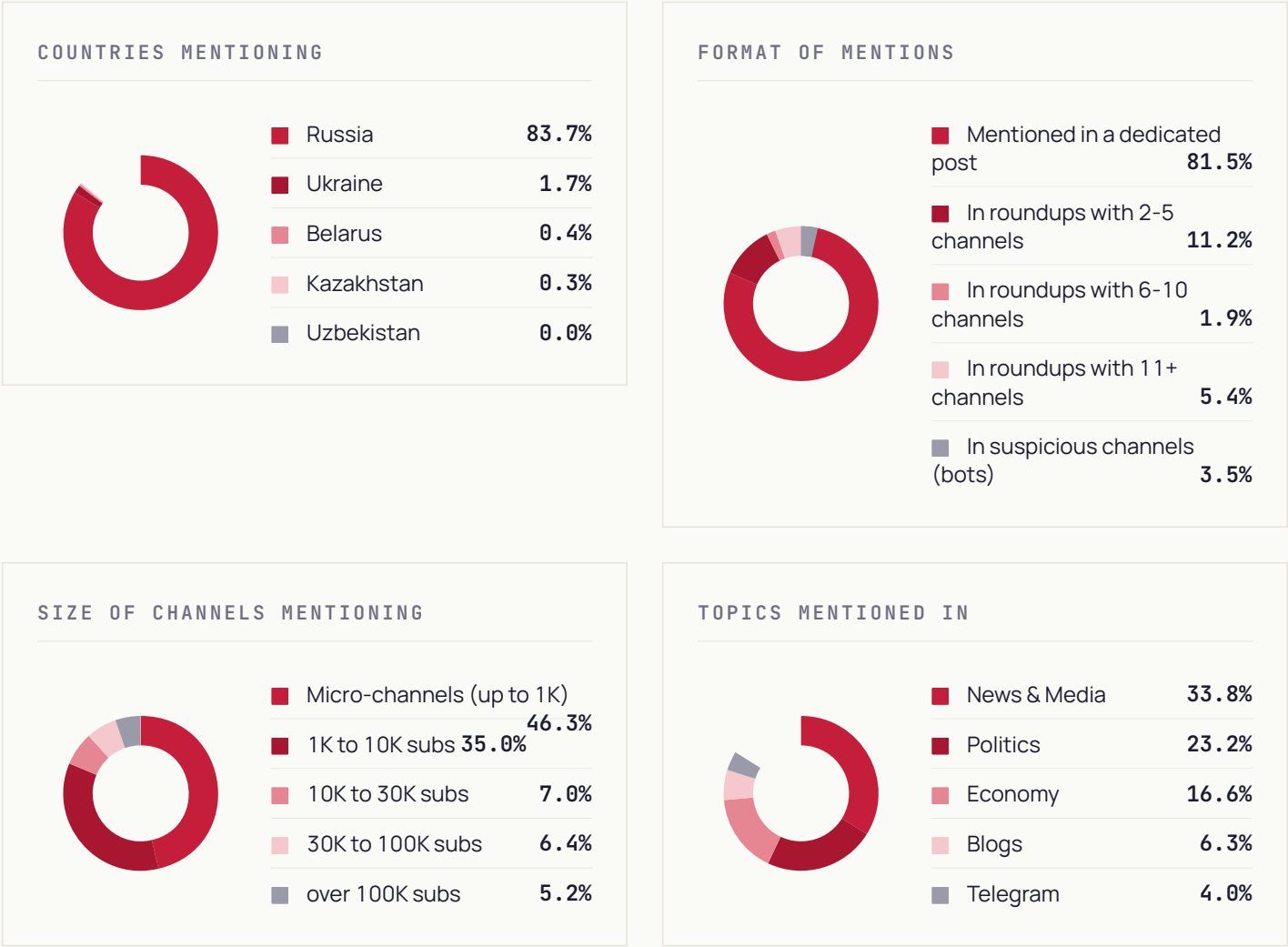
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

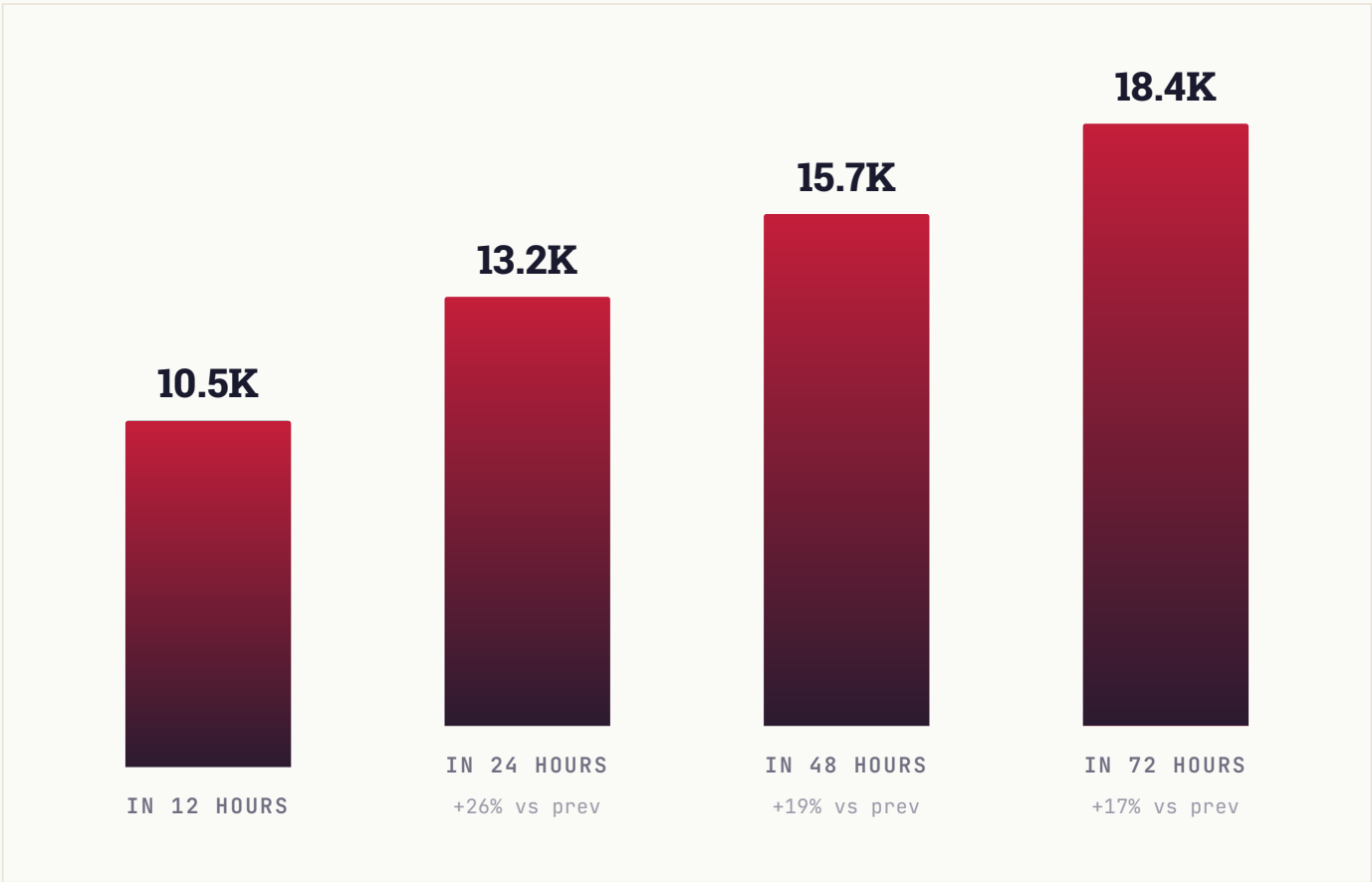
Citation index **1 190** — channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **3 456** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ 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 economy	541.2K
SP Spydell_finance YOU	131.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#71 of 99). Niche median — 182.3K subs. First growth KPI — reach the 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 yours. Over the last **6 months** such mentions were **1 133**, they brought **9 141** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	118	64	240
Nov 2025	154	63	391
Oct 2025	275	159	4 142
Sep 2025	141	76	334
August 2025	174	111	1 505
July 2025	271	108	2 529

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 133	6	9 141

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

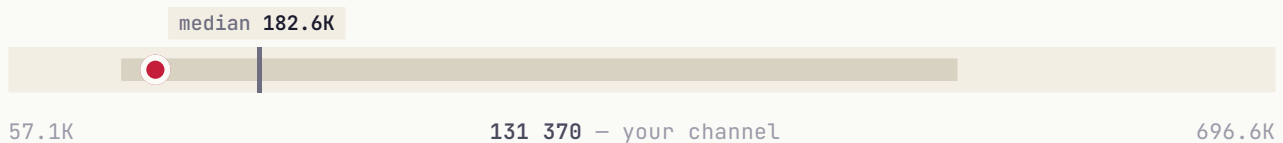
Took top-**100** channels in category «**Economy**» (Russia) and compared your channel to them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#71/100

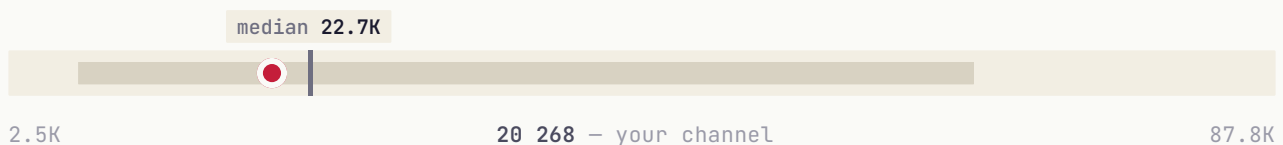
RANK IN NICHE

Channel in the bottom half of the ranking

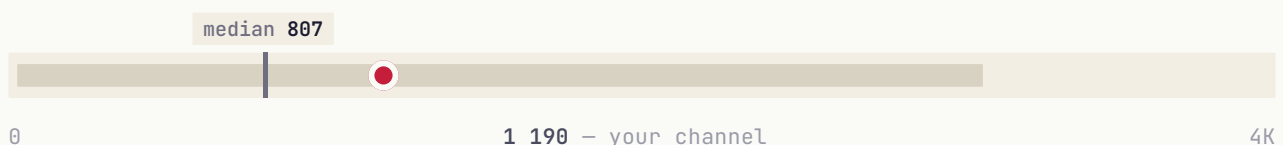
SUBSCRIBERS

worse than median by 28%


AVG REACH / POST

worse than median by 11%


CITATION INDEX

better than 56% of niche


— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 22:00 MSK.

EFFECT

Best time to post

02

Increase video post share

Video in Telegram holds audience longer and is favored by the 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want 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
