

PROMTPRESS PUBLIC REPORT

Channel audit

Station Financial



@stationfinan

Stop here to catch top financial news. Questions: @roman09_11
@Spiral_Miya @NM_media RKN: <https://clck.ru/3SKz89>

SUBSCRIBERS

41 674

-10301 per month

ERR (% SEE POSTS)

55.0%

per day **38.1%**

REACH/POST

22.5K

ad reach **16K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 41 674 —	 SUBS REACH 53.9% avg % subs see post	 VIEWS/POST 22.5K median 23K · 29 days	 POSTS/WEEK 9.0 for the period
 7D TREND -10.2% vs previous week	 REACTIONS/POST 221.9 total 8,434 reactions, 70 reposts, 0 comments	 POST LENGTH 227 chars median 200 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 16K 24h avg	 CHURN / MONTH -10301 for the last month	 CITATION RATE 3 citation index · 438 channels mentioned all time	 CHANNEL AGE 1 year 5 months created 05.02.2025

AI EDITOR SUMMARY

Channel «Station Financial» – 41 674 subs. Each post averages 22.5K people (54% of subs), wide reach for a channel this size. Publishes 9 posts/week (~1/day) – regular schedule. Week of Jun 22–28 reach dropped -10.2% to the week of June 15–21 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **38** posts in 29 days.
- 02 Dominant format – **Photo** (22/38 posts).
- 03 Avg post length – **227** chars (median 200).
- 04 Peak audience activity – **Wednesday**, 09:00 MSK.
- 05 Top posts get **1x** more views than the weakest (25.5K avg for top vs 20.8K for worst) – among 38 posts in 29 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 18.06 · 18:11 PHOTO Central Bank raised USD rate above ₴73 Official exchange rates for Friday, June 19: ▲ USD – ₴73.36 (+₴0.61); ▲ EUR – ₴85.03 (+₴0.69); ▲ CNY – ...	VIEWS 25 772 REPOSTS 1	REACTIONS 197 ER 61.8%
Nº2 17.06 · 06:54 TEXT Moscow residents' salaries rose to 219,600 rubles, – Rosstat calculated In March it was 188,978 rubles, 30,000 rubles less...	VIEWS 25 476 REPOSTS 1	REACTIONS 256 ER 61.1%
Nº3 15.06 · 21:14 PHOTO Anonymous gambler bet \$400K (29M rubles) that Spain won't win their first match at 2026 World Cup vs Cape Verde. Game...	VIEWS 25 342 REPOSTS 4	REACTIONS 225 ER 60.8%

Nº4 16.06 · 17:51 PHOTO Secondary housing in Russia is rapidly rising in price: in May, prices increased in 11 of 16 largest cities. In six of them, growth...	VIEWS 25 325 REPOSTS 1	REACTIONS 226 ER 60.8%
Nº5 15.06 · 16:51 PHOTO Oil plunges nearly 11% on news of Iran-US peace deal.	VIEWS 25 169 REPOSTS 1	REACTIONS 220 ER 60.4%

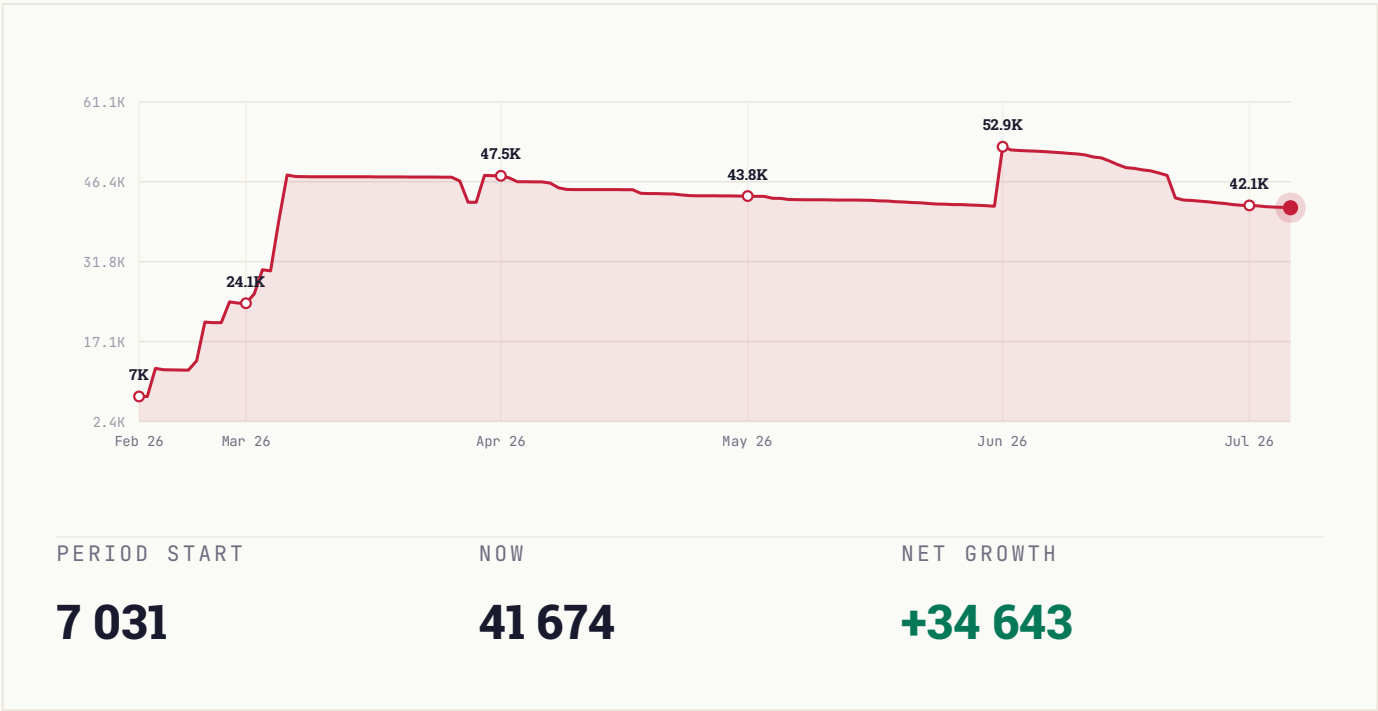
WORST 3

↓ 28.06 · 19:24 TEXT Fuel shortage in Russia is not critical, – Putin	VIEWS 20 915 REPOSTS 3	REACTIONS 230 ER 50.2%
↓ 28.06 · 13:35 TEXT A schoolgirl from Moscow scored 500 points on the Unified State Exam for the first time in history. Ekaterina Malkova got max in Russian, specialized...	VIEWS 20 857 REPOSTS 1	REACTIONS 184 ER 50.0%
↓ 03.07 · 08:46 PHOTO State Duma demanded unblocking Telegram, sending appeal to Ministry of Digital. Deputy Vladimir Isakov noted rise in crimes with...	VIEWS 20 562 REPOSTS 1	REACTIONS 254 ER 49.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

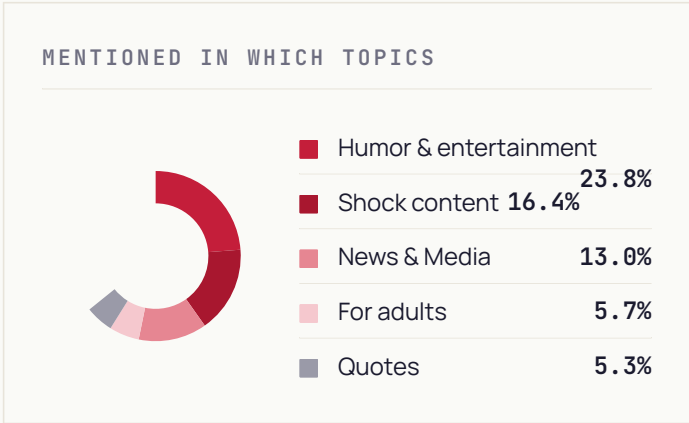
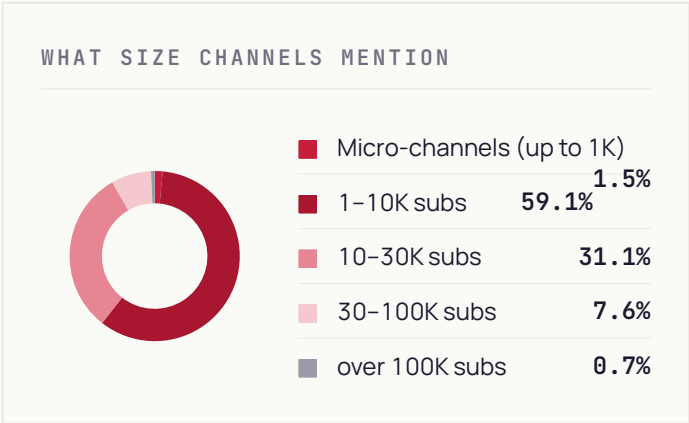
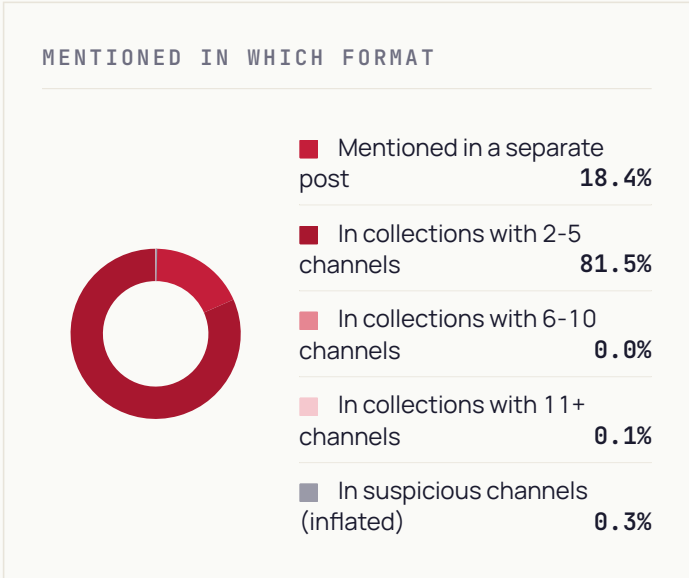
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

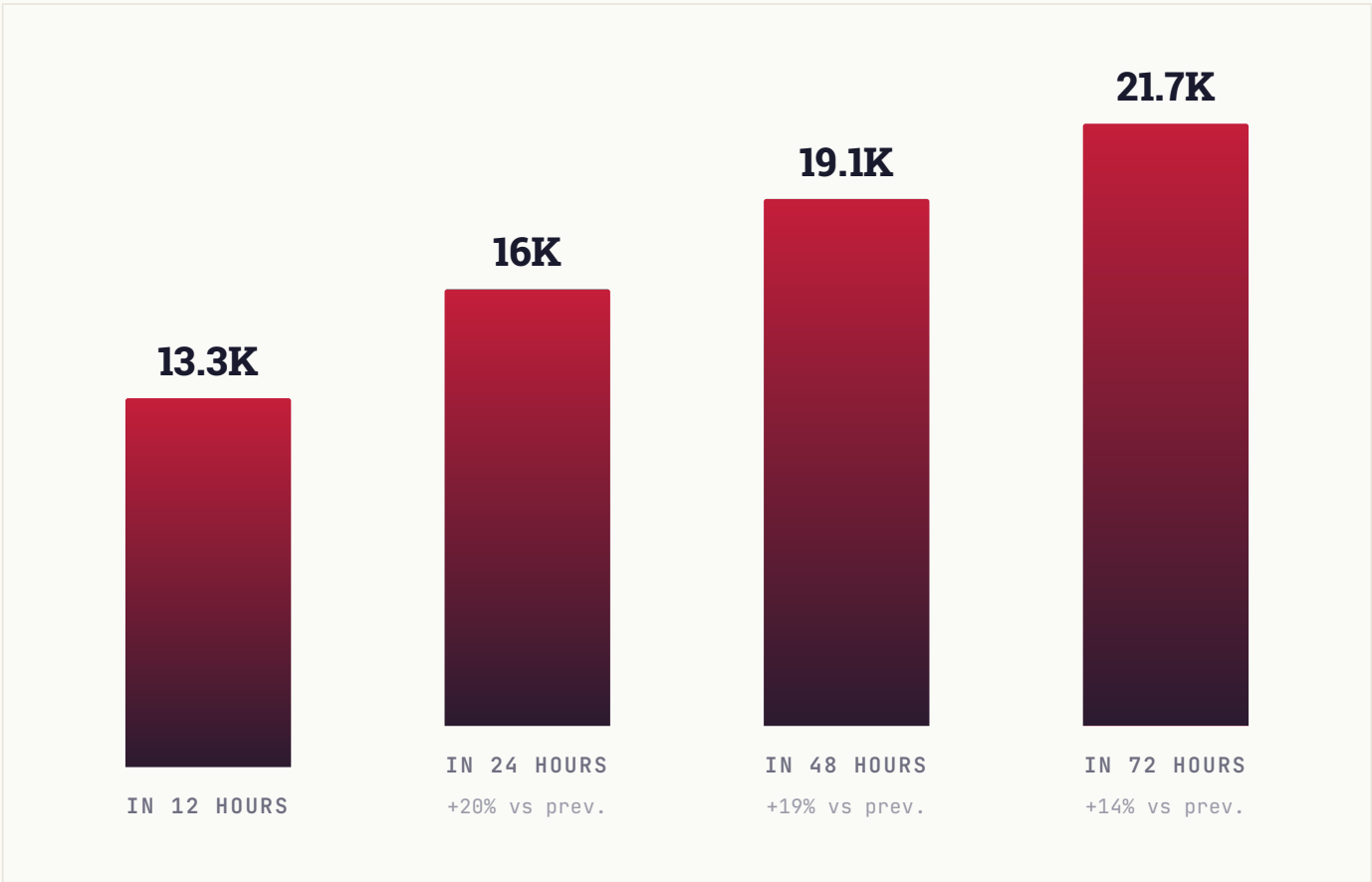
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **438** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



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
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CN Books for a million business blog	864.8K
RII Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
SF Station Financial YOU	41.7K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 through systematic traffic and content work.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	41,674	165.3K	75% below median
AVG REACH / POST	22,464	13.8K	better than 68% of niche
CITATION INDEX	3	133	98% below median

SUBSCRIBERS 75% below median

median 165.3K

49.7K 41 674 – your channel 585.5K

AVG REACH / POST better than 68% of niche

median 13.8K

2 22 464 – your channel 42.1K

CITATION INDEX 98% below median

median 133

0 3 – your channel 1.2K

— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Wednesday
Audience is most active on this day at 09:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
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). PromptPress picks 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 — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts with similar channels quarterly. 2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in 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 ads in Telegram** <https://panel.promptpress.com/register>

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