

PUBLIC PROMTPRESS REPORT

Channel audit

Russian Wall Street



@streetwall

Main agenda on Russian economy and business. Insights, breaking news and numbers. Collaboration: @nikmazel Registration in RKN: <https://rkn.link/uzA>

SUBSCRIBERS

360 474

-14483 per month

ERR (% SEE POSTS)

7.0%

per day 5.9%

REACH/POST

24.5K

ad reach 21.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 360 474 —	 SUBS REACH 6.81% avg % of subs see post	 VIEWS/POST 24.5K median 24.2K · 26 days	 POSTS/DAY 33.9 ~237 per week
 7D TREND -4.7% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 235 chars. median 202 · 26 days	 POSTS ANALYZED 890 26 days
 AD REACH 21.3K 24h avg	 CHURN / MONTH -14483 last month	 CITATIONS 3 056 citation index · 4,250 channels mentioned ever	 CHANNEL AGE 2 years 9 months created 03.10.2023

AI EDITOR SUMMARY

Channel «Russian Wall Street» — 360 474 subs. Each post averages 24.5K people (7% of subs), reach is low — consider expanding audience. Publishes 237 posts/week (~34/day) — very active. For week Jun 29 – Jul 5, reach stable (-4.7% vs week Jun 22–28).

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 **890** posts in 26 days.
- 02 Dominant format – **Text** (439/890 posts).
- 03 Avg post length – **235** chars (median 202).
- 04 Peak audience activity – **Monday**, 01:00 MSK.
- 05 Top posts get **3x** more views than the weakest (61.6K avg top vs 19.7K worst) – across 890 posts in 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 09:14 PHOTO In Perm officials reported snow removal in late June when it had already melted. A local resident had complained about snowdrifts in winter...	VIEWS 84 184 REPOSTS 346	REACTIONS — ER 23.4%
Nº2 09.07 · 12:05 TEXT Four scenarios for Russia after the end of the SMO named by billionaire, founder of Eurochem and SUEK Andrey Melnichenko to The...	VIEWS 52 977 REPOSTS 1 013	REACTIONS — ER 14.7%
Nº3 08.07 · 10:30 VIDEO A typical Russian official's fence found on Rublyovka. @streetwall	VIEWS 47 639 REPOSTS 951	REACTIONS — ER 13.2%

Nº4

06.07 • 08:57

VIDEO

Gas dispensing by license plates at Orel gas stations worked. There are almost no queues at gas stations in the city and region, although the fuel itself...

VIEWS

45 345

REACTIONS

—

REPOSTS

454

ER

12.6%

Nº5

21.06 • 18:31

PHOTO

In Moscow they figured out how to sell a slice of bread with sausage for 650 rubles. @streetwall

VIEWS

45 038

REACTIONS

—

REPOSTS

631

ER

12.5%

WORST 3

↓ 10.07 • 08:01 PHOTO

💡 Eight ideas for a market rebound. Which companies to watch? Right now many companies trade significantly below their recent...

VIEWS

19 972

REACTIONS

—

REPOSTS

15

ER

5.5%

↓ 10.07 • 08:12 TEXT

Russians rush to buy fuel additives after Euro-5 standard return, Izvestia reports. Sales up 10–30%. Improve...

VIEWS

19 762

REACTIONS

—

REPOSTS

110

ER

5.5%

↓ 10.07 • 08:32 TEXT

Russians being moved to remote work due to gas shortage. Novosibirsk authorities already recommended this to companies. In the region...

VIEWS

19 396

REACTIONS

—

REPOSTS

110

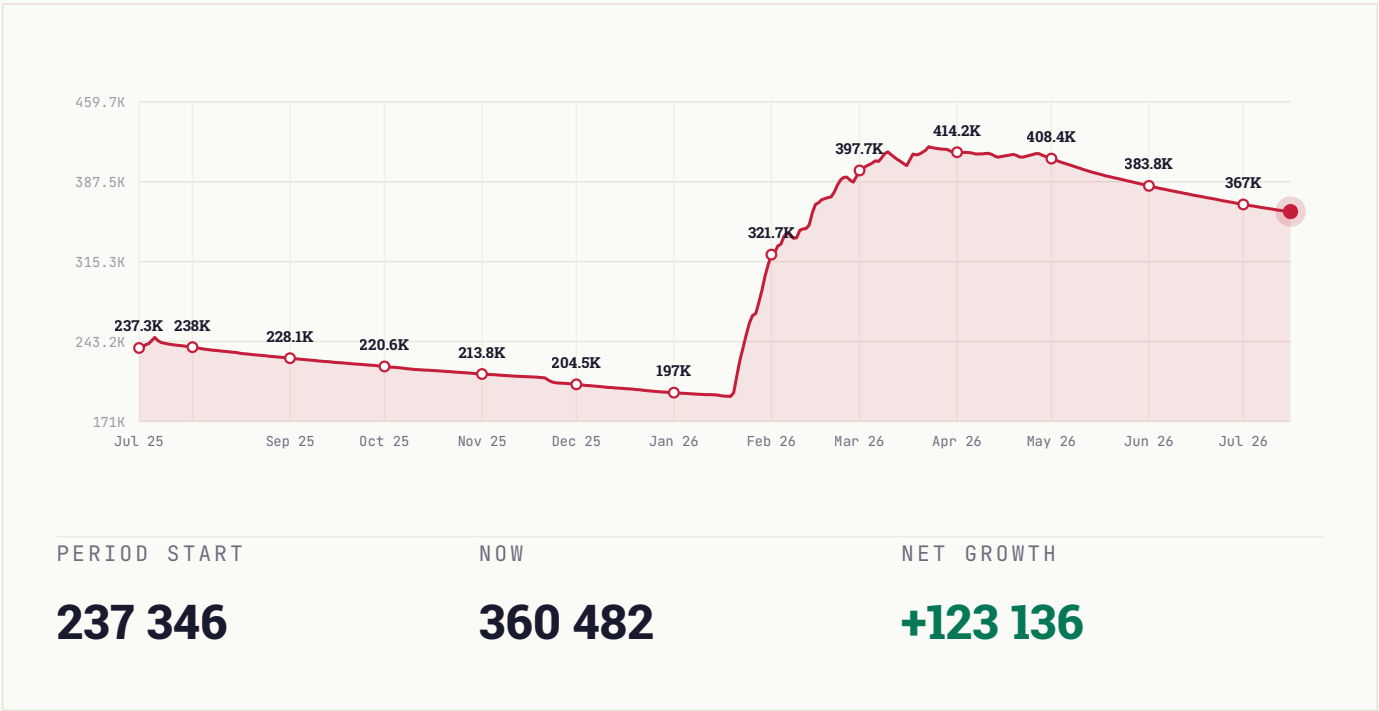
ER

5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

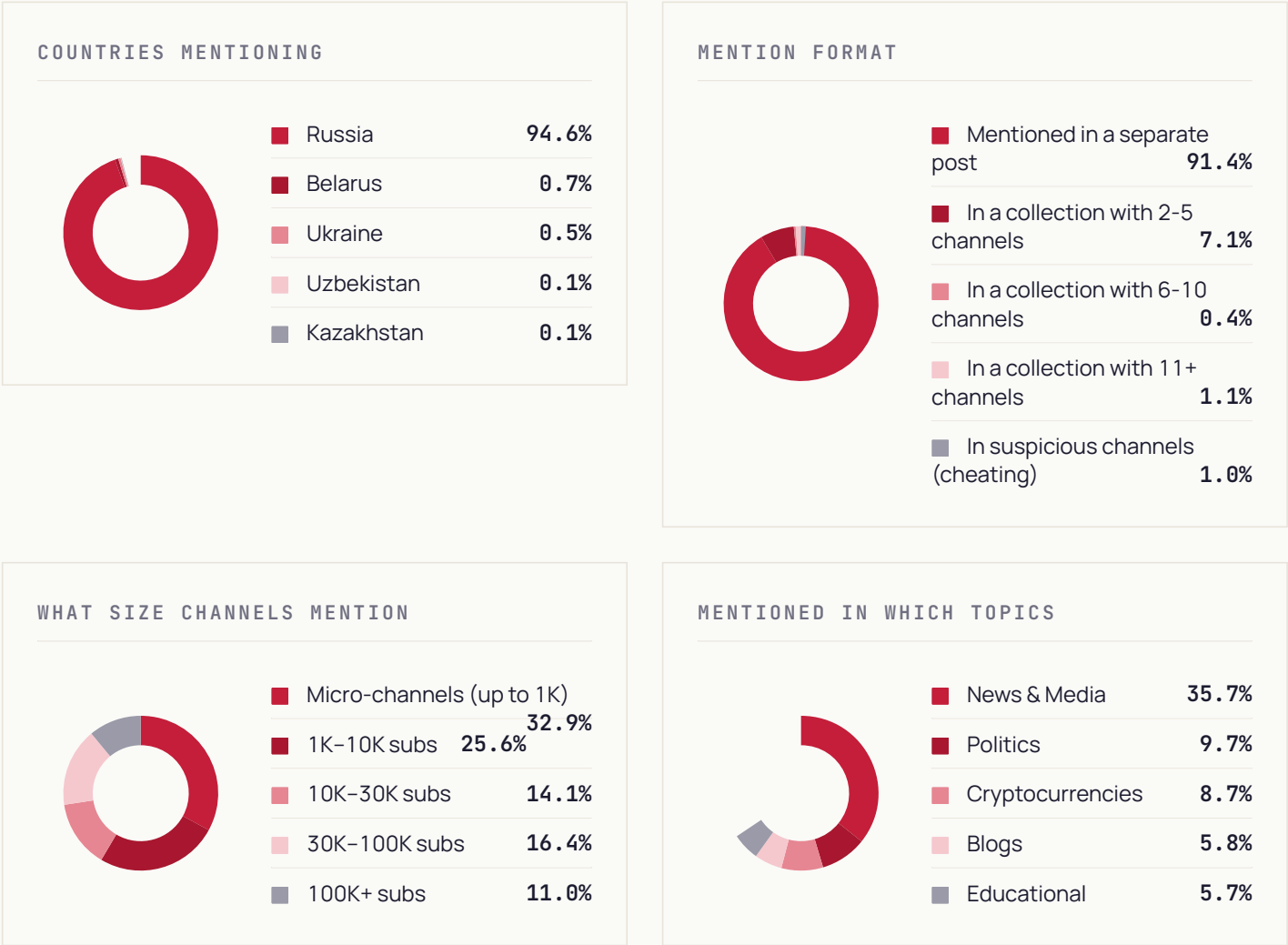
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

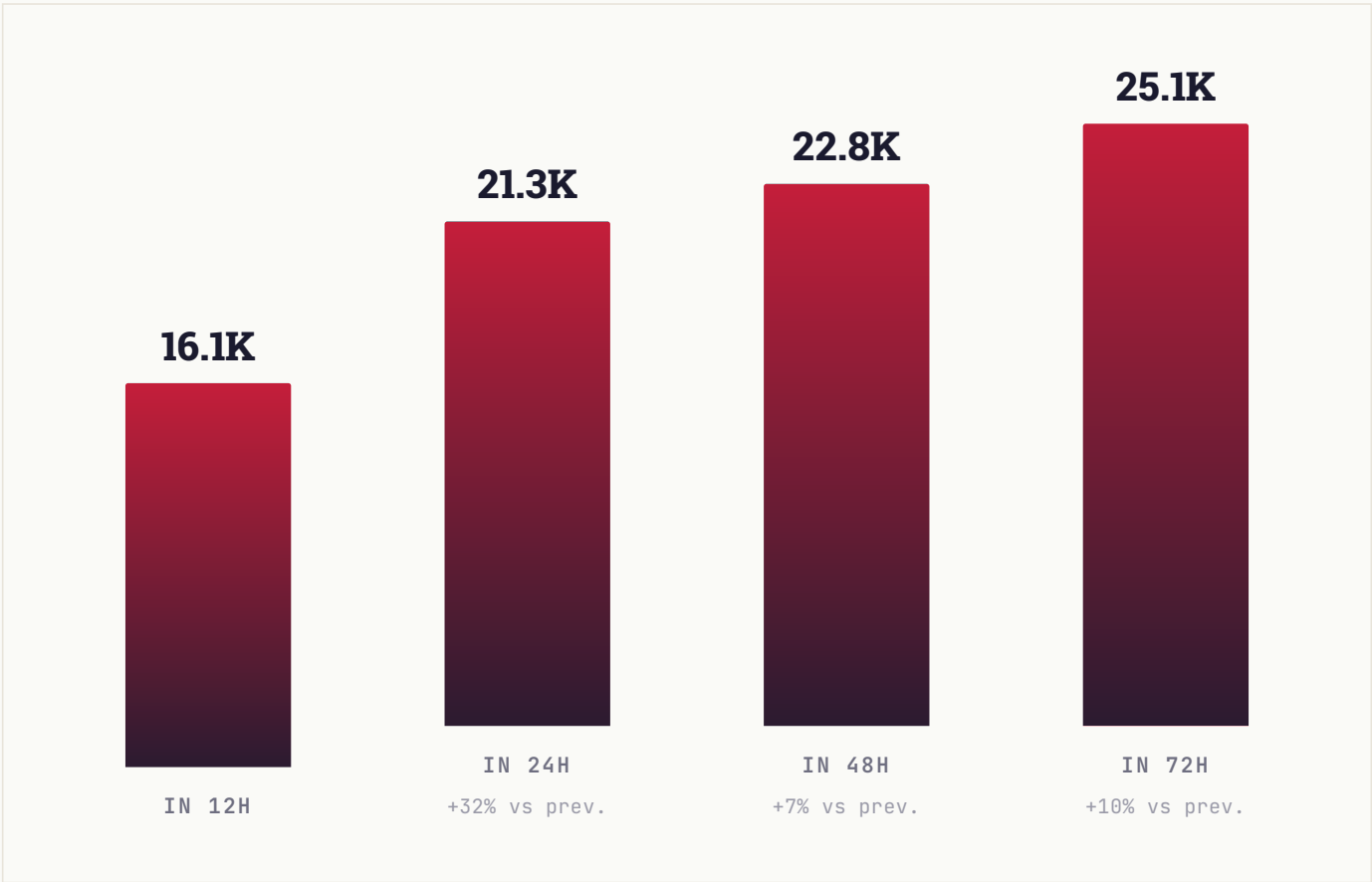
Citation index **3 056** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **4 250** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
RU Russian Wall Street YOU	360.5K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

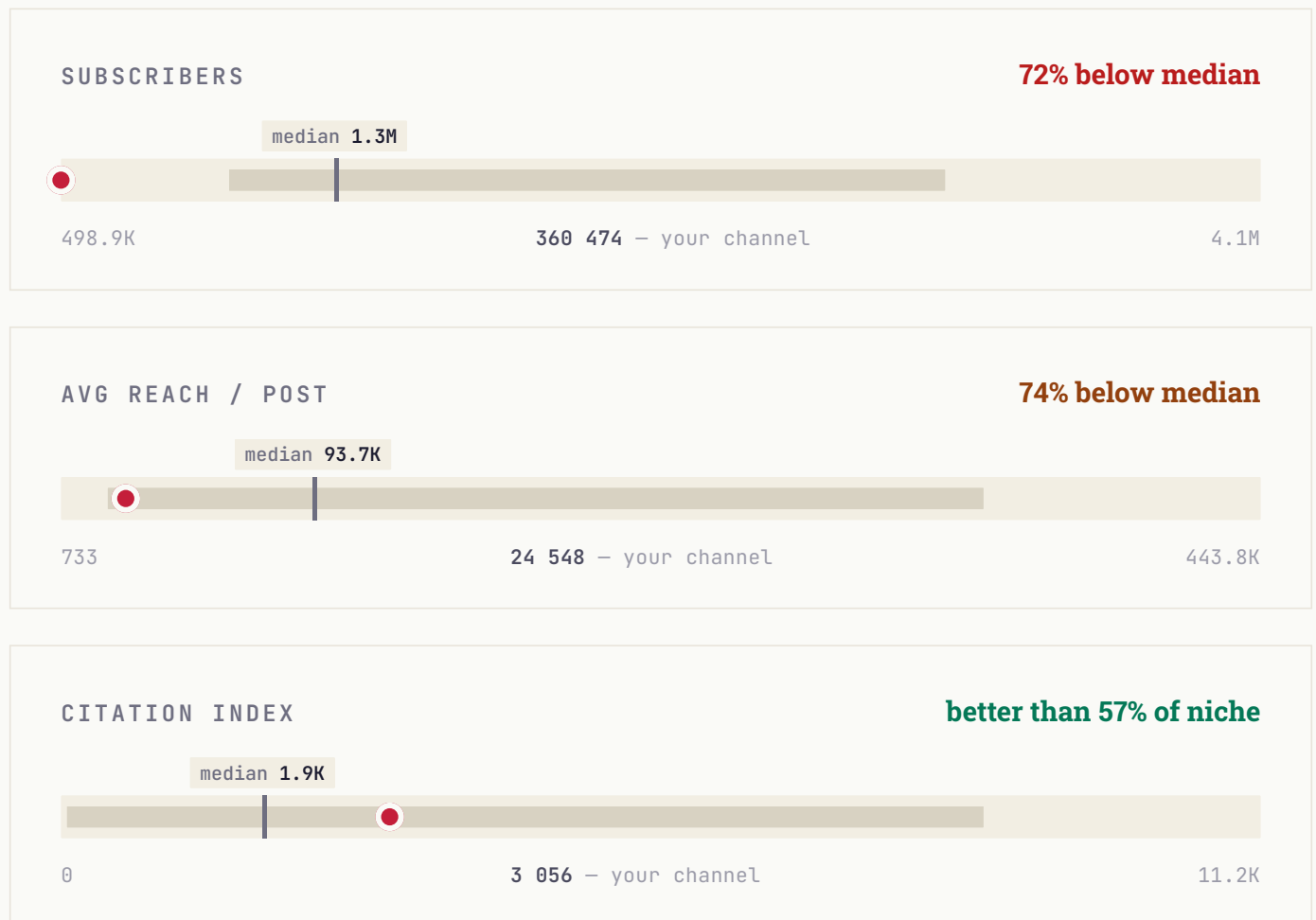
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 494**, they brought **119 177** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	167	97	119 177	
December 2025	273	108	0	
Nov 2025	265	104	0	
Oct 2025	246	122	0	
September 2025	221	89	0	
August 2025	322	92	0	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBSCRIBERS
1 494		6		119 177

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.



— 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

Top post of the week — on Monday

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window
for an
important post**

02

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.**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — 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 ad in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager