

— PROMTPRESS PUBLIC REPORT

Channel audit

Sovereign economy



@suverenka

How Russian economy survived and will thrive Editorial:

@suveren_news Partnerships: @suverenka_rek

SUBSCRIBERS

115 964

-869 per month

ERR (% SEE POSTS)

49.0%

daily **20.0%**

REACH/POST

55.4K

ad reach **23.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 115 964 —	 SUBSCRIBER REACH 47.79% avg % subs see post	 VIEWS/POST 55.4K median 38.9K · 29 days	 POSTS/DAY 18.0 ~126 per week
 7D TREND +7.9% vs prev week	 REACTIONS/POST 274.4 total 147,880 reactions, 163,081 reposts, 0 comments	 POST LENGTH 782 chars median 921 · 29 days	 POSTS ANALYZED 539 29 days
 AD REACH 23.3K 24h avg	 CHURN / MONTH -869 last month	 CITATION RATE 1 007 citation index · 3,219 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 26.09.2022

AI EDITOR SUMMARY

Channel 'Sovereign Economy' – 115 964 subs. Each post averages 55.4K people (48% of subs), wide reach for a channel this size. Publishes 126 posts/week (~18/day) – very active. Week 25–31 May reach up +7.9% vs week 18–24 May – positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **539** posts in 29 days.
- 02 Dominant format – **Text** (386/539 posts).
- 03 Avg post length – **782** chars (median 921).
- 04 Audience peak – **Tuesday**, 10:00 MSK.
- 05 Top posts get the most **93x** more views than the weakest (552K avg top vs 5.9K worst) – among 539 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº115.05 · 07:44 PHOTO NewsNew Development Bank BRICS hits the limits of a cautious growth model Director of Strategy at Finam IC Yaroslav Kabakov in an author's...	VIEWS	REACTIONS
	559 600	238
	REPOSTS	ER
	213	482.6%
Nº213.05 · 07:31 PHOTO NewsA bit of stability and predictability amid geopolitical 'black swans' – what Trump and Xi Jinping want from...	VIEWS	REACTIONS
	548 503	214
	REPOSTS	ER
	1 141	473.0%
Nº314.05 · 07:30 PHOTO NewsOil market in the midst of the Hormuz crisis – how shortages are avoided and where the limits of strength lie Chief Director for...	VIEWS	REACTIONS
	547 936	231
	REPOSTS	ER
	207	472.5%

Nº4 26.05 · 07:31 PHOTO What will happen to the exchange rate this summer Analyst at Finam FG Alexander Potavin in an author's column specially for "Sovereign Economy": In...	VIEWS 522 112 REPOSTS 2 315	REACTIONS 354 ER 450.2%
Nº5 18.05 · 07:44 PHOTO "Profit becomes the last thing": what price will the economy pay for income growth Deputy General Director...	VIEWS 480 189 REPOSTS 984	REACTIONS 253 ER 414.1%

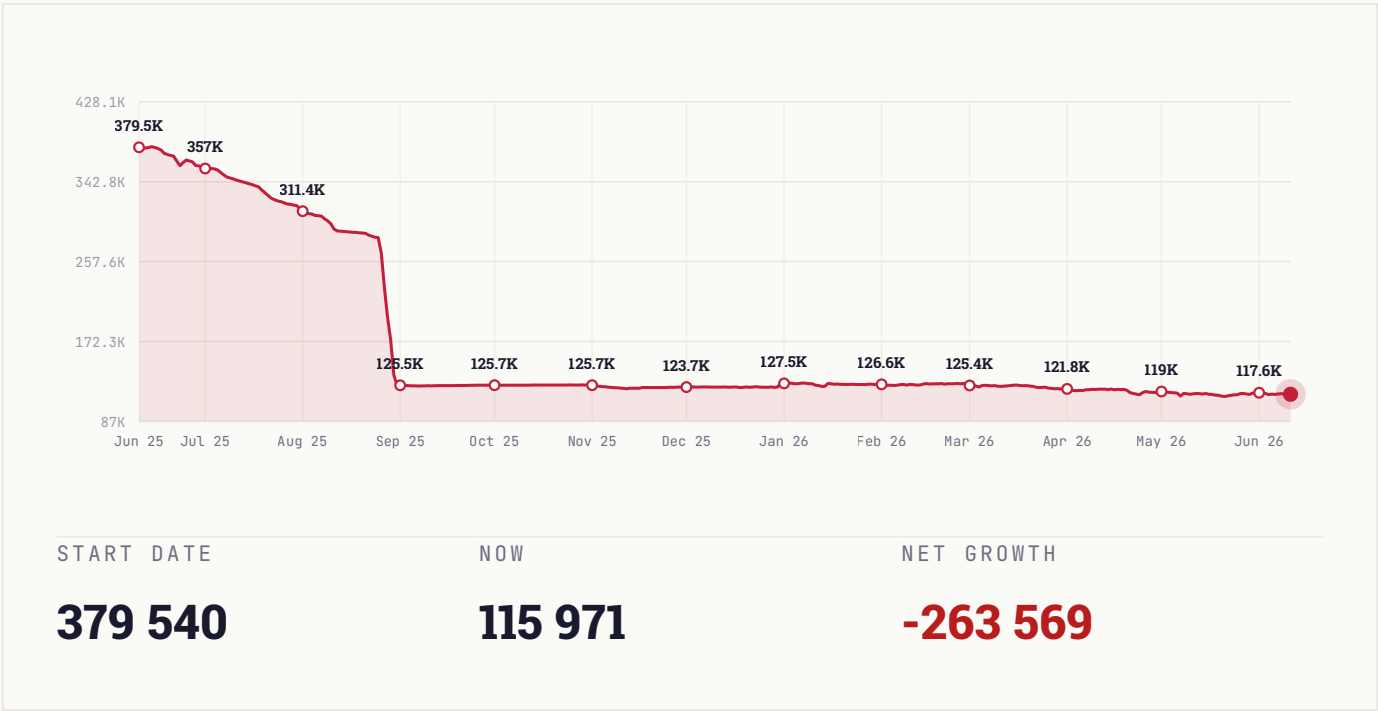
WORST 3

↓ 21.05 · 13:05 TEXT Crypto trading on Moscow Exchange could be tested as early as summer The Moscow Exchange may launch test crypto trading in early summer 2026...	VIEWS 6 628 REPOSTS 9	REACTIONS 332 ER 5.7%
↓ 06.06 · 09:45 VIDEO Ozon expands logistics — small-town residents get easier deliveries Ozon continues to actively develop logistics so that residents...	VIEWS 6 382 REPOSTS 129	REACTIONS 311 ER 5.5%
↓ 22.05 · 11:39 VIDEO Bank of Russia 'shocked' by real estate prices in Russia Housing costs overheated amid surging demand and subsidized...	VIEWS 4 819 REPOSTS 26	REACTIONS 301 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

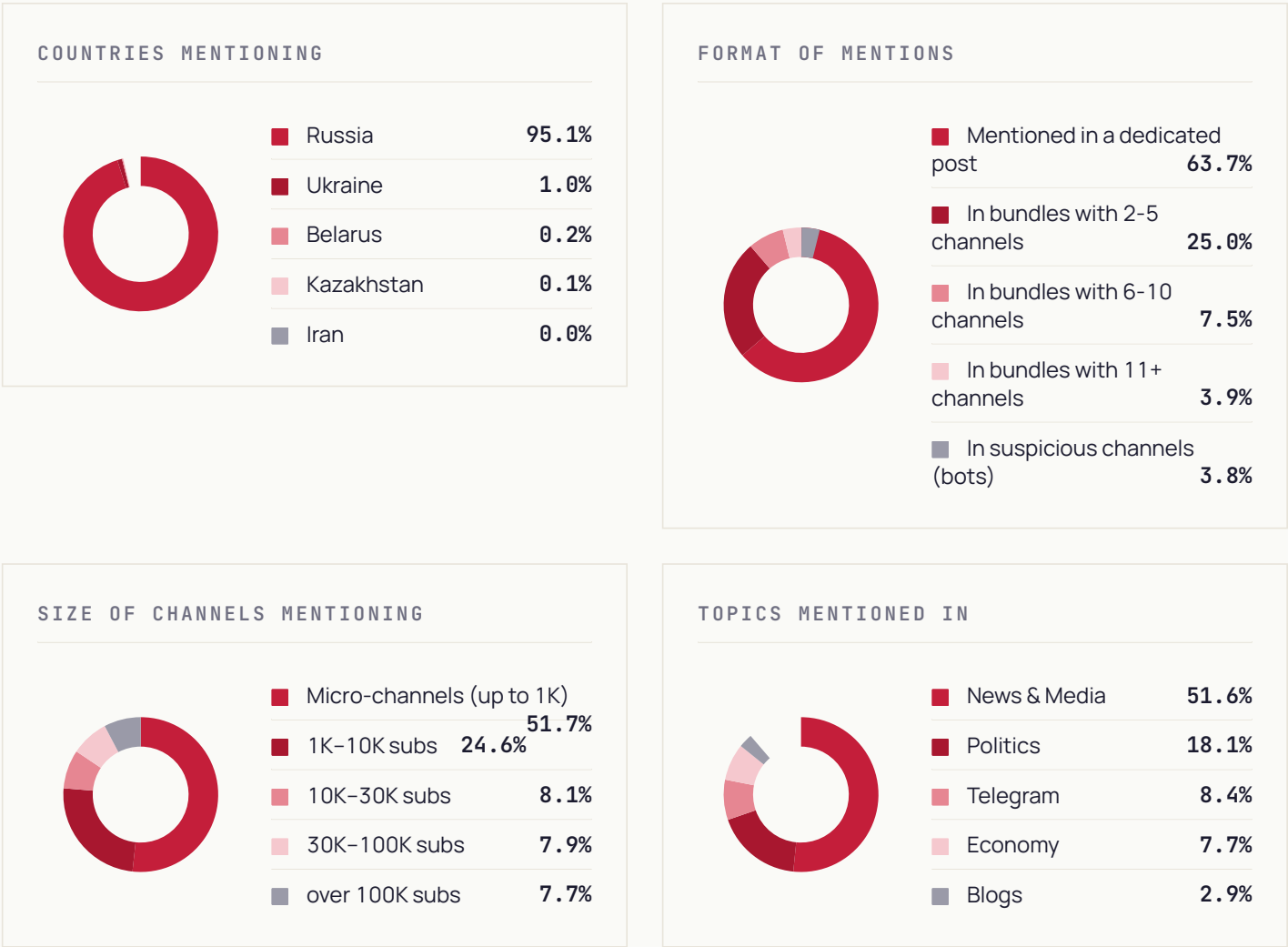
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

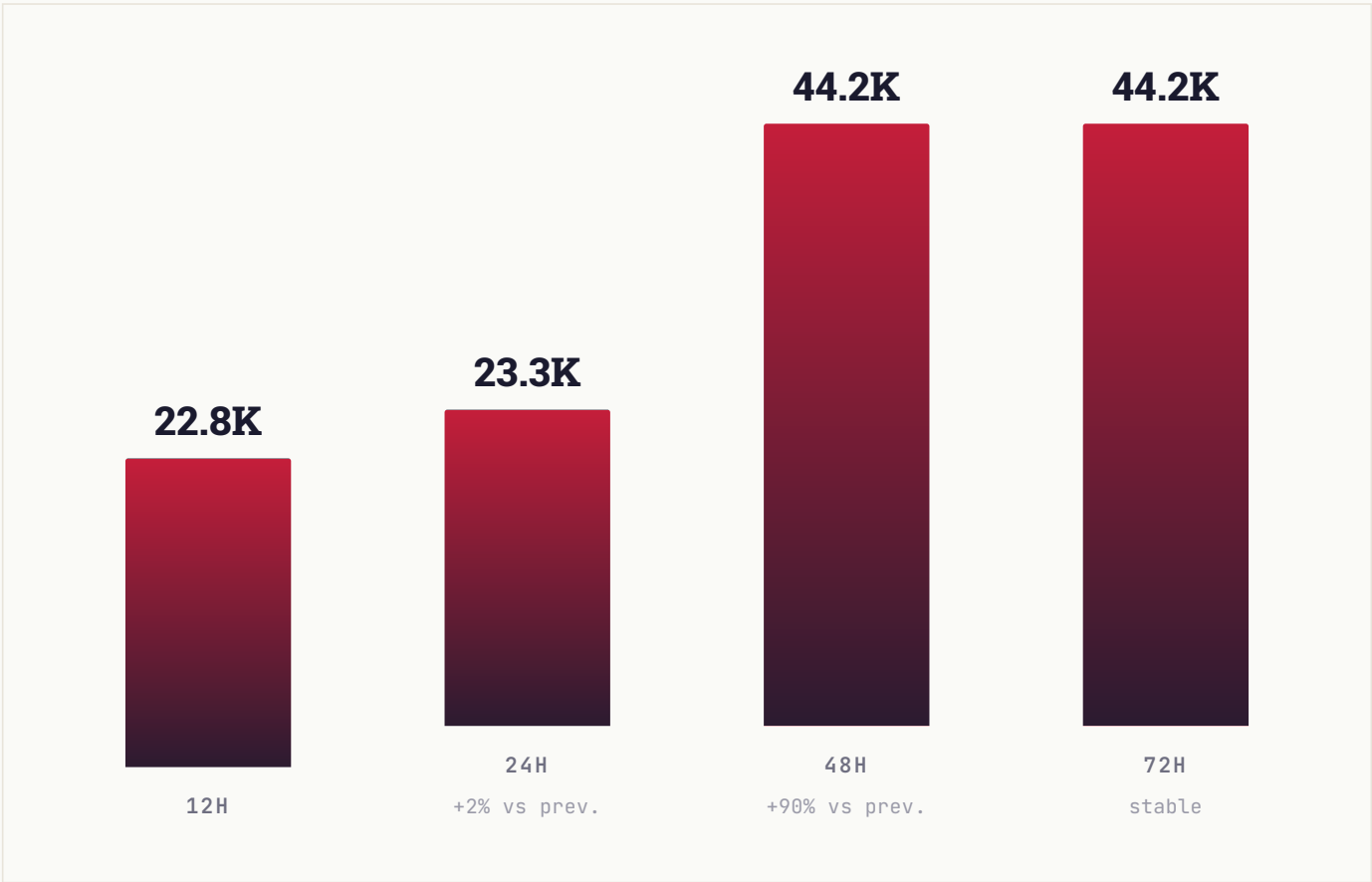
Citation index **1 007** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **3 219** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TE 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than economy	541.2K
SE Sovereign economy YOU	116K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#88 of 99). Niche median — 182.3K subs. First growth KPI — reach 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 **2 687**, they brought **11 155** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	387	178	7 044	
Nov 2025	312	167	1 980	
Oct 2025	531	175	673	
September 2025	656	243	1 263	
August 2025	431	202	0	
July 2025	370	171	195	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
2 687	6	11 155

SECTION 08 · NICHE COMPARISON

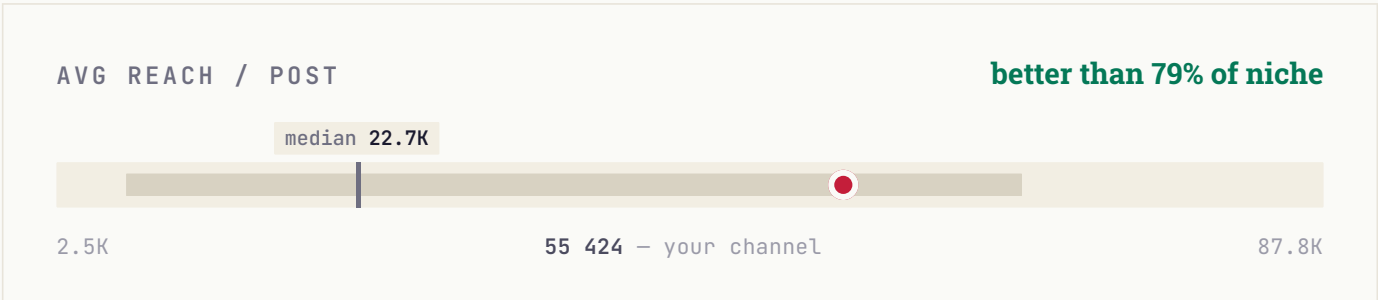
Where the channel stands in its league

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.

#88/100

RANK IN NICHE

Channel in the bottom half of the ranking



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

EFFECT
Best window for a key post

02

Increase share of video posts
 Video in Telegram holds audience longer and is better processed by the algorithm. We recommend a share of 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 poll per week on a hot topic is an easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager