

PROMTPRESS PUBLIC REPORT

Channel audit

Black Swan



@swaneconomy

Author's take on geo-economics by a foreign trade specialist Ads:
@economicswan Other: @maynardkeynes Main chat:...

SUBSCRIBERS

136 062

+2741 per month

ERR (% SEE POSTS)

20.0%

per day 9.9%

REACH/POST

27.1K

ad reach 13.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 136 062 —	 SUBS REACH 19.9% avg % subs see post	 VIEWS/POST 27.1K median 19.6K · 29 days	 POSTS/WEEK 25.5 over period
 7D TREND +3.5% vs prev week	 REACTIONS/POST 346.3 total 37,052 reactions, 9,882 reposts, 7,467 comments	 POST LENGTH 900 chars median 1000 · 29 days	 POSTS ANALYZED 107 29 days
 AD REACH 13.5K 24h avg	 CHURN / MONTH +2741 last month	 CITATION RATE 594 citation index · 1,582 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Black Swan» — 136 062 subs. Each post averages 27.1K people (20% of subs), average reach — room to grow. Publishes 26 posts per week (~4/day) — active posting. Week of May 25–31 reach stable (+3.5% vs week 18–24 May).

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 107 posts in 29 days.
- 02 Dominant format — Text (55/107 posts).
- 03 Avg post length — 900 chars (median 1000).
- 04 Peak audience activity — Friday, 18:00 MSK.
- 05 Top posts gather 19x more views than the weakest (282.6K avg for top vs 14.7K for worst) — across 107 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 15:42 PHOTO Russian civil aviation enters the stage where talk ends and real deliveries begin. By late 2026 or...	VIEWS 748 394 REP. 1 481	REACTIONS 586 ER 550.0%
Nº2 04.06 · 16:28 TEXT Today at SPIEF, an economy session beautifully described how we've spent 3 years on structural changes, 2 years in 'defensive mode', and...	VIEWS 53 311 REP. 1 087	REACTIONS 2 620 ER 39.2%
Nº3 04.06 · 13:36 PHOTO Can any imported equipment be remotely disabled? Noticed an interview with First Deputy PM Manturov. A phrase caught my eye...	VIEWS 45 977 REP. 55	REACTIONS 264 ER 33.8%

Nº4

04.06 · 17:35

VIDEO

– What new has AI brought to your work? – A machine analyzes you, and approves credit, of course...

VIEWS

40 112

REACTIONS

407

REP.

74

ER

29.5%

Nº5

05.06 · 15:45

PHOTO

Russia needs a full-fledged new mobility ecosystem At SPIEF, a key point was made: it's no longer just about production...

VIEWS

31 427

REACTIONS

343

REP.

40

ER

23.1%

WORST 3

↓ 19.05 · 09:54 PHOTO Putin-Xi talks: where will the money go? In the coming hours, talks between the leaders of Russia and China begin. Clearly on the table is the 'Power...	VIEWS 14 717 REACTIONS 199 REP. 39 ER 10.8%
↓ 02.06 · 11:00 PHOTO US media gleefully write: Cuba is drowning in trash. Authorities lack fuel to haul it. Waste is burned – it's...	VIEWS 14 701 REACTIONS 384 REP. 37 ER 10.8%
↓ 01.06 · 13:45 TEXT Friends, thank you for reading. Admittedly, content creation isn't always easy. It's all done by just one person...	VIEWS 14 659 REACTIONS 1 569 REP. 6 ER 10.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

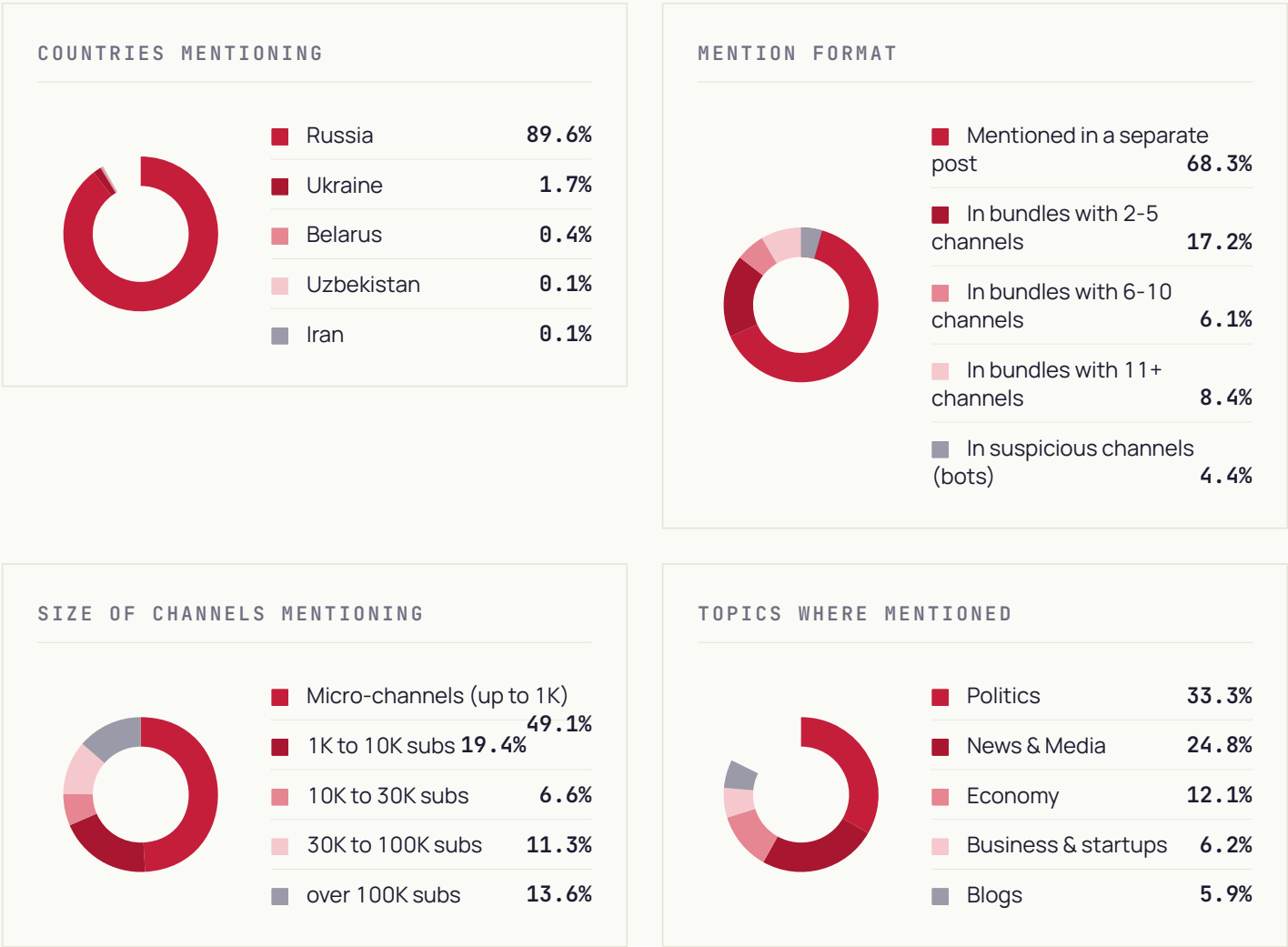
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

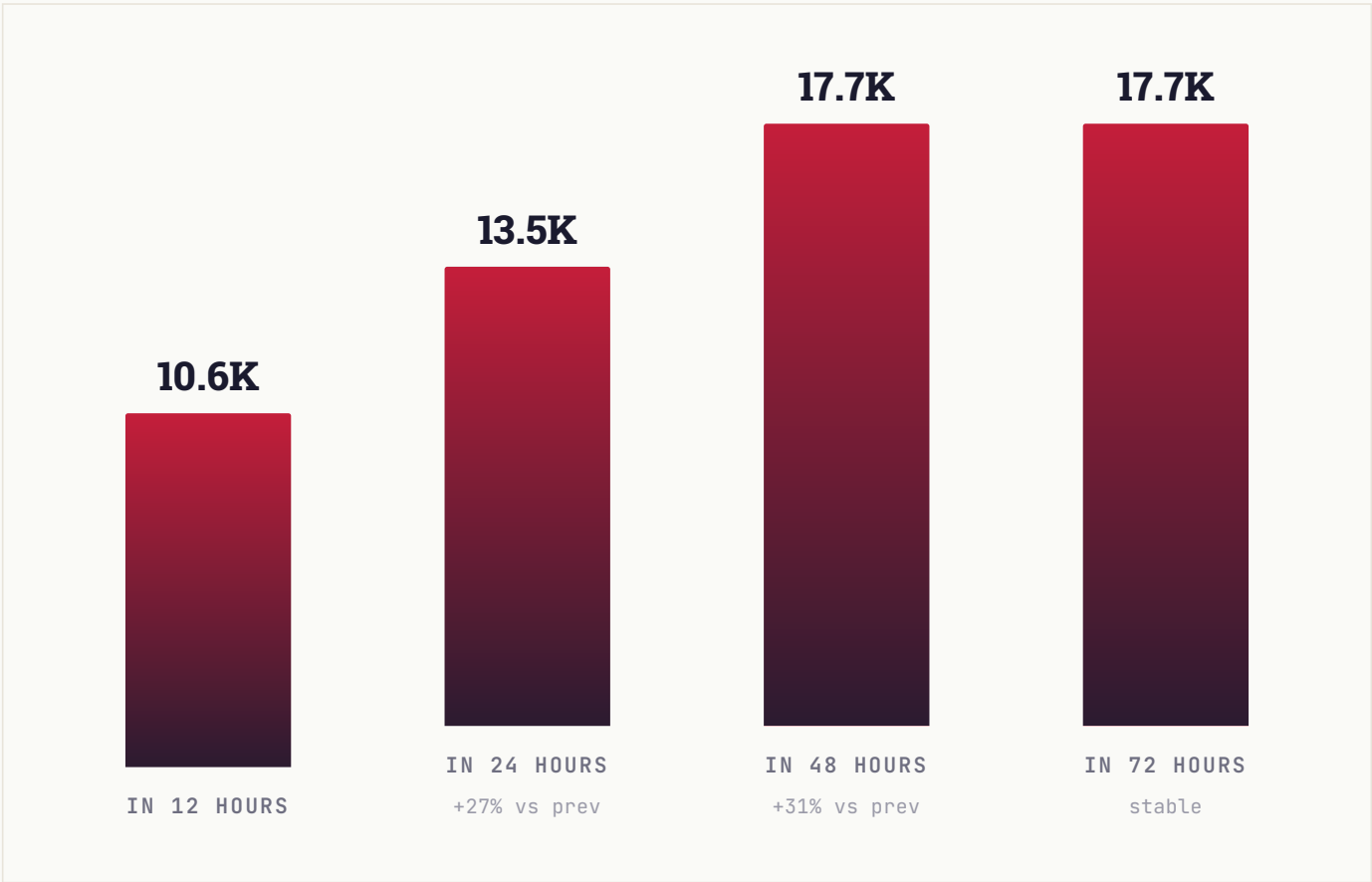
Citation index **594** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 582** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Axe. 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
BCh Beyond economics	541.2K
CL Black Swan YOU	136.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#65 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 track posts in other channels that mention yours. Over the last **6 months** such mentions **483**, they brought **26 031** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	78	59	10 691
Nov 2025	68	50	273
Oct 2025	106	73	1 619
September 2025	75	40	72
August 2025	100	75	12 616
July 2025	56	33	760

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
483	6	26 031

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

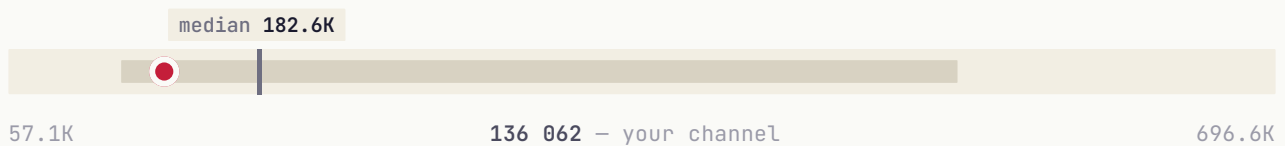
Top-100 channels in category «Economy» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#65 /100

RANK IN NICHE

Channel in the bottom half of the ranking

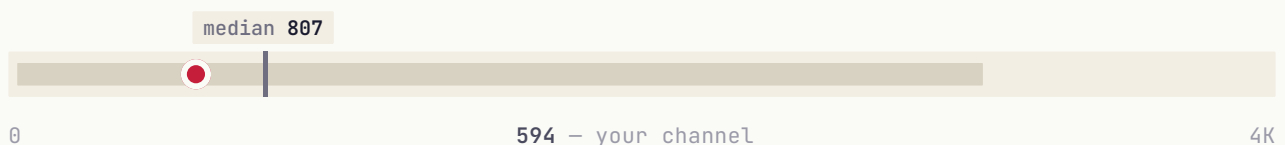
SUBSCRIBERS

worse than median by 25%

AVG REACH / POST

better than 53% of niche

CITATION INDEX

worse than median by 26%

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday

Audience most active on this day at 18:00 MSK.

IMPACT

Best window for key post
- 02

Increase video post share

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

IMPACT

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.

IMPACT

+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 — easy growth point.

IMPACT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

IMPACT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager