

PROMTPRESS PUBLIC REPORT

Channel audit

T-Investments



@tb_invest_official

Official channel of T-Investments The information provided does not constitute individual investment advice Registered in the RKN list: <https://l.tbank.ru/marithemi>

SUBSCRIBERS

535 276

-3762 per month

ERR (% SEE POSTS)

8.0%

per day 5.0%

REACH/POST

41.3K

ad reach 27K/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 535 276 —	 SUBS REACH 7.72% avg % subs see post	 VIEWS/POST 41.3K median 41.2K · 29 days	 POSTS/WEEK 22.1 for period
 7D TREND -1.9% vs previous week	 REACTIONS/POST 322.4 total 29,984 reactions, 6,036 reposts, 0 comments	 POST LENGTH 701 chars median 762 · 29 days	 POSTS ANALYZED 93 29 days
 AD REACH 27K 24h avg	 CHURN / MONTH -3762 last month	 CITATION RATE 551 citation index · 1,843 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 04.09.2019

AI EDITOR SUMMARY

Channel «T-Investments» — 535 276 subs. Each post averages 41.3K people (8% from subs), reach is low — consider expanding audience. Publishes 22 posts per week (~3/day) — active posting. Week of May 25–31 reach stable (-1.9% 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 93 posts in 29 days.
- 02 Dominant format — Photo (53/93 posts).
- 03 Avg post length — 701 chars (median 762).
- 04 Peak audience activity — Friday, 22:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (58.5K avg top vs 34.1K worst) — among 93 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 19:33 PHOTO Ps, sleeping? Restore is issuing CFA now ☒ As they say — iOS in every home! We've opened applications for smart assets of Restore company —...	VIEWS 63 413 REP. 102	REACTIONS 284 ER 11.8%
Nº2 28.05 · 17:00 TEXT ☒ Dollar at 60 — why not? CB plans, top stocks & global shock In the new episode of 'Not ArmagedDonetsk' the chief economist...	VIEWS 56 083 REP. 69	REACTIONS 244 ER 10.5%
Nº3 12.05 · 13:07 PHOTO Happy Jacket-Walking Day with hopes for Gazprom dividends! Gazprom heats up the market again: on May 19 the company will decide on dividends for...	VIEWS 55 985 REP. 55	REACTIONS 1 583 ER 10.5%

Nº4 12.05 · 08:04 PHOTO Normal people at night: 🇷🇺 Me looking for where to invest 3,500 rubles: 🇺🇸🇺🇸🇺🇸 Yes, we're giving away shares among channel subs again!...	VIEWS 54 273 REP. 120	REACTIONS 450 ER 10.1%
Nº5 13.05 · 18:52 PHOTO Key rate: 🇺🇸 Commissions: 🇺🇸 Starting May 14, we reduce commissions on uncovered positions: trading with leverage will be cheaper for all clients...	VIEWS 53 989 REP. 77	REACTIONS 365 ER 10.1%

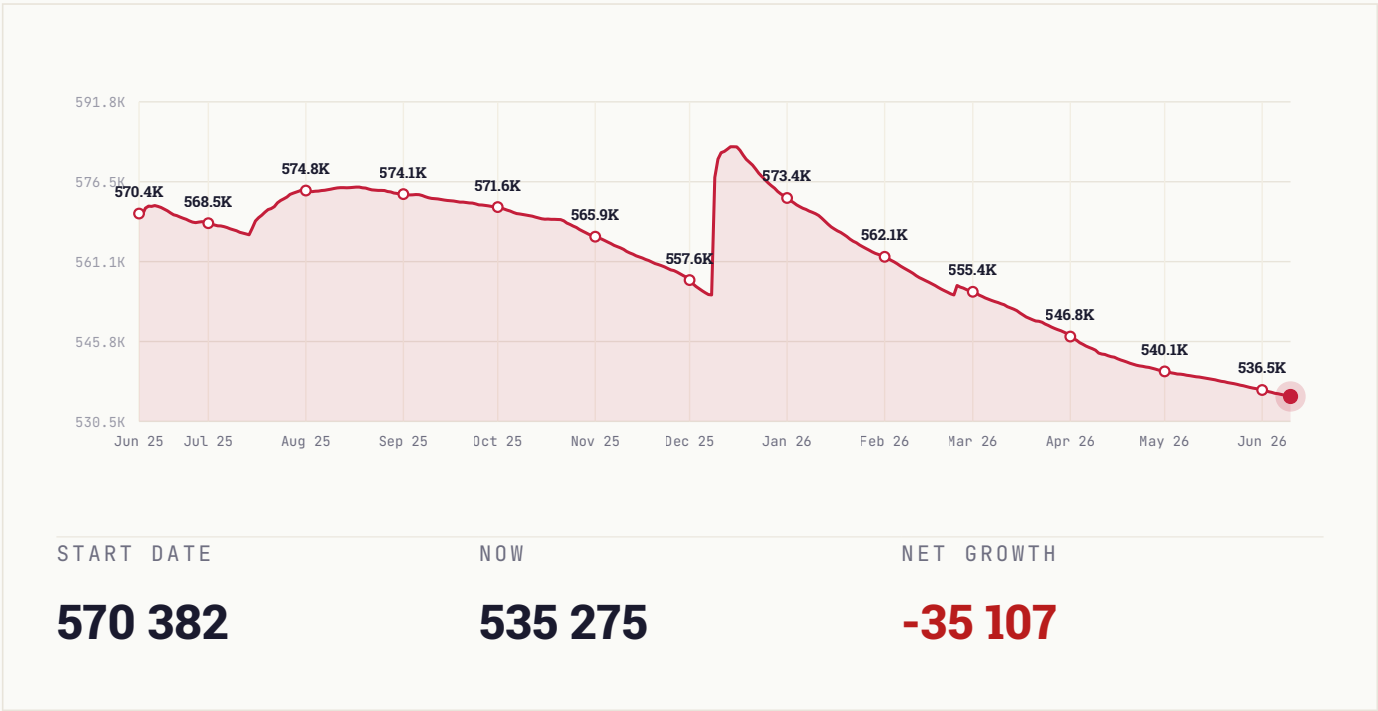
WORST 3

↓ 05.06 · 15:28 TEXT 🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸🇺🇸 SENSEI: first lesson – yuan must work	VIEWS 35 013 REP. 32	REACTIONS 238 ER 6.5%
↓ 03.06 · 14:36 PHOTO 🇺🇸 Friends, we see your dislikes on posts! What we think about it: well... we want to get to know you better. What if you're quietly hating placements...	VIEWS 33 926 REP. 19	REACTIONS 402 ER 6.3%
↓ 05.06 · 12:00 TEXT 🇺🇸 – if the word of the day at SPIEF for you was 'zhivopyrki'	VIEWS 33 267 REP. 18	REACTIONS 315 ER 6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

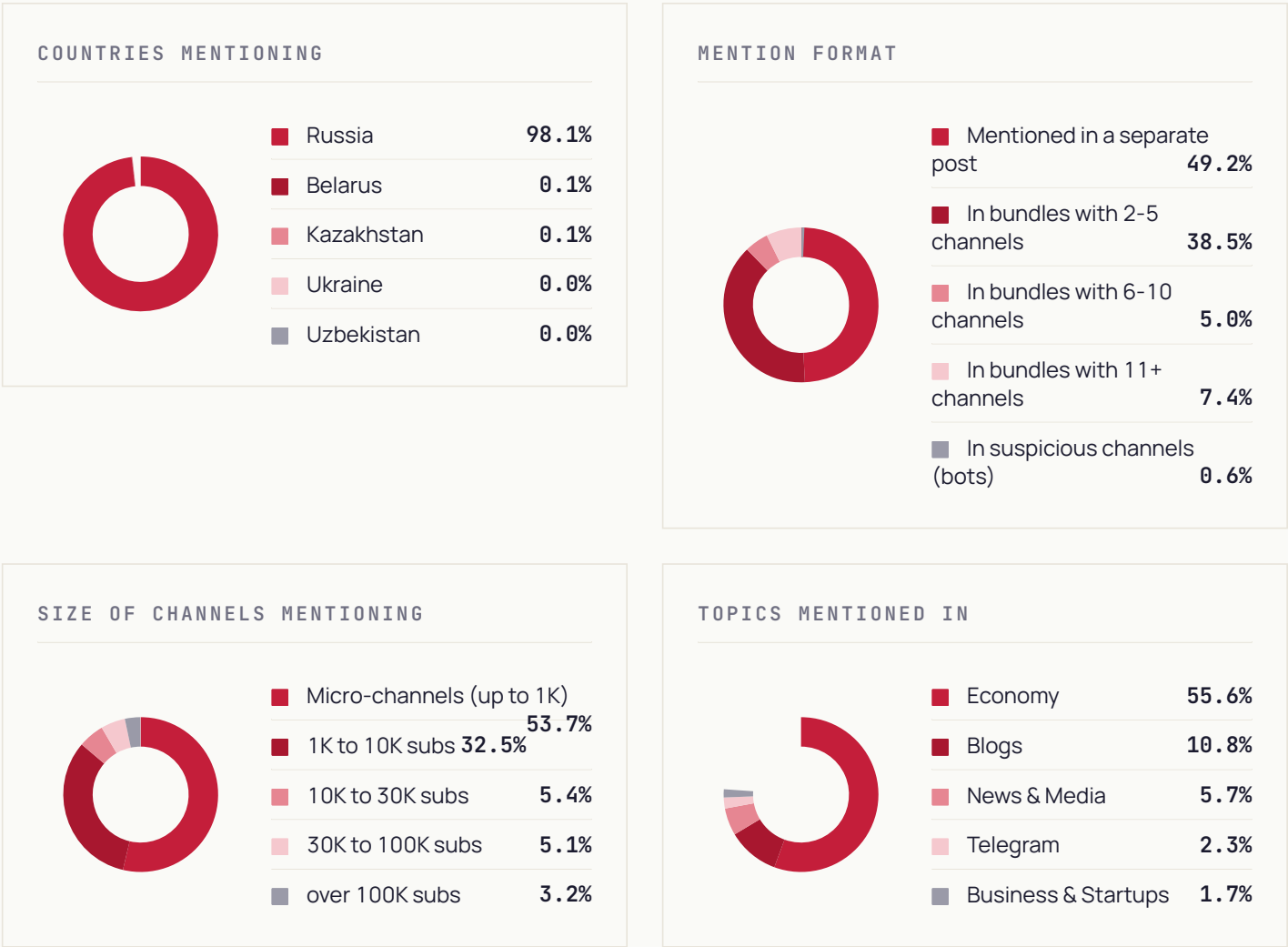
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

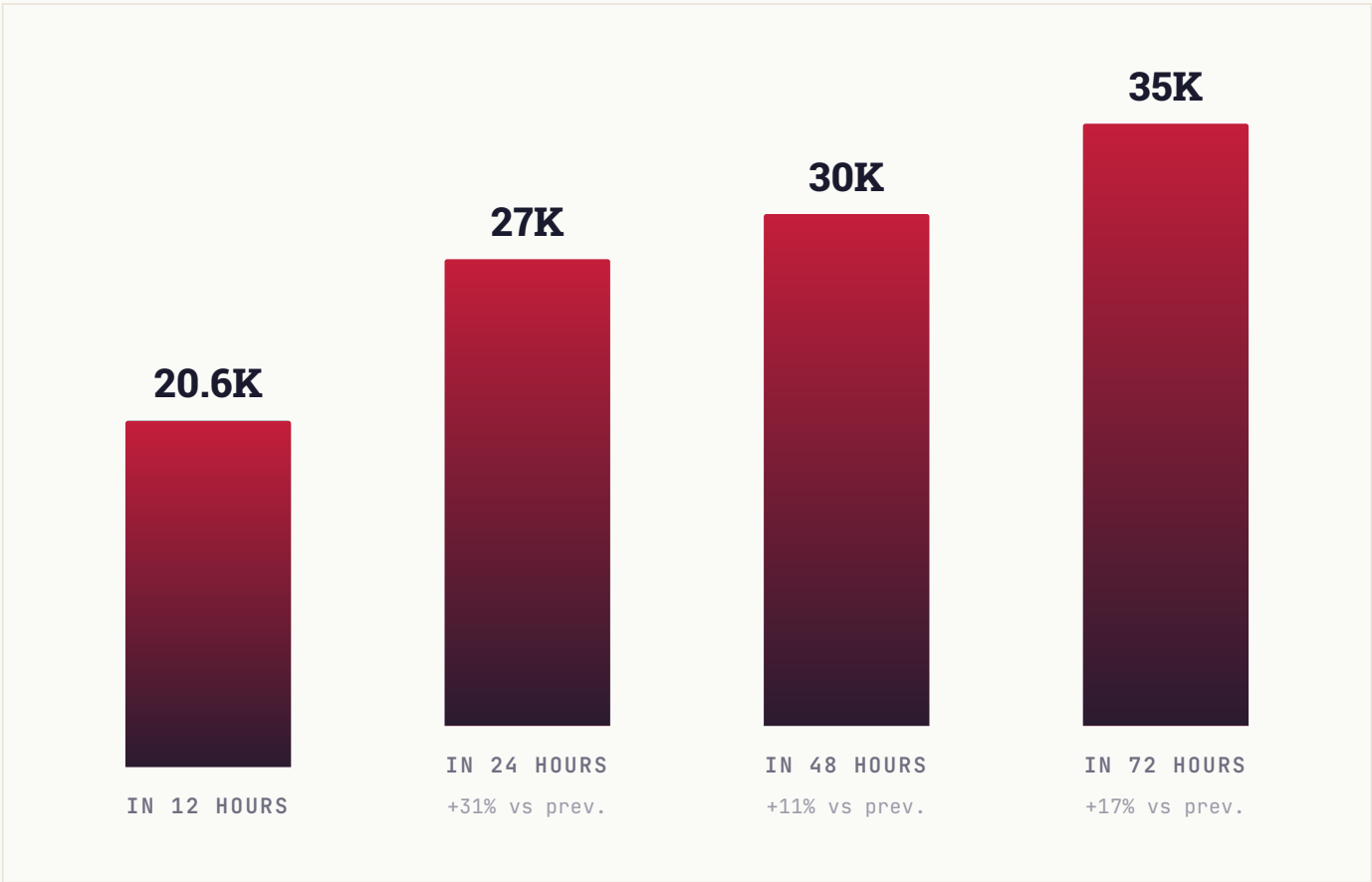
Citation index **551** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100k subs weighs more than from one with 1k. All time channel mentioned **1 843** different channels.



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 — 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
SB Sber	717K
OG Olga Gogaladze	590.2K
BCh More Than Economy	541.2K
T- T-Investments YOU	535.3K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#11 of 99). Leader — The Economist (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **611**, they brought **38 177** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	173	22	28 426	
Nov 2025	128	41	0	
Oct 2025	58	14	25	
September 2025	61	20	80	
August 2025	77	25	912	
July 2025	114	23	8 734	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
611	6	38 177

— SECTION 08 · NICHE COMPARISON

Where your channel ranks in its league

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

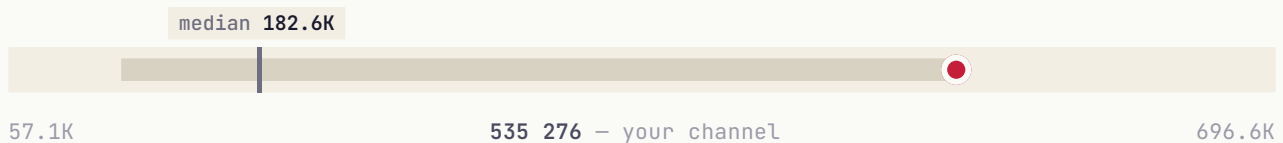
#11/100

RANK IN NICHE

Channel in top 11% — strong position

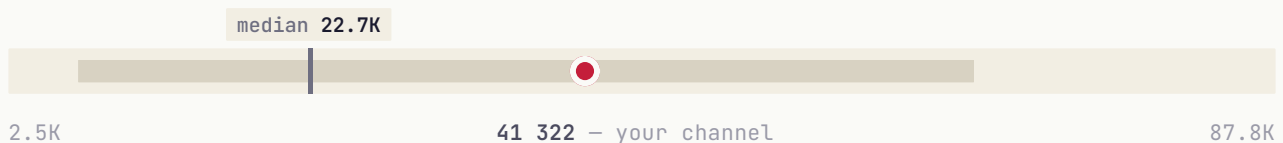
SUBSCRIBERS

better than 89% of niche



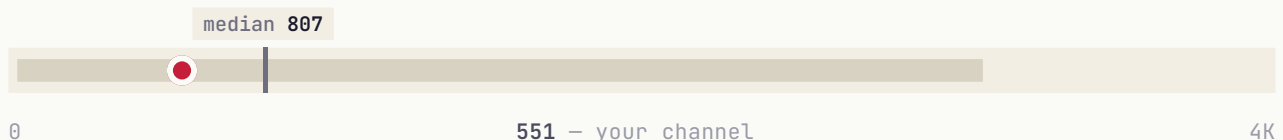
AVG REACH / POST

better than 66% of niche



CITATION INDEX

32% worse than median



— 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 22:00 MSK.

EFFECT

**Best window
for key post**

02

Increase share of video posts

Video in Telegram holds audience longer & performs better with the algorithm. We recommend reaching 15-25% share.

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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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