

PUBLIC REPORT BY PROMTPRESS

Channel audit

T-Bank



@tbank

Official Telegram channel of T-Bank All our channels: <https://t.me/addlist/yEZ7LwAFx7lwZDcy> Registered in the RKN list: vk.cc/cHhL0g

SUBSCRIBERS

321 707

-1271 per month

ERR (% SEE POSTS)

10.0%

per day 6.0%

REACH/POST

30.5K

ad reach 19.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in 'Economy' category

09 Strategy

5 priority actions

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 321 707 —	 SUBSCRIBER REACH 9.48% avg % of subs see post	 VIEWS/POST 30.5K median 30.7K · 29 days	 POSTS/WEEK 13.2 for the period
 7D TREND -1.5% vs previous week	 REACTIONS/POST 226.7 total 12,471 reactions, 3,011 reposts, 0 comments	 POST LENGTH 514 chars median 549 · 29 days	 POSTS ANALYZED 55 29 days
 AD REACH 19.2K 24h avg	 CHURN / MONTH -1271 for the last month	 CITATION RATE 1 277 citation index · 4,355 channels mentioned it ever	 CHANNEL AGE 10 years 8 months created 07.10.2015

AI EDITOR SUMMARY

Channel «T-Bank» – 321 707 subs. Each post gets on avg 30.5K people (9% of subs), reach is low – consider expanding audience. Publishes 13 posts per week (~2/day) – consistent schedule. For the week of May 25–31, reach stable (-1.5% 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 55 posts over 29 days.
- 02 Dominant format — Photo (31/55 posts).
- 03 Avg post length — 514 characters (median 549).
- 04 Peak audience activity — Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (37.7K avg for top vs 24.7K for worst) — among 55 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 14:05 PHOTO Summer always starts the same: suddenly you want new glasses, a linen shirt, a candle for home, and 'just browsing' balcony decor. With...	VIEWS 38 774 REP. 12	REACTIONS 91 ER 12.1%
Nº2 29.05 · 13:01 VIDEO Sometimes the best financial advisor is your past self You can write a letter to your past self to prevent impulse buys and...	VIEWS 37 133 REP. 41	REACTIONS 172 ER 11.5%
Nº3 02.06 · 15:03 TEXT Is it true that from June 1 you can't use phones at gas stations? Our support gets this question a lot. Here's the answer: you can...	VIEWS 37 129 REP. 78	REACTIONS 315 ER 11.5%

Nº4 15.05 · 13:00 PHOTO To avoid putting off purchases, use our 'Pay in installments' service: all partner stores and payment schedules in one app ☑ You choose...	VIEWS 37 093 REP. 6	REACTIONS 119 ER 11.5%
Nº5 02.06 · 13:01 VIDEO T-Pay for you is a quick way to pay by phone. For Kirill, it's a product he helps develop every day with...	VIEWS 36 848 REP. 32	REACTIONS 145 ER 11.5%

|

WORST 3

↓ 13.05 · 12:03 PHOTO Prize City is giving away 10,000,000 ₺ in prizes, including 350,000 ₺ for shopping in City Supermarkets – join us ☑ To participate...	VIEWS 25 609 REP. 14	REACTIONS 94 ER 8.0%
↓ 05.06 · 10:00 PHOTO Let your money make the most of this summer – open a non-replenishable deposit with 14% annual yield (rate – 13.69%) for 5 months...	VIEWS 25 144 REP. 38	REACTIONS 185 ER 7.8%
↓ 13.05 · 14:00 TEXT We share more unusual ideas in the channel «T-Business Secrets: Business Ideas». Subscribe!	VIEWS 23 213 REP. 3	REACTIONS 39 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

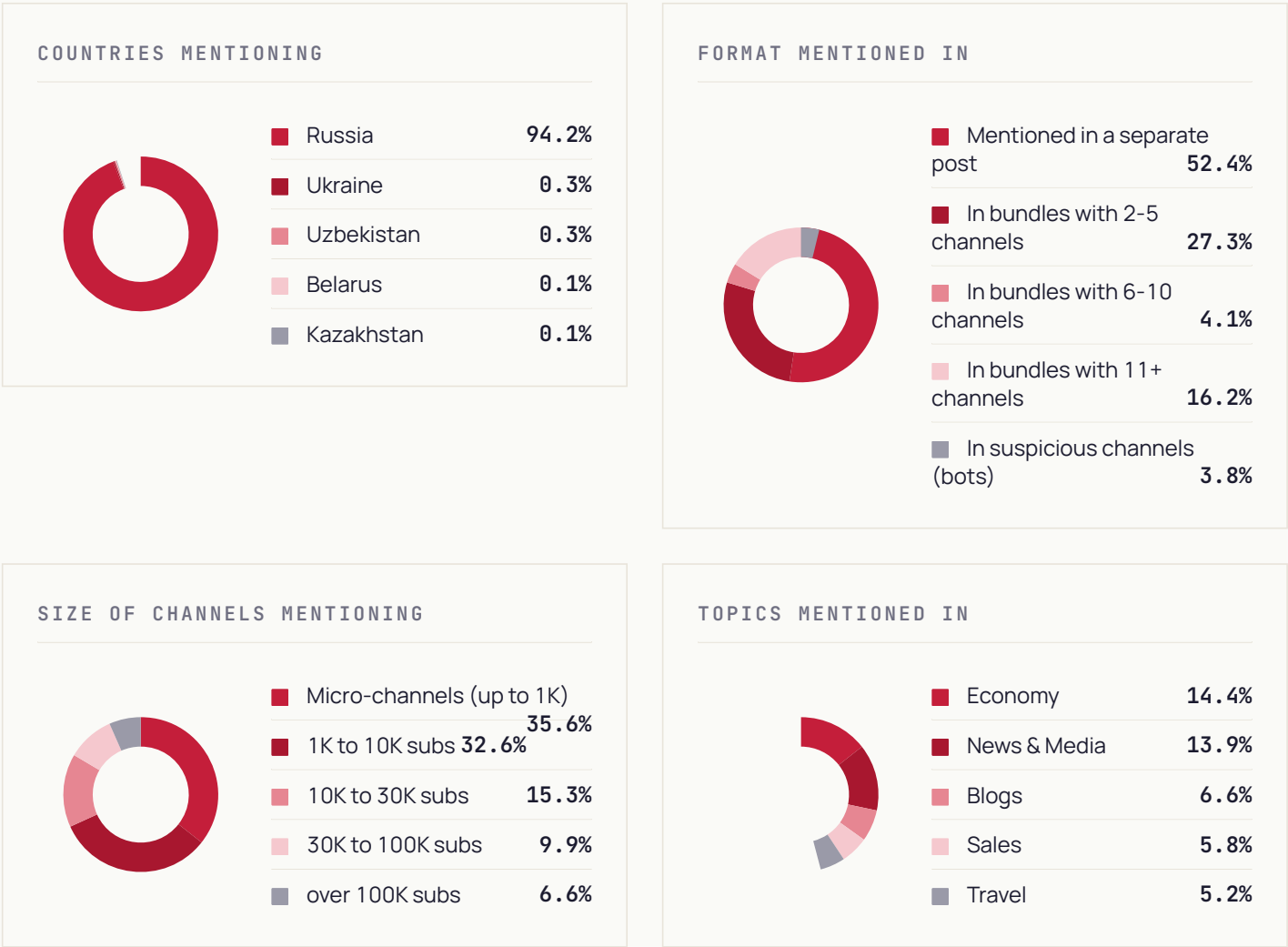
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 • MENTIONS

Who mentions the channel and how

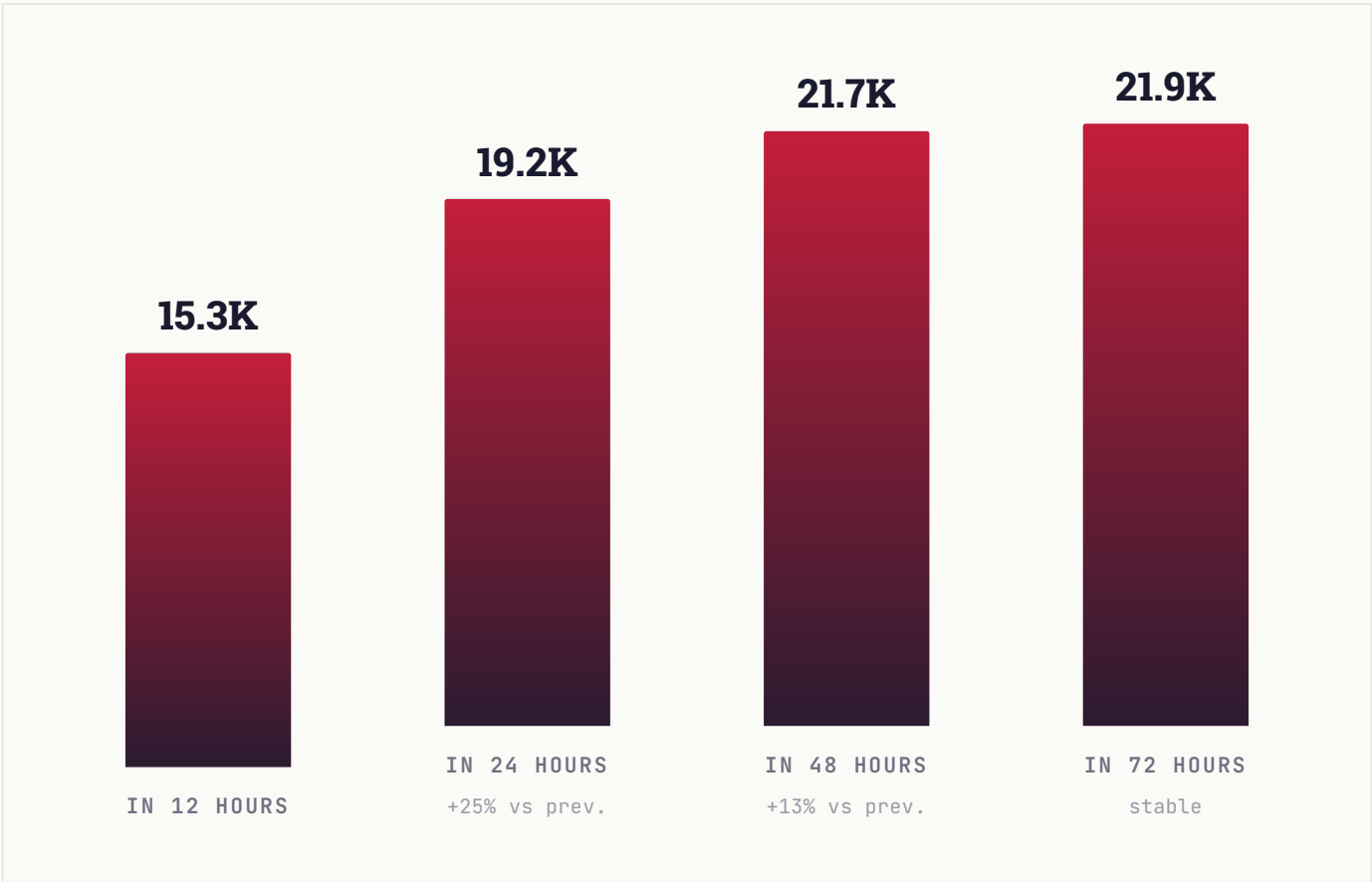
Citation index **1 277** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **4 355** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where it ranks among niche peers.

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 Economics	541.2K
T- T-Bank YOU	321.7K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#24 of 99). Leader — The Economist (1.2M). Goal for coming months: enter top 10 niche through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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 **455**, they brought **11 641** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	68	58	886
November 2025	49	39	828
October 2025	48	25	132
Sep 2025	197	162	8 061
August 2025	43	24	1 532
July 2025	50	27	202

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
455	6	11 641

SECTION 08 · NICHE COMPARISON

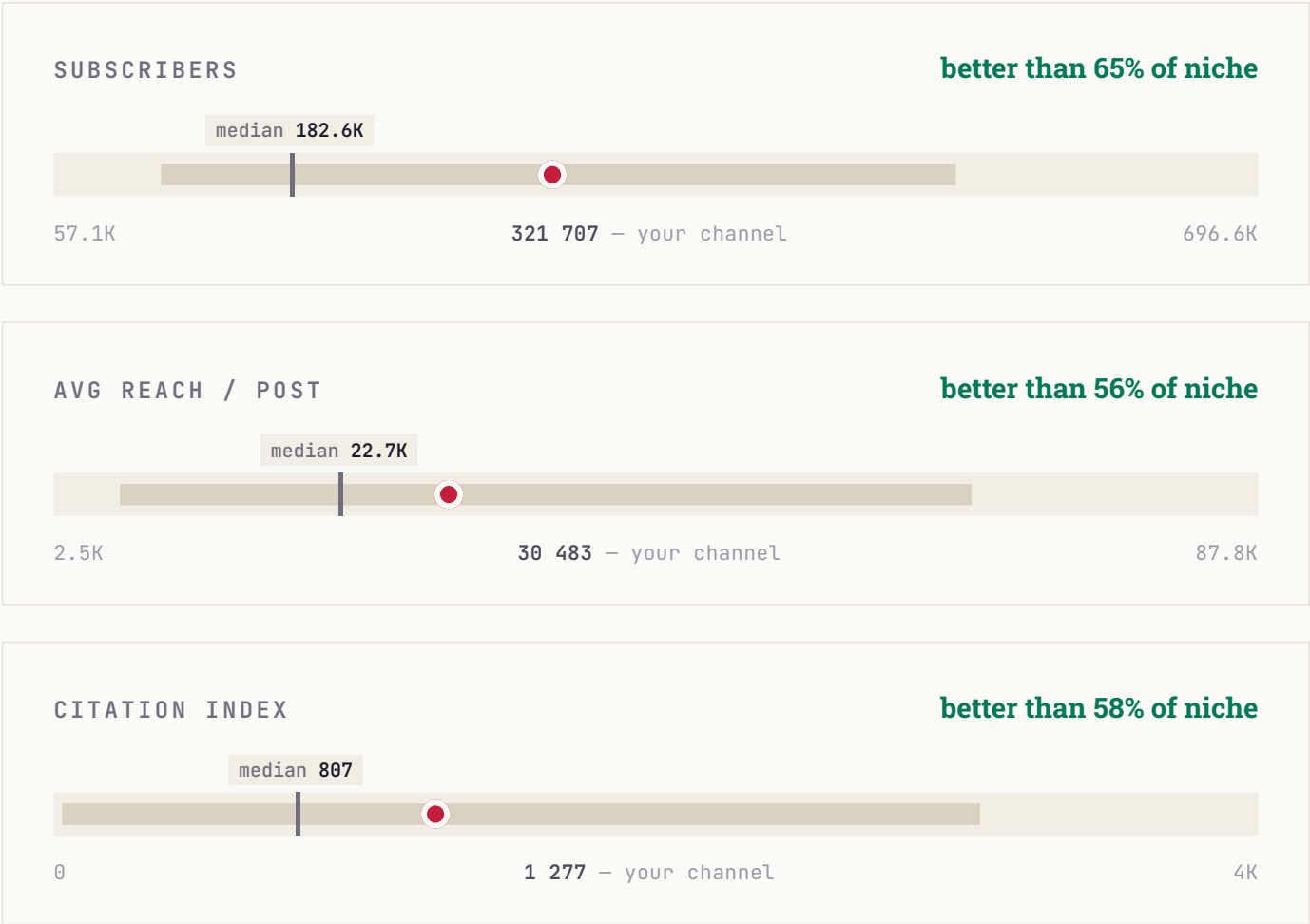
Where the channel stands in its league

Top-100 channels in category "Economy» (Russia) and compared your channel.
Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#24/100

POSITION IN NICHE

Channel in top 24% – strong position



— 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

Main post of the week — on Friday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram holds audience longer and is better processed by the algorithm. We recommend increasing its 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 poll per week on a hot topic is an easy win.

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 is what we can do in a few minutes based on public data. Want to go further? Run ads through us and hit your growth target in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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