

PUBLIC PROMTPRESS REPORT

Channel audit

Evgeny Chernykh and 540



@trader_chernyh

Public exchange trading & ideas from a trader with experience since 2006 Join the club here - https://traderchernyh.ru/club_anti_crisis

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
119 298	14.0%	16.3K
-859 per month 11.06.2026	per day 11.1%	ad reach 13.3K/24h
HTTPS://PROMTPRESS.COM/AUDIT/TRADER_CHERNYH		

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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 covers.

SUBSCRIBERS 119 298 —	SUBSCRIBER REACH 13.66% avg % of subs see post	VIEWS/POST 16.3K median 16.6K · 29 days	POSTS/DAY 8.1 ~57 per week
7D TREND +0.5% vs previous week	REACTIONS/POST 69.3 total 16,413 reactions, 4,064 reposts, 6,156 comments	POST LENGTH 240 chars median 200 · 29 days	POSTS ANALYZED 237 29 days
AD REACH 13.3K 24h avg	CHURN / MONTH -859 last month	CITATION RATE 926 citation index · 1,028 channels mentioned it ever	CHANNEL AGE 8 years 11 months created 26.06.2017

AI EDITOR SUMMARY

Channel «Evgeny Chernykh and 540 📺» — 119 298 subs. Each post averages 16.3K people (14% from subs), reach is low — consider expanding audience. Publishes 57 posts per week (~8/day) — active posting. Week of May 25–31 reach stable (+0.5% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 237 posts in 29 days.
- 02 Dominant format — Photo (108/237 posts).
- 03 Avg post length — 240 chars (median 200).
- 04 Peak audience activity — Monday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (19.8K avg for top vs 14.4K for worst) — among 237 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 14:10 PHOTO Dropping as planned. Tomorrow VTB should bottom out, then we can reverse.	VIEWS 19 907 REP. 38	REACTIONS 82 ER 16.7%
Nº2 31.05 · 20:24 PHOTO ⚡THIS IS A SENSATION! The main reason for the drop is fully confirmed! Blocked accounts are being dumped! Found the scheme initiators and the FSB is...	VIEWS 19 692 REP. 185	REACTIONS 249 ER 16.5%
Nº3 25.05 · 13:04 PHOTO VTB 88 rubles. Went to the area where I took profit back in February. Executed the idea 4+. Spent some time in the rate afterwards, and...	VIEWS 19 655 REP. 7	REACTIONS 58 ER 16.5%

Nº4 25.05 · 17:12 TEXT Ukrainian media report that the hot phase of the war may end by November. According to them, Zelensky said this at a meeting with...	VIEWS 19 644 REP. 27	REACTIONS 104 ER 16.5%
Nº5 24.05 · 13:31 TEXT Why did Zelensky strike a dorm with students a few days ago, knowing the response would be three times worse? And today...	VIEWS 19 538 REP. 25	REACTIONS 204 ER 16.4%

|

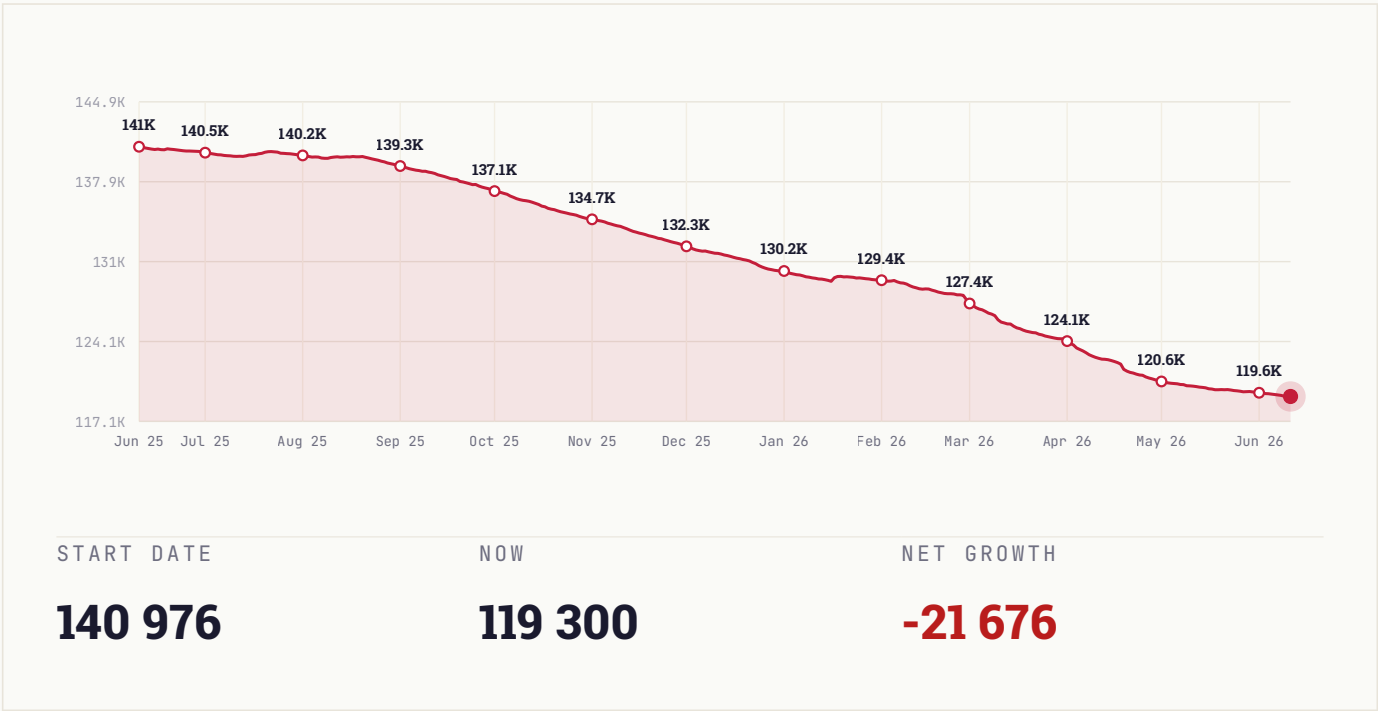
WORST 3

↓ 03.06 · 13:03 PHOTO Tracking the channel closely. Chart shows MOEX index	VIEWS 14 531 REP. 6	REACTIONS 53 ER 12.2%
↓ 22.05 · 09:12 VIDEO (no caption – video)	VIEWS 14 444 REP. 11	REACTIONS 50 ER 12.1%
↓ 21.05 · 15:30 PHOTO (no caption – photo)	VIEWS 14 139 REP. 9	REACTIONS 26 ER 11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

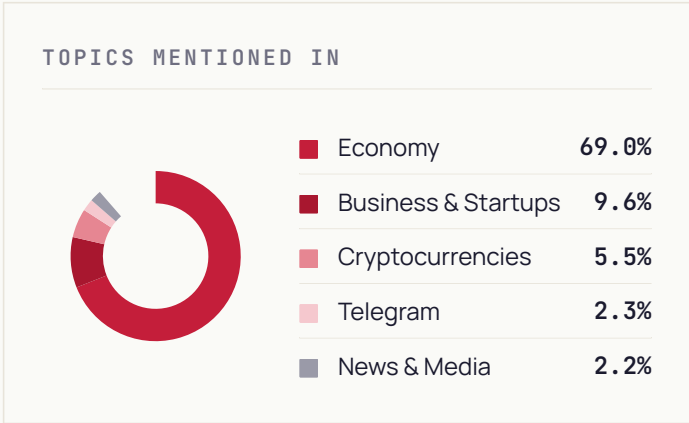
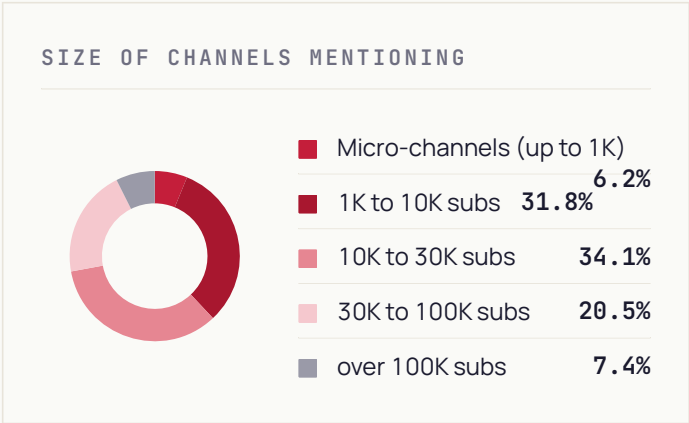
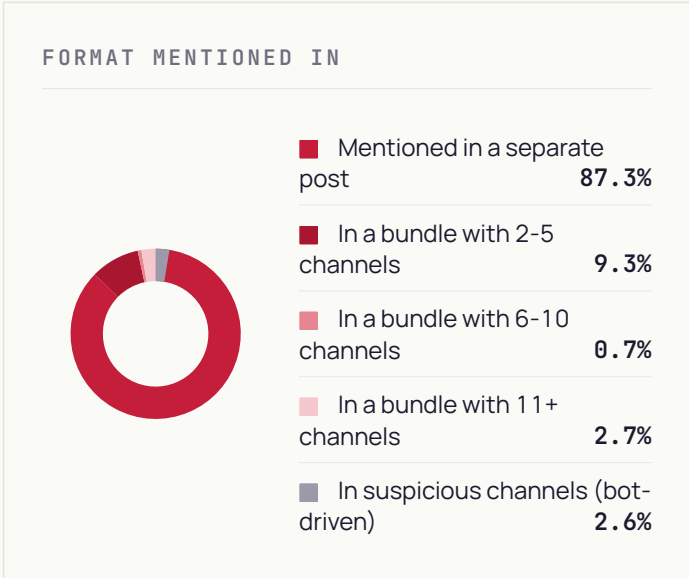
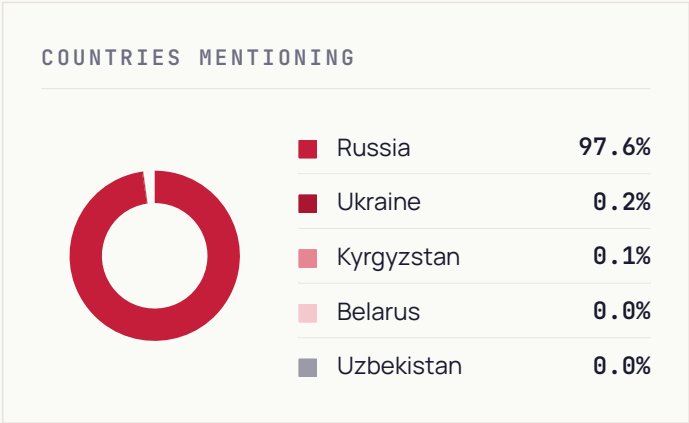
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

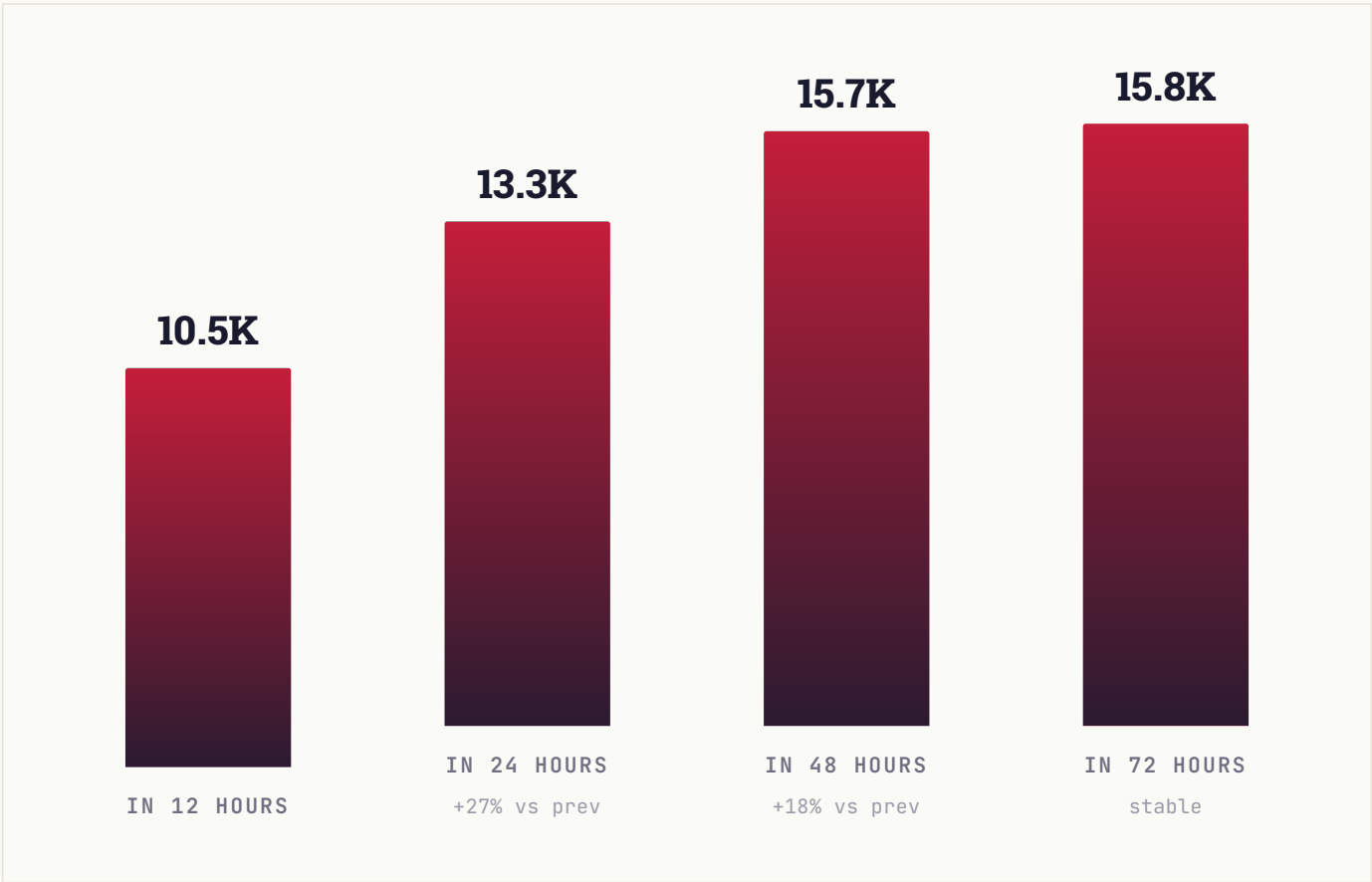
Citation index **926** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 028** different channels.



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 closest 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
Sat Sber	717K
OG Olga Gogaladze	590.2K
BY More than Economics	541.2K
EU Evgeny Chernykh and 540 YOU	119.3K

COMPARATIVE INSIGHT

Channel in bottom half of niche top 100 (#82 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 were **52**, they brought **665** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	3	3	6	
Nov 2025	0	0	0	
Oct 2025	3	3	0	
September 2025	6	5	9	
August 2025	40	26	232	
Jul 2025	0	0	418	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
52	6	665

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

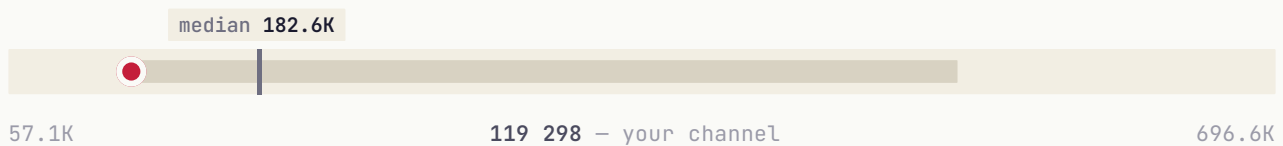
Took top-100 channels in category "Economy» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#82/100

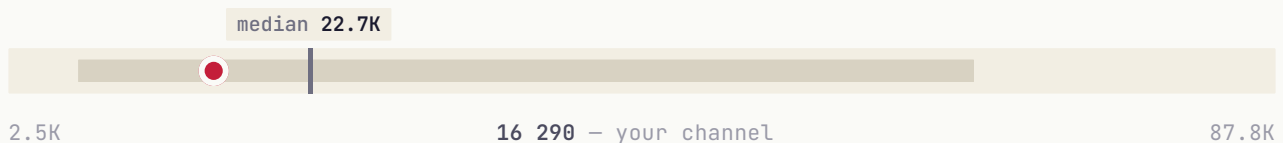
RANK IN NICHE

Channel in the bottom half of the ranking

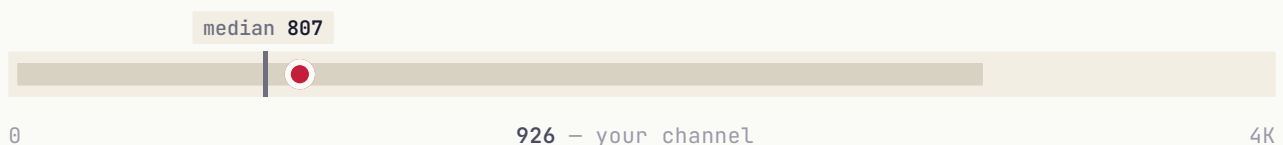
SUBSCRIBERS

35% below median


AVG REACH / POST

28% below median


CITATION INDEX

better than 52% of niche


— 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 Monday**

Audience is most active on this day at 17:00 MSK.

IMPACT

**Best time for
important
posts****02****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****03****Test polls & interactive formats**

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

IMPACT

+5-15% ER**04****Cross-promo with similar channels**

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

IMPACT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
