

PROMTPRESS PUBLIC REPORT

Channel audit

Vneplanovaya Ekonomika



@vneplanarus

Regional economic outlook Contact: @Vneplan_bot <https://gosuslugi.ru/snet/67552fcc31a9292acd799531> #BPNLC

SUBSCRIBERS

30 799

-315 per month

ERR (% SEE POSTS)

65.0%

per day 32.1%

REACH/POST

20.8K

ad reach 10K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 30 799 —	 SUBS REACH 67.52% avg % of subs see post	 VIEWS/POST 20.8K median 20.3K · 29 days	 POSTS/WEEK 14.3 over period
 7D TREND -24.4% vs prev week	 REACTIONS/POST — MTProto only	 POST LENGTH 997 chars median 1K · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 10K 24h avg	 CHURN / MONTH -315 over last month	 CITATION RATE 363 citation index · 1 409 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 25.04.2022

AI EDITOR SUMMARY

Channel «Vneplanovaya Ekonomika» – 30 799 subs. Each post averages 20.8K people (68% from subs), this is broad reach for a channel of this size. Publishes 14 posts per week (~2/day) – regular schedule. During the week of Jul 6–12, reach dropped by -24.4% vs week Jun 29 – Jul 5 – analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 60 posts over 29 days.
- 02 Dominant format – Text (45/60 posts).
- 03 Avg post length – 997 chars (median 1000).
- 04 Peak audience activity – Thursday, 09:00 MSK.
- 05 Top posts get 4× more views than the weakest (42.3K avg for top vs 10.1K for worst) – among 60 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.07 · 14:01 TEXT  Russian authorities launched a new mechanism for preferential financing of SMEs ✎ What happened: authorities launched a support mechanism for small and...	VIEWS 43 649 REPOSTS 11	REACTIONS — ER 141.7%
Nº2 14.07 · 15:33 TEXT  Fuel crisis: who loses and who wins. Part I ✎ Context: the fuel crisis hit Russian regions in early summer. As...	VIEWS 41 657 REPOSTS 12	REACTIONS — ER 135.3%
Nº3 16.07 · 06:59 TEXT  Fuel crisis: how the problem is being solved in the regions ✎ Context: last week Russian authorities first acknowledged a fuel shortage in...	VIEWS 41 450 REPOSTS 14	REACTIONS — ER 134.6%

Nº4 14.07 • 15:35 TEXT ! Fuel crisis: who loses and who wins. Part II —Who loses from the fuel crisis in Russia: 🇲🇶 Mongolia...	VIEWS 40 495 REACTIONS — REPOSTS 10 ER 131.5%
Nº5 30.06 • 11:03 TEXT  What's happening with the spa and resort market in Russia  Context: the spa and resort treatment market in Russia is experiencing a renaissance...	VIEWS 40 356 REACTIONS — REPOSTS 11 ER 131.0%
WORST 3	
↓ 10.07 • 07:45 TEXT Growth vector: not tons, but power, processing & new competencies Logic of escaping the raw material trap — move away from the model where...	VIEWS 10 084 REACTIONS — REPOSTS — ER 32.7%
↓ 14.07 • 13:32 TEXT ! How big business works with indigenous minorities  Context: a meeting of the Coordination Council on interaction with family... was held in Norilsk	VIEWS 10 076 REACTIONS — REPOSTS 3 ER 32.7%
↓ 17.07 • 15:02 TEXT ? How the new limit on self-employed will affect business  What happened: self-employed and individual entrepreneurs (IE) will be limited...	VIEWS 10 058 REACTIONS — REPOSTS 3 ER 32.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact sub count. Shows months of growth vs. loss.

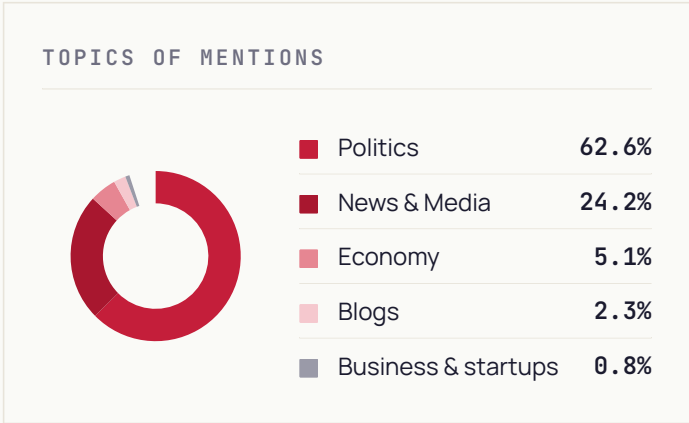
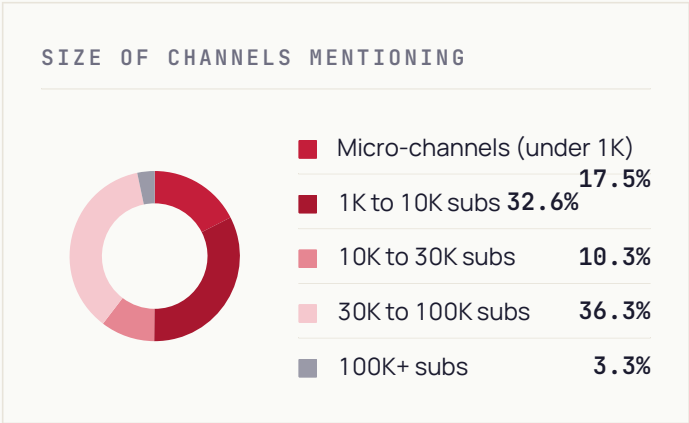
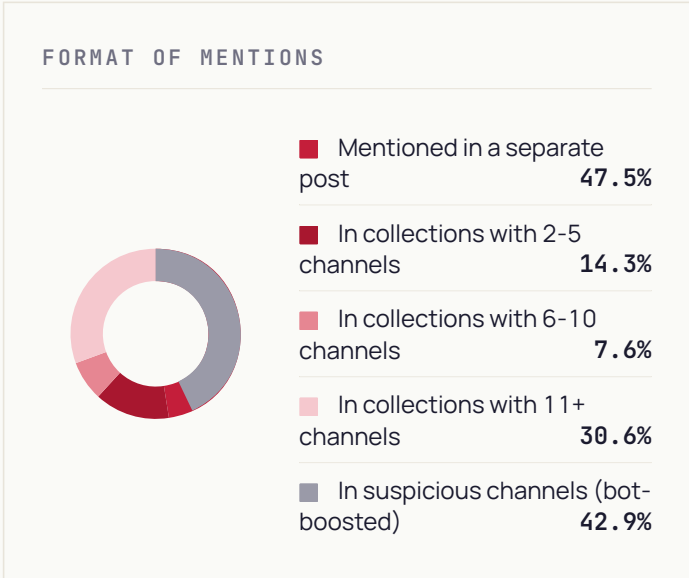
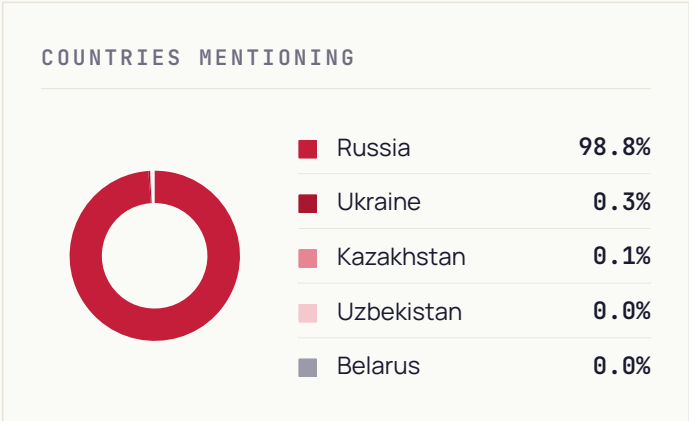


START OF PERIOD	NOW	NET GROWTH
22 341	30 799	+8 458

SECTION 04 · MENTIONS

Who mentions the channel and how

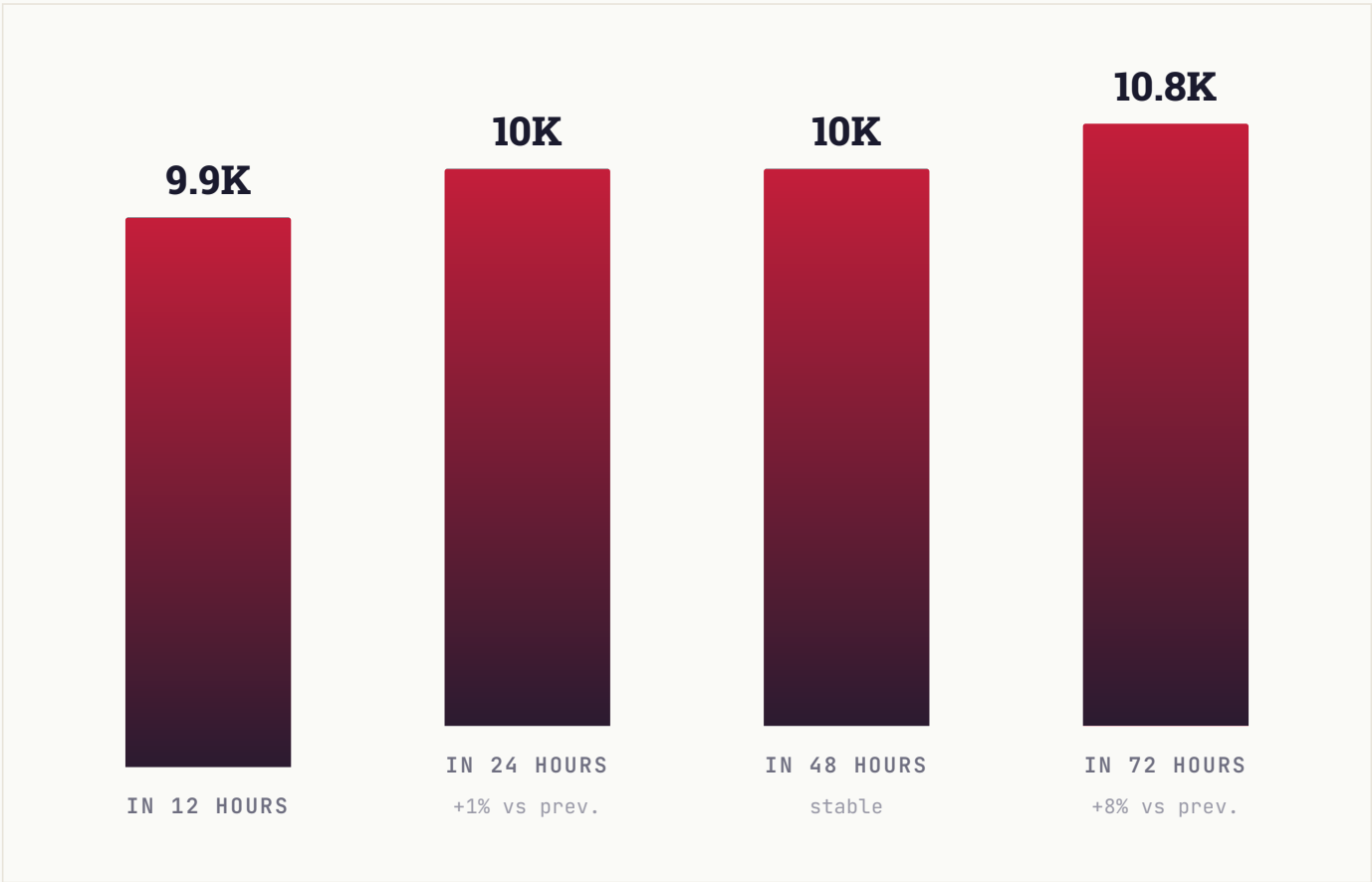
Citation index **363** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 409** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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
آقای تحلیلگر	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه	3.7M
اخبار فوری خبر فوری جنگ امریکا بندر عباس	3.7M
Sharif شریف	2.8M
Trade Watcher	2.5M
قیمت لحظه ای دلار طلا خودرو	2M
KING EL GOLD 🏆	1.8M
The Economist	1.3M
Axe. Economy.	1.2M
QUBTAN EL GOLD	1.1M
VE Vneplanovaya Ekonomika YOU	30.8K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 349.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **559**, they brought **14 447** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	111	42	492
December 2025	96	33	5 511
November 2025	92	41	1 664
October 2025	94	34	776
September 2025	88	32	1 594
August 2025	78	32	4 410

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
559	6	14 447

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Main post of the week — on Thursday**

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts****02****Increase video post share**

Video in Telegram holds audience longer and is favored by the algorithm. 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 is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. 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 minutes using public data. Want to go further? Run ads through us and hit 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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