

PROMTPRESS PUBLIC REPORT

# Channel audit

## All About Money



@vsepro\_dengi

The most interesting economics news — no fluff, no jargon.

Partnership: @vsepro\_dengibot

SUBSCRIBERS

**138 849**

+68264 per month

ERR (% SEE POSTS)

**28.0%**

per day 22.7%

REACH/POST

**37.4K**

ad reach 31.6K/24h

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— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                          |                                                                                                                                                                             |                                                                                                                                                                                         |                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>138 849</div><div>—</div></div>        | <div><div> SUBSCRIBER REACH</div><div>26.9%</div><div>avg % of subs see a post</div></div> | <div><div> VIEWS/POST</div><div>37.4K</div><div>median 36.4K · 27 days</div></div>                     | <div><div> POSTS/WEEK</div><div>2.3</div><div>for the period</div></div>                  |
| <div><div> 7D TREND</div><div>+25.4%</div><div>vs prev week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>                   | <div><div> POST LENGTH</div><div>236 chars.</div><div>median 214 · 27 days</div></div>                 | <div><div> POSTS ANALYZED</div><div>9</div><div>27 days</div></div>                       |
| <div><div> AD REACH</div><div>31.6K</div><div>24h avg</div></div>       | <div><div> CHURN / MONTH</div><div>+68264</div><div>over the last month</div></div>        | <div><div> CITATION RATE</div><div>8</div><div>citation index · 68 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>1 year 9 months</div><div>created 09.09.2024</div></div> |

AI EDITOR SUMMARY

Channel «All About Money» — 138 849 subs. Each post is viewed on average by 37.4K people (27% from subs), that's good reach. Publishes 2 posts per week (~0 per day) — rare publications. For the week of May 25–31, reach grew by +25.4% to the week of May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 9 posts over 27 days.
- 02 Dominant format — Photo (9/9 posts).
- 03 Avg post length — 236 chars (median 214).
- 04 Peak audience activity — Sunday, 00:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (46.6K avg for top vs 32.2K for worst) — among 9 posts over 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                          |                                                                      |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>07.06 · 21:32</div><div>PHOTO</div></div> <div>Bank of England removed Winston Churchill from banknotes due to his 'imperialist' views. Research showed that Churchill, Alan Turing and...</div> | <div>VIEWS</div> <div>53 637</div> <div>REPOSTS</div> <div>310</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>38.6%</div> |
| <div><div>Nº2</div><div>31.05 · 21:55</div><div>PHOTO</div></div> <div>Mortgage issuance up 9% in April to ₺359B — Central Bank. Preferential programs accounted for 60% of loans, average rate at...</div>              | <div>VIEWS</div> <div>43 251</div> <div>REPOSTS</div> <div>421</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>31.1%</div> |
| <div><div>Nº3</div><div>25.05 · 20:13</div><div>PHOTO</div></div> <div>Russia entered top 5 European countries with cheapest electricity. Neighbors: Iceland, Norway, and...</div>                                       | <div>VIEWS</div> <div>42 964</div> <div>REPOSTS</div> <div>318</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>30.9%</div> |

Nº4

14.05 · 07:23

PHOTO

Russians set record for foreign currency purchases in April before holidays — net purchases by individuals rose to ₱108 billion vs ₱65.2...

VIEWS

36 549

REPOSTS

63

REACTIONS

—

ER

26.3%

Nº5

04.06 · 20:18

PHOTO

Family comes first for Russians, a study of the cultural year of RF residents showed at SPIEF. It's much more important than money. And...

VIEWS

36 369

REPOSTS

1

REACTIONS

—

ER

26.2%

WORST 3

|                                                                                                                                                                                                                  |                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>↓</div><div>21.05 · 22:46</div><div>PHOTO</div></div> <div><div>Debt collectors report highest debt volume in three years — 14.4M debts transferred in Q1 2026...</div></div>                          | <div><div>VIEWS</div><div>35 384</div><div>REPOSTS</div><div>258</div></div> <div><div>REACTIONS</div><div>—</div><div>ER</div><div>25.5%</div></div> |
| <div><div>↓</div><div>29.05 · 12:50</div><div>PHOTO</div></div> <div><div>US personal savings rate fell to 2.6% — third time in 60 years. Previous two were right before the Great Crisis of 2008...</div></div> | <div><div>VIEWS</div><div>33 251</div><div>REPOSTS</div><div>391</div></div> <div><div>REACTIONS</div><div>—</div><div>ER</div><div>23.9%</div></div> |
| <div><div>↓</div><div>18.05 · 09:08</div><div>PHOTO</div></div> <div><div>Japan's stock market lost over \$95 billion in one day. All about money</div></div>                                                    | <div><div>VIEWS</div><div>28 112</div><div>REPOSTS</div><div>5</div></div> <div><div>REACTIONS</div><div>—</div><div>ER</div><div>20.2%</div></div>   |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

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



## SECTION 04 • CITATIONS

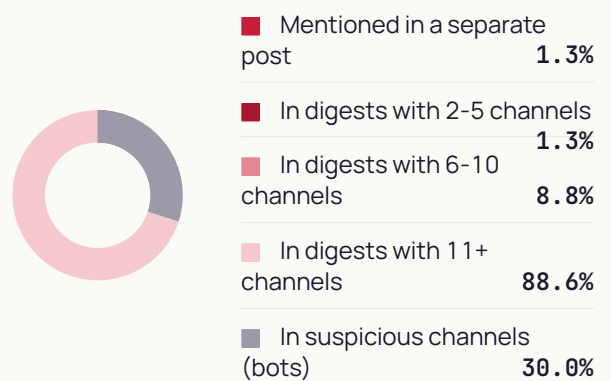
# Who mentions the channel and how

Citation index **8** — 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 **68** different channels.

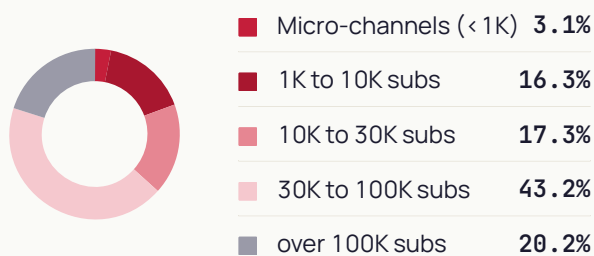
### COUNTRIES MENTIONING



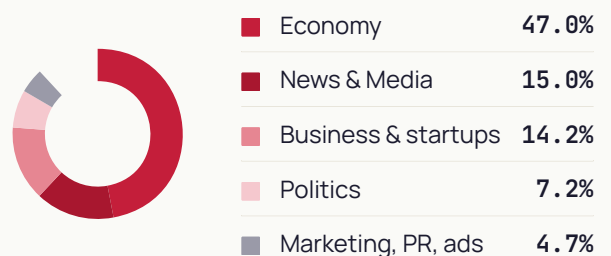
### FORMAT MENTIONED IN



### SIZE OF CHANNELS MENTIONING



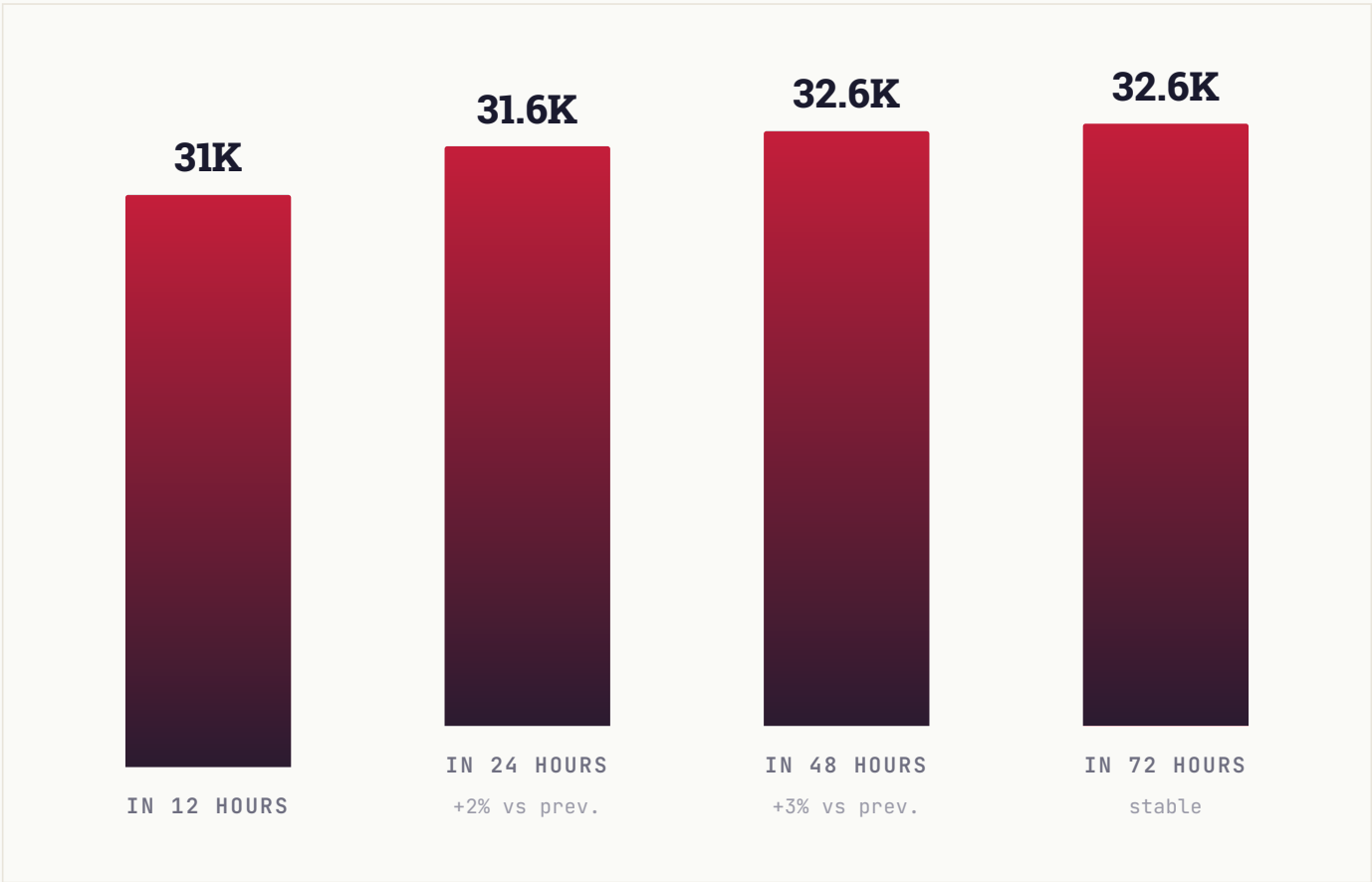
### TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

| CHANNEL                | SUBSCRIBERS |
|------------------------|-------------|
| TE 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 More than economy  | 541.2K      |
| VP All About Money YOU | 138.8K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#63 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **228**, they brought **41 425** new subs.

| PERIOD         | MENTIONS | CHANNELS | GAINED SUBSCRIBERS |
|----------------|----------|----------|--------------------|
| December 2025  | 28       | 15       | 9 612              |
| Nov 2025       | 38       | 22       | 2 155              |
| Oct 2025       | 31       | 19       | 658                |
| September 2025 | 45       | 21       | 1 897              |
| August 2025    | 40       | 16       | 568                |
| July 2025      | 46       | 17       | 26 535             |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 228            | 6              | 41 425                |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

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

# #63 /100

RANK IN NICHE

## Channel in the bottom half of the ranking

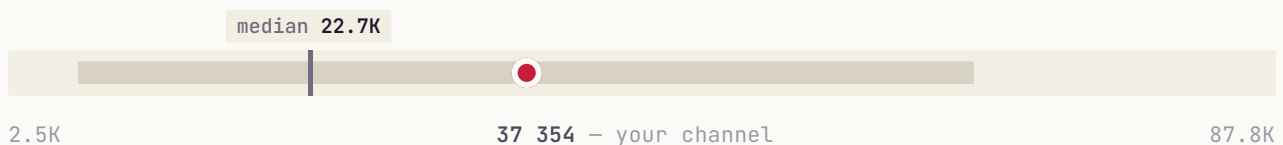
### SUBSCRIBERS

worse than median by 24%



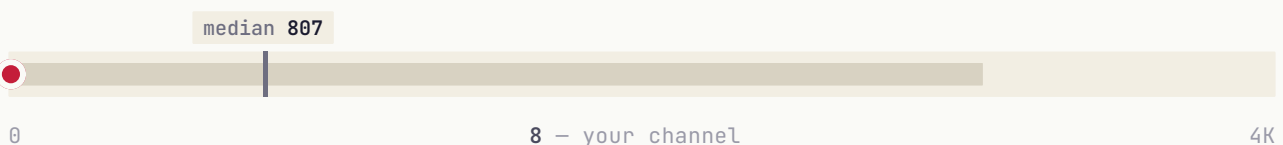
### AVG REACH / POST

better than 63% of niche



### CITATION INDEX

worse than median by 99%



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                              |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 2.3 posts/week. Active channels average 7-10.<br>Consistency is key to retaining audience.                                                                                   | EFFECT<br><b>Consistency beats volume</b>    |
| <b>02</b> | <b>Top post of the week — Sunday</b><br>Audience most active on this day at 00:00 MSK.                                                                                                                                | EFFECT<br><b>Best time for key posts</b>     |
| <b>03</b> | <b>Increase share of video posts</b><br>Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.                                                                                | EFFECT<br><b>Video holds audience better</b> |
| <b>04</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress finds sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>             |
| <b>05</b> | <b>Test polls and interactive formats</b><br>Posts with polls/reactions usually boost ER by 5-15%.<br>One weekly poll on a hot topic — easy growth point.                                                             | EFFECT<br><b>+5-15% ER</b>                   |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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