

PROMTPRESS PUBLIC REPORT

Channel audit

Yandex Pay



@yandexfintech

Sharing Yandex Pay news ■ <https://pay.yandex.ru> About Pay and Split for business: @YANfintech Registration statement number in RKN: 5625142264

SUBSCRIBERS

184 631

-3067 per month

ERR (% SEE POSTS)

25.0%

per day 8.9%

REACH/POST

39.8K

ad reach 16.5K/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 184 631 —	 SUBSCRIBER REACH 21.53% avg % subs see post	 VIEWS/POST 39.8K median 37.6K · 26 days	 POSTS/WEEK 2.3 for the period
 7D TREND -13.8% vs previous week	 REACTIONS/POST 158.7 total 1,428 reactions, 654 reposts, 1,139 comments	 POST LENGTH 421 chars. median 442 · 26 days	 POSTS ANALYZED 9 26 days
 AD REACH 16.5K 24h avg	 CHURN / MONTH -3067 last month	 CITATION RATE 227 citation index · 518 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 16.09.2021

AI EDITOR SUMMARY

Channel «Yandex Pay» – 184 631 subs. Each post averages 39.8K people (22% from subs), this is average reach – room to grow. Publishes 2 posts per week (~0 per day) – rare publications. For the week of June 1–7, reach dropped by -13.8% to the week of May 25–31 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 26 days.
- 02 Dominant format — Photo (9/9 posts).
- 03 Avg post length — 421 characters (median 442).
- 04 Audience peak activity — thu, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (57.9K avg for top vs 30.1K for bottom) — among 9 posts over 26 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 12:15 PHOTO Only 1405 P on the card — what if it's not enough? To avoid checking balance before every purchase, enable auto-reload for Pay card If you...	VIEWS 75 766 REP. 38	REACTIONS 188 ER 41.0%
Nº2 21.05 · 11:21 PHOTO Shook up My Wave today, and there's THIS..... Turns out Young Plato has no safety cushion for a rainy day. Plato, don't worry!...	VIEWS 49 127 REP. 50	REACTIONS 178 ER 26.6%
Nº3 18.05 · 09:02 PHOTO "Why didn't I do this earlier?" — 100% of people who finally installed AC at home The heat won't wait, and neither should you: open the super map...	VIEWS 48 753 REP. 55	REACTIONS 185 ER 26.4%

Nº4 31.05 · 10:13 PHOTO Our friendly Pay family has it all: app, cards, stickers, Splits, Saves — too many to list! But the most grown-up and...	VIEWS 39 865 REP. 17	REACTIONS 121 ER 21.6%
Nº5 29.05 · 09:21 PHOTO Raised deposit rates for 3 months: now 14% Your ruble is already working — time to put it to work on a deposit at Savings for all...	VIEWS 37 582 REP. 220	REACTIONS 225 ER 20.4%

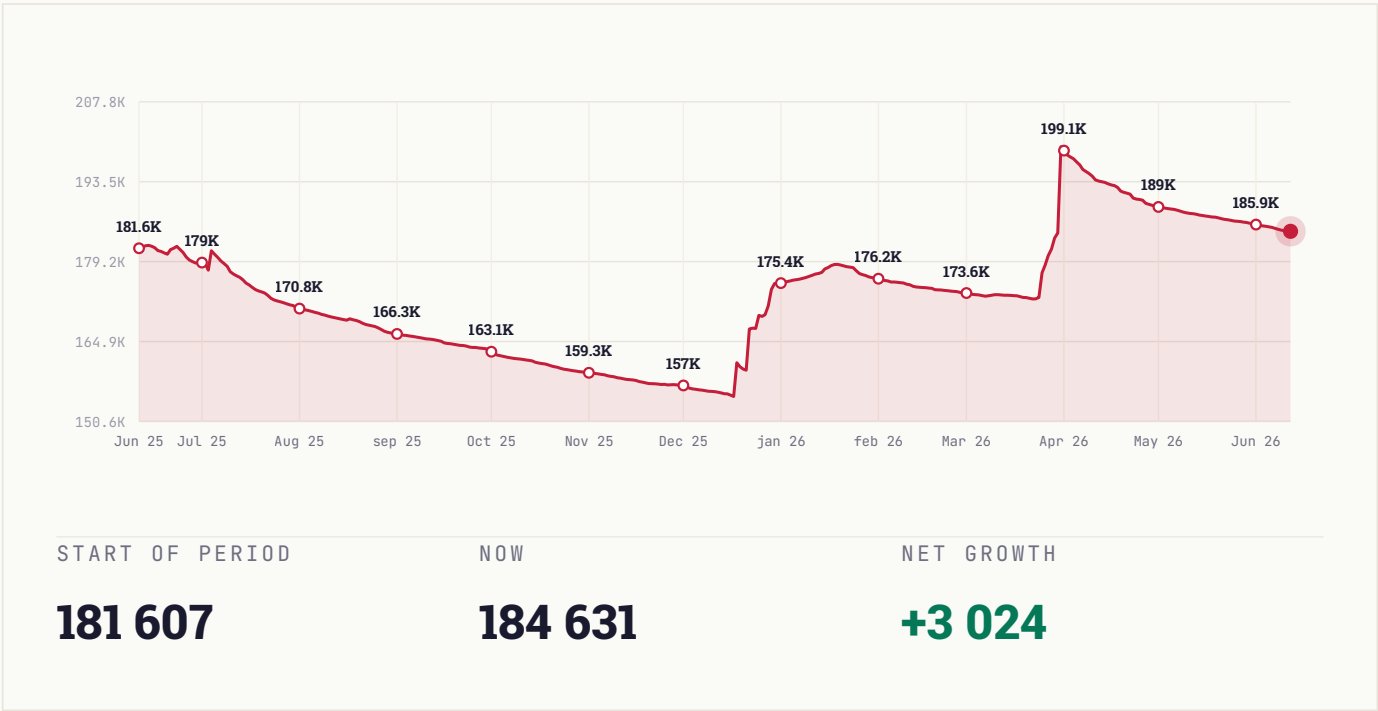
WORST 3

↓ 03.06 · 08:11 PHOTO We tend to think some things will never happen to us. And if a lobster whistles on a mountain is very unlikely...	VIEWS 34 479 REP. 88	REACTIONS 255 ER 18.7%
↓ 05.06 · 10:56 PHOTO Dangerous shot on goal and... GOOOOOAL could have been, but it's a Save! We called in top Russian national team goalkeepers: Matvey...	VIEWS 32 266 REP. 50	REACTIONS 103 ER 17.5%
↓ 08.06 · 17:23 PHOTO Oh, a trendy new open-air cinema would be great... And here it is, called Kinoport And to host screenings where...	VIEWS 23 421 REP. 78	REACTIONS 111 ER 12.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

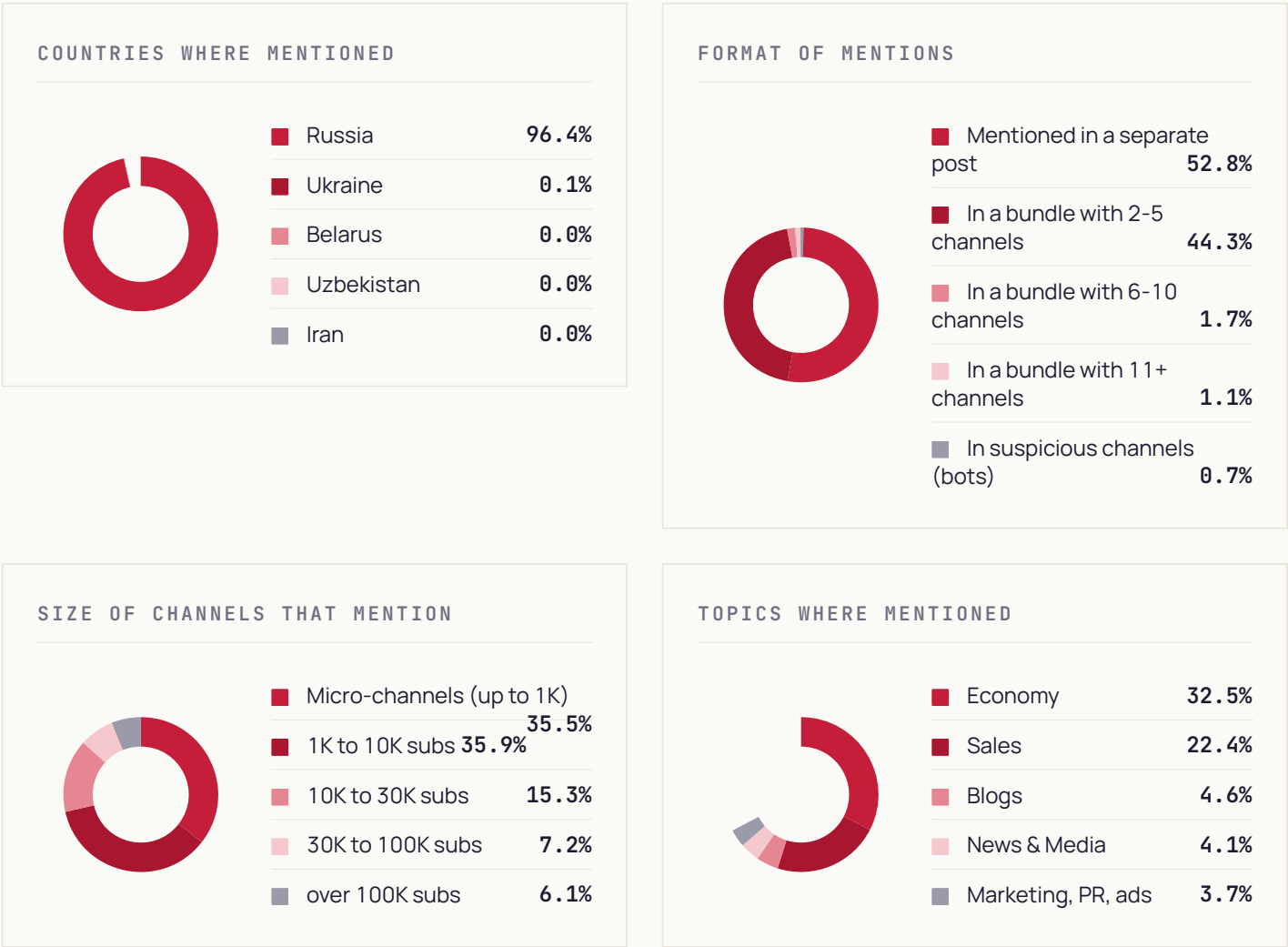
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

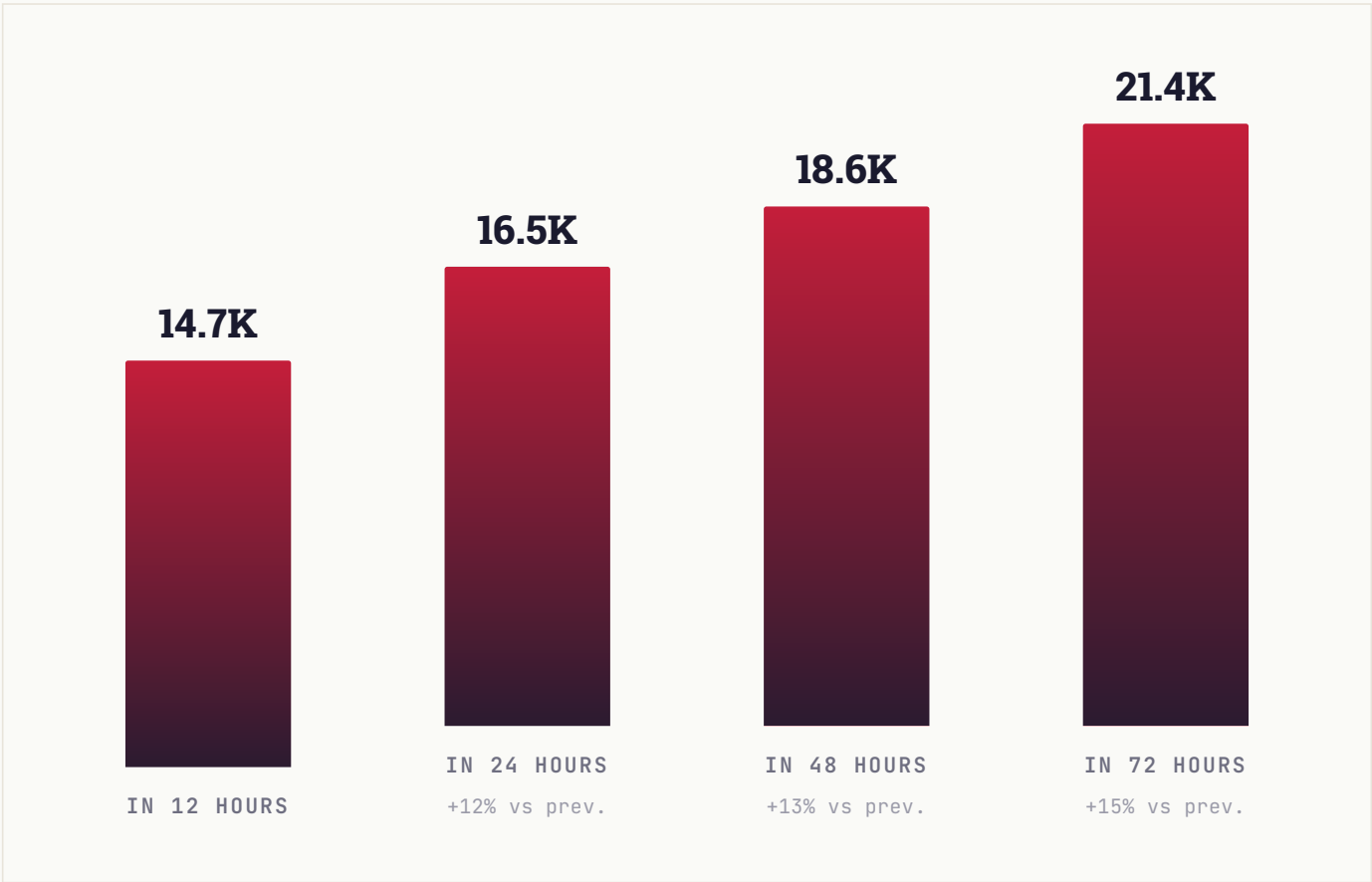
Citation index **227** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **518** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time from publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-Dollar Books business blog	872.2K
USSR M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
YAP Yandex Pay YOU	184.6K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#19 of 100). Leader — Moscowbusiness (966.6K). 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions found **382**, they brought **25 654** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	229	150	21 811	
November 2025	89	79	52	
October 2025	7	1	0	
September 2025	10	8	9	
August 2025	26	21	244	
July 2025	21	7	3 538	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
382	6	25 654

SECTION 08 · NICHE COMPARISON

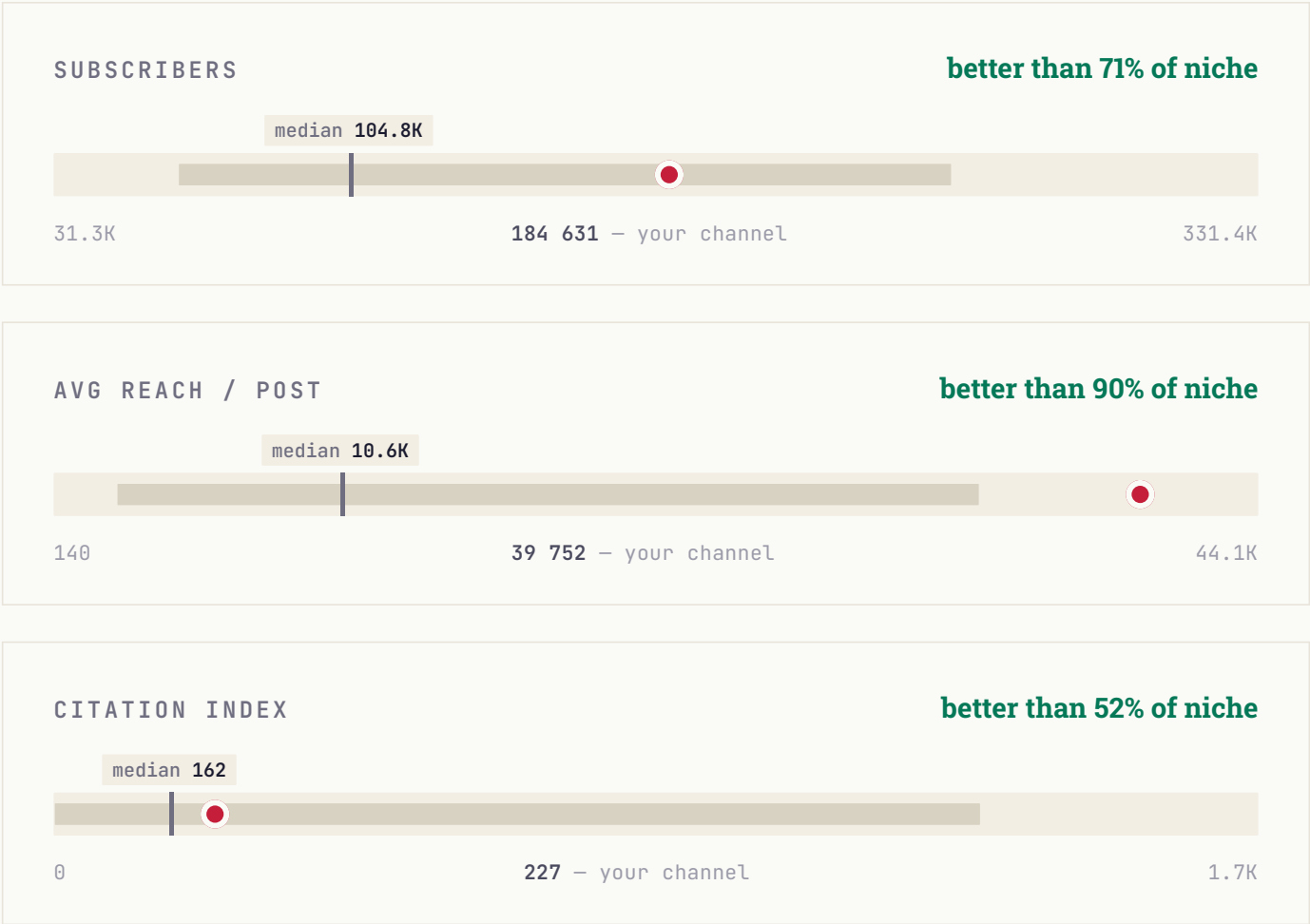
Where the channel stands in its league

Took top-100 channels in category "Business & Startups» (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.

#19/100

RANK IN NICHE

Channel in top 19% – 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

Increase posting frequency

Now 2.3 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager