

— PROMTPRESS PUBLIC REPORT

Channel audit

Horizon VPN

News



@horizon_vpn

Horizon VPN: Secure access to services. News, support. BOT
@HorizonVPNbot Support @horizon_vpn_support

SUBSCRIBERS

127 839

+17129 per month

ERR (% SEE POSTS)

73.0%

per day 22.5%

REACH/POST

88.7K

ad reach 28.7K/24h

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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 127 839 —	 SUBS REACH 69.4% avg % of subs see post	 VIEWS/POST 88.7K median 92.4K · 27 days	 POSTS/WEEK 1.5 over period
 7D TREND — no data for period	 REACTIONS/POST 3371.3 total 20,228 reactions, 3,448 reposts, 3,049 comments	 POST LENGTH 633 chars median 598 · 27 days	 POSTS ANALYZED 6 27 days
 AD REACH 28.7K 24h avg	 CHURN / MONTH +17129 last month	 CITATION RATE 6 citation index · 49 channels mentioned all time	 CHANNEL AGE 1 year 6 months created 13.12.2024

AI EDITOR SUMMARY

Channel «Horizon VPN News» — 127 839 subs. Each post averages 88.7K people (69% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 27 days.
- 02 Dominant format — Text (5/6 posts).
- 03 Avg post length — 633 chars (median 598).
- 04 Peak audience activity — Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (112K avg for top vs 65.5K for worst) — among 6 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 13:14 PHOTO ✔ Added location "Hysteria" with a new protocol — especially for those whose other options still don't work. Update your subscription and try...	VIEWS 126 779 REPOSTS 742	REACTIONS 7 544 ER 99.2%
Nº2 29.05 · 10:59 TEXT 💻 Friends, keeping you posted. The process is taking a bit longer — and frankly, not our fault. We're at the final stage: waiting...	VIEWS 115 116 REPOSTS 226	REACTIONS 7 593 ER 90.0%
Nº3 28.05 · 06:40 TEXT ✔ Hi everyone. ✔ Launched a German server with a new solution to bypass blocks. Update your Horizon VPN profile in the app and...	VIEWS 94 027 REPOSTS 762	REACTIONS 1 340 ER 73.6%

Nº4 27.05 · 19:28 TEXT Dear friends! ☒ Our service, like many other VPN providers, has faced a new type of blocking by RKN. Previous methods...	VIEWS 90 752 REPOSTS 1 096	REACTIONS 2 619 ER 71.0%
Nº5 16.06 · 16:13 TEXT ☒ Reminder about our referral program! Invite relatives, friends, colleagues, and acquaintances – and get nice bonuses ☒ ☒ Your...	VIEWS 69 085 REPOSTS 52	REACTIONS 891 ER 54.0%

|

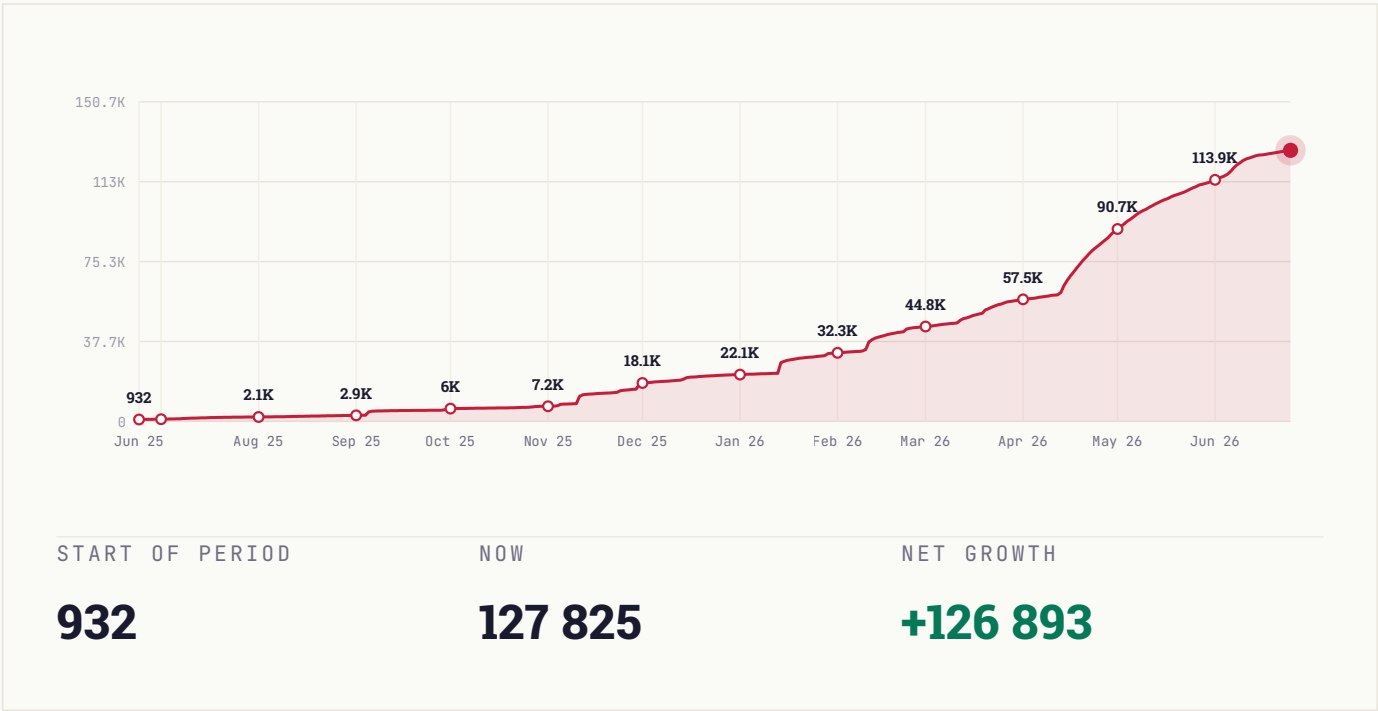
WORST 3

↓ 27.05 · 19:28 TEXT Dear friends! ☒ Our service, like many other VPN providers, has faced a new type of blocking by RKN. Previous methods...	VIEWS 90 752 REPOSTS 1 096	REACTIONS 2 619 ER 71.0%
↓ 16.06 · 16:13 TEXT ☒ Reminder about our referral program! Invite relatives, friends, colleagues, and acquaintances – and get nice bonuses ☒ ☒ Your...	VIEWS 69 085 REPOSTS 52	REACTIONS 891 ER 54.0%
↓ 24.06 · 13:27 TEXT ☒ Happ removed from Russian App Store Fewer VPN clients available in Russian App Store every day. Under restrictions...	VIEWS 36 559 REPOSTS 570	REACTIONS 241 ER 28.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

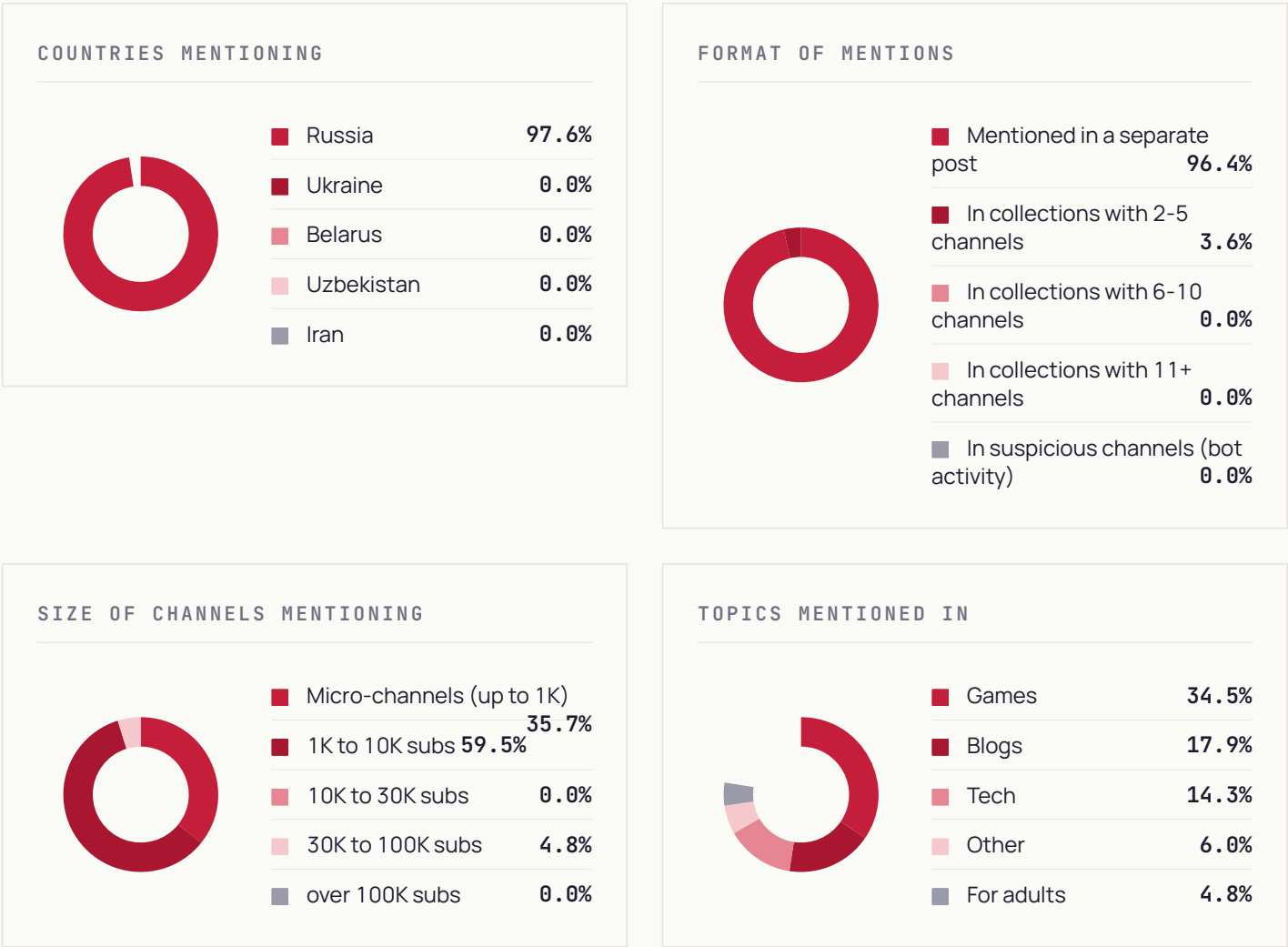
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

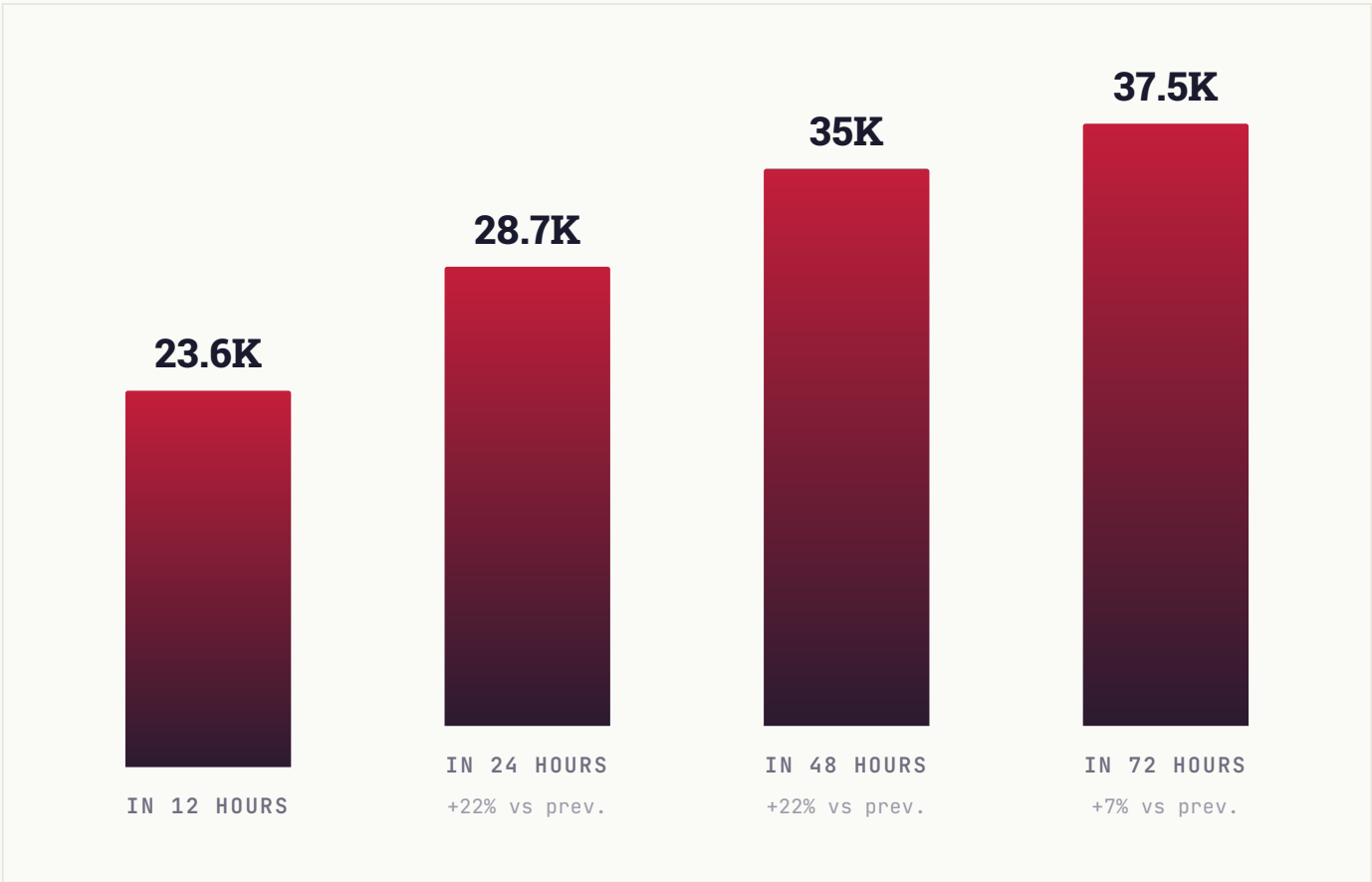
Citation index 6 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **49** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
TP	TikTok Prime	3.5M
T	TikTokModCloud	3M
TU	TikTok Updates	2.2M
CT	Central TikTok	1.7M
E	Easy APK	1.2M
QV	Quattro VPN — News	1M
CTR	Download TikTok Mod for Android	916.6K
PM	Proxy MTProto Proxy 24/	841.5K
TT	TikTok mod on Android	825.6K
Y-	YBoost — YouTube & internet without limits	810.9K
HV	Horizon VPN News	127.8K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#57 of 99). Niche median — 139K subs. First growth KPI — reach the median. Leader: TikTok Prime (3.5M).

SECTION 07 · MENTION TRENDS

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 **15**, they brought **21 024** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	6	6	4 543
November 2025	1	1	10 359
October 2025	2	2	1 182
September 2025	1	1	3 129
August 2025	1	1	764
July 2025	4	3	1 047

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
15	6	21 024

SECTION 08 · NICHE COMPARISON

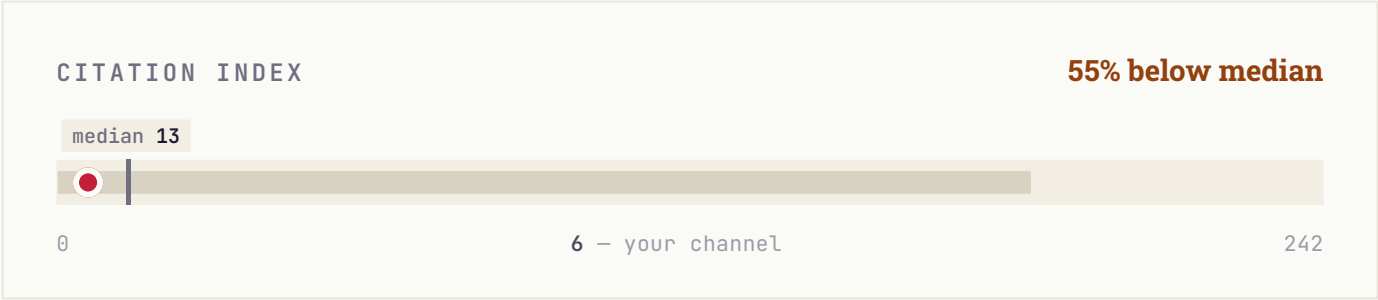
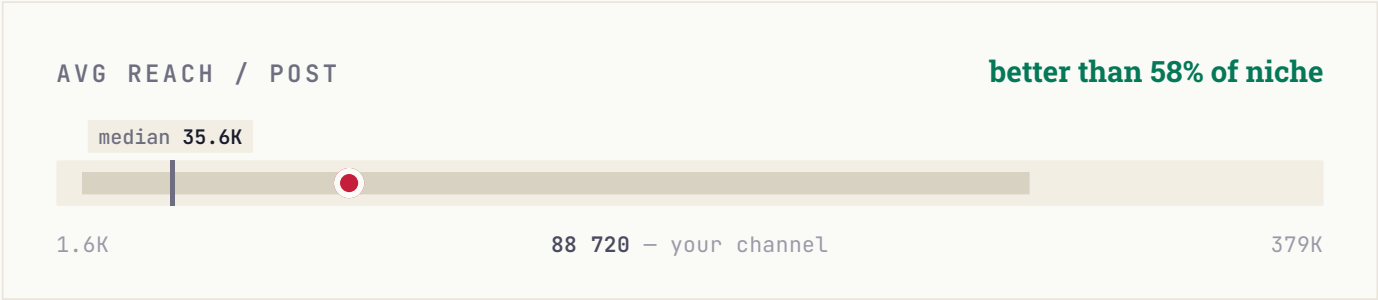
Where the channel stands in its league

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

#57/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

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**

03

Increase video post 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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager