

PROMTPRESS PUBLIC REPORT

Channel audit

How we create VOIS



@inner_vois

The secret life of jars and VOIS employees ❤️ PKH 6786472929

SUBS

195 347

+30465 per month

ERR (% SEE POSTS)

11.0%

per day 5.2%

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. The subtitle under the number shows for which period it was calculated.

 SUBS 195 347 —	 SUBS REACH 10.64% avg % subs see post	 VIEWS/POST 20.8K median 21.3K · 28 days	 POSTS/WK. 6.2 for the period
 TREND 7D +4.1% vs previous week	 REACTS/POST 173.1 total 4 328 reactions, 261 reposts, 243 comments.	 POST LENGTH 384 chars. median 281 · 28 days	 POSTS ANALYZED 25 28 days
 AD REACH 10K avg over 24h	 CHURN / MONTH +30465 past month	 CITATIONS 7 citation index · 24 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 01.06.2024

AI SUMMARY

Channel «How we create VOIS» – 195 347 subscribers. Each post on average is watched by 20.8K people (11% of subscribers), reach is low – worth expanding audience. Publishes 6 posts per week (~1 per day) – rare publications. For the week of Aug 10–16, reach stable (+4.1% vs week 3–9 августа).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **25** posts over 28 days.
- 02 Dominant format – **Photo** (11/25 posts).
- 03 Average post length – **384** characters (median 281).
- 04 Audience activity peak – **Thursday**, 19:00 MSK.
- 05 Strongest posts get **2 times** more views than the weakest (28.4K on average for top vs 16.8K for worst) – among 25 posts over 28 days. Worth analyzing what the top share – topic, format, timing.

TOP-5 POSTS

Nº1 13.08 · 16:26 PHOTO Don't let summer end just yet – we still have time for one great summer read 🦋 Which one? We asked...	VIEWS 29 466 REPOSTS 27	REACTS 203 ER 15.1%
Nº2 12.08 · 12:06 PHOTO Sometimes one detail's not enough 😊 For easier application of our lash & brow serum, we made three...	VIEWS 28 262 REPOSTS 11	REACTS 215 ER 14.5%
Nº3 07.08 · 14:58 PHOTO Kanye album cover, 51 drawings of the same country road and bread wrapping paper 🍞 We asked brand director Sonya...	VIEWS 27 499 REPOSTS 2	REACTS 159 ER 14.1%

Nº4 08.08 · 14:08 VIDEO To mark 1M yellow mask reviews, we interviewed our legend Dasha – head of dept...	VIEWS 24 190 REPOSTS 10	REACTS 252 ER 12.4%
Nº5 29.07 · 16:10 PHOTO This time we asked colleagues for their funniest work fails 🤪 Sharing event manager Renata's story...	VIEWS 23 807 REPOSTS 5	REACTS 207 ER 12.2%

|

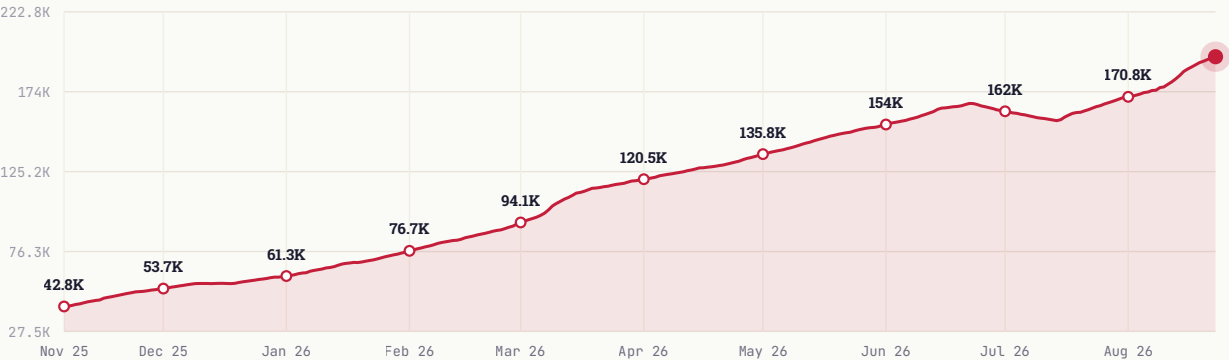
WORST 3

↓ 25.07 · 08:06 TEXT Hi! The VOIS team here with an important message ❤️ Right now you can buy our products on WB with discounts never before...	VIEWS 17 768 REPOSTS 63	REACTS 158 ER 9.1%
↓ 20.08 · 14:24 PHOTO Colleagues, we have a delicate case – let's figure it out together... Team lead didn't show up and sent this explanation...	VIEWS 16 365 REPOSTS 10	REACTS 253 ER 8.4%
↓ 20.08 · 14:52 POLL (captionless post – poll)	VIEWS 16 277 REPOSTS 13	REACTS 79 ER 8.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. On key months, exact subscriber counts. Shows which months the channel grew, and in which months it declined.

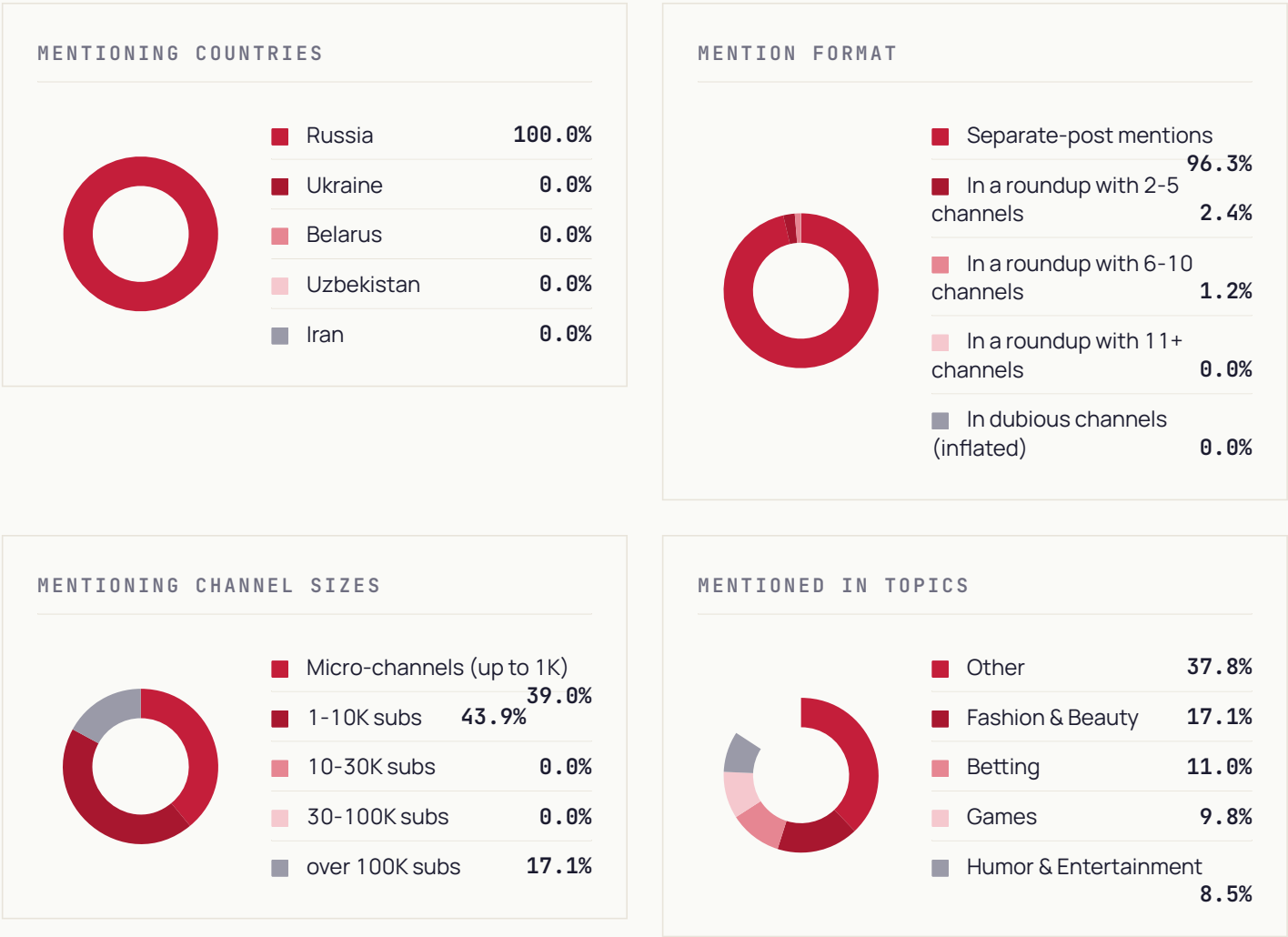


START OF PERIOD	NOW	NET GROWTH
42 767	195 347	+152 580

SECTION 04 · CITATIONS

Who and how mentions the channel

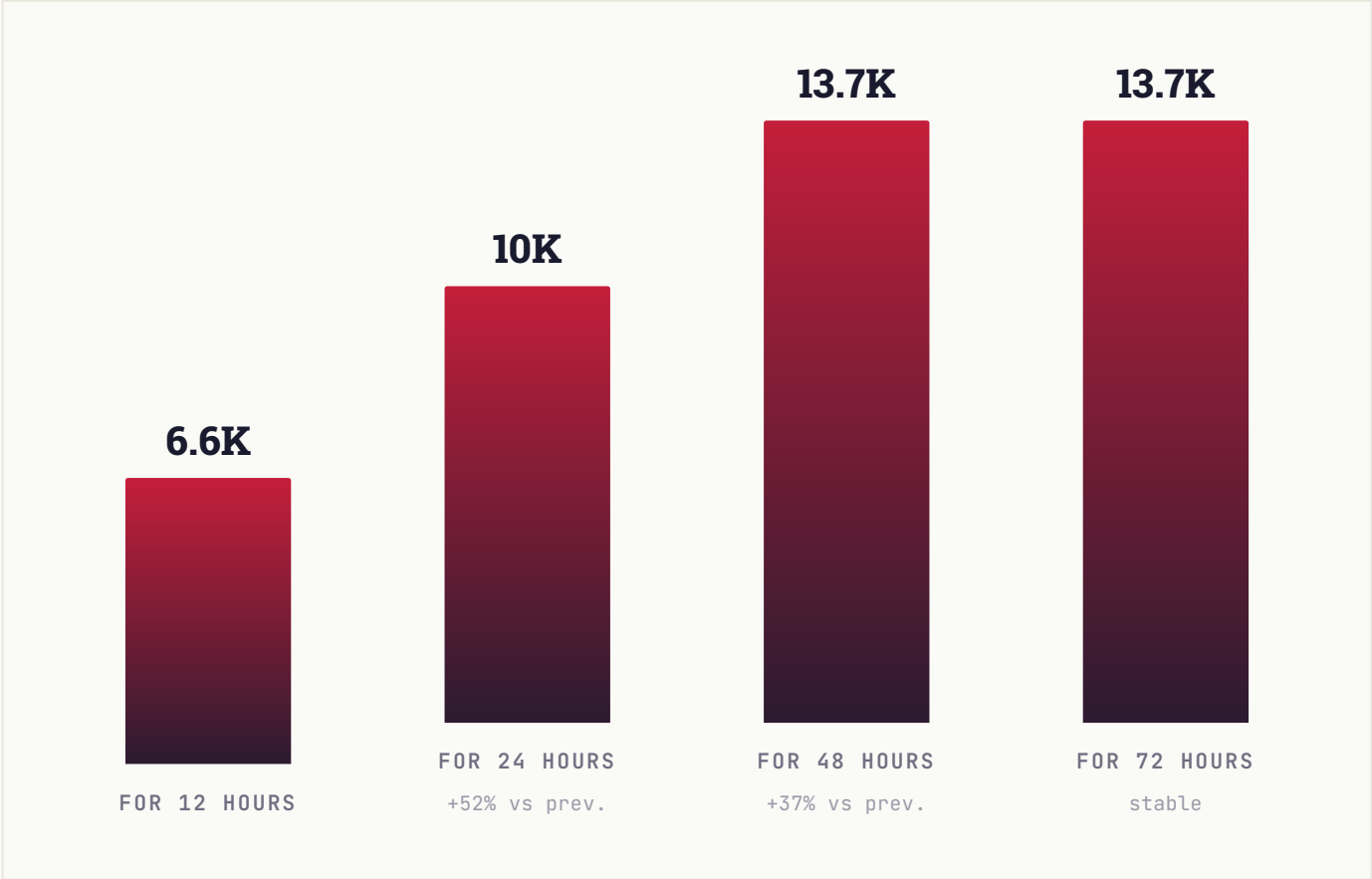
Citation index 7 – channel popularity rating based on mentions. Accounts for not only their count, but also weight of mentioners: a post from a channel with 100 K subs outweighs one from a channel with 1 K. All time mentions 24 various channels.



— SECTION 05 · ADVERTISING POTENTIAL

How long posts bring reach

Average reach of an ad post over time from publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — see where it ranks among neighbors by niche.

CHANNEL	SUBS
M• Москвач • Moscow News	4.3M
TL Топор Live	4.1M
PE Live • News	4M
M- Moscow is interesting	3.3M
PM Первый Московский	3.2M
MA Mash	3.1M
RN РИА Новости	3M
NM Moscow News	2.7M
MS Moscow Today	2.7M
Avg Russian media (non-Moscow)	2.6M
KM How we create VOIS YOU	195.3K

COMPARISON

Channel not yet outside top-99 in niche — early growth stage. Niche leader — **Москвач • Moscow News** (4.3M), median top-99: 776.9K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Channel mention frequency

Monthly we record posts in other channels mentioning your channel. Over the last **6 months** such mentions were **28**, they brought **50 570** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED SUBS
February 2026	14	11	17 079
January 2026	2	2	15 049
December 2025	7	7	7 786
November 2025	2	1	10 656
October 2025	1	1	0
September 2025	2	1	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
28	6	50 570

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

Took top-100 channels in category «News & Media» (Russia) and compared the channel against them. Gray bar — the range where 80% of niche channels fall (p10–p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions, sorted by expected impact. Can be marked as a checklist and returned to this report in a month.

01

Top post of the week — Thursday

Audience is most active on this day at 19:00 MSK.

IMPACT

**Best time for a
key post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to niche.

IMPACT

**+1000-3000
subs.**

03

Test polls and interactive formats

Posts with polls/reactions typically give +5-15% ER.
One poll a week on a hot topic — an easy win.

IMPACT

+5-15% ER

04

Cross-promo with similar channels

Swap posts with same-segment channels quarterly.
Not daily — 2-3 collabs bring relevant growth.

IMPACT

**Relevant
audience
growth**

05

Update channel description for Telegram search

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

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by a manager? **PromptPress?**

This audit — we can do it in a few minutes from public data. Want to go further — run ads via us and hit your growth plan in a month.

01 **Run ads on Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
