

PROMTPRESS PUBLIC REPORT

Channel Audit

VK



@inside_vk

meeting point Registered with RKN: <https://gosuslugi.ru/snet/6790dec9f3169f6df902d328>

SUBSCRIBERS

17 366

+37 per month

ERR (% SEE POSTS)

12.0%

in 24 hrs 4.5%

REACH/POST

2K

ad reach 780/24h

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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 17 366 —	 SUBS REACH 11.4% avg % subs see post	 VIEWS/POST 2K median 1.7K · 29 days	 POSTS/WK 4.1 over period
 7D TREND -36.7% vs previous week	 REACTS/POST 21.4 only 363 reactions, 167 reposts, 0 comments	 POST LENGTH 429 chars median 400 · 29 days	 POSTS ANALYZED 17 29 days
 AD REACH 780 24h avg	 CHURN / MONTH +37 last month	 QUOTABILITY 435 citation index · 1,374 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 23.03.2020

AI EDITOR SUMMARY

Channel 'VK' — 17 366 subs. Each post averages 2K people (11% of subs), reach is low — consider expanding audience. Publishes 4 posts per week (~1/day) — rare. For week Jul 6–12, reach dropped -36.7% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 29 days.
- 02 Dominant format – Photo (10/17 posts).
- 03 Avg post length – 429 chars (median 400).
- 04 Peak audience activity – Friday, 16:00 MSK.
- 05 Top posts get 3× more views than the weakest (3.8K avg for top vs 1.4K for worst) – among 17 posts over 29 days. Worth analyzing what top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:37 VIDEO Some see a beautiful sunset and snap a pic; others delete old shots first ♦ ☁ Mail Space says don't waste time on...	VIEWS 3 818 REPOSTS 6	REACTS 20 ER 22.0%
Nº2 23.06 · 13:40 PHOTO VK Fest keeps adding lineup ♦ Joining Nizhny Novgorod: t.A.T.u., Eldzhey, nkeeei, unige & ARTEM SHILOVETS, and...	VIEWS 3 795 REPOSTS 13	REACTS 29 ER 21.9%
Nº3 17.06 · 11:46 VIDEO 🐶 Mail was so excited about Roblox's return that it immediately added it to its digital goods catalog. Along with many new ones...	VIEWS 3 662 REPOSTS 13	REACTS 24 ER 21.1%

Nº4

02.07 • 11:15

VIDEO

VK authors earned 1.4B rubles via VK AdBlogger in H1 — already more than all of 2025. Some are making...

VIEWS

2 605

REPOSTS

11

REACTS

36

ER

15.0%

Nº5

01.07 • 08:06

PHOTO

If a prince from a faraway land hasn't left you an inheritance, we have an explanation ♦ ♦ Over six months of anti-spam 📧 Mail...

VIEWS

2 457

REPOSTS

3

REACTS

19

ER

14.1%

WORST 3



09.07 • 12:42

PHOTO

The best way to know what people think of you is to ask ♦ But you can also go to Ksenia Sobchak's show, where everything has already been asked for you. ♦ In...

VIEWS

1 456

REPOSTS

2

REACTS

16

ER

8.4%



08.07 • 17:05

PHOTO

Launched a free course 'Good Enough Parent' — for those balancing work, family, and trying not to burn out. ♦ ...

VIEWS

1 418

REPOSTS

16

REACTS

35

ER

8.2%



08.07 • 13:02

PHOTO

Coincidentally, today we have two news items with the same nice number — 3,000,000. So we decided to combine not only them...

VIEWS

1 285

REPOSTS

3

REACTS

12

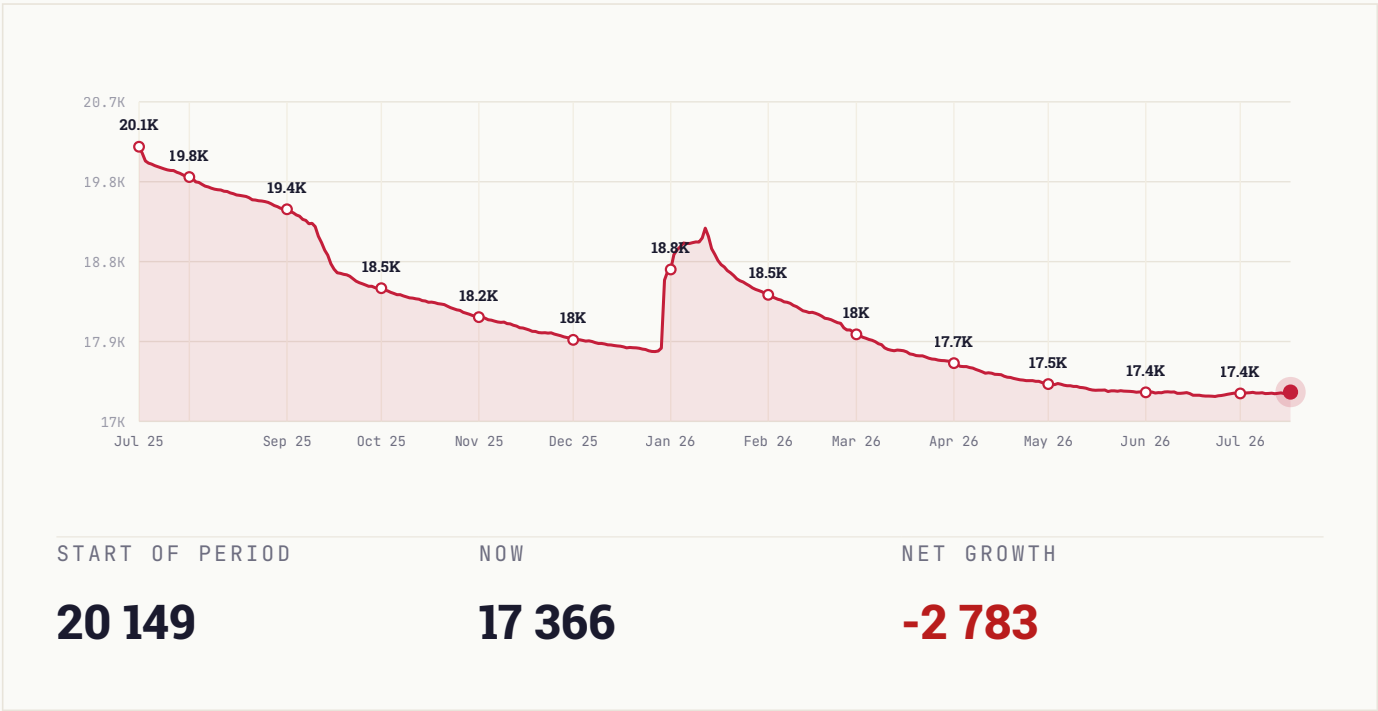
ER

7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

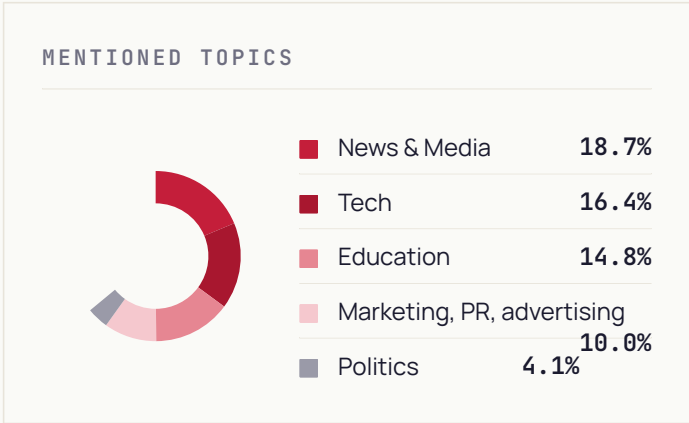
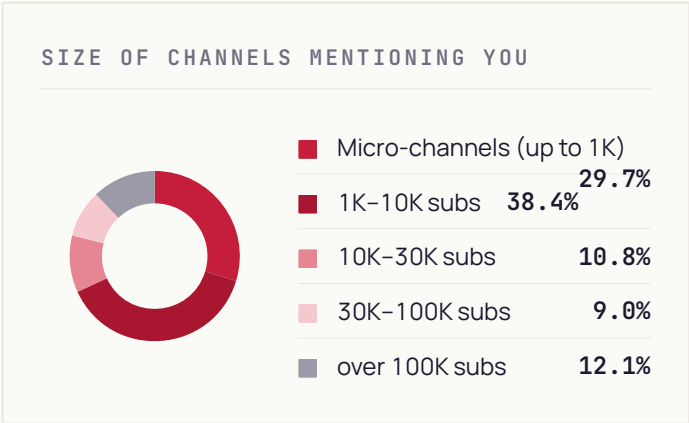
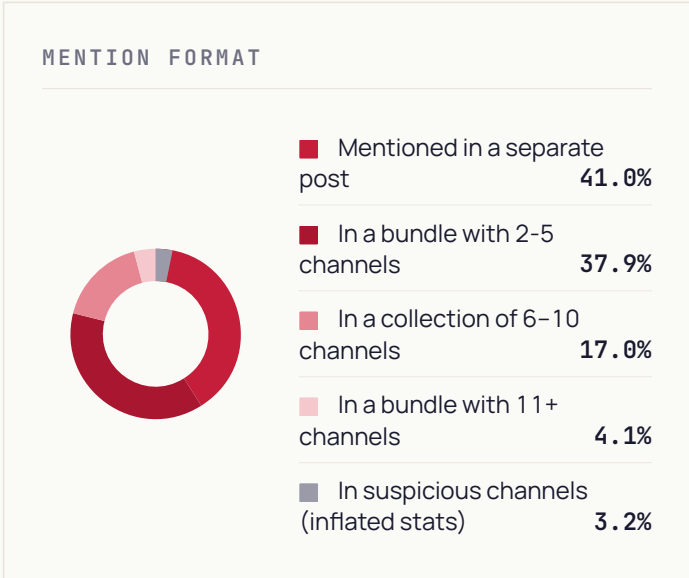
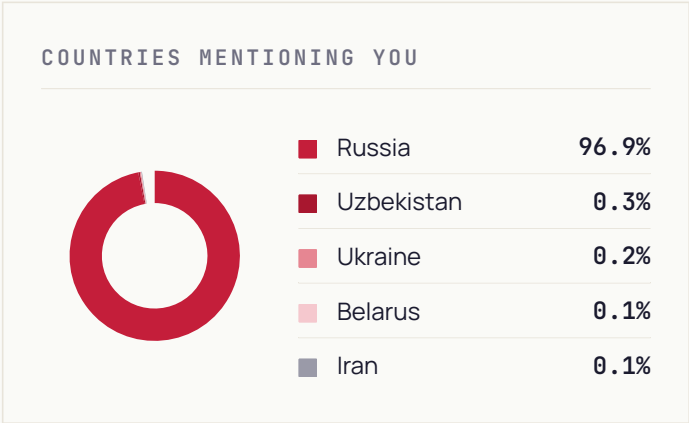
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

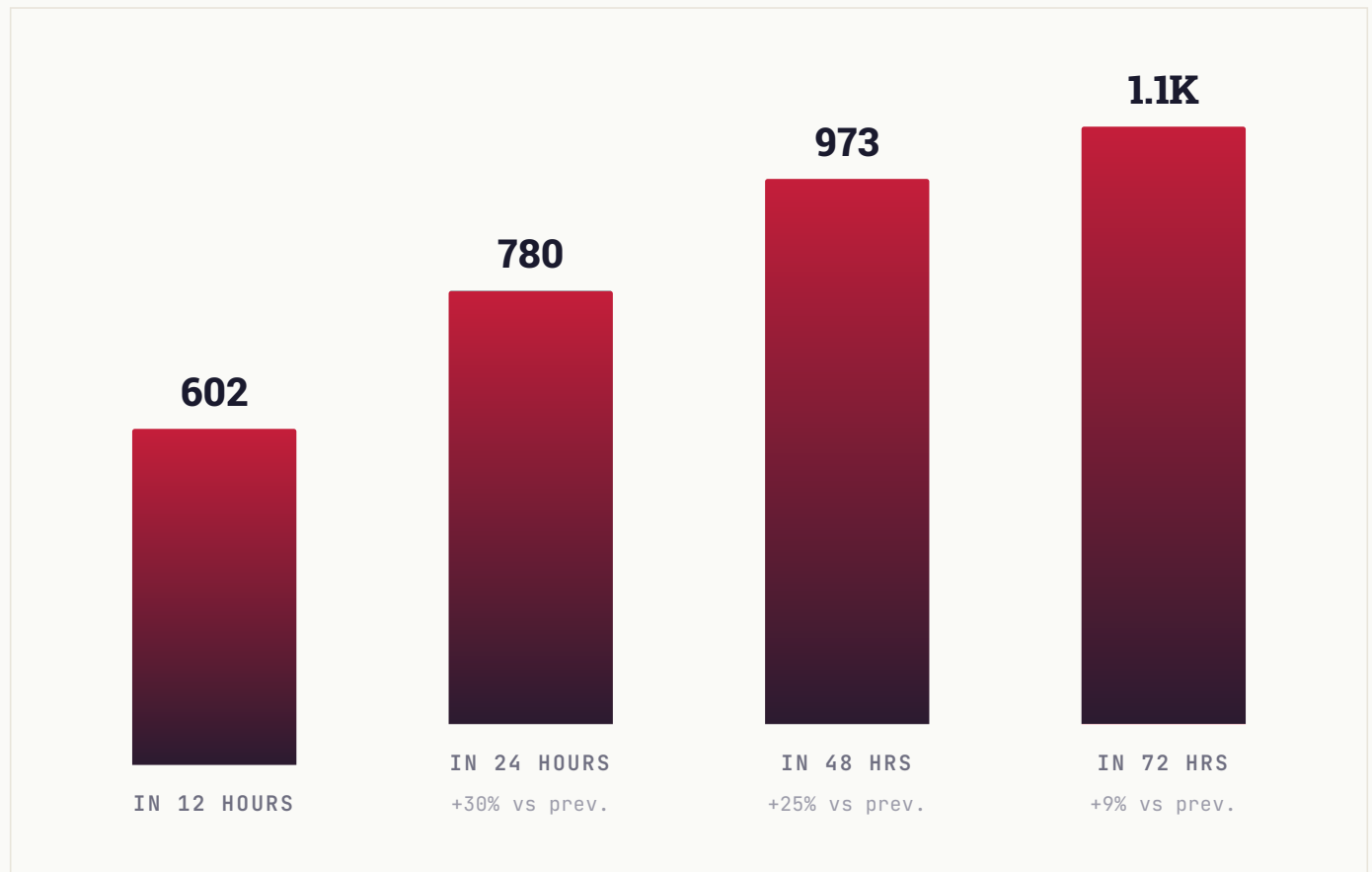
Citation index **435** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 374** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trend world	3.3M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
VK VK YOU	17.4K

COMPARATIVE INSIGHT

Channel is not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **199**, they brought **1 431** new subs.

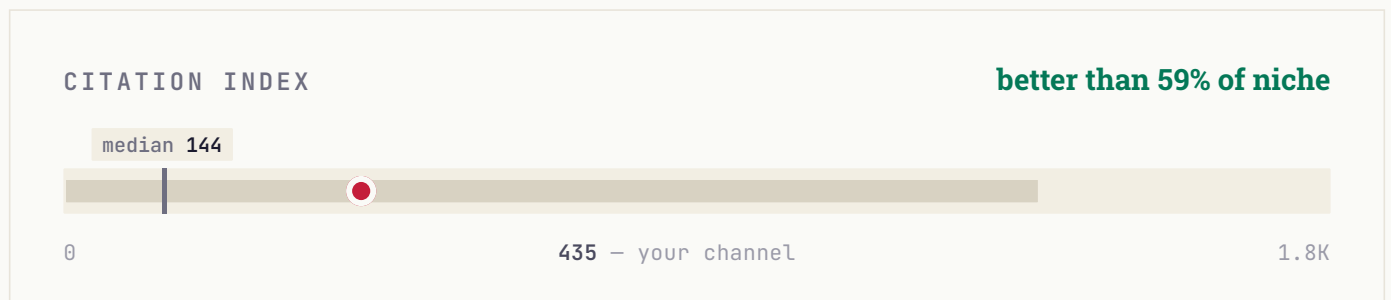
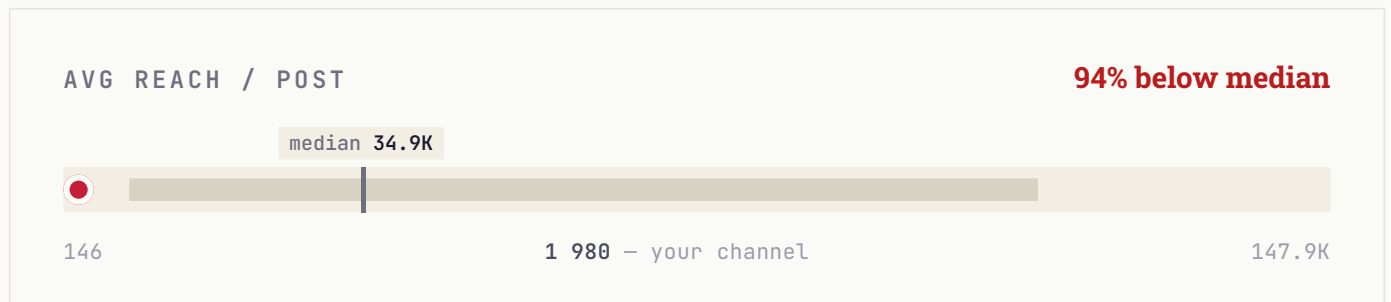
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	7	7	501	
December 2025	22	22	916	
November 2025	2	2	7	
October 2025	58	58	2	
September 2025	105	102	5	
August 2025	5	5	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
199	6	1 431

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category «**Tech**» (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 ranked by expected impact. Check off and revisit in a month.

01

Increase posting frequency

Now 4.1 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02**

Top 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**

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 — easy growth lever.

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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