

PUBLIC REPORT BY PROMTPRESS

Channel audit

VPSH



@pravdadirty

Above the fray. Contact us: @contact_vpsh_bot Ads: @vpshmedia
@leosaltore <https://gosuslugi.ru/snet/679851ea19290c0f937aaef3> @ssempaai

SUBSCRIBERS

1 382 610

-447 per month

ERR (% SEE POSTS)

19.0%

daily **16.9%**

REACH/POST

260.3K

ad reach **233.7K/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 1 382 610 —	 SUBSCRIBER REACH 18.82% avg % subs see post	 VIEWS/POST 260.3K median 263.8K · 23 days	 POSTS/DAY 22.9 ~161 per week
 7D TREND -2.3% vs previous week	 REACTS/POST 5172.0 total 2,787,722 reactions, 579,256 reposts, 25,442 comments	 POST LENGTH 292 chars median 243 · 23 days	 POSTS ANALYZED 539 23 days
 AD REACH 233.7K 24h avg	 CHURN / MONTH -447 last month	 CITATION RATE 1 841 citation index · 9,896 channels mentioned ever	 CHANNEL AGE 6 years 5 months created 20.12.2019

AI EDITOR SUMMARY

Channel «VPSH» — 1 382 610 subs. Each post averages 260.3K people (19% of subs), that's average reach — room to grow. Publishes 161 posts/week (~23/day) — very active. Week of May 25–31 reach stable (-2.3% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 539 posts over 23 days.
- 02 Dominant format – Photo (303/539 posts).
- 03 Avg post length – 292 chars (median 243).
- 04 Peak audience activity – Tue, 04:00 MSK.
- 05 Top posts get 2x more views than the weakest (329.8K avg top vs 189.6K worst) – among 539 posts over 23 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 01:07 PHOTO 👤 Dilblin and Anya shared first photos with their son 📺 VPSH	VIEWS 331 796 REACTS 7 854 REP. 3 766 ER 24.0%
Nº2 18.05 · 20:54 VIDEO 👤 Dilblin unexpectedly revealed he became a father He and Anya Klesh had a boy last winter, but they kept it secret for a long time. According to...	VIEWS 330 738 REACTS 9 233 REP. 6 832 ER 23.9%
Nº3 28.05 · 20:43 VIDEO 👤 Ukrainian gymnast covered her ears as soon as the Russian anthem started at the awards ceremony According to media, this happened at...	VIEWS 326 982 REACTS 20 823 REP. 2 260 ER 23.6%

Nº4 19.05 · 05:17 VIDEO 🗣️ Sen Sulu removed an ad featuring Valya Karnaval The brand's founder reached out and stated they did not intend to offend Kazakh girls and...	VIEWS 325 988 REP. 343	REACTS 5 991 ER 23.6%
Nº5 22.05 · 06:08 VIDEO 🗣️ Lyubov Uspenskaya commented on the conflict with Lyusya Chebotina According to the singer, she left a negative comment not without...	VIEWS 325 888 REP. 248	REACTS 4 519 ER 23.6%

|

WORST 3

↓ 05.06 · 15:41 VIDEO ⚡ Putin stated the goals of the SMO remain unchanged 🗣️ VPSH	VIEWS 189 893 REP. 349	REACTS 6 596 ER 13.7%
↓ 05.06 · 14:11 PHOTO 🗣️ Russia's budget deficit may grow by year-end but will still be lower than in other developed countries, – Putin said He also...	VIEWS 189 423 REP. 463	REACTS 7 869 ER 13.7%
↓ 05.06 · 15:43 VIDEO ⚡ The first task of Russia being solved within the SMO is to achieve the liberation of Donbass, – Putin 🗣️ VPSH	VIEWS 189 372 REP. 396	REACTS 5 838 ER 13.7%

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 grew and which it lost subs.

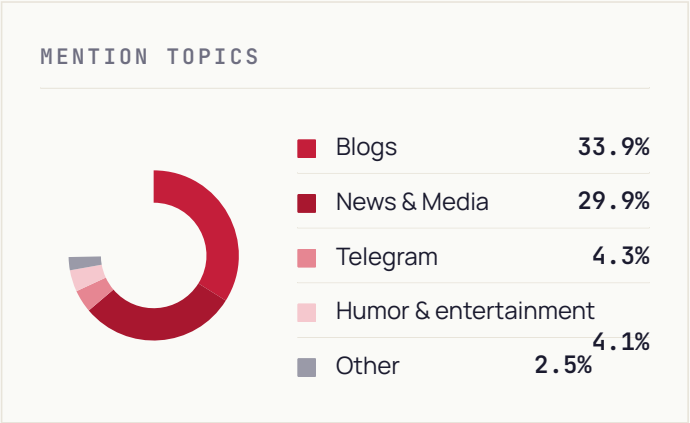
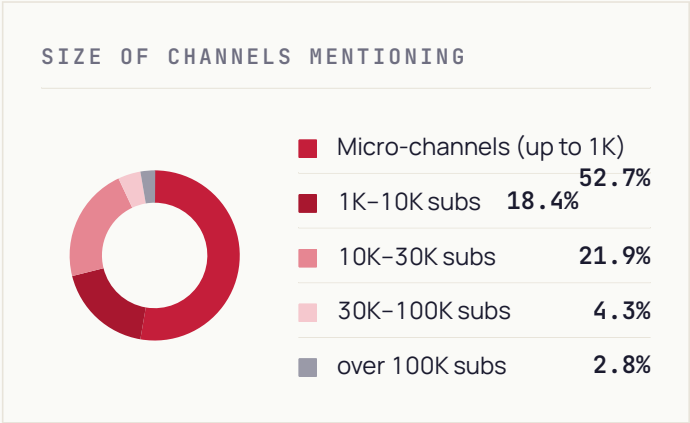
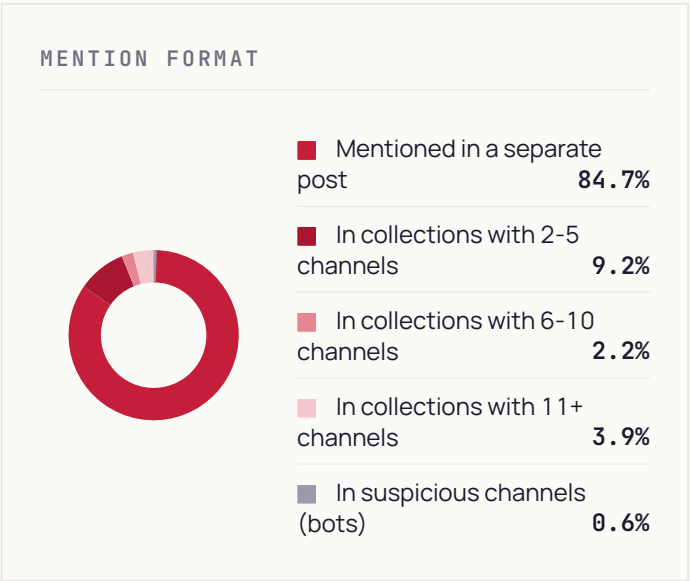
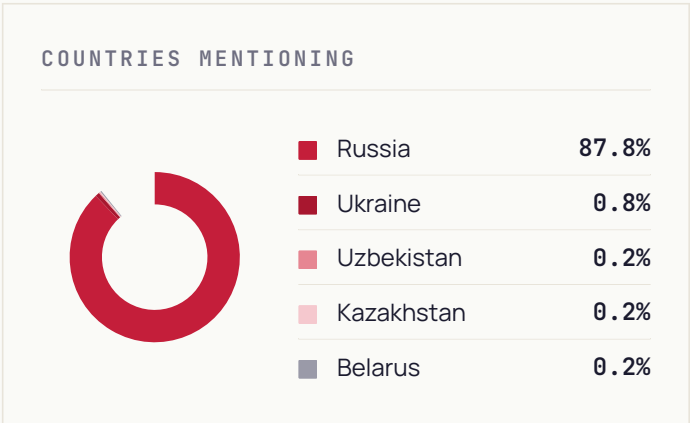


PERIOD START	NOW	NET GROWTH
1 452 757	1 382 615	-70 142

SECTION 04 · CITATIONS

Who mentions the channel and how

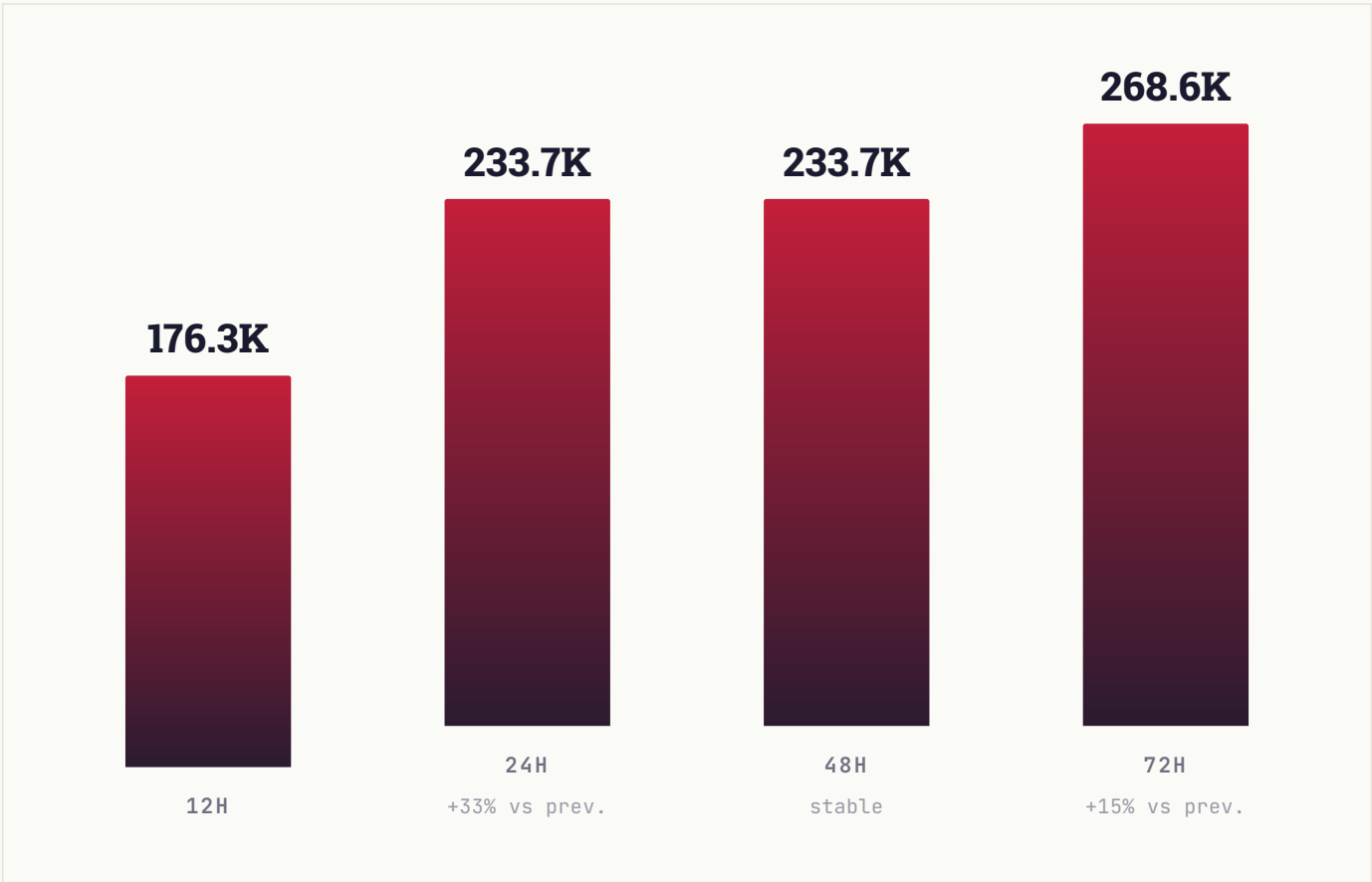
Citation index **1 841** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel mentioned **9 896** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
VP VPSH YOU	1.4M

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#20 of 99). Leader — Direct Live • News (4.1M). 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 yours. Over the last **6 months** such mentions were **2 023**, they brought **19 369** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	390	160	799
Nov 2025	333	139	1 686
Oct 2025	307	126	259
Sep 2025	282	172	4 863
August 2025	349	157	1 477
July 2025	362	187	10 285

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2 023	6	19 369

SECTION 08 · NICHE COMPARISON

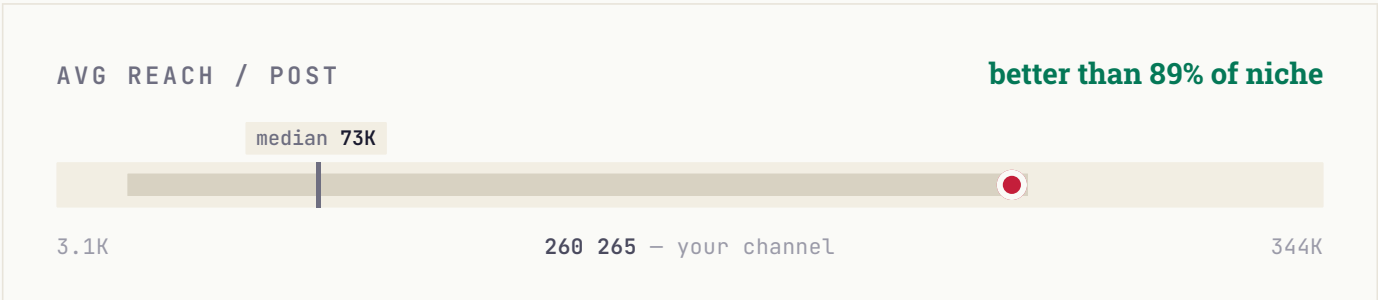
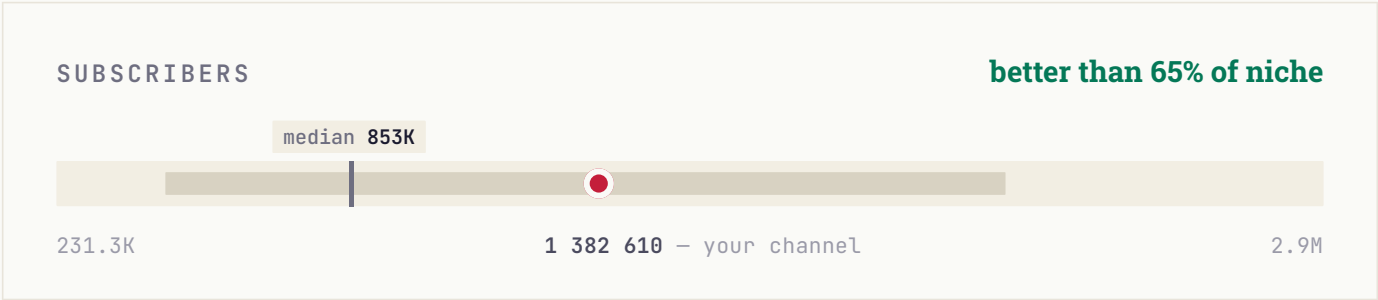
Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#86/100

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 off and revisit this report in a month.

01

Top post of the week — Tuesday

Audience is most active on this day at 04:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

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

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

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