

PUBLIC REPORT BY PROMTPRESS

Channel audit

VCNSP



@vcnsp

Official info channel. All-Russian Center for National Construction Policy. <https://вцнсп.рф/> <https://ammoour.ru/> <https://stroyleaders.ru/> <https://congress-krt.ru/> Developing...

SUBSCRIBERS

22 205

+1007 per month

ERR (% SEE POSTS)

48.0%

per day **30.9%**

REACH/POST

10.6K

ad reach **6.9K/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 22 205 —	 SUBS REACH 47.57% avg % of subs see post	 VIEWS/POST 10.6K median 9.6K · 25 days	 POSTS/WEEK 3.8 for the period
 7D TREND — no data for period	 REACTIONS/POST 89.6 only 1,254 reactions, 31 reposts, 0 comments	 POST LENGTH 963 chars. median 1000 · 25 days	 POSTS ANALYZED 14 25 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH +1007 last month	 CITATION RATE 8 citation index · 43 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 09.03.2022

AI EDITOR SUMMARY

Channel 'VCNSP' — 22 205 subs. Each post averages 10.6K people (48% of subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 14 posts in 25 days.
- 02 Dominant format — Photo (9/14 posts).
- 03 Avg post length — 963 chars (median 1000).
- 04 Peak audience activity — Sunday, 10:00 MSK.
- 05 Top posts get 7x more views than the weakest (18.4K avg for top vs 2.7K for worst) — among 14 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.07 · 07:07 PHOTO As part of the educational program for semi-finalists of the VI season of the All-Russian industry competition for managers 'Leaders of the Construction Industry'...	VIEWS 18 499 REP. 1	REACTIONS 76 ER 83.3%
Nº2 10.07 · 05:31 PHOTO Alexander Moor, head of the All-Russian Center for National Construction Policy, held a working meeting with the Ambassador Extraordinary and Plenipotentiary...	VIEWS 18 311 REP. 1	REACTIONS 89 ER 82.5%
Nº3 06.07 · 16:53 PHOTO The second block of the educational program of the semifinal of the VI season of the All-Russian industry competition for managers 'Leaders of Construction...	VIEWS 18 292 REP. 2	REACTIONS 199 ER 82.4%

Nº4 20.06 · 17:02 VIDEO First joint educational program of the All-Russian Center for National Construction Policy and the Russian Academy of National...	VIEWS 15 343 REP. 2	REACTIONS 66 ER 69.1%
Nº5 19.06 · 14:44 PHOTO The Organizing Committee has selected 300 semi-finalists of the VI All-Russian management contest «Leaders of the Construction Industry» Completed...	VIEWS 13 894 REP. 4	REACTIONS 64 ER 62.6%

WORST 3

↓ 23.06 · 06:41 PHOTO Cooperation agreement on innovative construction materials and personnel training During the working meeting, the head...	VIEWS 5 363 REP. —	REACTIONS 62 ER 24.2%
↓ 13.07 · 10:40 PHOTO As part of the educational program of the VI season of the All-Russian industry competition for managers 'Leaders of the Construction Industry'...	VIEWS 2 731 REP. 2	REACTIONS 81 ER 12.3%
↓ 15.07 · 12:04 VIDEO Final meeting of the organizing committee on the results of the third remote stage of the VI All-Russian competition of managers...	VIEWS 120 REP. 1	REACTIONS 89 ER 0.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

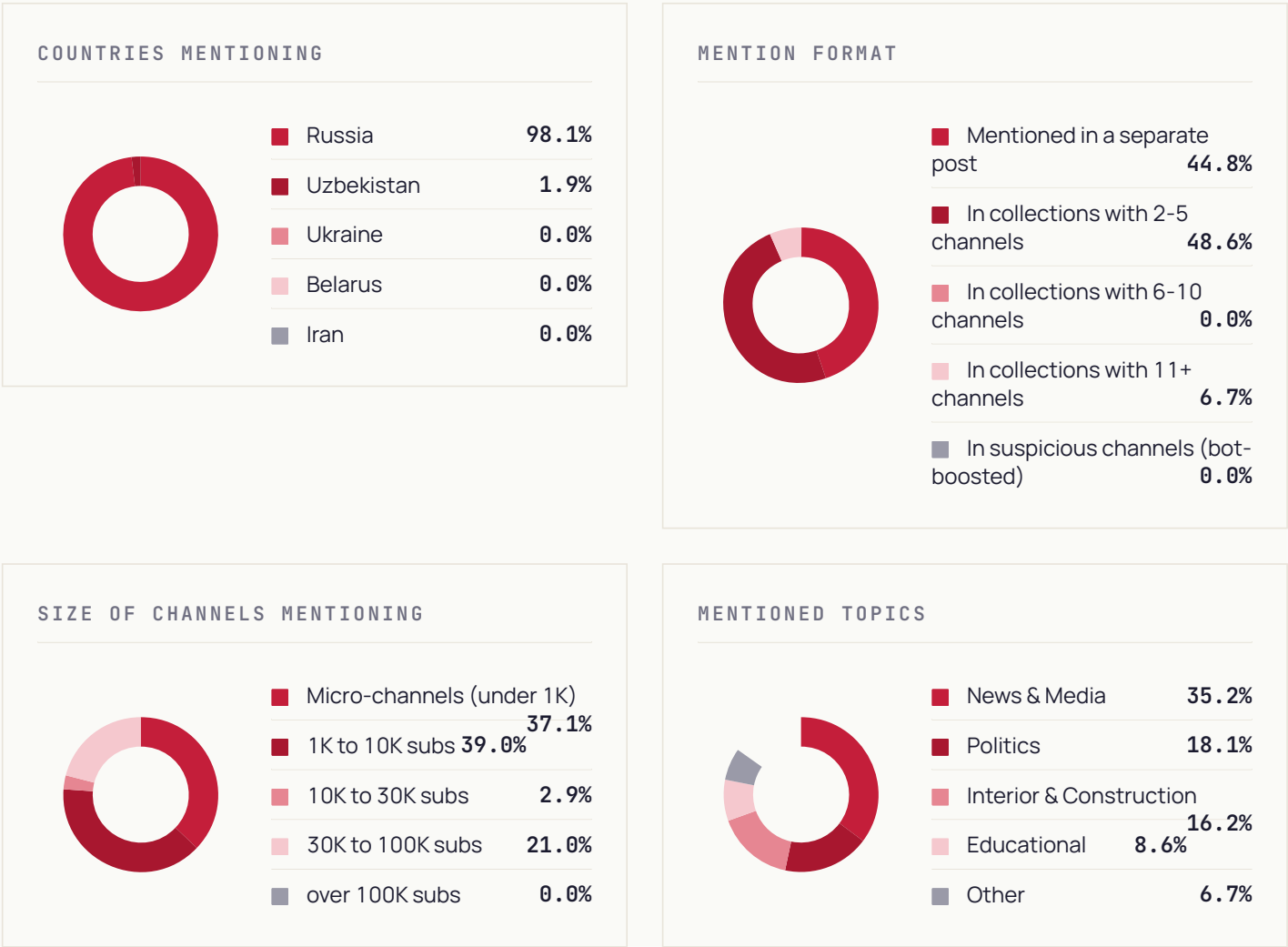
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

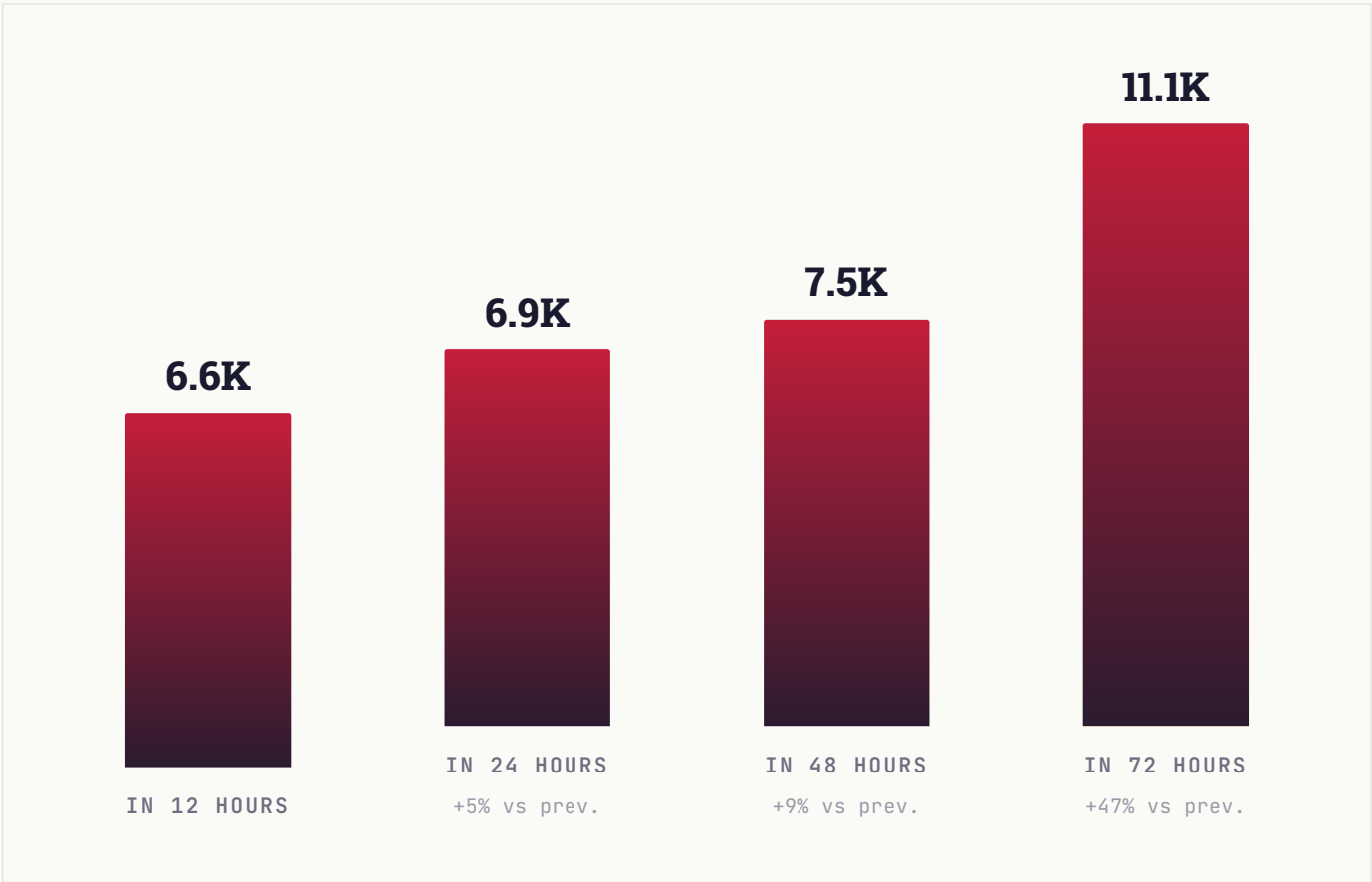
Citation index 8 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **43** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Planirovo4ka	451.9K
AI Interior & Decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LC Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProNedvizhka	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
VC VCNSP YOU	22.2K

COMPARATIVE INSIGHT

Channel is not yet outside top-91 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal: enter top-91 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **21**, they brought **17 576** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	3 583
December 2025	0	0	1 887
Nov 2025	6	5	2 937
Oct 2025	4	4	3 582
September 2025	4	4	1 595
August 2025	7	6	3 992

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBS
21	6	17 576

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of other channels, a darker beige bar representing the niche median, and a red dot representing the channel's performance. The channel's performance is consistently lower than the niche median in all three metrics.

Metric	Channel Value	Niche Median	Comparison
SUBSCRIBERS	22,205	126.5K	worse than median by 82%
AVG REACH / POST	10,564	6.6K	better than 58% of niche
CITATION INDEX	8	412	worse than median by 98%

SUBSCRIBERS worse than median by 82%

median 126.5K

35.3K 22 205 — your channel 432.9K

AVG REACH / POST better than 58% of niche

median 6.6K

1.2K 10 564 — your channel 32.7K

CITATION INDEX worse than median by 98%

median 412

0 8 — your channel 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 3.8 posts/wk. Active channels average 7-10.
Consistency is key to retaining audience.

EFFECT

Consistency > volume**02****Top post of the week — on Sunday**

Audience is most active on this day at 10:00 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 finds sources for your niche.

EFFECT

+1000-3000 subs**04****Test polls & interactive formats**

Posts with polls/reactions usually get +5-15% ER. One weekly poll on a hot topic is an easy growth point.

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 minutes using 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