

PROMTPRESS PUBLIC REPORT

Channel audit

Velocifero.ru



@velociferorussia

Velocifero e-scooters. Official channel of the premium brand Velocifero in Russia. Official site: <https://velocifero.ru> Buy Velocifero: <https://velocifero.ru/catalog/> Exclusive...

SUBSCRIBERS

16 025

+725 per month

ERR (% SEE POSTS)

137.0%

per day 2.4%

REACH/POST

1.2K

ad reach 384/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 16 025 —	 SUBS REACH 7.47% avg % subs see post	 VIEWS/POST 1.2K median 1.4K · 13 days	 POSTS/WEEK 2.1 over period
 7D TREND — no data for period	 REACTIONS/POST 38.8 only 155 reactions, 14 reposts, 0 comments	 POST LENGTH 403 chars. median 442 · 13 days	 POSTS ANALYZED 4 13 days
 AD REACH 384 24h avg	 CHURN / MONTH +725 last month	 CITATION RATE 7 citation index · 31 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 07.02.2023

AI EDITOR SUMMARY

Channel «Velocifero.ru» – 16 025 subs. Each post averages 1.2K people (7% of subs), reach is low – consider expanding audience. Publishes 2 posts per week (~0 per day) – infrequent posts.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 13 days.
- 02 Dominant format – Photo (2/4 posts).
- 03 Avg post length – 403 chars (median 442).
- 04 Peak audience activity – Friday, 07:00 MSK.
- 05 Top posts get 1x more views than the weakest (1.5K avg for top vs 1.1K for worst) – among 4 posts in 13 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 4 POSTS

Nº1 19.06 · 04:58 VIDEO  Velocifero ONE-X – exclusive, all-wheel drive electric scooter Velocifero ONE-X - boasts excellent power, speed...	VIEWS 1 600 REPOSTS —	REACTIONS 27 ER 10.0%
Nº2 19.06 · 11:42 PHOTO  VELOCIFERO HAS A WINNER! Congratulations to winner @remclly Alina from Krasnodar 🌸👏 - you won a piece of Italy for urban...	VIEWS 1 411 REPOSTS 4	REACTIONS 49 ER 8.8%
Nº3 19.06 · 09:00 TEXT  Giveaway ended! 🏆 Winners: 1. @remclly 🔍 Check results	VIEWS 1 358 REPOSTS 9	REACTIONS 52 ER 8.5%

Nº4 02.07 · 14:58 PHOTO  Winner of VELOCIFERO GIVEAWAY received their prize. The Velocifero Mad Air electric scooter successfully reached its winner in Krasnodar...	VIEWS	REACTIONS
	420	27
	REPOSTS	ER
	1	2.6%

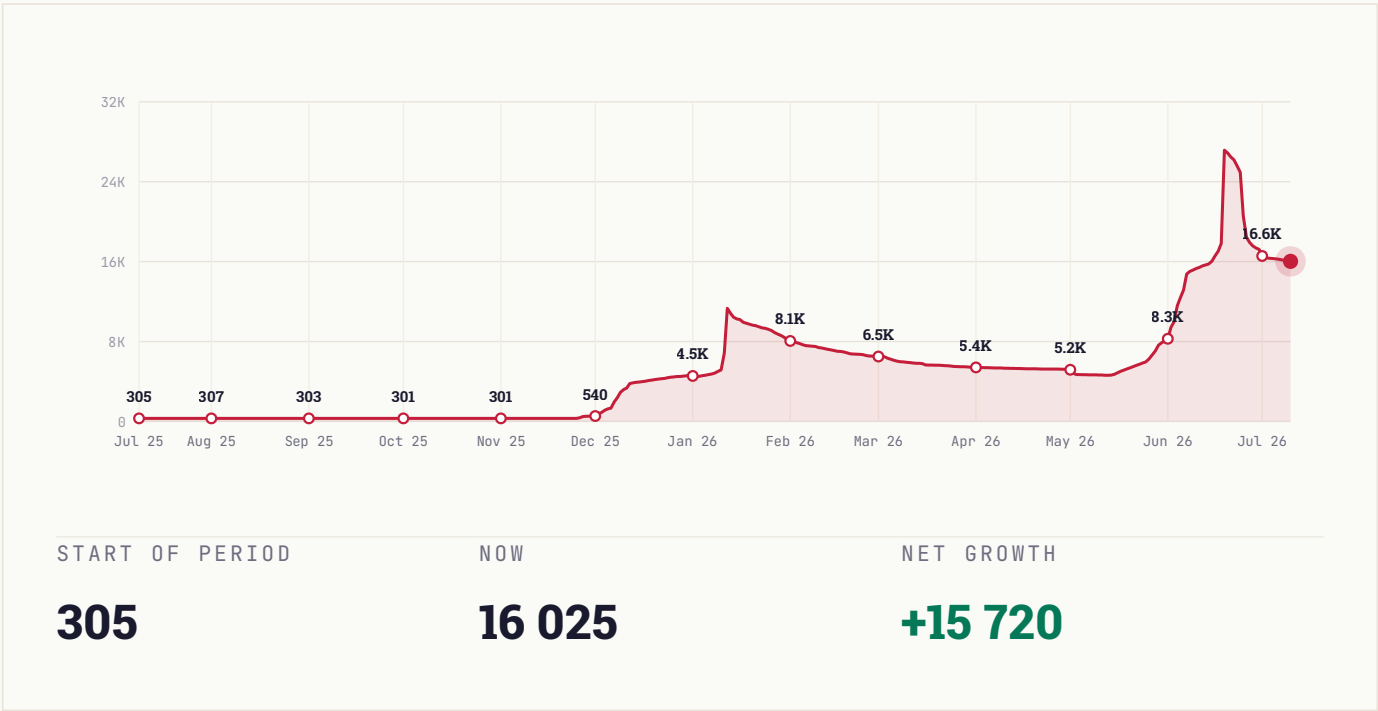
WORST 3

↓ 19.06 · 11:42 PHOTO  VELOCIFERO HAS A WINNER! Congratulations to winner @remclly Alina from Krasnodar 🌸👏 - you won a piece of Italy for urban...	VIEWS	REACTIONS
	1 411	49
	REPOSTS	ER
	4	8.8%
↓ 19.06 · 09:00 TEXT  Giveaway ended! 🏆 Winners: 1. @remclly 🔍 Check results	VIEWS	REACTIONS
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	420	27
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	1	2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

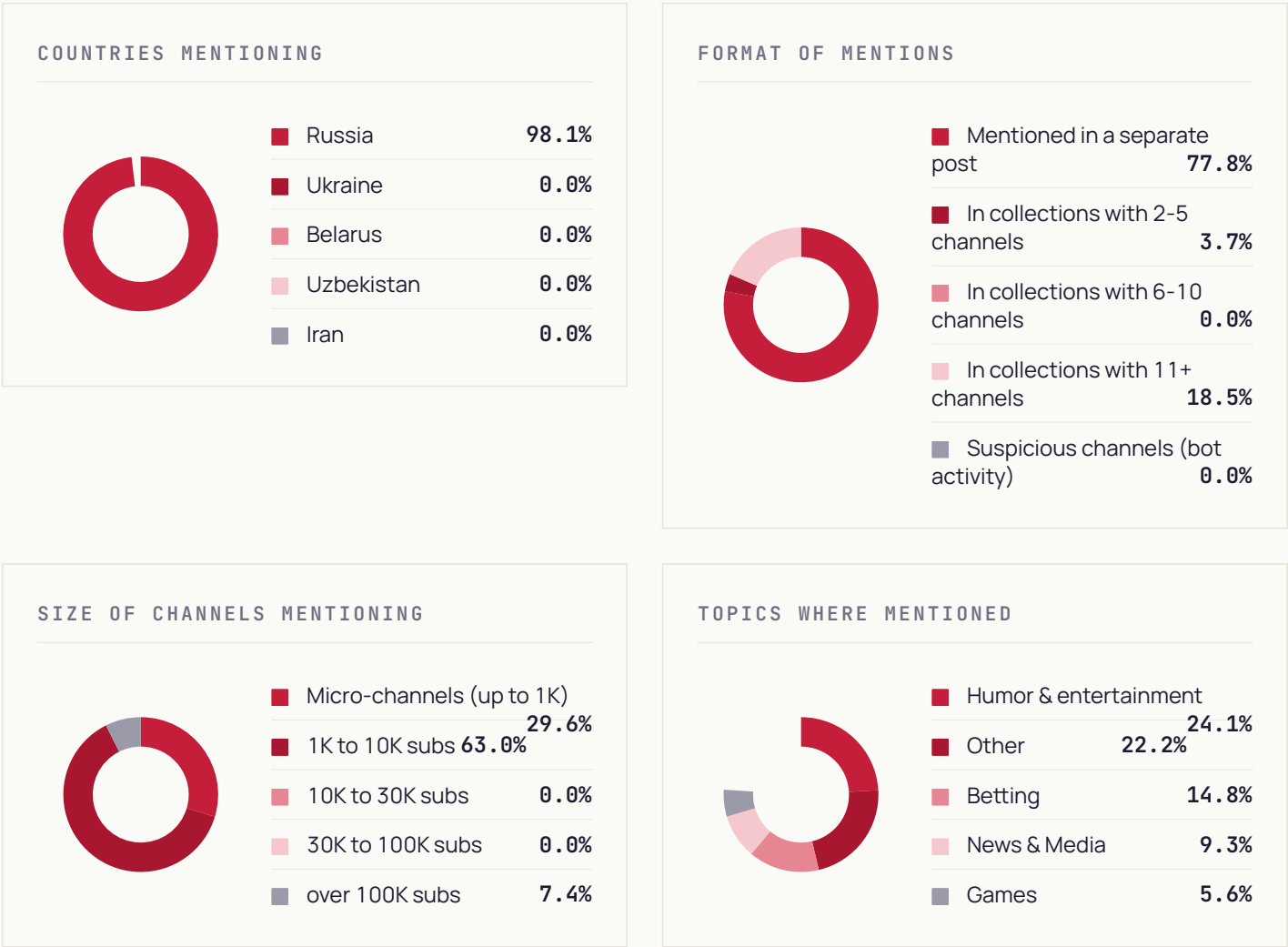
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

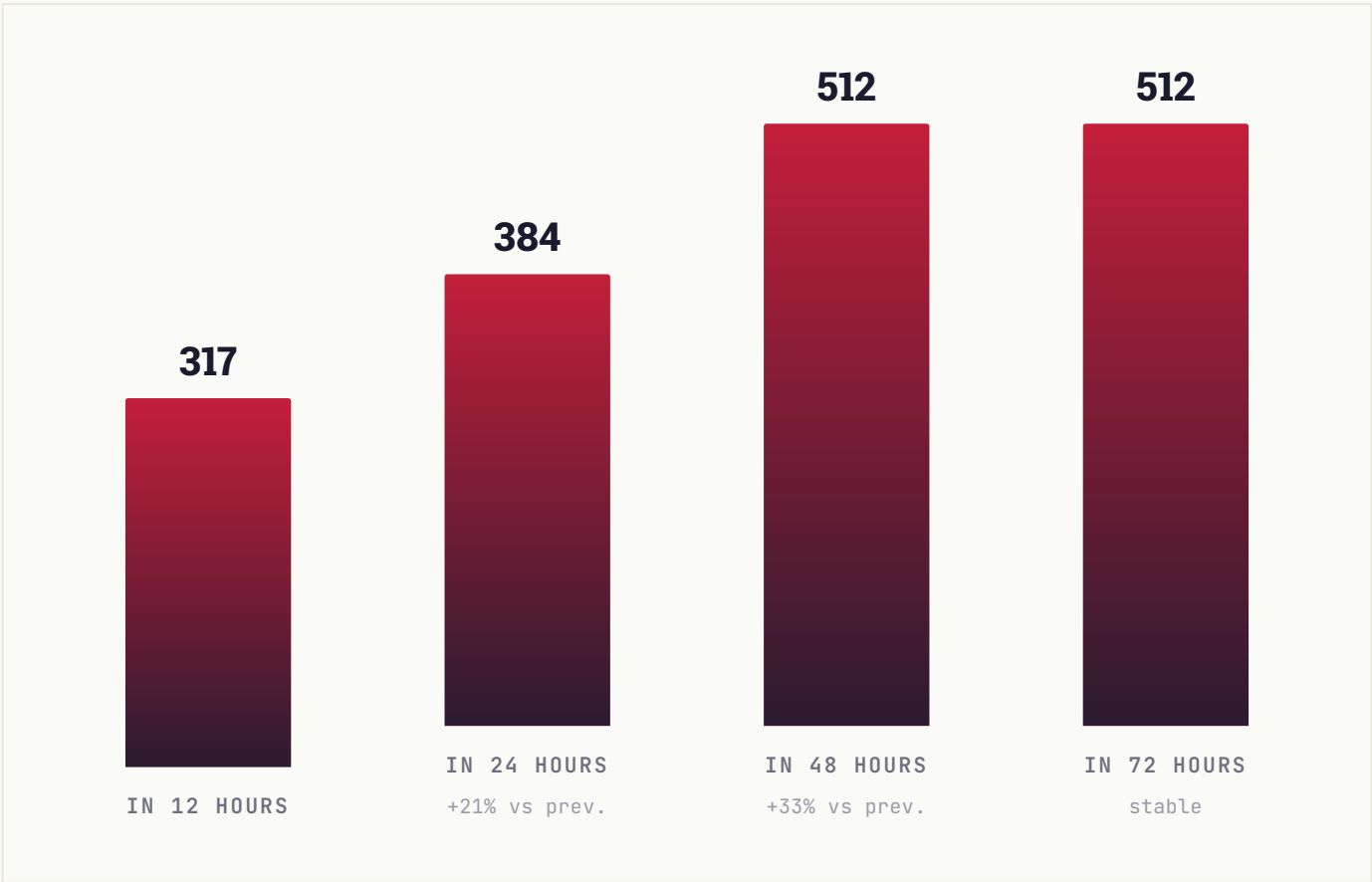
Citation index 7 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **31** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 — you can see its position among niche peers.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.5M
AB	Avtomanya	1.9M
VM	Vodiy Moshina Bozor	1M
WE	WENGALLBI	998.7K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN	Un Normal	588.6K
FI	Fighterbomber	521.2K
AB	Auto.ru	498.5K
GA	Garage	482.5K
AB	AVTOZAKAZ.RU	480K
VE	Velocifero.ru YOU	16K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal — enter top-98 through systematic work on traffic and content.

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 **21**, they brought **11 216** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	2	2	6 870	
December 2025	18	17	4 094	
November 2025	1	1	235	
October 2025	0	0	6	
September 2025	0	0	6	
August 2025	0	0	5	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
21	6	11 216

Where 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 median and a darker beige bar representing the peer group. A red dot on the left indicates the channel's position, and a vertical line marks the median. The data is as follows:

Metric	Channel Value	Median	Peer Group Range	Comparison
SUBSCRIBERS	16,025	209.3K	59.9K - 620.3K	92% below median
AVG REACH / POST	1,197	15.4K	1.3K - 126.4K	92% below median
CITATION INDEX	7	95	0 - 2.7K	93% below median

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

01

Increase posting frequency

Now 2.1 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Friday

Audience most active on this day at 07:00 MSK.

EFFECT

**Best window
for 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
