

— PUBLIC REPORT BY PROMTPRESS

Channel audit

VSK Insurance House



@vskinsur

Official channel of VSK Insurance House. Trends, memes, insurance.

SUBS

42 519

-754 per month

ERR (% SEE POSTS)

9.0%

last day **3.2%**

REACH/POST

3.4K

ad reach **1.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBS 42 519 —	 SUB REACH 8.02% avg % of subs see post	 VIEWS/POST 3.4K median 3.6K · 25 days	 POSTS/WEEK 4.9 for period
 7D TREND -6.5% vs previous week	 REACTIONS/POST 19.1 343 reactions, 82 reposts, 11 comments	 POST LENGTH 534 chars median 502 · 25 days	 POSTS ANALYZED 18 25 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -754 last month	 CITATION RATE 935 citation index · 2,195 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 04.03.2022

AI EDITOR SUMMARY

Channel «VSK Insurance House» — 42 519 subs. Each post averages 3.4K people (8% of subs), reach is low — consider expanding audience. Posts 5 posts per week (~1/day) — infrequent. For week Jun 29 – Jul 5 reach dropped -6.5% by week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts over 25 days.
- 02 Dominant format: **Photo** (14/18 posts).
- 03 Avg post length — **534** chars (median 502).
- 04 Peak audience activity — **Thursday**, 14:00 MSK.
- 05 Top posts get **2×** more views than the weakest (4.5K avg for top vs 2.3K for worst) — among 18 posts in 25 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 18.06 · 11:52 PHOTO Travel is always an adventure. You never know what will happen. If something goes wrong — insurance helps. But our hero...	VIEWS 4 571 REACTIONS 17 REPOSTS 7 ER 10.8%
Nº2 24.06 · 11:18 PHOTO Travel insurance programs When planning trips, people compare hotels, find convenient flights, and plan routes...	VIEWS 4 527 REACTIONS 10 REPOSTS 2 ER 10.6%
Nº3 21.06 · 08:32 PHOTO Travel insurance claims: common & unusual Based on May holidays, 97% of all claims on VSK travel policies...	VIEWS 4 351 REACTIONS 13 REPOSTS 6 ER 10.2%

Nº4 02.07 • 08:21 PHOTO July 2 – World UFO Day. We fantasized about being a flying saucer driver. Hope they have their own intergalactic CASCO...	VIEWS 4 142 REPOSTS 5 REACTIONS 13 ER 9.7%
Nº5 26.06 • 08:32 VIDEO Especially when the car is confident thanks to insurance.  @vskinsur	VIEWS 4 007 REPOSTS 3 REACTIONS 19 ER 9.4%

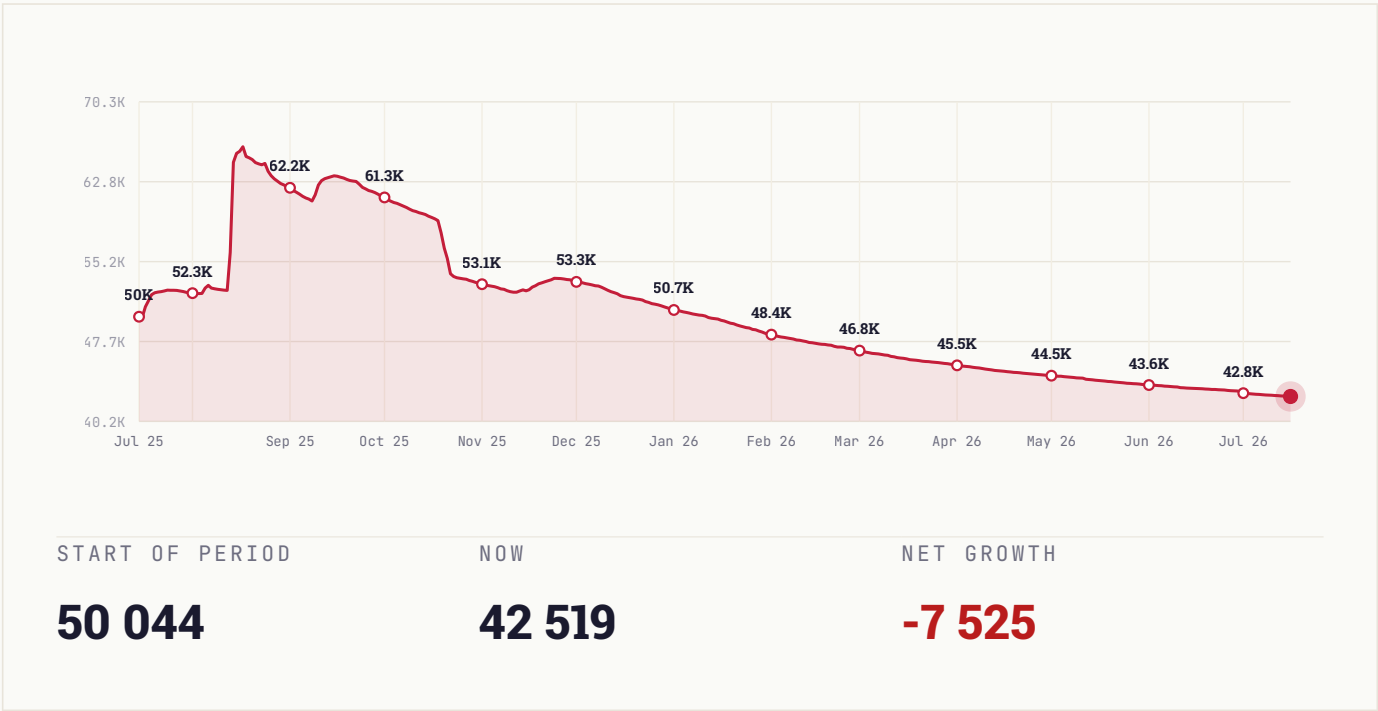
WORST 3

↓ 10.07 • 09:16 VIDEO Many adults today missed insurance in childhood. Agree?  @vskinsur	VIEWS 2 613 REPOSTS 7 REACTIONS 34 ER 6.1%
↓ 12.07 • 08:29 PHOTO Events are not fictional, coincidences are not random Over 20 accidents. Same scenario. This is not a detective story, but a real story from...	VIEWS 2 212 REPOSTS 1 REACTIONS 20 ER 5.2%
↓ 13.07 • 09:55 PHOTO Quiz: is it time for a vacation? Psychologists say early signs of burnout are easier to spot in everyday little things...	VIEWS 2 000 REPOSTS 5 REACTIONS 19 ER 4.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

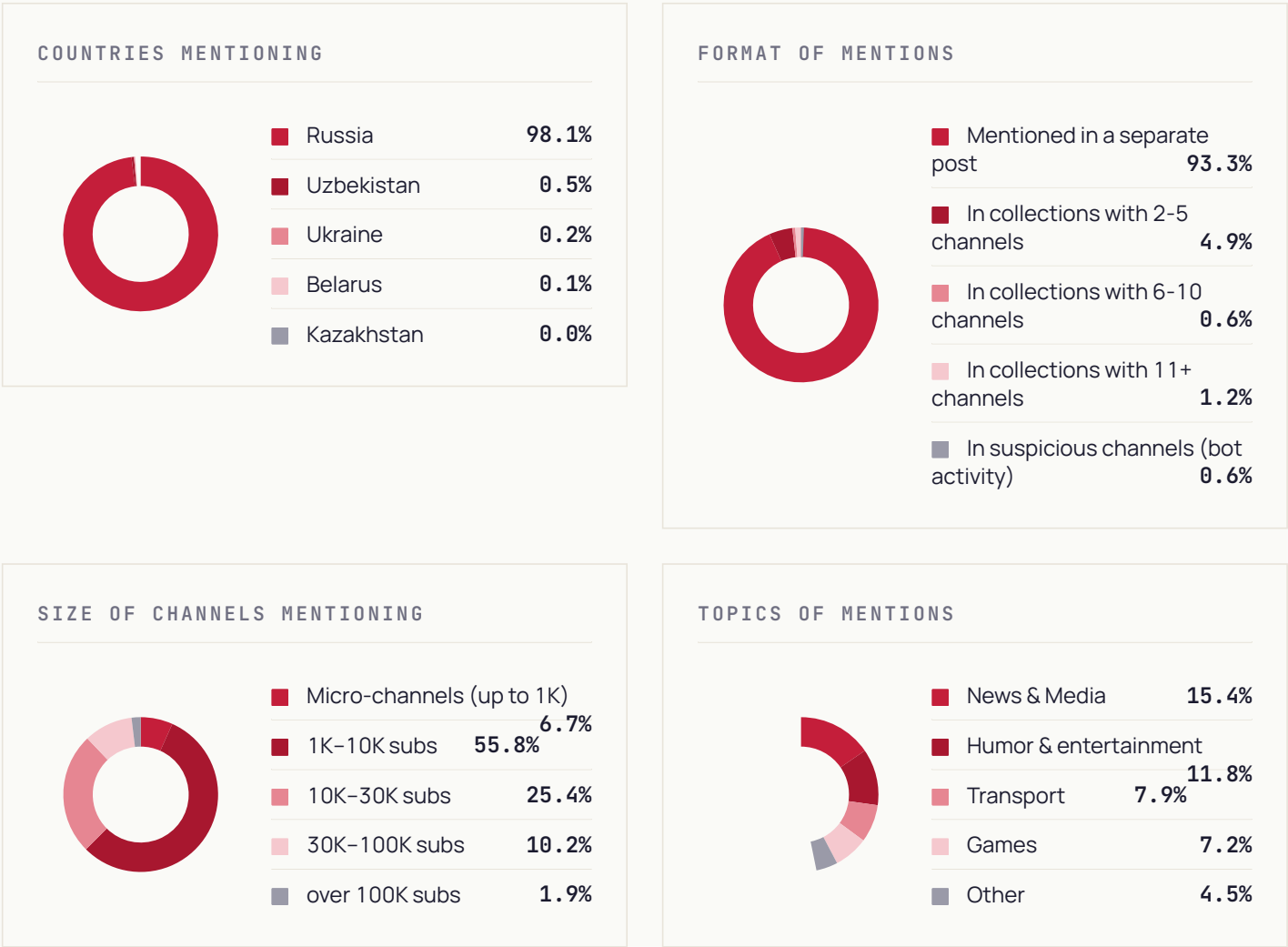
Subscriber growth over the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

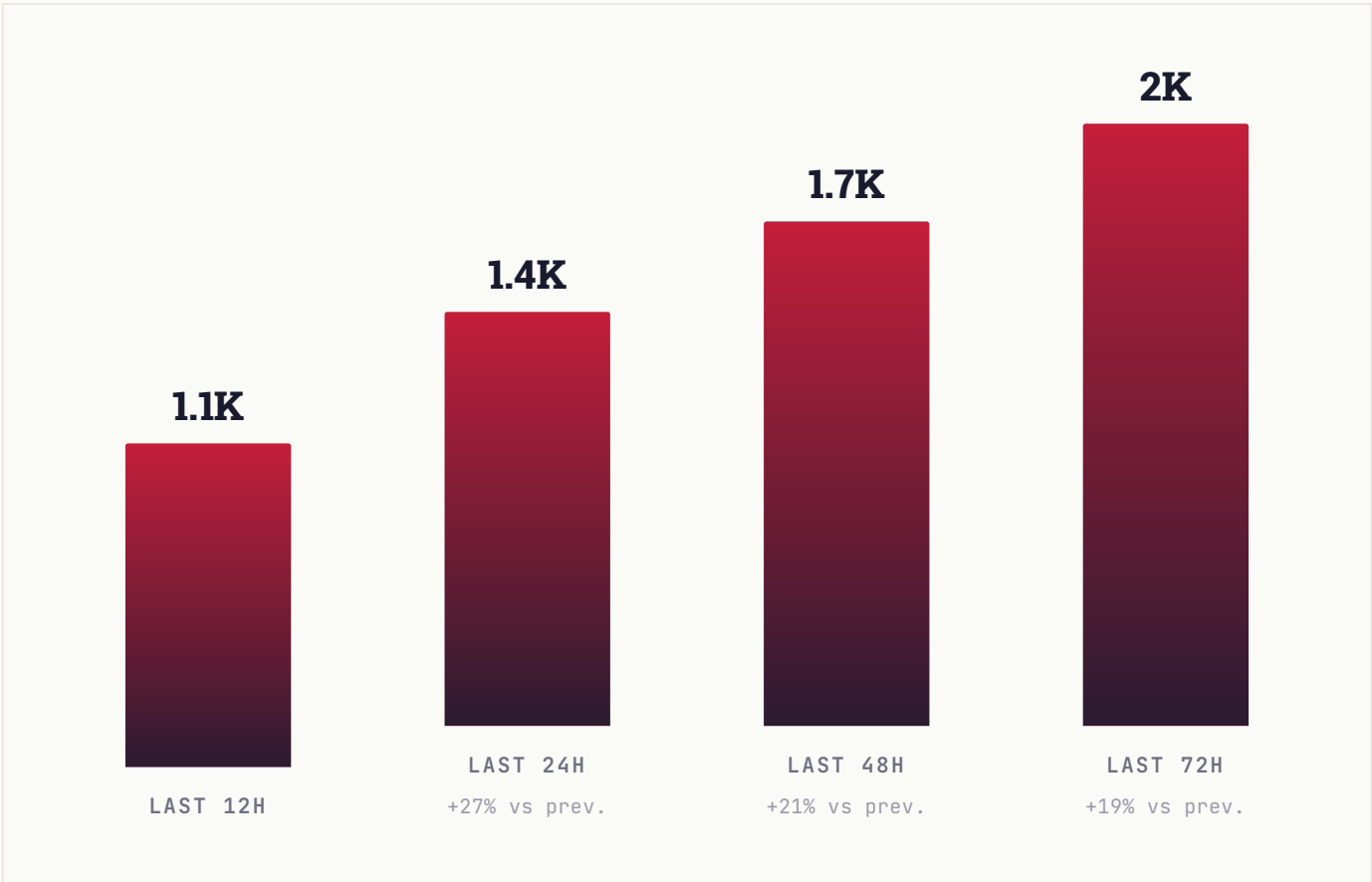
Citation index **935** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **2 195** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBS
HI hitvpn_blog	4.6M
MT Trending topics	3.3M
TE Techno-chat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Techno-motel	2.5M
NN NN	2.2M
EK Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
Sun VSK Insurance House YOU	42.5K

COMPARATIVE CONCLUSION

Channel is still outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **43**, they brought **18 236** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	0	
December 2025	2	2	0	
November 2025	16	15	1 396	
October 2025	1	1	0	
September 2025	11	11	2 379	
August 2025	12	9	14 461	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
43	6	18 236

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Tech» (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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.9 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post this week: Thursday

Best time to post: this day at 14:00 MSK.

EFFECT

**Best window
for important
posts**

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

Swap posts with channels in the same segment 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 close 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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