

PUBLIC REPORT BY PROMTPRESS

Channel audit

Whoosh: your city ride



@whooshbike

Whoosh scooter sharing on the line! All about e-scooters, transport & urban lifestyle. Questions or issues? Happy to help in the app chat, VK, or at support@whoosh.bike Registered in Roskomnadzor:...

SUBSCRIBERS

108 108

-860 per month

ERR (% SEE POSTS)

22.0%

Daily **8.0%**

REACH/POST

20.5K

Ad reach **8.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 108 108 —	SUBSCRIBER REACH 18.92% Avg % subs see post	VIEWS/POST 20.5K Median 20.6K · 28 days	POSTS/WEEK 5.0 Period
7D TREND -18.4% vs prev week	REACTIONS/POST 299.7 5,994 reactions, 1,142 reposts, 0 comments	POST LENGTH 252 chars Median 282 · 28 days	POSTS ANALYZED 20 28 days
AD REACH 8.7K 24h avg	CHURN / MONTH -860 Last month	CITATION RATE 172 Citation index · 660 channels mentioned all time	CHANNEL AGE 4 years 3 months Created 11.03.2022

AI EDITOR SUMMARY

Channel «Whoosh: your city ride» — 108 108 subs. Each post avg views 20.5K people (19% From subs), avg reach — room to grow. Publishes 5 posts/week (~1/day) — rare. Week Jun 15–21 reach dropped -18.4% Week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts in 28 days.
- 02 Dominant format — Video (8/20 posts).
- 03 Avg post length — 252 chars (median 282).
- 04 Peak audience activity — Thu, 12:00 MSK.
- 05 Top posts get 2x More views than weakest (29.3K avg top vs 17.2K worst) — among 20 posts in 28 days. Analyze top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 09:26 PHOTO 🌿 Fun facts about Mexico City: it's the largest metropolis in Latin America, with 600 km of bike lanes. And now you can ride on...	VIEWS 30 496 REPOSTS 81	REACTIONS 351 ER 28.2%
Nº2 04.06 · 13:13 VIDEO Type-C or Lightning? Our scooters charge differently — watch the video. Whoosh has its own charging stations, so during...	VIEWS 29 865 REPOSTS 38	REACTIONS 305 ER 27.6%
Nº3 03.06 · 08:05 PHOTO If time machine doesn't exist, what is a bicycle? Today we celebrate the transport that can take you home if all...	VIEWS 27 604 REPOSTS 21	REACTIONS 191 ER 25.5%

Nº4 13.06 · 11:22 PHOTO How to make summer longer in text: suuuuuuuuuuuuuuuuuuuummer How to do it in real life: grab a Vush and ride to the kiosk with...	VIEWS 26 668 REPOSTS 16	REACTIONS 217 ER 24.7%
Nº5 10.06 · 13:00 PHOTO 🌟 Giveaway 🌟 Imagine: summer ahead, and you have 200 minutes of rides on Whoosh! How to get: 1. Subscribe to @whooshbike 2. Leave...	VIEWS 25 056 REPOSTS 324	REACTIONS 475 ER 23.2%

WORST 3

↓ 24.06 · 15:56 PHOTO To buy gas, you need gas. On a vush, it's zero per km. Just grab a scooter and a Minute bag – 36M already do...	VIEWS 17 606 REPOSTS 97	REACTIONS 419 ER 16.3%
↓ 25.06 · 07:36 TEXT Not loading. Let's catch a network to send the video 📶	VIEWS 17 177 REPOSTS 11	REACTIONS 197 ER 15.9%
↓ 25.06 · 07:30 VIDEO Guide: how to ride a scooter without internet	VIEWS 16 878 REPOSTS 36	REACTIONS 307 ER 15.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

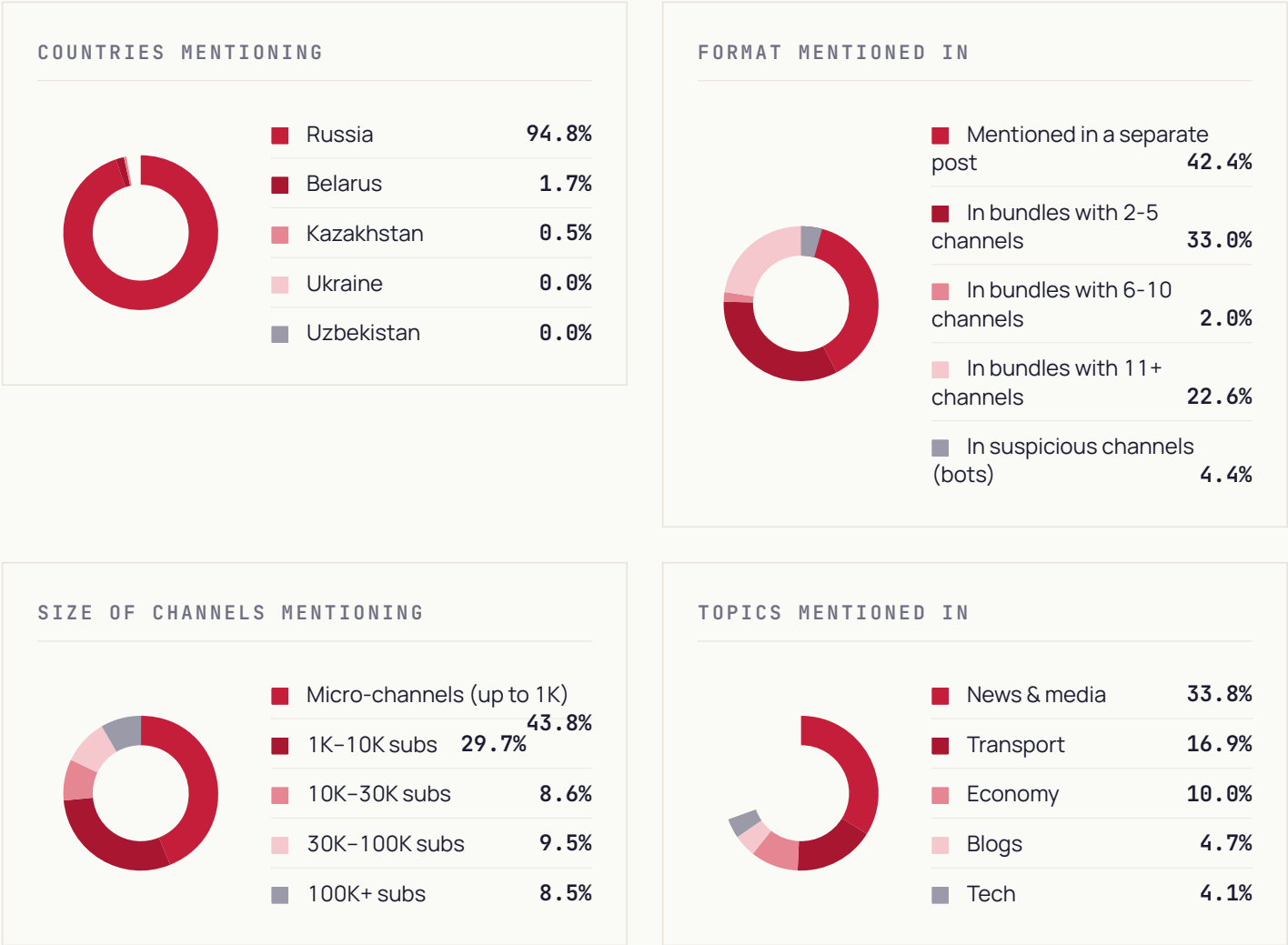
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

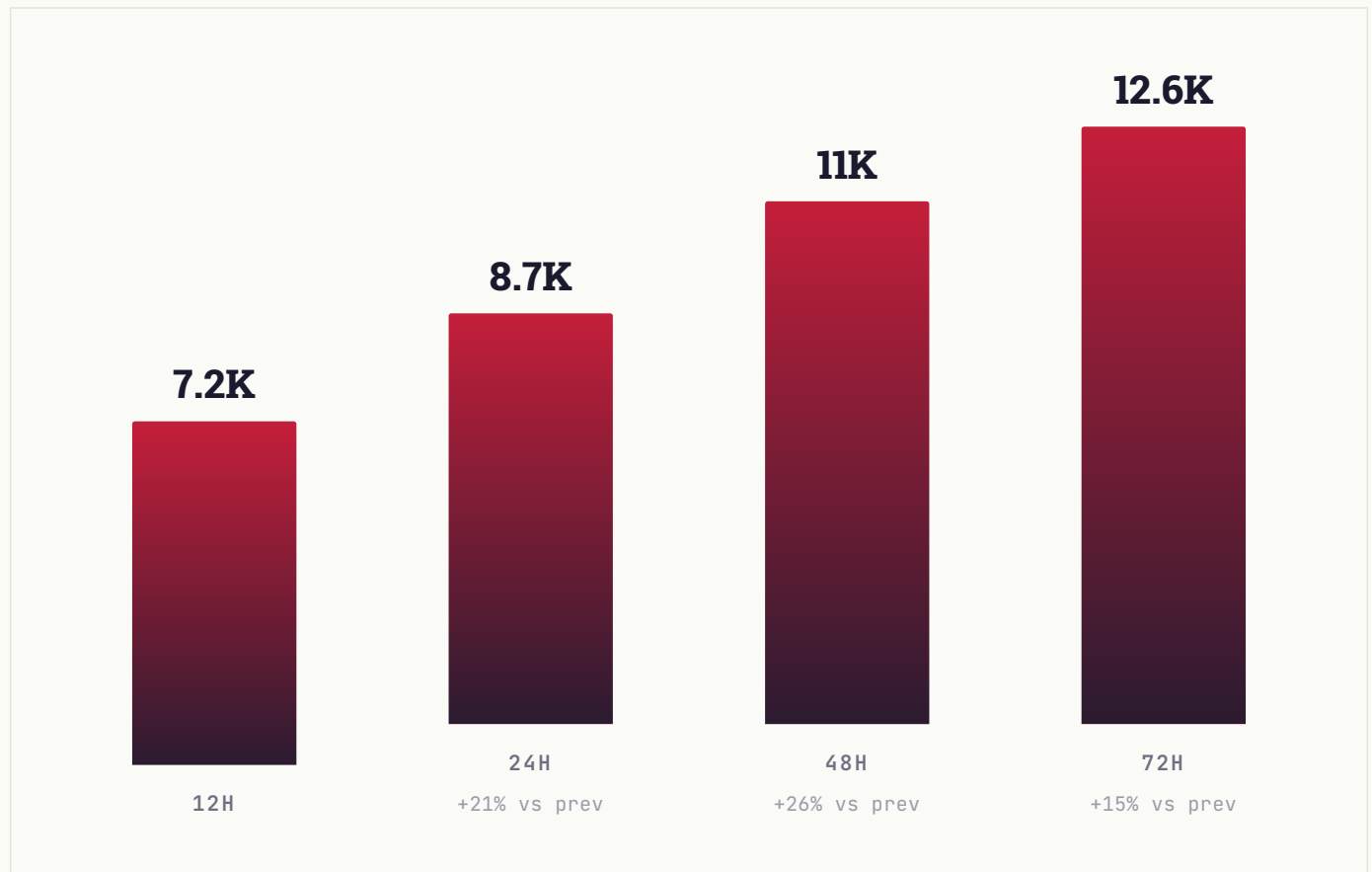
Citation index **172** – channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **660** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.4M
AB	Avtomanya	1.8M
WE	WENGALLBI	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	692.1K
FI	Fighterbomber	520.1K
AB	Auto.ru	495.6K
GA	Garage	484.4K
AB	AVTOZAKAZ.RU	480.7K
KM	CRIMEAN BRIDGE: latest updates	478.3K
ZR	Behind the Wheel	472.2K
WT	Whoosh: your city ride YOU	108.1K

COMPARATIVE CONCLUSION

Channel in Bottom half of top-100 niche (#79 of 98). Niche median — 164.4K subs. First growth KPI — reach the median. Leader: Cars & Point (3.4M).

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: **99**, they brought **34 508** New subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
Jan 2026	1	1	0	
December 2025	10	8	0	
November 2025	5	5	0	
October 2025	20	20	9 003	
Sep 2025	43	39	14 149	
August 2025	20	11	11 356	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
99	6	34 508

— SECTION 08 · NICHE COMPARISON

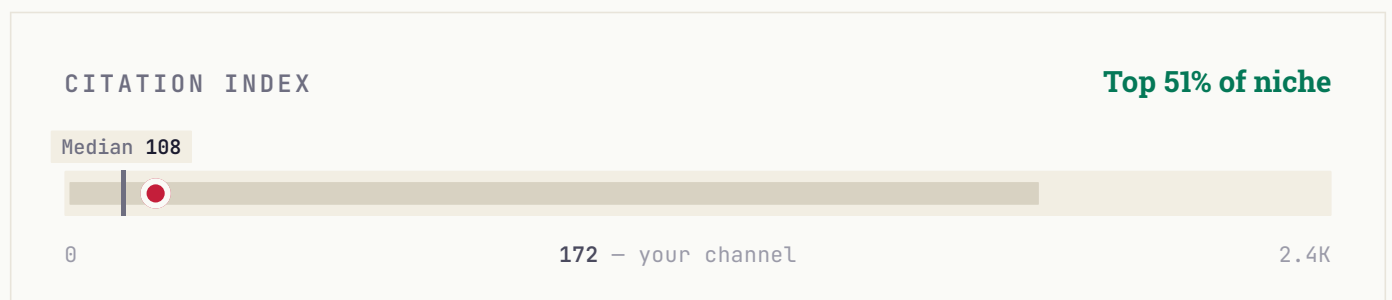
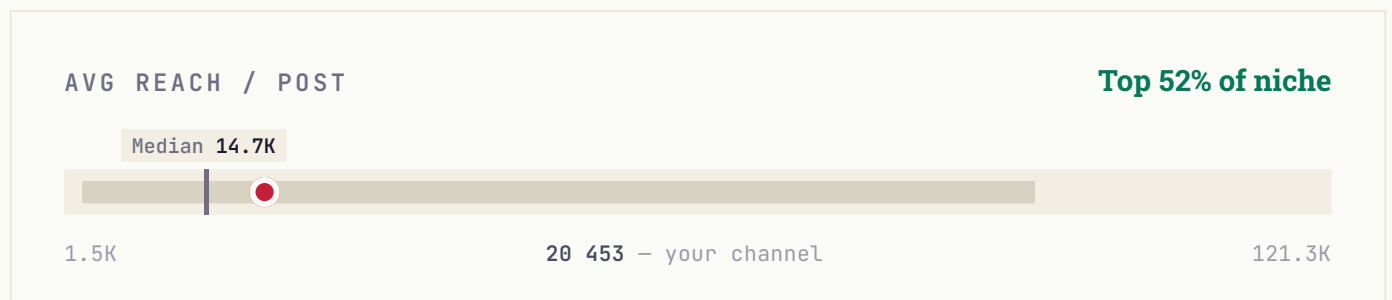
Where channel stands in its league

Top-**100** Channels in category "**Transport**» (Russia) and compared your channel.
Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#79 /100

RANK IN NICHE

Channel in bottom half of ranking



— 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

Top post of the week — on Thursday

Audience most active on this day at 12:00 MSK.

EFFECT

Best time for an important post
- 02

System 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
- 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with adjacent channels

Exchange posts quarterly with channels in the same segment. 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 this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want more? Run ads with 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
