

PUBLIC REPORT BY PROMTPRESS

Channel audit

AMS DRIVER |

Channel АМС

ДРАЙВЕР



@ams_driver
Channel for drivers.

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
11 351	124.0%	12.9K
+2393 per month 10.07.2026	last day 61.3%	ad reach 6.9K/24h

HTTPS://PROMTPRESS.COM/AUDIT/AMS_DRIVER

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 11 351 —	 SUBS REACH 114.03% avg % subs see post	 VIEWS/POST 12.9K median 12K · 28 days	 POSTS/WEEK 7.7 for period
 7D TREND -19.9% vs previous week	 REACTIONS/POST 64.3 total 1,994 reactions, 5,892 reposts, 27 comments	 POST LENGTH 463 chars median 422 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH +2393 last month	 CITATION RATE 33 citation index · 280 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 16.12.2017

AI EDITOR SUMMARY

Channel «AMS DRIVER | Channel AMC ДРАЙВЕР» — 11 351 subs. Each post avg views 12.9K people (114% of subs), wide reach for a channel this size. Posts 8 posts/week (~1/day) — regular. Week Jun 29–Jul 5 reach dropped -19.9% by week Jun 22–28 — worth analyzing.

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 31 posts over 28 days.
- 02 Dominant format — Text (19/31 posts).
- 03 Avg post length — 463 chars (median 422).
- 04 Audience activity peak — Wed, 13:00 MSK.
- 05 Top-performing posts get 2× more views than the weakest (23K avg for top vs 10.3K for worst) — among 31 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 10:49 TEXT For those needing info on the Crimean Bridge situation, please subscribe to their official...	VIEWS 25 285 REPOSTS 17	REACTIONS 16 ER 222.8%
Nº2 28.06 · 11:57 PHOTO EDDS YALTA asks everyone to refrain from using the elevator!! Due to rolling blackouts across Crimea, EDDS Yalta...	VIEWS 22 285 REPOSTS 31	REACTIONS 17 ER 196.3%
Nº3 16.06 · 13:51 PHOTO On the territory of the Republic of Crimea, from June 17, 2026 until further notice, a temporary restriction on motorcycle movement is introduced...	VIEWS 21 411 REPOSTS 152	REACTIONS 125 ER 188.6%

Nº4 21.06 · 07:51 VIDEO Source for @ams_driver	VIEWS 18 767 REPOSTS 75	REACTIONS 35 ER 165.3%
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Nº5 22.06 · 16:39 PHOTO Traffic blocked again!!! @ams_driver is monitoring the situation!	VIEWS 17 899 REPOSTS 4	REACTIONS 12 ER 157.7%
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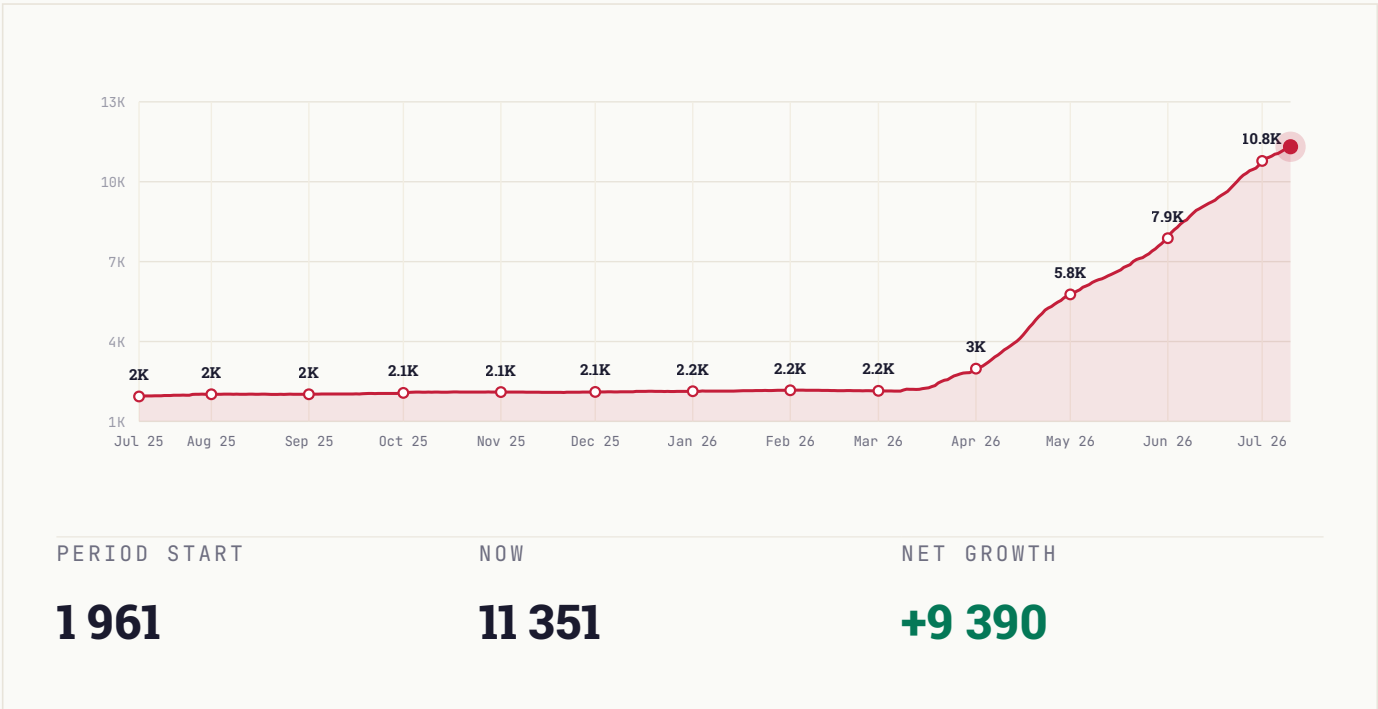
WORST 3

↓ 17.06 · 13:29 PHOTO Amendments from Aksenov. Sent by driver @YazimGapparov	VIEWS 10 917 REPOSTS 40	REACTIONS 55 ER 96.2%
↓ 12.06 · 05:09 PHOTO Happy Russia Day 🇷🇺 I wish you to be worthy citizens of your country, honor and remember the achievements of our glorious power...	VIEWS 10 156 REPOSTS 8	REACTIONS 93 ER 89.5%
↓ 16.06 · 06:04 TEXT Road situation and mutual aid in cities. YALTA @ams_yalta SIMFEROPOL @ams_simferopol EVPATORIA @ams_eupatoria SEVASTOPOL...	VIEWS 9 925 REPOSTS 24	REACTIONS 11 ER 87.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

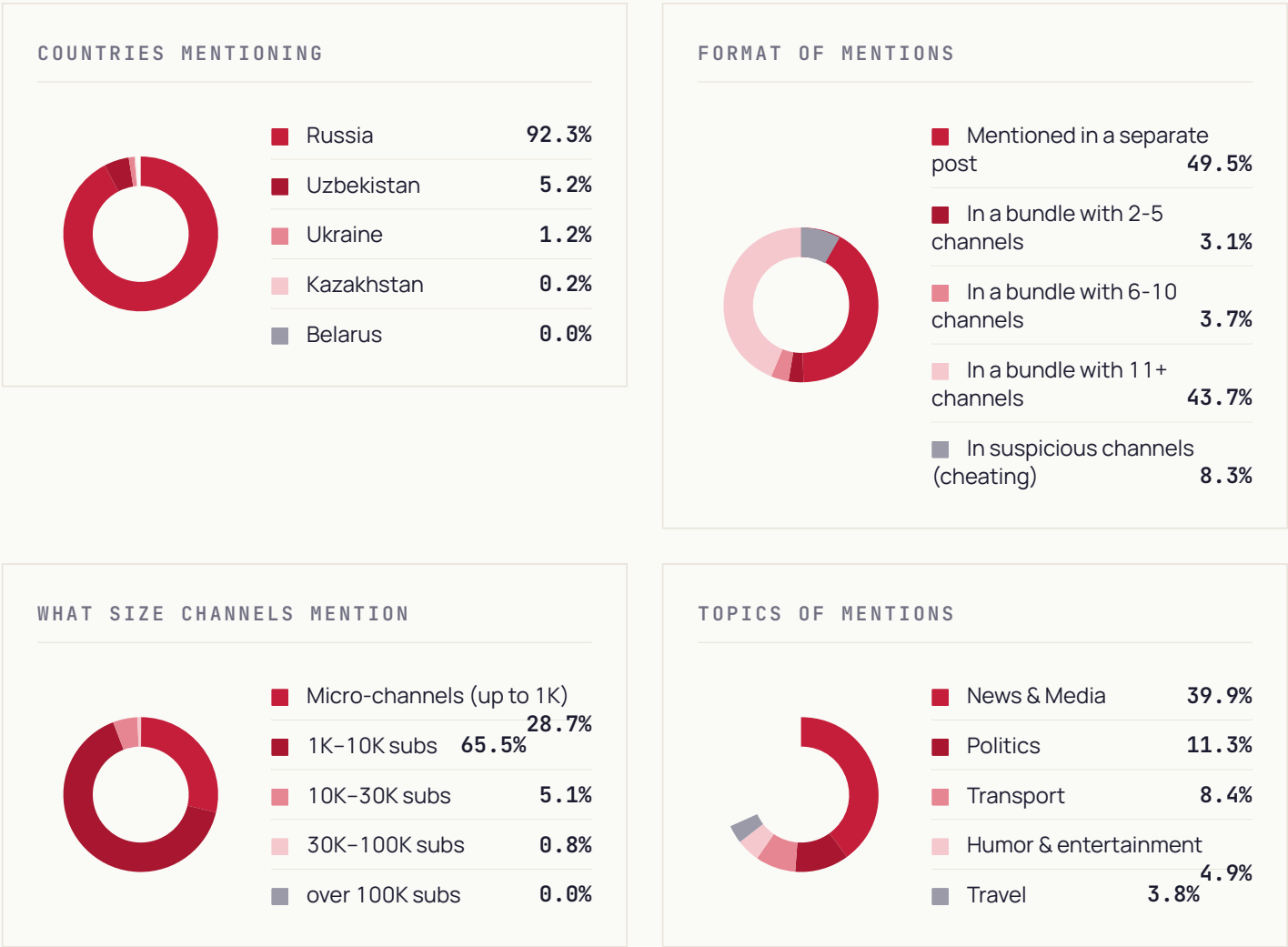
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

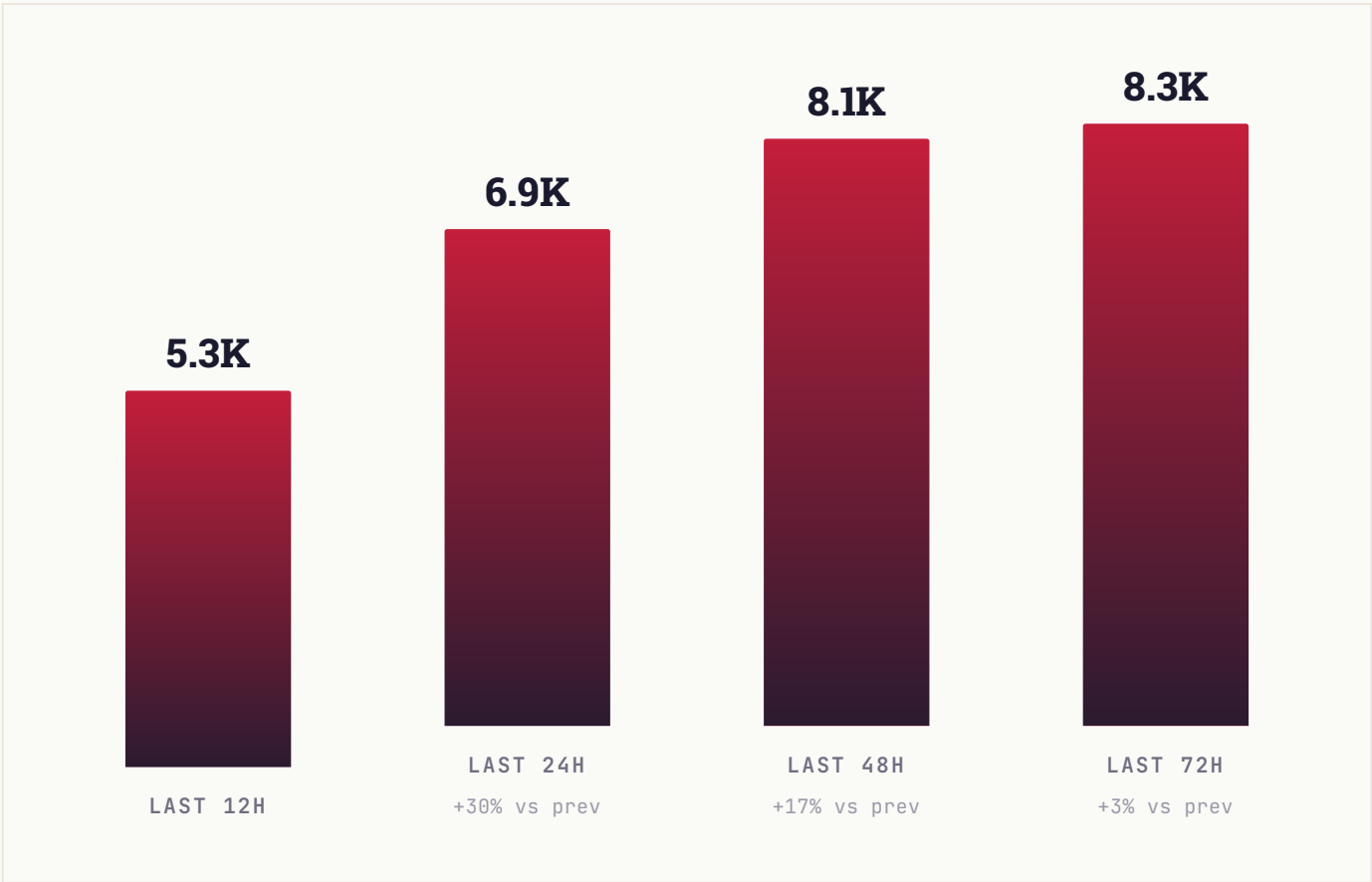
Citation index **33** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **280** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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
AD	AMS DRIVER Channel АМС ДРАЙВЕР	11.4K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 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

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **274** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	59
December 2025	0	0	50
Nov 2025	0	0	22
Oct 2025	0	0	53
September 2025	0	0	66
August 2025	0	0	24
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
0	6	274	

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

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	11,351	209.3K	59.9K - 620.3K	95% below median
AVG REACH / POST	12,943	15.4K	1.3K - 126.4K	16% below median
CITATION INDEX	33	95	0 - 2.7K	65% below median

SUBSCRIBERS 95% below median

median 209.3K

59.9K 11 351 – your channel 620.3K

AVG REACH / POST 16% below median

median 15.4K

1.3K 12 943 – your channel 126.4K

CITATION INDEX 65% below median

median 95

0 33 – your channel 2.7K

— 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**Main post of the week — on Wednesday**

On this day at 13:00 MSK audience is most active.

EFFECT

**Best time for
key posts****02****Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video retains
audience
better****03****System traffic purchase**

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**

Cross-post 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 — 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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