

PUBLIC REPORT BY PROMTPRESS

Channel audit

Andrey Skuterec



@ascooterets

Video blog by Andrey Korolev about tech & travel in Russia! Contact my manager: +79689284654 Email:...

SUBSCRIBERS

136 091

-796 per month

ERR (% SEE POSTS)

22.0%

daily 10.0%

REACH/POST

28.6K

ad reach 13.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 136 091 —	 SUBSCRIBER REACH 21.03% avg % subs see post	 VIEWS/POST 28.6K median 28.4K · 29 days	 POSTS/WEEK 14.4 for the period
 7D TREND -1.8% vs previous week	 REACTIONS/POST 442.6 26,555 reactions, 664 reposts, 2,465 comments	 POST LENGTH 270 chars median 187 · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 13.6K 24h avg	 CHURN / MONTH -796 last month	 CITATION RATE 30 citation index · 88 channels mentioned ever	 CHANNEL AGE 4 yrs 3 mo created 02.03.2022

AI EDITOR SUMMARY

Channel «Andrey Skutorets» — 136 091 subs. Each post averages 28.6K people (21% of subs), average reach — room to grow. Publishes 14 posts/week (~2/day) — regular schedule. Week of Jun 8–14 reach stable (-1.8% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 60 posts over 29 days.
- 02 Dominant format – Video (37/60 posts).
- 03 Avg post length – 270 chars (median 187).
- 04 Audience peak activity – Friday, 22:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (46.6K avg for top vs 20.1K for worst) – among 60 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 05.06 · 19:18 PHOTO Internet went down for a whole day, made it, gave a thousand miles of driving today☹️ Gold is intact, time to sleep☹️	VIEWS 47 143 REP. 2	REACTIONS 724 ER 34.6%
Nº2 04.06 · 17:36 VIDEO (post without caption – video)	VIEWS 46 472 REP. 4	REACTIONS 562 ER 34.1%
Nº3 04.06 · 09:31 VIDEO Good morning☹️ This is what northern Lake Ladoga looks like☹️	VIEWS 46 068 REP. 15	REACTIONS 550 ER 33.9%

Nº4 27.05 · 16:56 PHOTO Everyone loved the remix from the latest video, but you have no idea how the editor leaves tasks for the upcoming long haul ~...	VIEWS 41 362 REP. 15	REACTIONS 539 ER 30.4%
Nº5 25.05 · 12:07 PHOTO This was the worst thing I ever tried to tune🤖 Enjoy: YouTube ~...	VIEWS 39 479 REP. 25	REACTIONS 466 ER 29.0%

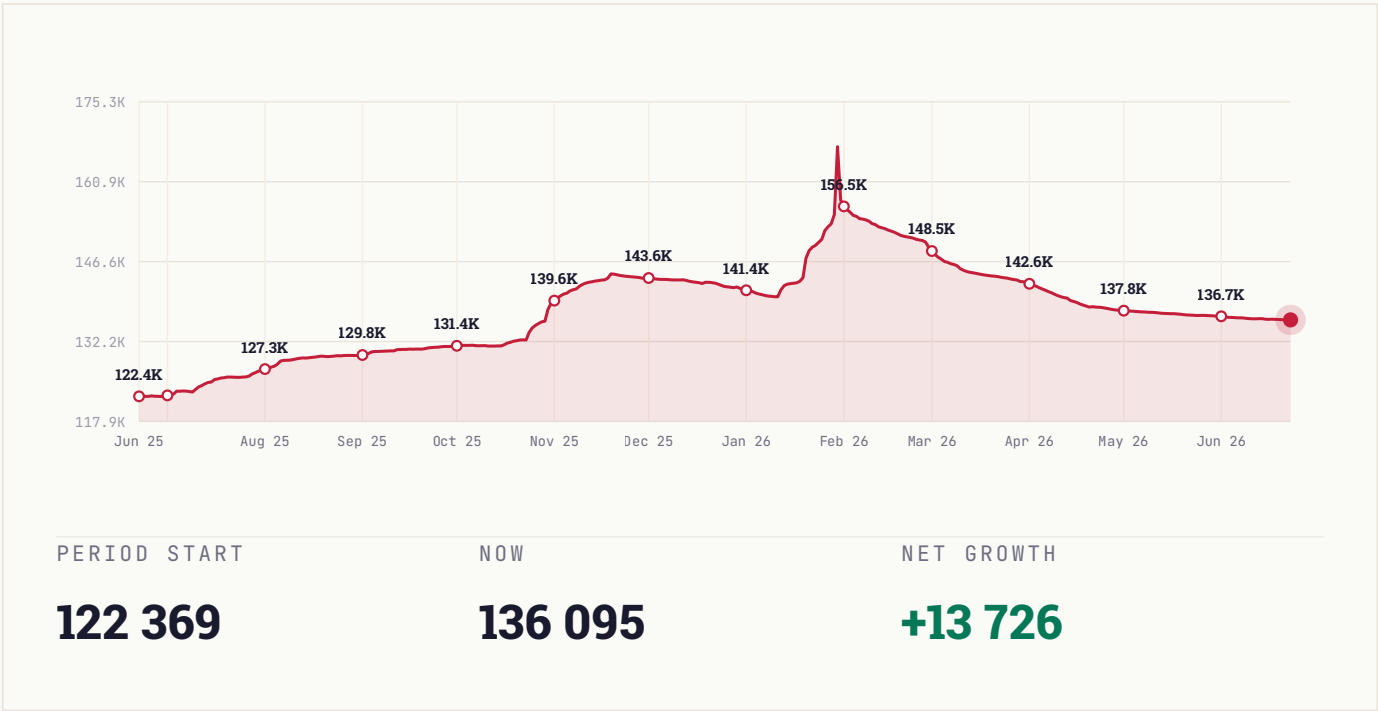
WORST 3

↓ 19.06 · 04:03 VIDEO (post without caption – video)	VIEWS 20 898 REP. 7	REACTIONS 472 ER 15.4%
↓ 18.06 · 17:08 VIDEO (post without caption – video)	VIEWS 19 829 REP. 38	REACTIONS 465 ER 14.6%
↓ 18.06 · 17:48 VIDEO (post without caption – video)	VIEWS 19 663 REP. 17	REACTIONS 397 ER 14.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

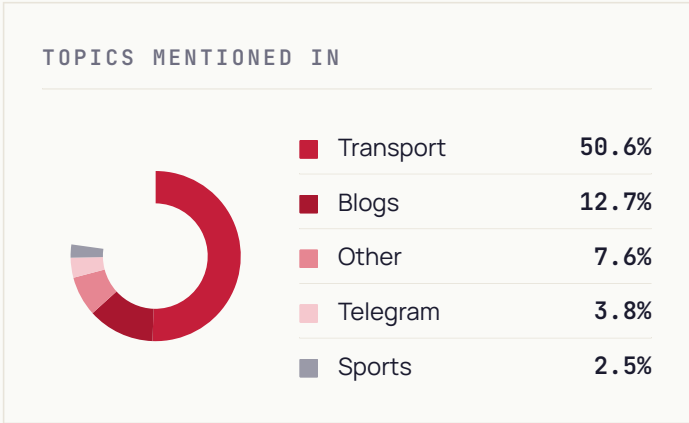
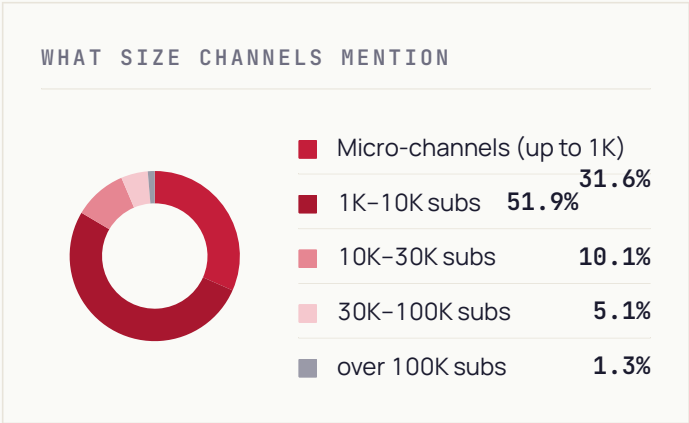
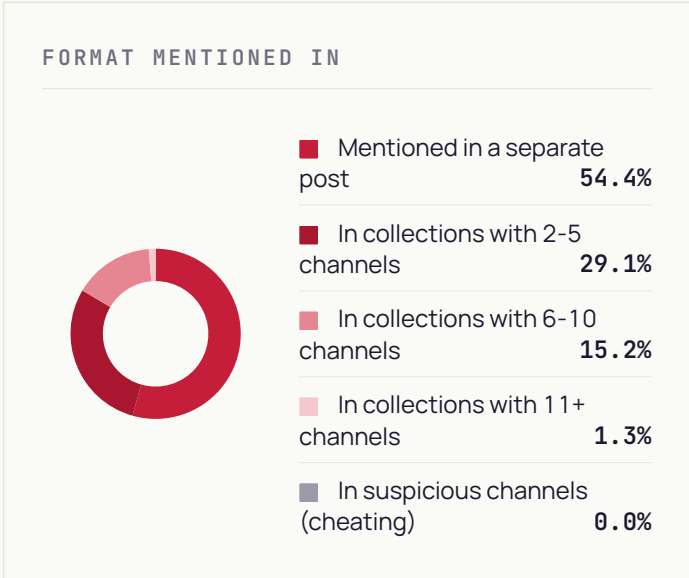
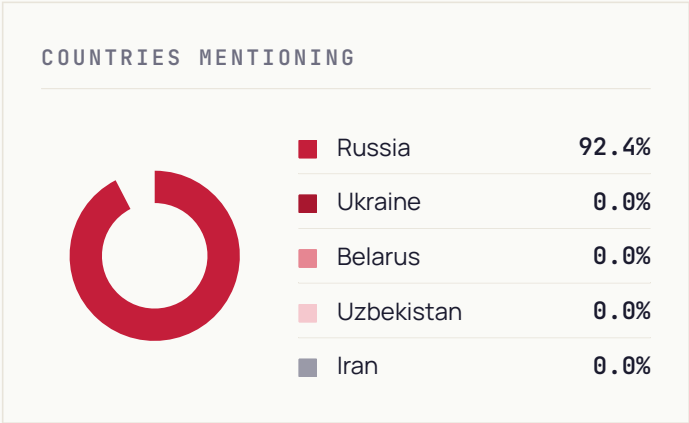
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

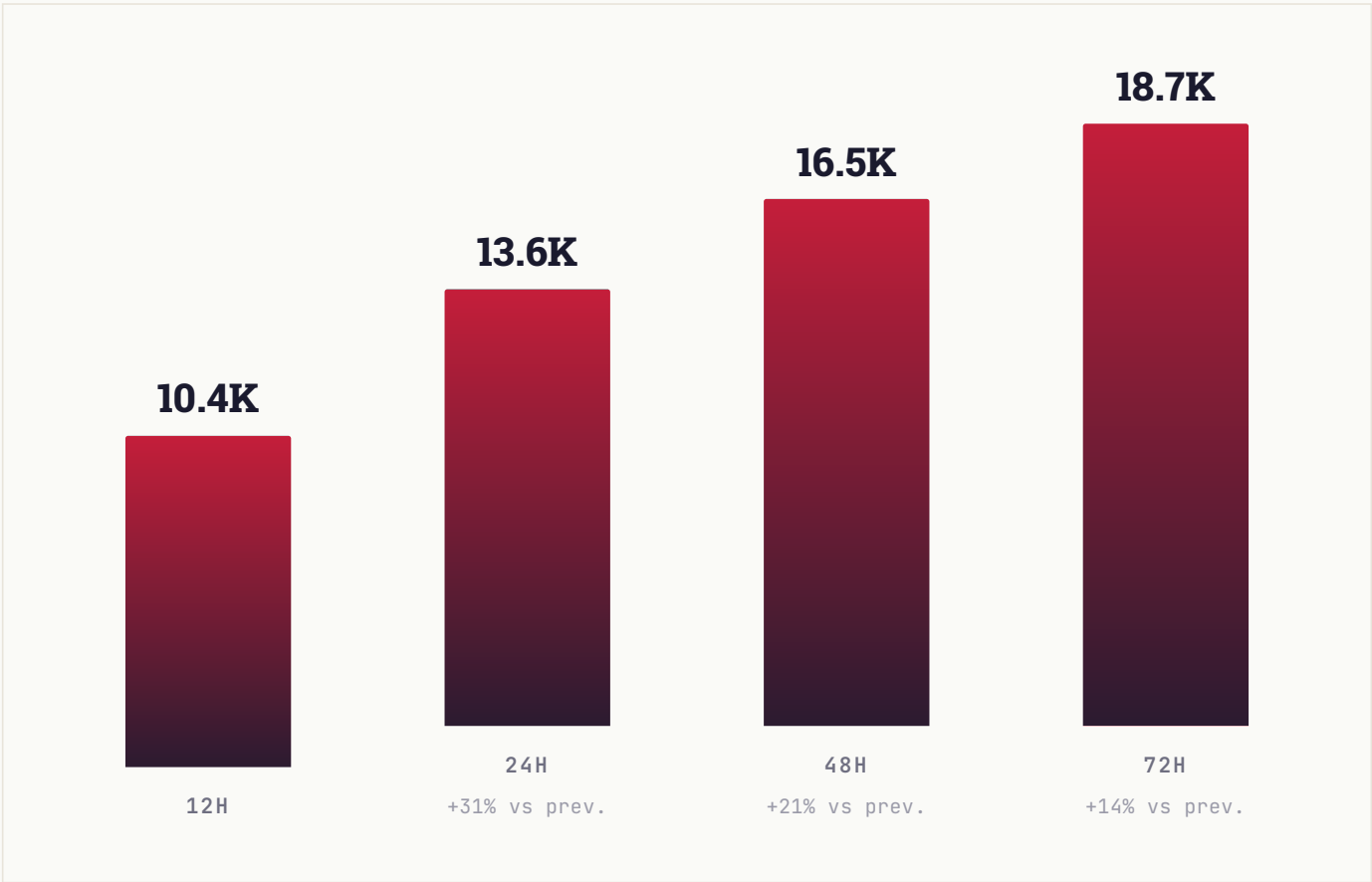
Citation index **30** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **88** different channels.



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 & audience. Your channel is 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	694K
FI	Fighterbomber	520.8K
AB	Auto.ru	497.5K
GA	Garage	487K
AB	AVTOZAKAZ.RU	479.8K
ZR	Behind the Wheel	473.8K
AB	Driving instructor	466.8K
AS	Andrey Skuterec YOU	136.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#64 of 98). Niche median — 166K subs. First growth KPI — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **13**, they brought **23 095** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	11	9	516	
Nov 2025	1	1	5 262	
Oct 2025	0	0	7 968	
September 2025	0	0	1 682	
August 2025	0	0	2 754	
July 2025	1	1	4 913	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
13	6	23 095

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

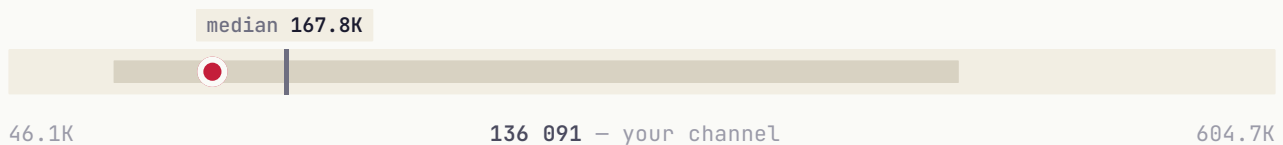
Took top-**100** channels in category «**Transport**» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#64 /100

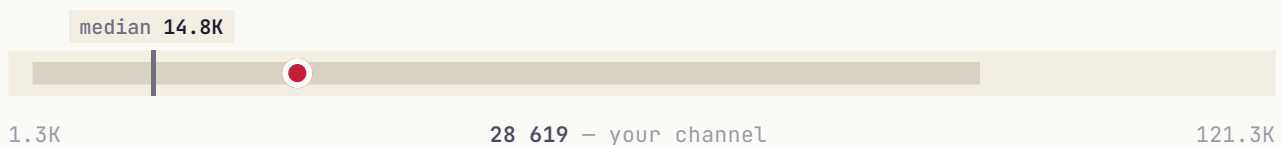
RANK IN NICHE

Channel in bottom half of ranking

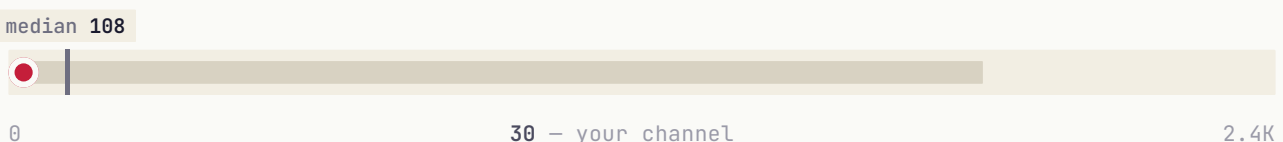
SUBSCRIBERS

19% below median


AVG REACH / POST

better than 57% of niche


CITATION INDEX

72% below median


— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday

Audience most active on this day at 22:00 MSK.

EFFECT

Best window for important posts
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

Swap 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 — organic traffic source.

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 to go further? 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
