

PUBLIC REPORT BY PROMTPRESS

Channel audit

Inspector



@auto_inspektor

Drivers' Club. Useful & interesting! Main (ads & other): @lekas_lekas

• Our chat: <https://t.me/joinchat/nan26Ru-DOW3NzYy> • • RKN:
<https://vk.cc/CHWKAh>

SUBSCRIBERS

222 783

-3059 per month

ERR (% WHO SEE
POSTS)

3.0%

per day **1.4%**

REACH/POST

4.9K

ad reach **3.2K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Transport» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 222 783 —	 SUBSCRIBER REACH 2.19% avg % of subs who see a post	 VIEWS/POST 4.9K median 5K · 29 days	 POSTS/WEEK 41.8 for the period
 7D TREND -1.5% vs previous week	 REACTIONS/POST 21.0 total 3,740 reactions, 1,799 reposts, 345 comments	 POST LENGTH 170 chars median 207 · 29 days	 POSTS ANALYZED 178 29 days
 AD REACH 3.2K 24h average	 CHURN / MONTH -3059 last month	 CITATION RATE 875 citation index · 777 channels mentioned all time	 CHANNEL AGE 5 years 4 months created 07.02.2021

AI EDITOR SUMMARY

Channel «Inspector» — 222 783 subs. Each post averages 4.9K people (2% of subs), reach is low — consider expanding audience. Publishes 42 posts per week (~6/day) — active publishing. For the week of June 8–14, reach stable (-1.5% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **178** posts over 29 days.
- 02 Dominant format — **Photo** (91/178 posts).
- 03 Avg post length — **170** characters (median 207).
- 04 Audience peak activity — **Tuesday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.9K avg for top vs 3.7K for worst) — among 178 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 16:20 PHOTO Ford F-150 turned into a true apocalypse pickup Rezvani Fortress gets 850 hp, 40-inch wheels, armor, smoke screen...	VIEWS	REACTIONS
	5 937	27
	REPOSTS	ER
	12	2.7%
Nº2 31.05 · 12:00 PHOTO Ferrari Testarossa turned into a six-wheeled monster The iconic sports car got an extra axle, 650-hp V8 from Corvette and four...	VIEWS	REACTIONS
	5 916	22
	REPOSTS	ER
	14	2.7%
Nº3 25.05 · 17:00 PHOTO Nissan prepares return of legendary Skyline — with V6 and manual New generation built on updated FM platform, under the hood...	VIEWS	REACTIONS
	5 900	38
	REPOSTS	ER
	19	2.6%

Nº4 12.06 • 08:00 PHOTO Brussels decides to ditch rental e-scooters Reason: rising accidents and misuse of rented scooters in...	VIEWS 5 879 REPOSTS 10 REACTIONS 35 ER 2.6%
Nº5 26.05 • 16:00 PHOTO Ferrari unveiled its first EV – and the internet immediately hated it New Ferrari Luce designed by Jony Ive's studio...	VIEWS 5 757 REPOSTS 11 REACTIONS 27 ER 2.6%

WORST 3

↓ 17.06 • 11:00 VIDEO Genius on Niva finds way to park with parking lock	VIEWS 3 789 REPOSTS 15 REACTIONS 64 ER 1.7%
↓ 17.06 • 09:00 PHOTO Russians may be allowed to repair courtyard roads without fines A bill has been submitted to the State Duma that...	VIEWS 3 775 REPOSTS 14 REACTIONS 27 ER 1.7%
↓ 17.06 • 08:00 PHOTO 90% just waste money buying cars abroad And it's not about online scammers – it's shady transfers and dubious schemes...	VIEWS 3 657 REPOSTS 3 REACTIONS 9 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

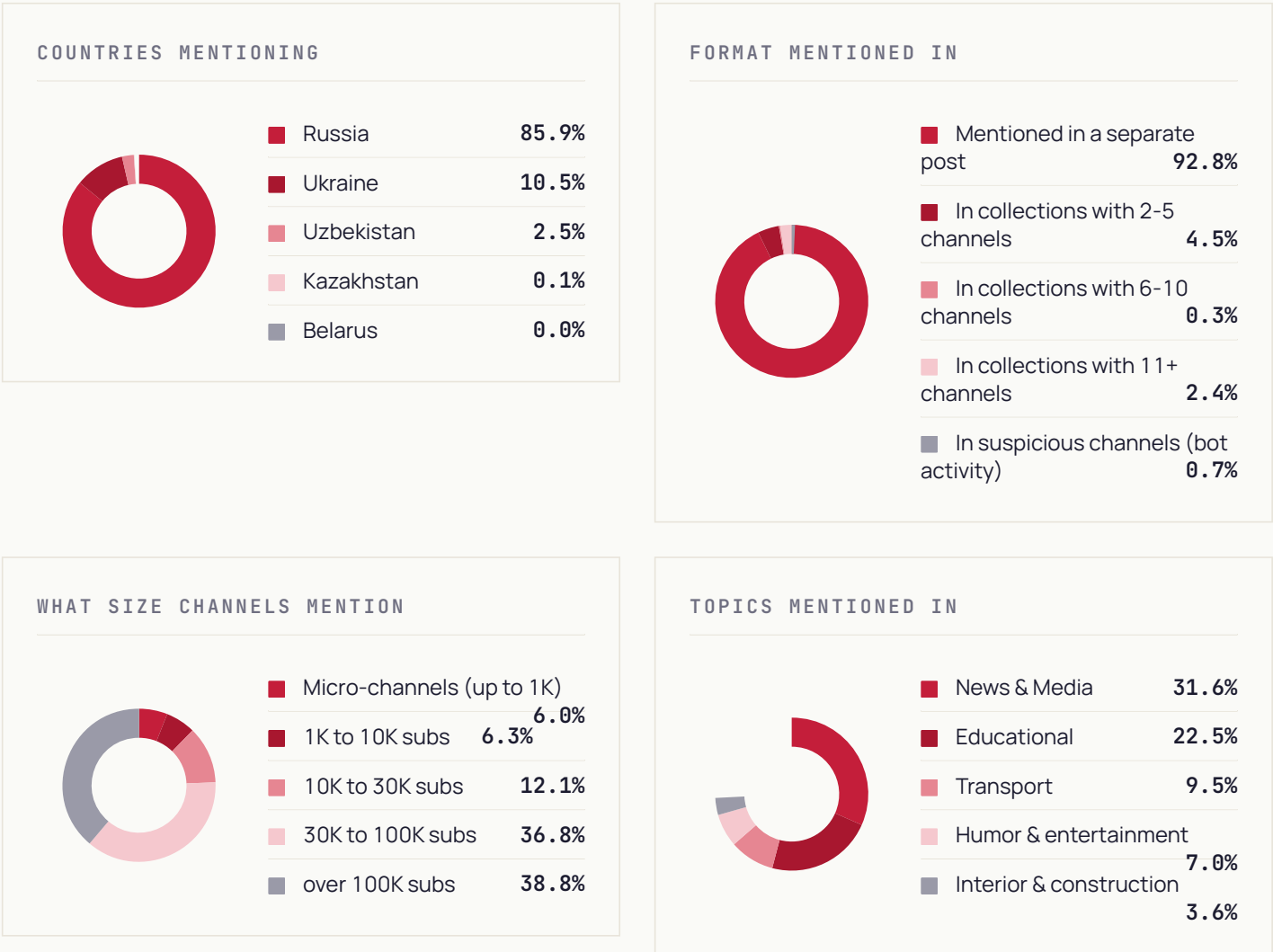
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

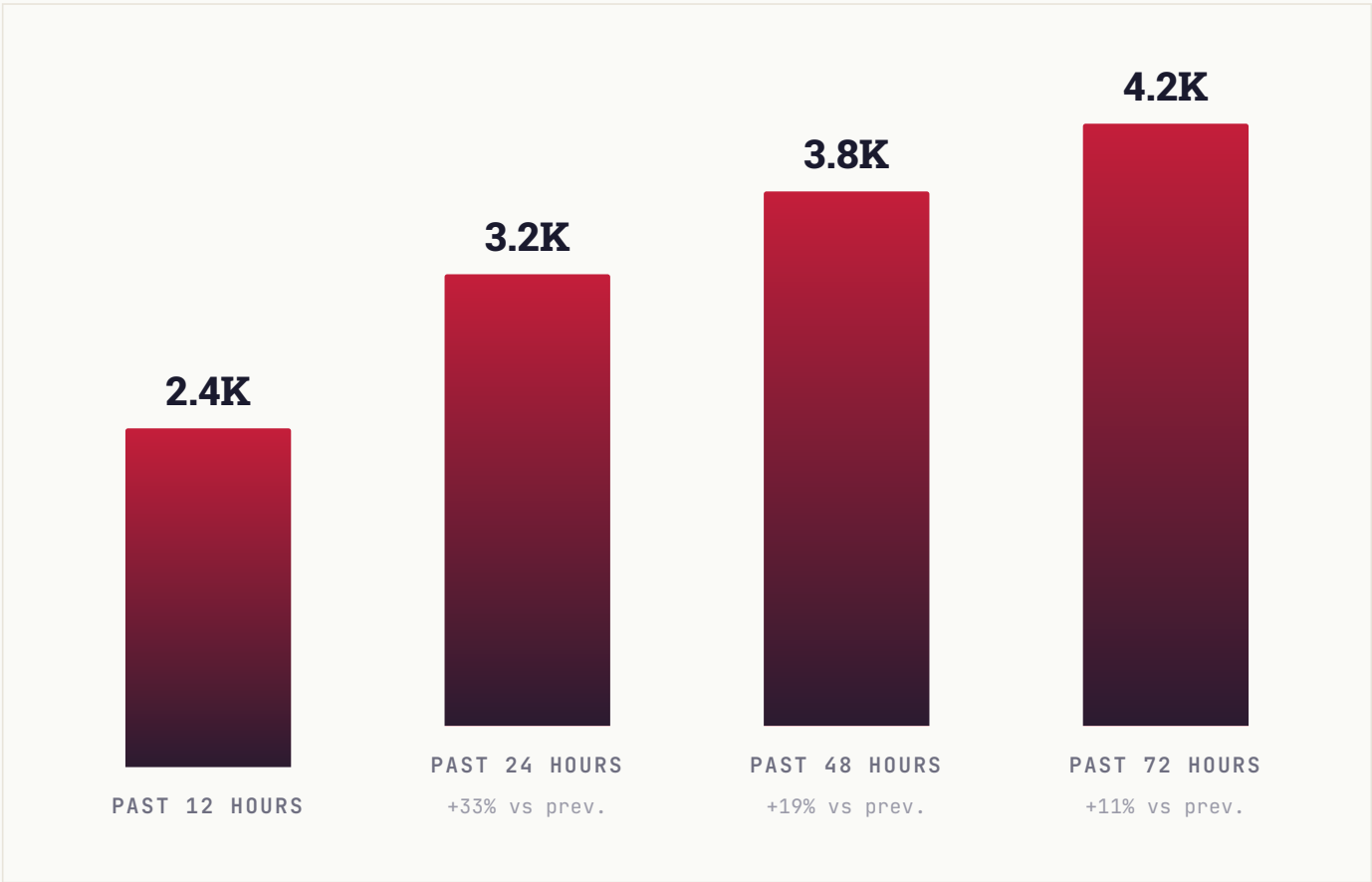
Citation index **875** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **777** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 — see its rank among niche peers.

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 Auto Instructor	466.8K
IN Inspector YOU	222.8K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#41 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aiming for top quartile is realistic in 6-12 months.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **28**, they brought **30 261** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	7 693	
November 2025	16	16	2 325	
October 2025	4	3	10 382	
September 2025	0	0	1 522	
August 2025	7	5	5 899	
July 2025	1	1	2 440	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
28	6	30 261

SECTION 08 · NICHE COMPARISON

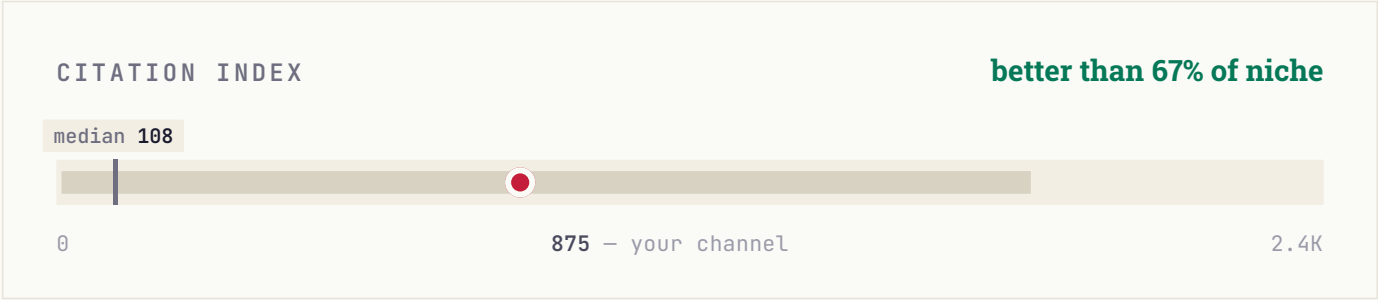
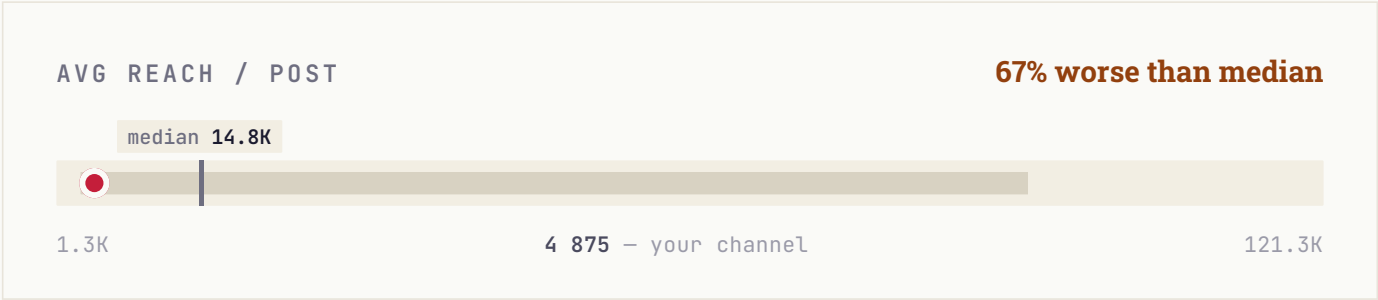
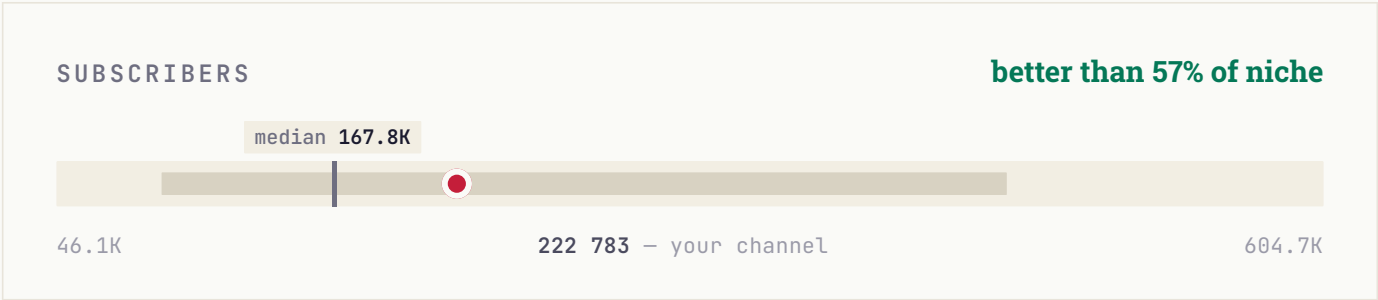
Where channel stands in its league

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

#41/100

POSITION IN NICHE

Channel in top half of ranking



— 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 Tuesday

Audience most active on this day at 16:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 2.19% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.3pp ER
- 03

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
- 04

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes from public data. 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