

PROMTPRESS PUBLIC REPORT

Channel audit

АВТОИНСТРУКТОР



@auto_instruktor

Auto lovers community. Get hooked! Main (ads & more):

@lekas_lekas • Our chat: <https://t.me/joinchat/SLzCdvCYDBZAh0vn>

• RKN: <https://vk.cc/cHWKdQ>

SUBSCRIBERS

466 823

-5727 per month

ERR (% WHO SEE
POSTS)

3.0%

daily 1.5%

REACH/POST

10.9K

ad reach 7.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 466 823 —	 SUBSCRIBER REACH 2.34% avg % subs see post	 VIEWS/POST 10.9K median 11.1K · 29 days	 POSTS/WEEK 44.0 for period
 7D TREND +0.4% vs previous week	 REACTIONS/POST 45.9 total 8,625 reactions, 4,923 reposts, 647 comments	 POST LENGTH 174 chars median 195 · 29 days	 POSTS ANALYZED 188 29 days
 AD REACH 7.1K 24h avg	 CHURN / MONTH -5727 last month	 CITATION RATE 1 722 citation index · 1,727 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 28.06.2020

AI EDITOR SUMMARY

Channel «Auto Instructor» — 466 823 subs. Each post averages 10.9K people (2% from subs), reach is low — consider expanding audience. Publishes 44 posts per week (~6/day) — active posting. Week of Jun 8–14 reach stable (+0.4% vs week of June 1–7).

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 **188** posts in 29 days.
- 02 Dominant format – **Photo** (95/188 posts).
- 03 Avg post length – **174** chars (median 195).
- 04 Audience peak activity – **Tuesday**, 16:00 MSK.
- 05 Top posts get **1x** more views than the weakest (13.4K avg top vs 9.2K worst) – among 188 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 08:00 PHOTO BMW faces an unexpected problem – the company lacks regular wheels for the iX1 Due to a shortage of 17- and 18-inch rims, deliveries...	VIEWS 13 468 REP. 18	REACTIONS 32 ER 2.9%
Nº2 09.06 · 16:00 PHOTO Audi unveiled the new Q7 The crossover debuts with a diesel V6 3.0 producing up to 299 hp and a mild hybrid system. Options include...	VIEWS 13 388 REP. 49	REACTIONS 43 ER 2.9%
Nº3 27.05 · 08:00 PHOTO Constitutional Court limits OSAGO payouts for uncompleted repairs If the insurer couldn't arrange repairs, the maximum...	VIEWS 13 206 REP. 47	REACTIONS 53 ER 2.8%

Nº4 02.06 · 08:00 PHOTO BMW X5, X6, X7 assembly starts in Kaliningrad from leftover parts Versions previously officially in...	VIEWS 13 088 REP. 34	REACTIONS 45 ER 2.8%
Nº5 09.06 · 13:40 PHOTO Peugeot revives GTi in electric form New E-208 GTi gets a 280-hp electric motor and 0-100 km/h in 5.7 seconds...	VIEWS 12 932 REP. 25	REACTIONS 35 ER 2.8%

|

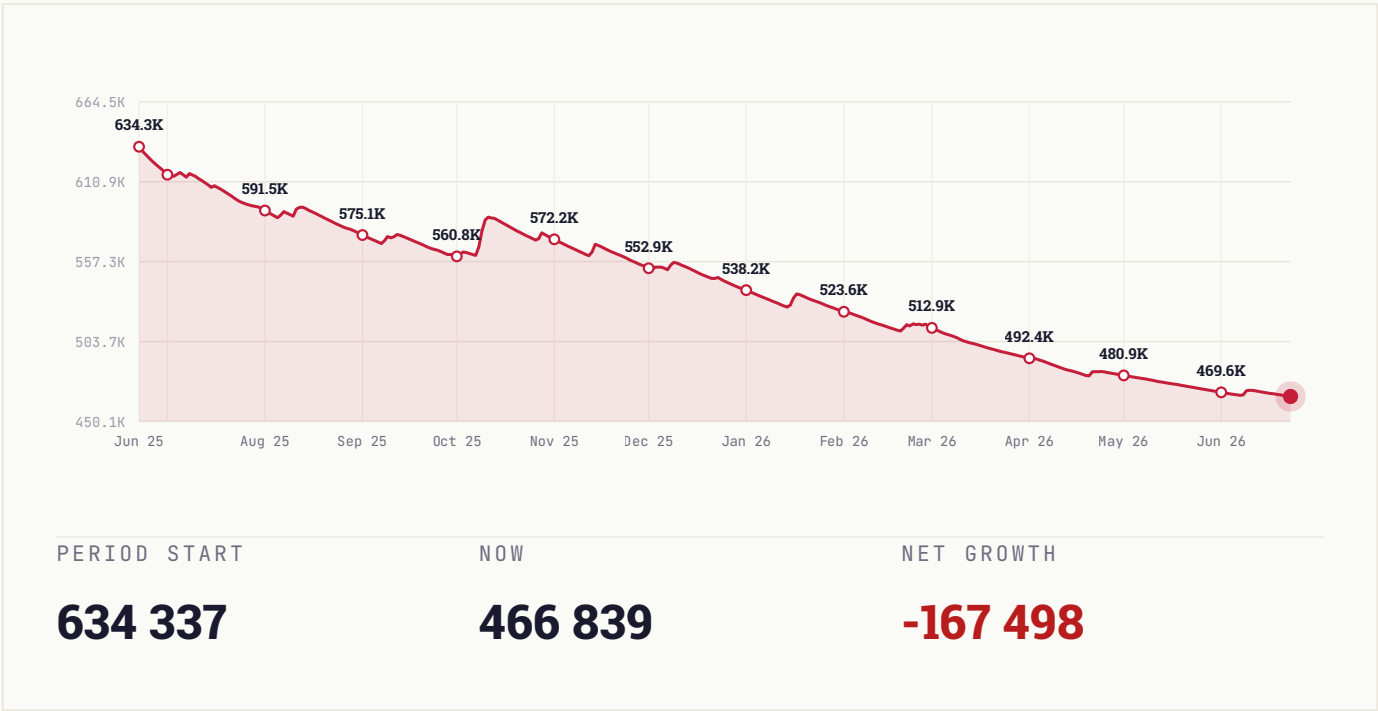
WORST 3

↓ 20.06 · 06:00 TEXT You drove onto the tram tracks to turn left. But changed your mind and decided to go straight to the next intersection – that would be...	VIEWS 9 307 REP. —	REACTIONS 17 ER 2.0%
↓ 17.06 · 11:00 VIDEO Moscow utility workers efficiency 200% We're in MAH☹️	VIEWS 9 258 REP. 72	REACTIONS 106 ER 2.0%
↓ 20.06 · 12:00 VIDEO MINI equips new models with an unusual turn signal sound, which users compare to clown car signals.	VIEWS 9 115 REP. 65	REACTIONS 52 ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

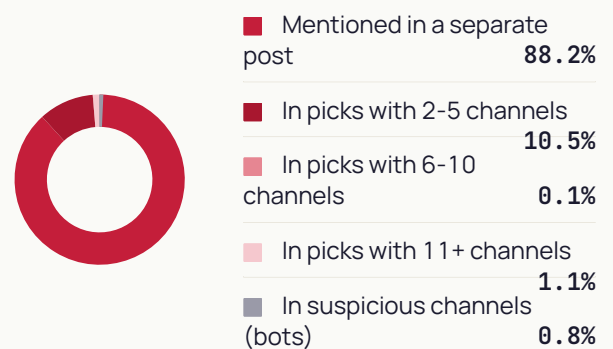
Who mentions the channel and how

Citation index **1 722** — 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: **1 727** different channels.

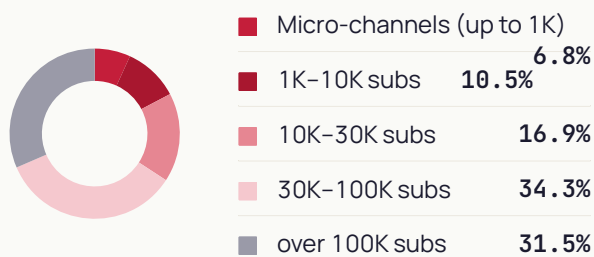
COUNTRIES MENTIONING



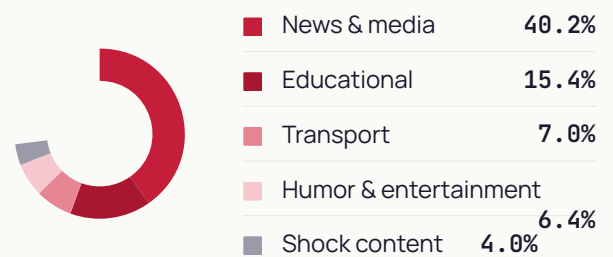
FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



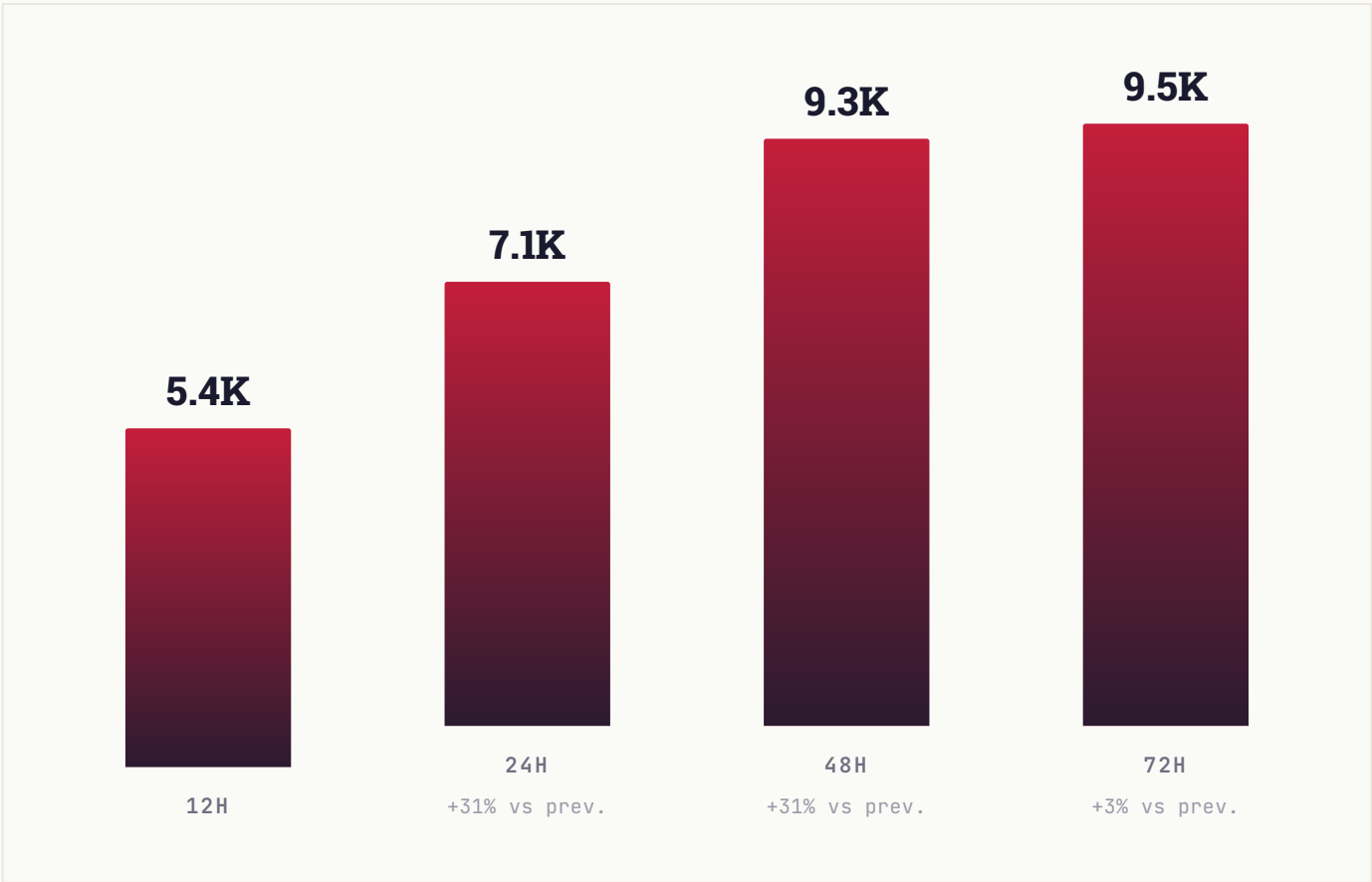
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post drives 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 peers.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Автомания	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 Автоинструктор YOU	466.8K
KM CRIMEAN BRIDGE: latest updates	464.9K

COMPARATIVE CONCLUSION

Channel in niche top 10 (#10 of 98). Strong position. Niche leader: Cars & Point (3.4M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **98**, they brought **71 512** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	23	23	7 436	
Nov 2025	16	16	7 645	
Oct 2025	32	32	33 465	
September 2025	0	0	6 820	
August 2025	18	14	10 039	
July 2025	9	3	6 107	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
98		6	71 512	

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Top-**100** channels in category «**Transport**» (Russia) and compared your channel.

Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.

Red dot = your channel.

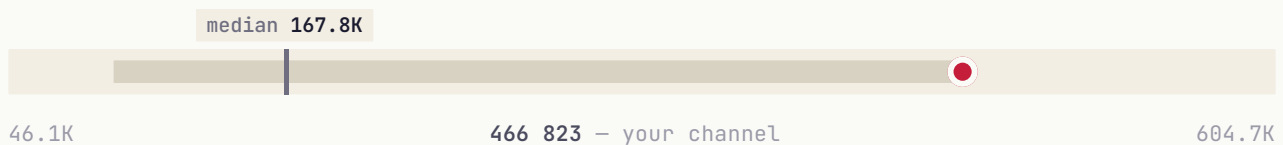
#10 /100

POSITION IN NICHE

Channel in top 10% Transport Russia

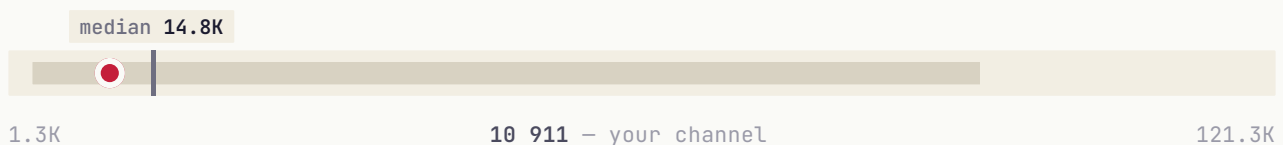
SUBSCRIBERS

better than 90% of niche



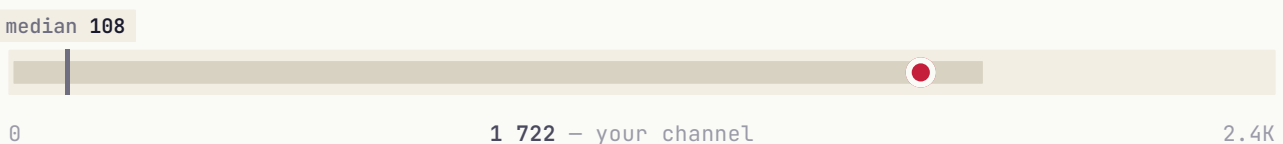
AVG REACH / POST

worse than median by 26%



CITATION INDEX

better than 87% of niche



— 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

Top post of the week — 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 2.34% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+3.2pp 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 & interactive formats
 Posts with polls/reactions typically 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 channels in the same segment. 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 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
