

PUBLIC REPORT BY PROMTPRESS

Channel audit

AUTO_KING



@auto_king01

■ Buyout & sale ■ https://t.me/auto_king01 ■ Cars at the sweetest prices ■ We work 24/7 ■ Moscow

SUBSCRIBERS

128 793

+5657 per month

ERR (% SEE POSTS)

3.0%

in 24h **0.9%**

REACH/POST

2.9K

ad reach **1.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 128 793 —	 SUBSCRIBER REACH 2.26% avg % subs see post	 VIEWS/POST 2.9K median 3.7K · 22 days	 POSTS/WEEK 8.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 33.8 total 880 reactions, 54 reposts, 90 comments	 POST LENGTH 82 chars median 43 · 22 days	 POSTS ANALYZED 26 22 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +5657 last month	 CITATION RATE 163 citation index · 470 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 07.05.2023

AI EDITOR SUMMARY

Channel «AUTO_KING» – 128 793 subs. Each post gets avg 2.9K people (2% of subs), reach is low – consider expanding audience. Publishes 8 posts per week (~1/day) – regular schedule.

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 26 posts in 22 days.
- 02 Dominant format — Photo (13/26 posts).
- 03 Avg post length — 82 chars (median 43).
- 04 Audience peak — Thursday, 22:00 MSK.
- 05 Top-performing posts get 1× more views than the weakest (4.8K avg for top vs 3.2K for worst) — among 26 posts over 22 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 19:10 PHOTO 👁️See you in Moscow👁️ Fuel sucks 😡 Road sucks 😡 And overall feel sorry for the car, better to pay for a tow truck!	VIEWS 5 260 REPOSTS 4	REACTIONS 54 ER 4.1%
Nº2 04.06 · 12:46 PHOTO That's why I came here 😊 How do you like the color !?	VIEWS 4 642 REPOSTS 4	REACTIONS 80 ER 3.6%
Nº3 18.06 · 07:29 VIDEO Hello everyone 👁️ Soon I'll be offering cars on the channel already active in searches from early morning 👁️ Regarding...	VIEWS 4 500 REPOSTS 2	REACTIONS 53 ER 3.5%

Nº4 08.06 · 17:43 PHOTO I'm spinning, turning, want to buy a car at the bottom of the market – offer @AUTO_KING_01	VIEWS 4 421 REPOSTS 3	REACTIONS 33 ER 3.4%
Nº5 04.06 · 10:52 PHOTO ☒☒	VIEWS 4 329 REPOSTS 2	REACTIONS 59 ER 3.4%

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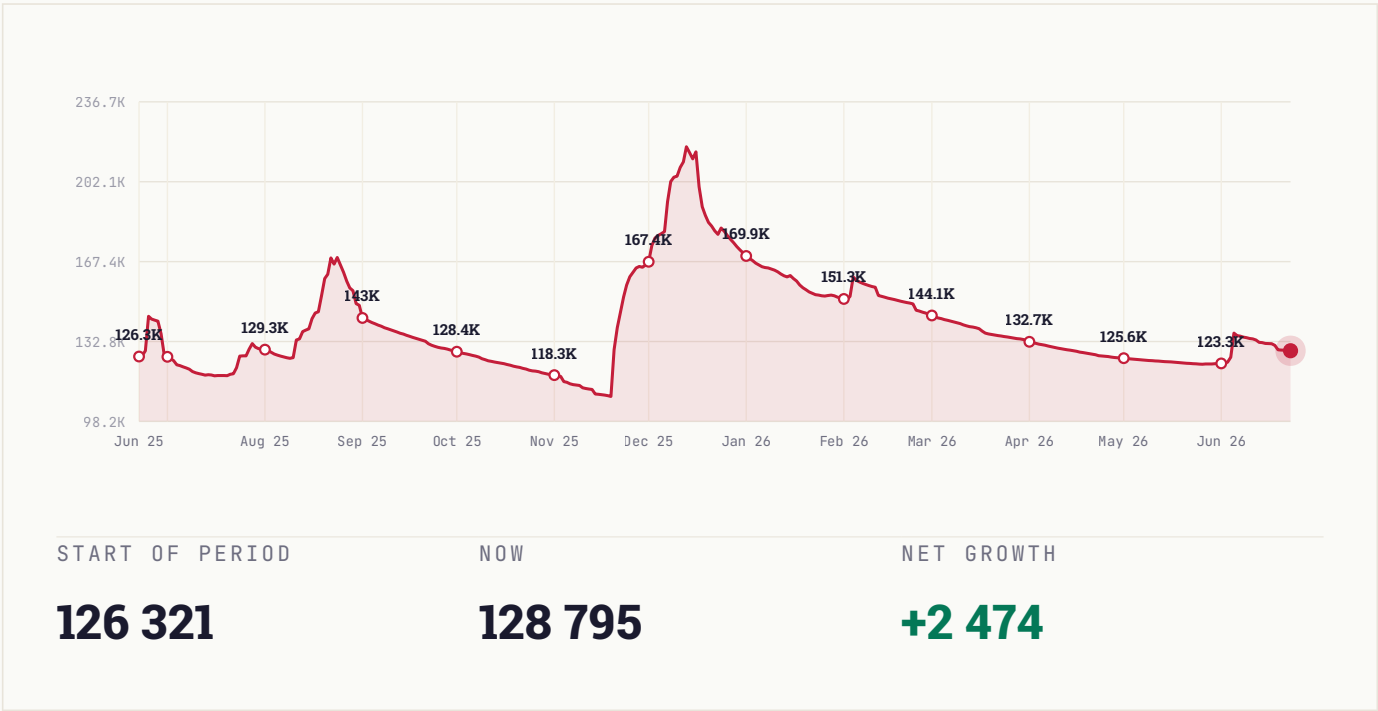
WORST 3

↓ 01.06 · 20:38 VIDEO (no caption – video)	VIEWS 3 649 REPOSTS 1	REACTIONS 29 ER 2.8%
↓ 04.06 · 05:51 PHOTO Cherkessk ☒☒	VIEWS 3 584 REPOSTS 2	REACTIONS 41 ER 2.8%
↓ 20.06 · 07:50 PHOTO GET 100 FIRES AND I'LL START THE FIRST GIVEAWAY WITH ONLY 100 SPOTS ☒	VIEWS 2 489 REPOSTS 4	REACTIONS 168 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

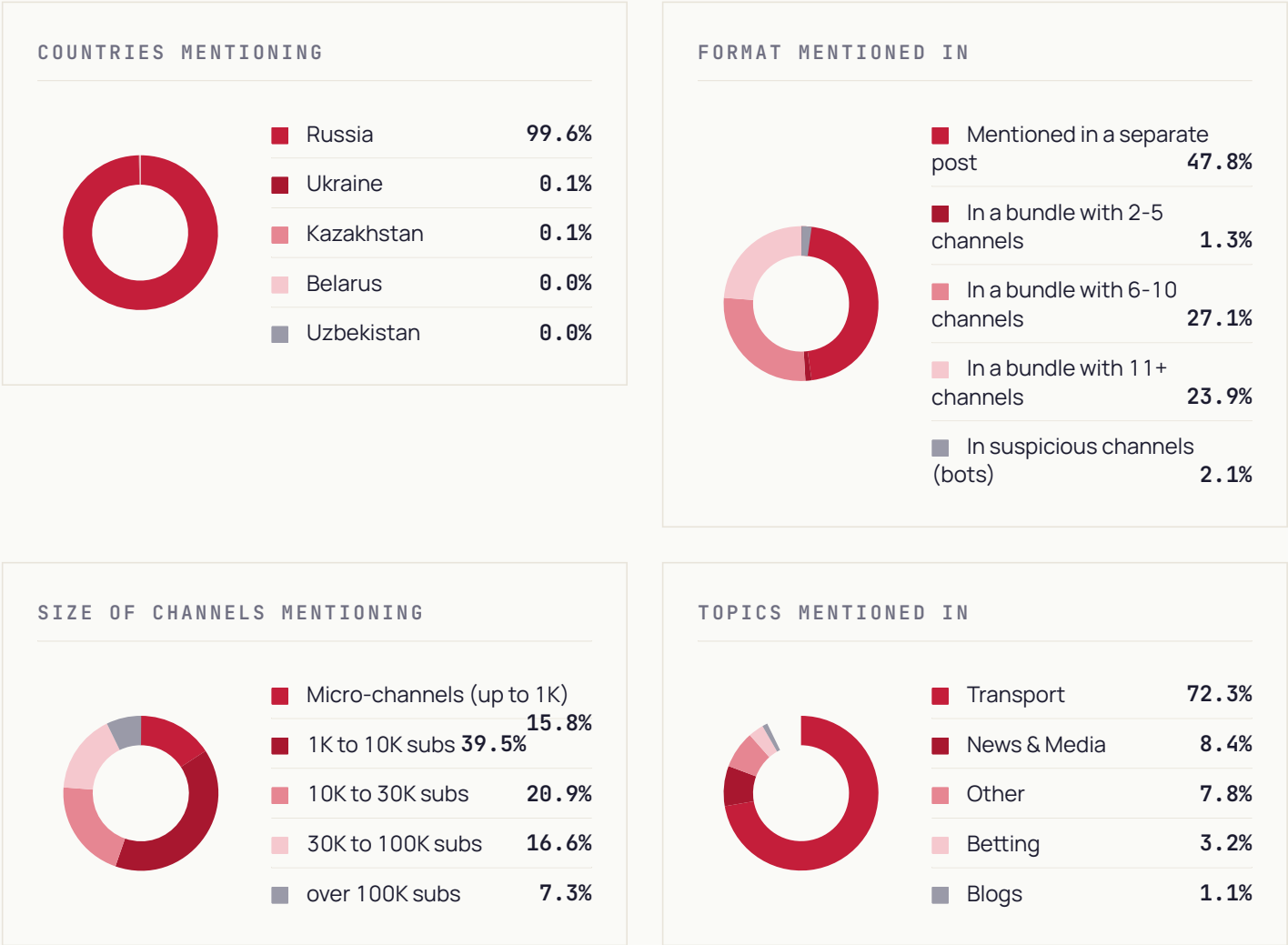
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

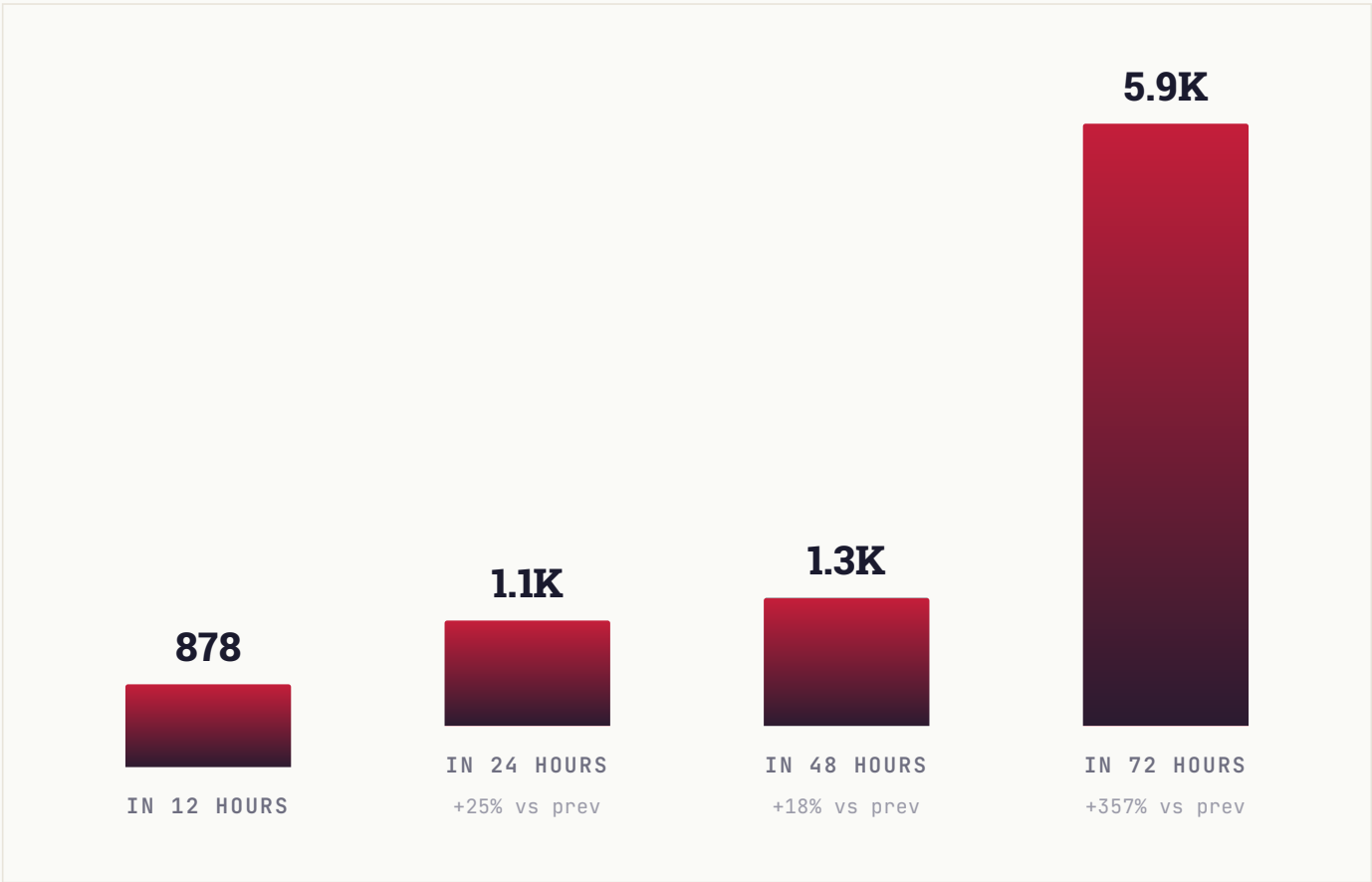
Citation index **163** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **470** different channels.



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 — shows 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
AU AUTO_KING YOU	128.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#69 of 98). Niche median — 166K subs.
First growth KPI — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION TRENDS

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 **462**, they brought **175 010** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	40	24	57 111
November 2025	10	10	57 269
October 2025	0	0	0
September 2025	0	0	0
August 2025	225	200	46 391
July 2025	187	121	14 239
TOTAL MENTIONS			462
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			175 010

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#69

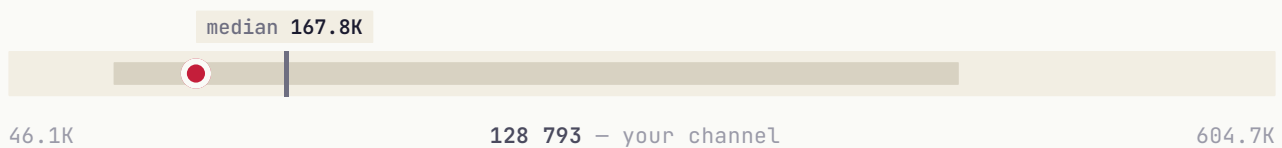
/100

RANK IN NICHE

Channel in the bottom half of the ranking

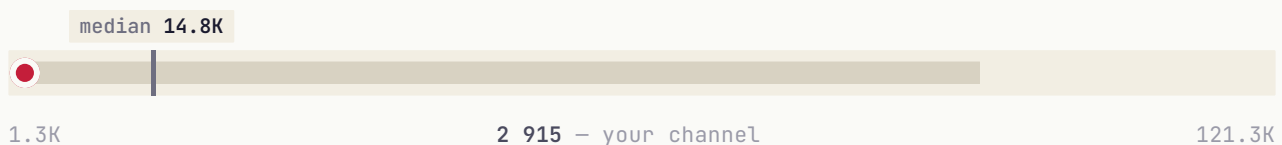
SUBSCRIBERS

23% worse than median



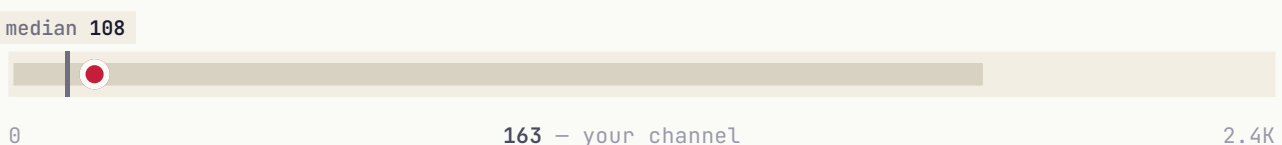
AVG REACH / POST

80% worse than median



CITATION INDEX

better than 51% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Thursday**

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

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.26% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.2pp ER**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 and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with nearby channels**

Swap posts 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 us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. 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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