

PROMTPRESS PUBLIC REPORT

Channel audit

АвтоЛюбитель



@auto_lubitell

Channel about cars, parts, accessories, and latest auto news
Questions/ads: @kiri_ivanovv Included in Roskomnadzor registry

SUBSCRIBERS

344 826

-60079 per month

ERR (% SEE POSTS)

40.0%

in 24h **22.2%**

REACH/POST

139.3K

ad reach **83.3K**/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 344 826 —	 SUBS REACH 40.41% avg % subs see post	 VIEWS/POST 139.3K median 141.7K · 20 days	 POSTS/WEEK 2.4 for period
 7D TREND — no data for period	 REACTIONS/POST 1761.9 total 12,333 reactions, 2,445 reposts, 0 comments	 POST LENGTH 811 chars median 832 · 20 days	 POSTS ANALYZED 7 20 days
 AD REACH 83.3K 24h avg	 CHURN / MONTH -60079 last month	 CITATION RATE 1 citation index · 4 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 09.02.2023

AI EDITOR SUMMARY

Channel «AutoLover» — 344 826 subs. Each post averages 139.3K people (40% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

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 7 posts over 20 days.
- 02 Dominant format — **Photo** (7/7 posts).
- 03 Avg post length — **811** chars (median 832).
- 04 Peak audience activity — **Monday**, 15:00 MSK.
- 05 Top posts drive **1x** more views than the weakest (144K avg for top vs 133.9K for worst) — among 7 posts in 20 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 12:20 PHOTO Yandex Market expanded auto assortment: now Emex, Russia's largest auto parts marketplace, is available on the platform. Choice...	VIEWS 145 770 REPOSTS 555	REACTIONS 1 735 ER 42.3%
Nº2 15.06 · 14:42 PHOTO Russia starts selling the world's most reliable and durable car. How much does the 'indestructible' Toyota cost. Current Toyota Sequoia...	VIEWS 144 246 REPOSTS 172	REACTIONS 1 690 ER 41.8%
Nº3 30.05 · 11:00 PHOTO My Ford is my fortress: the Rezvani Fortress pickup based on Ford F-150 Raptor unveiled. Before the Fortress, Rezvani Motors didn't...	VIEWS 141 920 REPOSTS 247	REACTIONS 1 438 ER 41.2%

Nº4

10.06 · 10:20

PHOTO

Dodge announced orders for the eighth-generation Charger. Electric versions are called Dodge...

VIEWS

141 668

REPOSTS

218

REACTIONS

1 923

ER

41.1%

Nº5

05.06 · 13:22

PHOTO

Lada Azimut — это только начало. АвтоВАЗ разработает «не автомобиль для народа, а автомобиль для человека» С автопилотом и ИИ. АвтоВАЗ и...

VIEWS

139 887

REPOSTS

305

REACTIONS

1 915

ER

40.6%

WORST 3

↓ 05.06 · 13:22 PHOTO Lada Azimut — это только начало. АвтоВАЗ разработает «не автомобиль для народа, а автомобиль для человека» С автопилотом и ИИ. АвтоВАЗ и...	VIEWS 139 887 REPOSTS 305	REACTIONS 1 915 ER 40.6%
↓ 19.06 · 15:40 PHOTO The car may be in perfect technical condition, but sometimes it needs a couple of touches New wheels, for example! Yandex Pay offers...	VIEWS 133 938 REPOSTS 700	REACTIONS 1 874 ER 38.8%
↓ 19.06 · 16:40 PHOTO Chery выпустит уникальный дизель-электрический пикап. Что известно о новинке. Новый рамный пикап Chery будет оснащаться плагин-гибридной...	VIEWS 127 974 REPOSTS 248	REACTIONS 1 758 ER 37.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

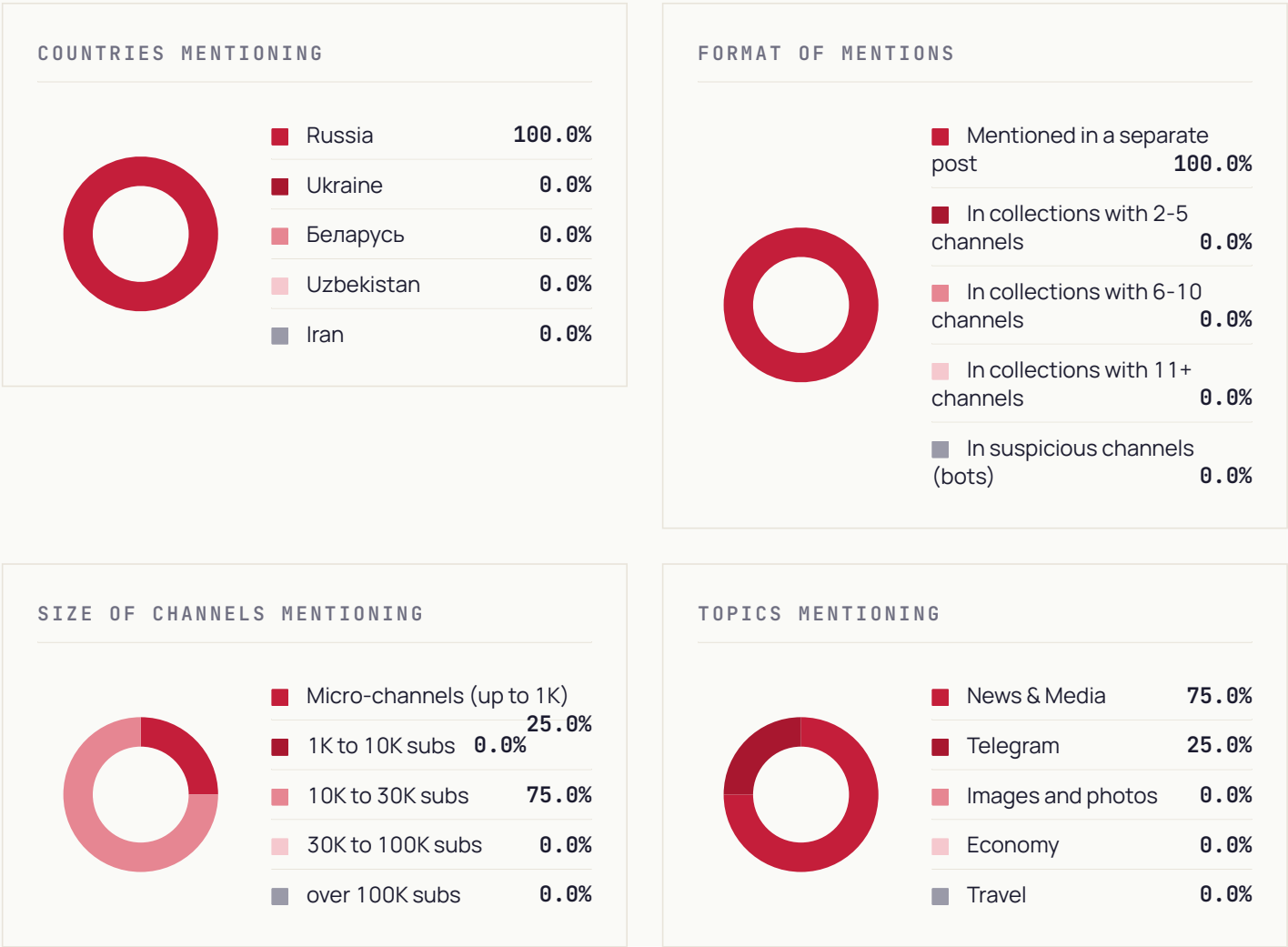
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

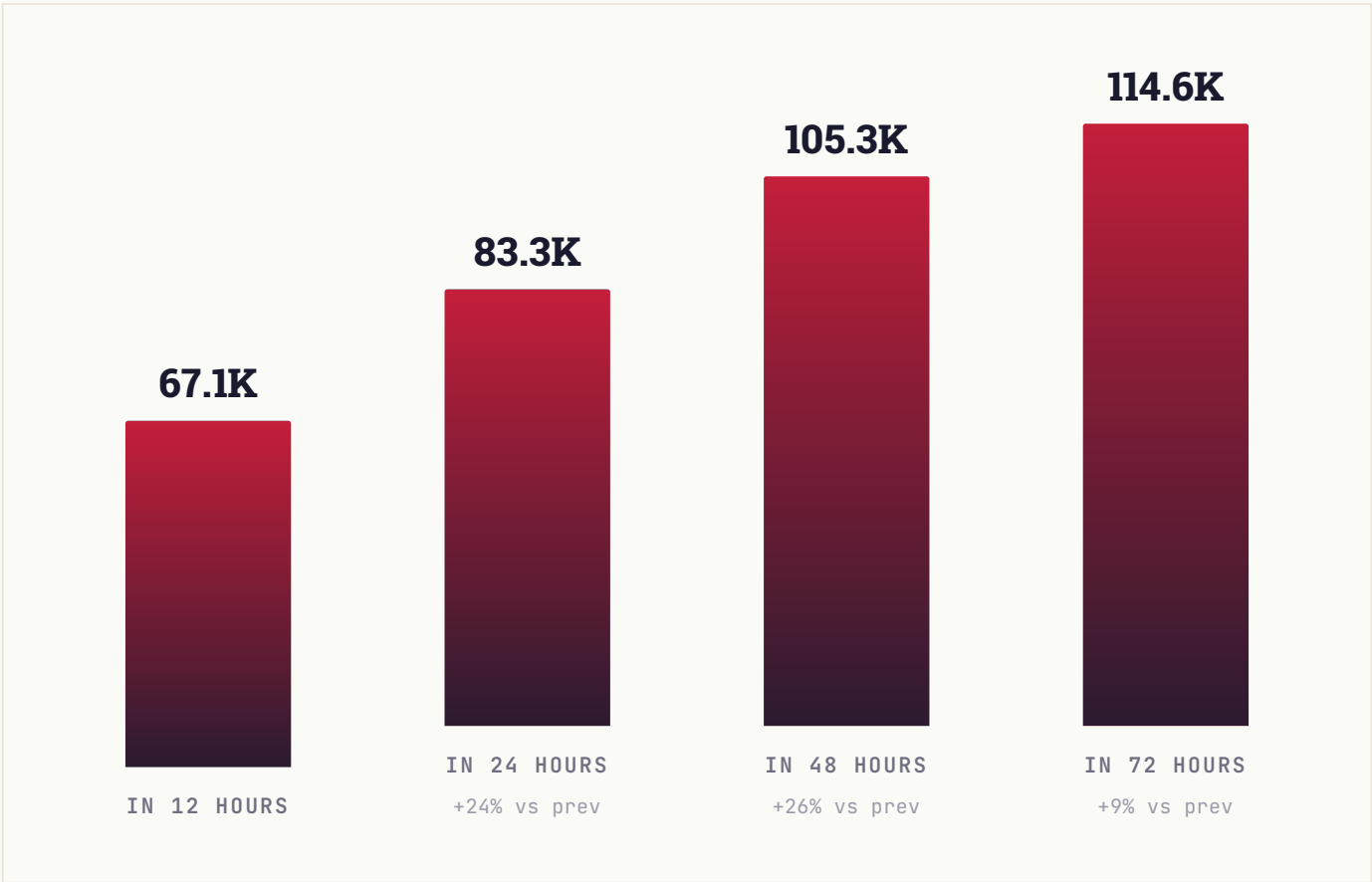
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned 4 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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 Авто.ру	497.5K
GA Garage	487K
AB АВТОЗАКАЗ.РУ	479.8K
ZR Behind the wheel	473.8K
AB Автоинструктор	466.8K
AB АвтоЛюбитель YOU	344.8K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#18 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **58 334** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	58 334	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	58 334

SECTION 08 · NICHE COMPARISON

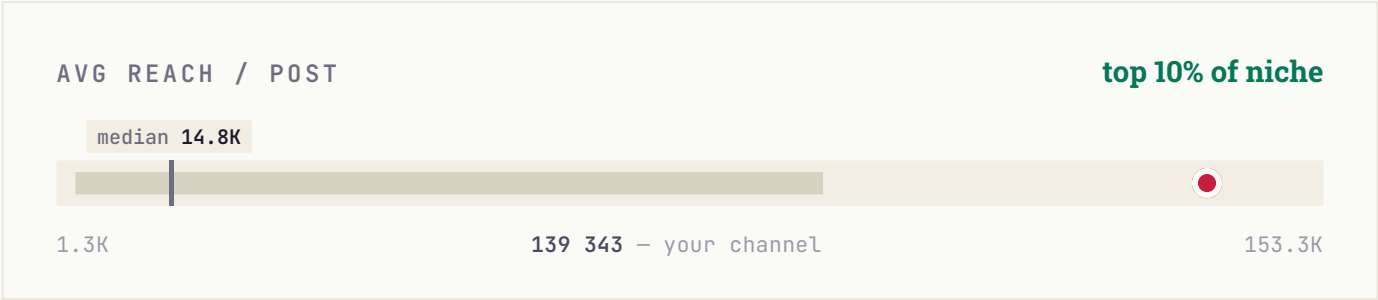
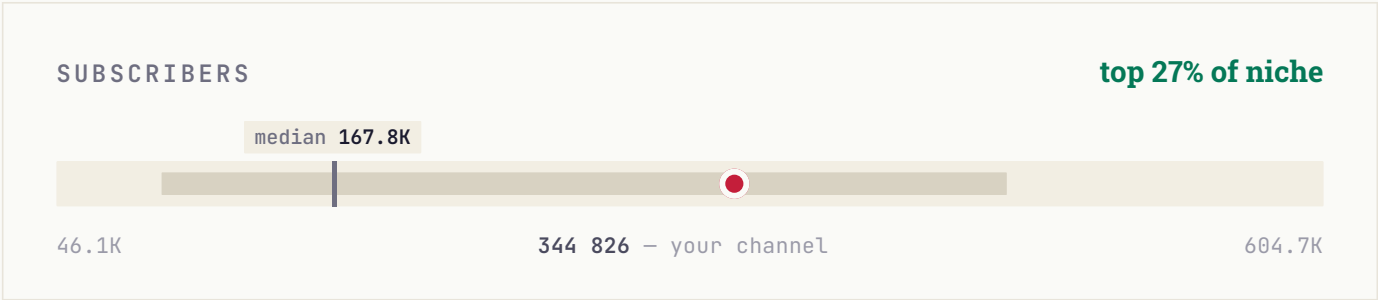
Where channel stands in its league

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

#18 /100

RANK IN NICHE

Channel in top 18% — strong position



— 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 | Increase posting frequency
Now 2.4 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — Monday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best time for an important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Recommend share of 15-25%. | EFFECT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ 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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
