

PUBLIC REPORT BY PROMTPRESS

Channel audit

Avtomanya



@auto_manya

Modern media about everything that moves. Collaboration:
@aloeverra1 Partnering with BidFox RKN page: <https://clck.ru/3FUHoh>

SUBSCRIBERS

1 849 886

+108103 per month

ERR (% WHO SEE
POSTS)

2.0%

daily 1.3%

REACH/POST

34.7K

ad reach 24.3K/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 1 849 886 —	 SUBSCRIBER REACH 1.87% avg % of subs see post	 VIEWS/POST 34.7K median 33.9K · 29 days	 POSTS/DAY 7.8 ~55 per week
 7D TREND -3.9% vs previous week	 REACTIONS/POST 233.3 total 54,359 reactions, 28,438 reposts, 2,121 comments	 POST LENGTH 342 chars median 369 · 29 days	 POSTS ANALYZED 233 29 days
 AD REACH 24.3K 24h avg	 CHURN / MONTH +108103 last month	 CITATION RATE 90 citation index · 442 channels mentioned all time	 CHANNEL AGE 1 year 9 months created 29.09.2024

AI EDITOR SUMMARY

Channel «Avtomanya» — 1 849 886 subs. Each post averages 34.7K people (2% of subs), reach is low — should expand audience. Publishes 55 posts/week (~8/day) — active publishing. For the week Jun 22–28, reach stable (-3.9% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **233** posts over 29 days.
- 02 Dominant format – **Photo** (153/233 posts).
- 03 Avg post length – **342** chars (median 369).
- 04 Audience peak activity – **Friday, 21:00 MSK**.
- 05 Top posts get **4x** more views than the weakest (106.4K avg top vs 23.8K worst) – among 233 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 18:58 VIDEO Wow, a guy who REALLY loves his dog: he covered his entire Cybertruck with photos of his pet, and the furry passenger...	VIEWS 177 154 REPOSTS 685	REACTIONS 358 ER 9.6%
Nº2 07.06 · 17:57 VIDEO Max Verstappen started the Monaco GP from P2 but stalled at the start and retired. Max rated...	VIEWS 87 323 REPOSTS 692	REACTIONS 529 ER 4.7%
Nº3 05.06 · 21:45 PHOTO Lamborghini released its own PERFUME – Italians teamed up with perfume brand Xerjoff and presented three scents. Bottles...	VIEWS 54 727 REPOSTS 110	REACTIONS 196 ER 3.0%

Nº4 14.06 • 21:45 PHOTO Alpina founder's sons unveiled their first car – a wagon based on BMW M5 Touring. Bovensiepen 05 GT got fully...	VIEWS 49 621 REPOSTS 139 REACTIONS 307 ER 2.7%
Nº5 06.06 • 11:58 PHOTO RTR came up with a new way to upgrade Mustang – owners of Spec 2 and Spec 3 were offered a personal Signature Package. The package includes...	VIEWS 49 598 REPOSTS 42 REACTIONS 160 ER 2.7%

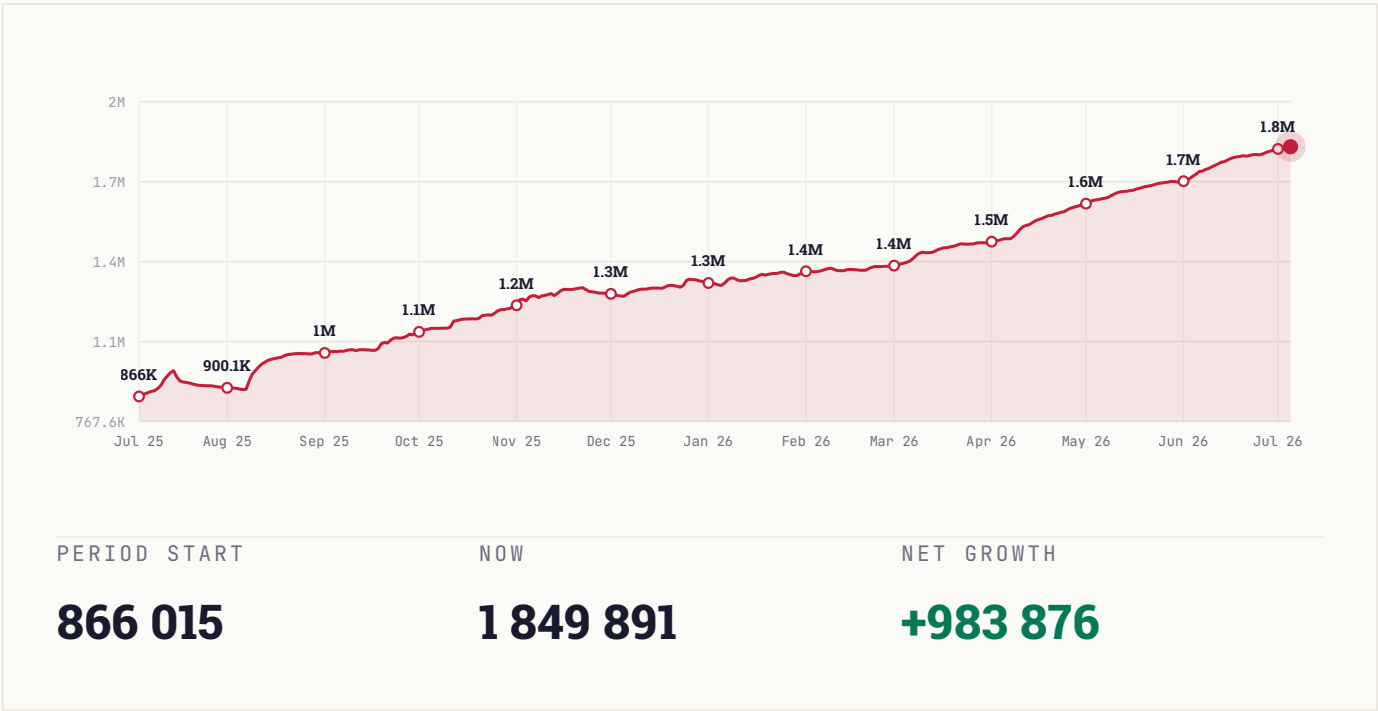
WORST 3

↓ 01.07 • 10:57 VIDEO New trim: grab handle instead of steering wheel. 🚗Automania	VIEWS 24 008 REPOSTS 92 REACTIONS 238 ER 1.3%
↓ 16.06 • 14:05 PHOTO Salary at Sber = chance for a car. Transfer your salary to Sber by July 31 and enter to win a car, SberTV, and SberBoom speaker...	VIEWS 23 638 REPOSTS 5 REACTIONS 54 ER 1.3%
↓ 19.06 • 11:03 PHOTO Brand UMO became the leader of the new EV market in Russia in May. According to Autostat, the brand sold 233 cars and beat all...	VIEWS 23 627 REPOSTS 22 REACTIONS 116 ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

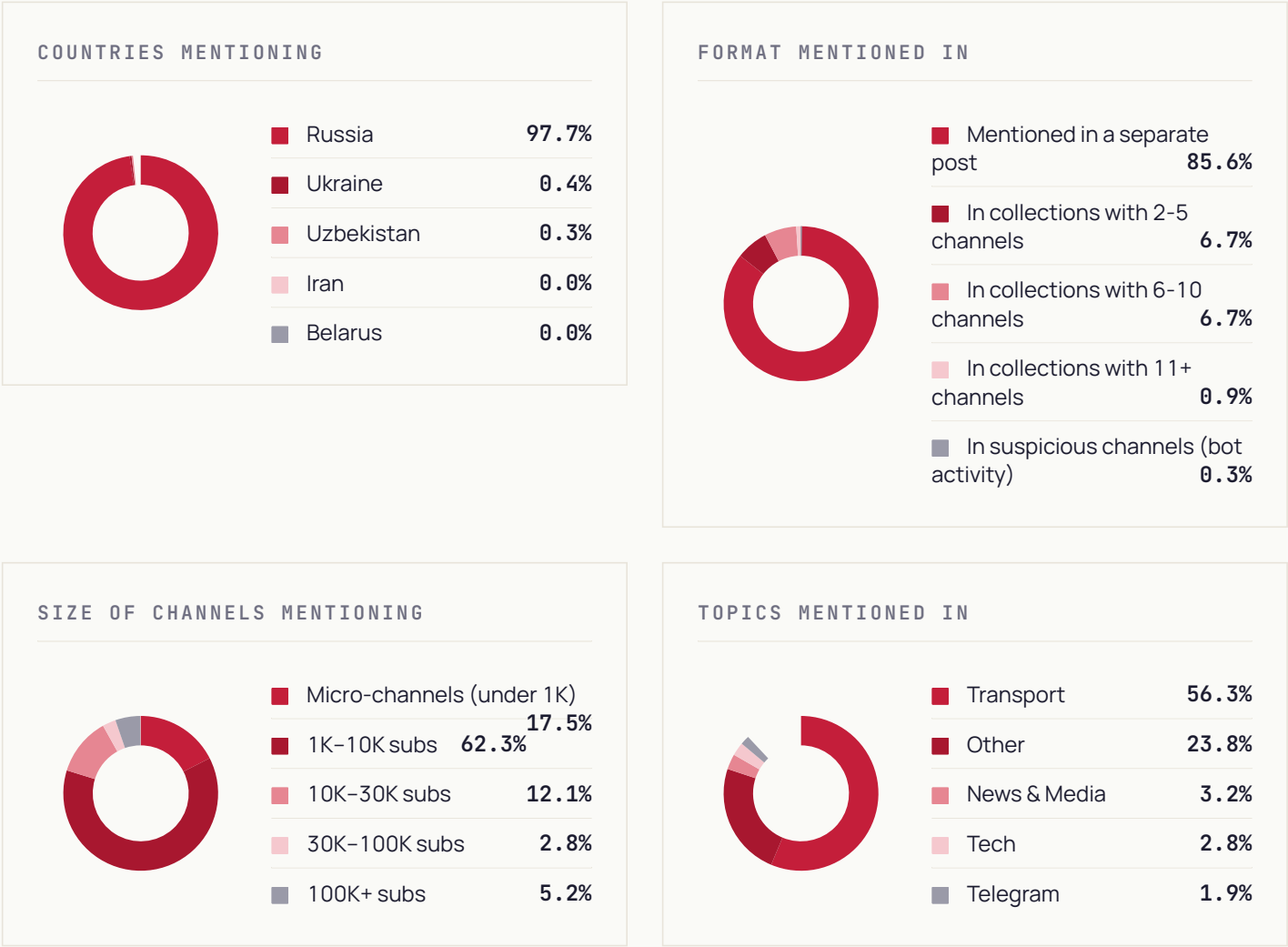
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

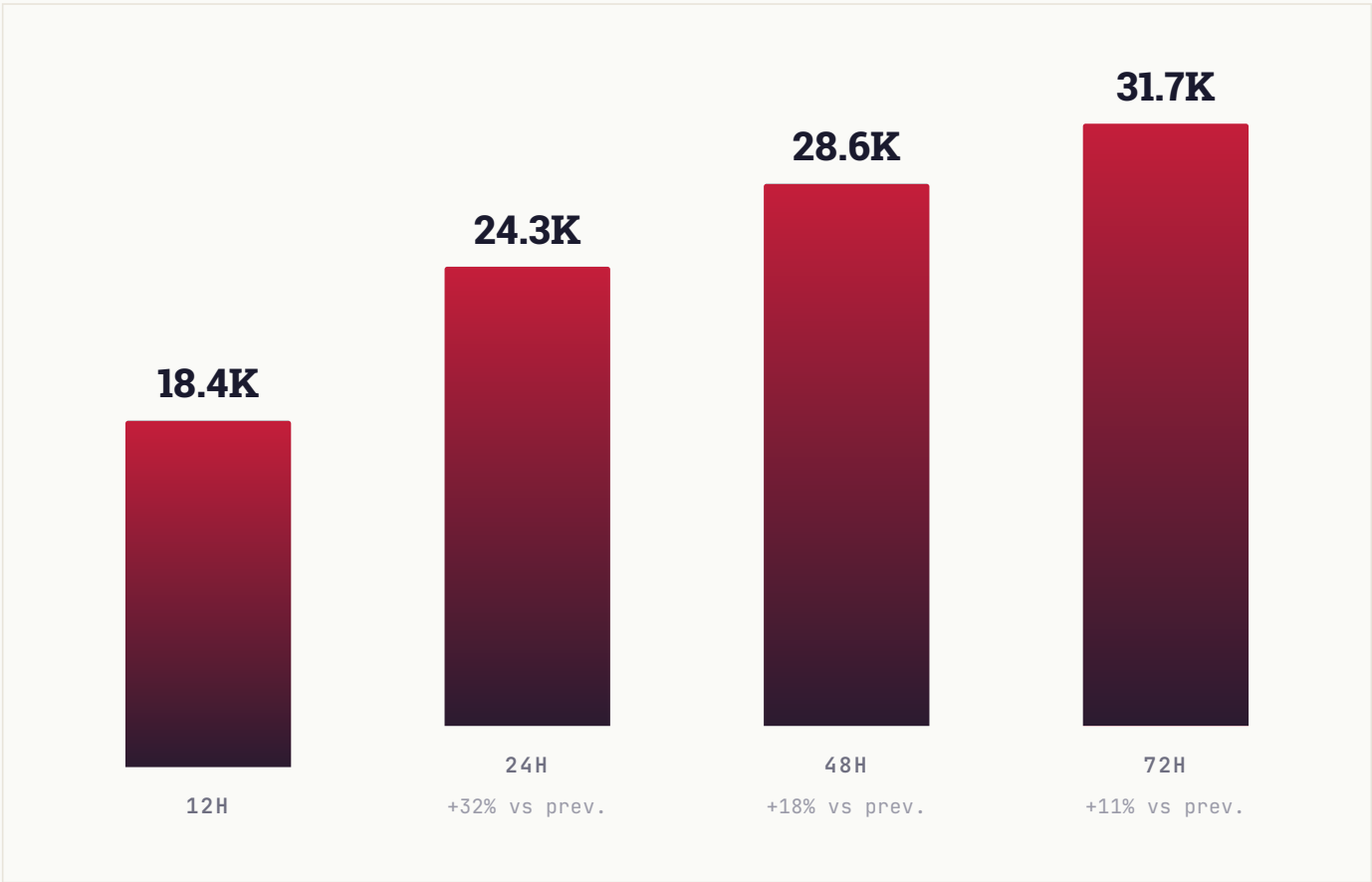
Citation index **90** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **442** different channels.



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 YOU	1.8M
WE WENGALLBI	994.1K
VM Vodiy Moshina Bozor	972.1K
DS Dubrovsky Syndicate Zhekich Dubrovsky	691.6K
UN Un Normal	596K
FI Fighterbomber	520K
AB Auto.ru	497.7K
GA Garage	483.6K
AB AVTOZAKAZ.RU	480.4K
KM CRIMEAN BRIDGE: breaking news	477.9K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 98 channels in category). One of the leaders — client-partners can cross-promo with peers; for PR/reach you're a valuable media partner.

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 **1 006**, they brought **600 320** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	127	24	78 619
December 2025	179	40	75 696
November 2025	177	29	97 335
October 2025	208	40	109 733
Sep 2025	148	25	91 462
August 2025	167	25	147 475

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1 006	6	600 320

SECTION 08 · NICHE COMPARISON

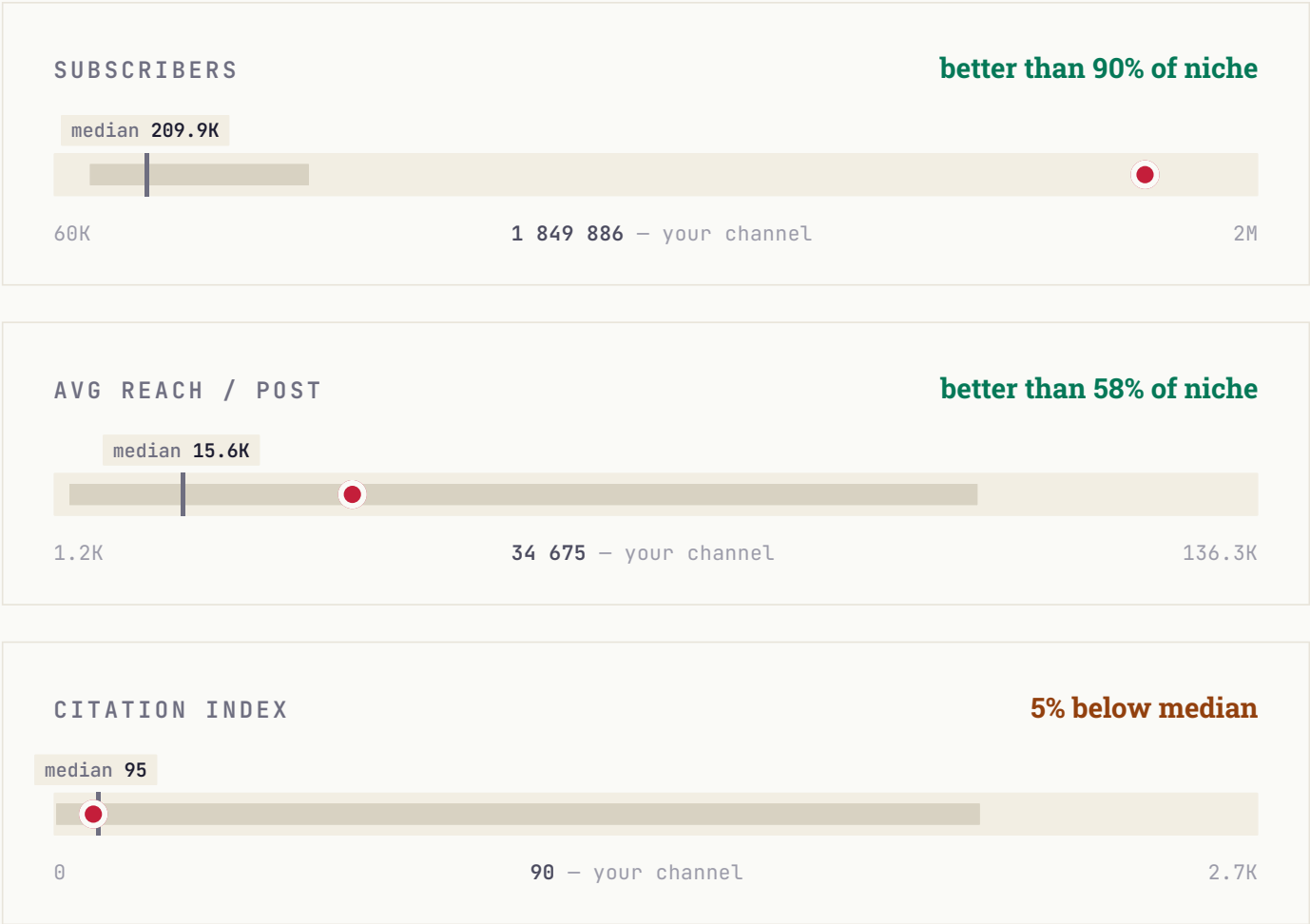
Where the channel stands in its league

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

#2/100

RANK IN NICHE

Channel in top 2% Transport Russia



— 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 — on Friday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
important
posts**

02

ER below niche benchmark — rethink formats

Current ER 1.87% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.6pp ER

03

System 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 usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & close your growth plan in a month.

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

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