

PROMTPRESS PUBLIC REPORT

Channel audit

Auto Fact Trade



@autofact_trade

@AF_TradeAdmin - community admin. Verified cars from our clients in St. Petersburg, Moscow, Kazan, Yekaterinburg, Nizhny Novgorod and Tyumen. Our YouTube...

SUBSCRIBERS

89 658

-96 per month

ERR (% SEE POSTS)

30.0%

daily 12.1%

REACH/POST

25.5K

ad reach 10.9K/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 89 658 —	 SUBSCRIBER REACH 28.48% avg % subs see post	 VIEWS/POST 25.5K median 25.5K · 29 days	 POSTS/WEEK 22.5 for the period
 7D TREND -7.5% vs prev week	 REACTIONS/POST 59.2 5,567 reactions, 1,796 reposts, 0 comments	 POST LENGTH 159 chars median 64 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 10.9K 24h avg	 CHURN / MONTH -96 last month	 CITATION RATE 10 citation index · 12 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 02.04.2023

AI EDITOR SUMMARY

Channel «Auto Fact Trade» — 89 658 subs. Each post averages 25.5K people (28% of subs), good reach. Publishes 22 posts/week (~3/day) — active posting. For week 8–14 Jun, reach dropped -7.5% to week 1–7 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **94** posts over 29 days.
- 02 Dominant format – **Text** (47/94 posts).
- 03 Avg post length – **159** chars (median 64).
- 04 Audience peak – **Wednesday**, 18:00 MSK.
- 05 Strongest posts get **2x** more views than weakest (39.2K avg for top vs 15.8K for worst) – among 94 posts in 29 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 27.05 · 15:22 PHOTO FOR SALE BY OWNER(СПБ) Make/Model: OPEL ASTRA Year: 2010 Engine: 1.6 Drive: front Transmission: auto...	VIEWS 40 170 REPOSTS 182	REACTIONS 76 ER 44.8%
Nº2 28.05 · 16:04 PHOTO FOR SALE BY OWNER(СПБ) Make/Model: TOYOTA AVALON Year: 2022 Engine: 2.0 Drive: front Transmission: CVT...	VIEWS 40 116 REPOSTS 50	REACTIONS 83 ER 44.7%
Nº3 27.05 · 15:19 PHOTO FOR SALE BY OWNER(СПБ) Make/Model: FORD FOCUS Year: 2008 Engine: 1.6 Drive: front Transmission: manual...	VIEWS 37 394 REPOSTS 118	REACTIONS 60 ER 41.7%

Nº4 26.05 • 18:51 VIDEO ☎ for car selection from Germany : 8 (965)051- 98-48 ☎ for car selection from Korea, China : 8(993) 961-98-48 Working hours: from...	VIEWS 36 609 REPOSTS 13 REACTIONS 27 ER 40.8%
Nº5 02.06 • 14:51 PHOTO FOR SALE BY OWNER☒(SPB) Make/Model: VOLKSWAGEN POLO Year: 2019 Engine: 1.6 Drive: front Transmission: manual...	VIEWS 35 729 REPOSTS 163 REACTIONS 90 ER 39.9%

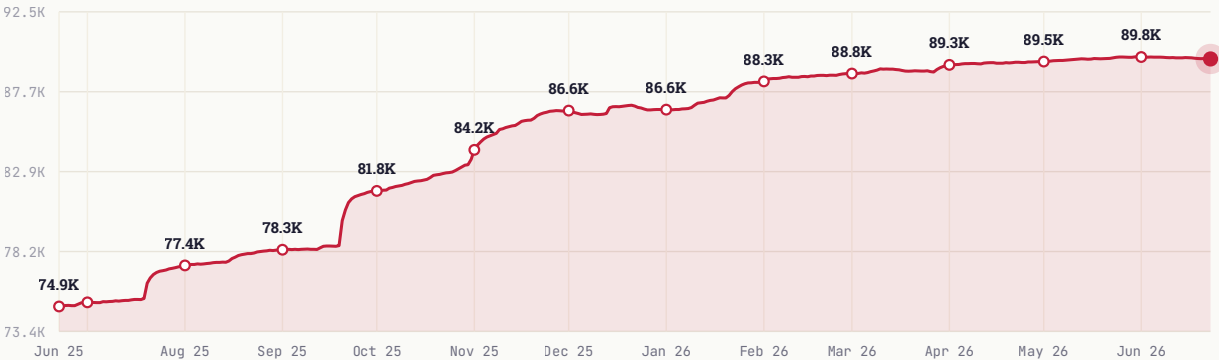
WORST 3

↓ 20.06 • 09:00 VIDEO (post without caption – video)	VIEWS 17 086 REPOSTS 2 REACTIONS 8 ER 19.1%
↓ 20.06 • 09:06 TEXT https://youtu.be/yjkVSZ2wtR0?si=WvGSx7-h7ffcVvOW New ☒ video already on the channel☒ Enjoy watching ☒ China ☒☒ super ☒	VIEWS 15 242 REPOSTS 8 REACTIONS 24 ER 17.0%
↓ 20.06 • 08:03 PHOTO Hi friends ☒ Today at 12:00 ☒ video from China ☒	VIEWS 14 964 REPOSTS 4 REACTIONS 39 ER 16.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

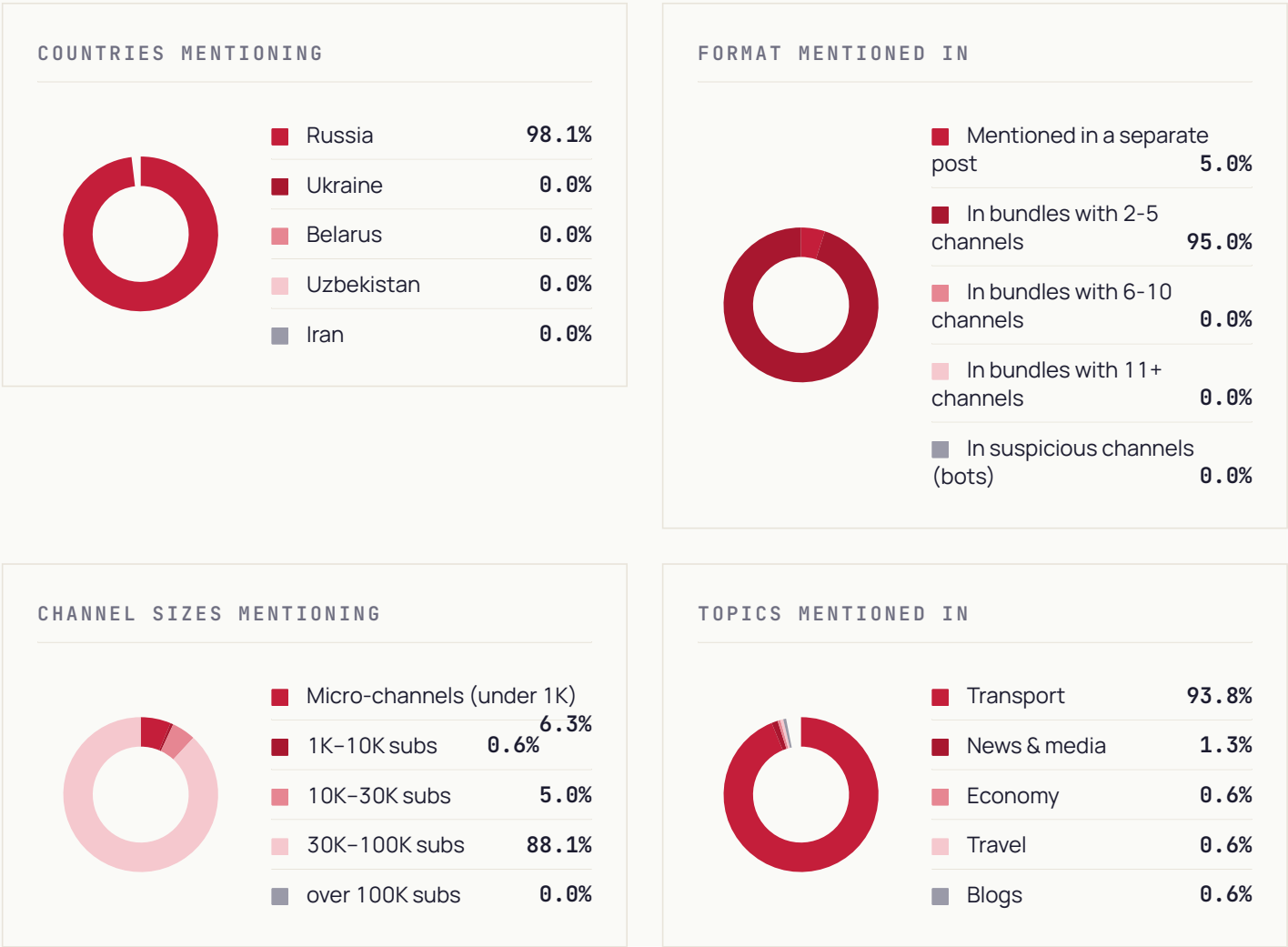


START OF PERIOD	NOW	NET GROWTH
74 902	89 660	+14 758

SECTION 04 · MENTIONS

Who & how mentions the channel

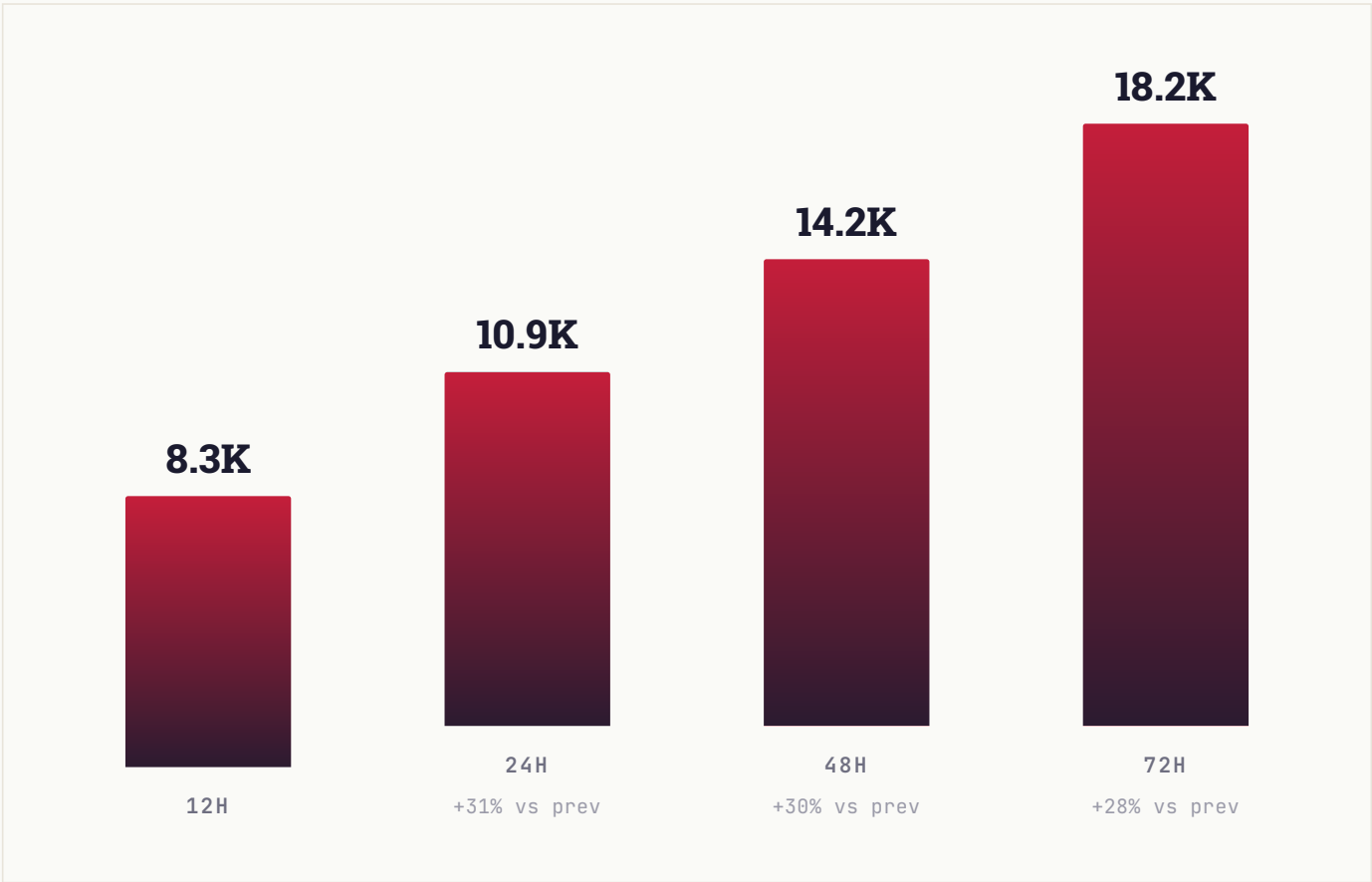
Citation index **10** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **12** different channels.



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 & audience. Your channel highlighted — see 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 Auto instructor	466.8K
AF Auto Fact Trade YOU	89.7K

COMPARATIVE CONCLUSION

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

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 **32**, they brought **12 262** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5	2	635
November 2025	7	2	2 914
October 2025	8	2	1 889
September 2025	6	2	3 576
August 2025	5	2	1 039
July 2025	1	1	2 209

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
32	6	12 262

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#98

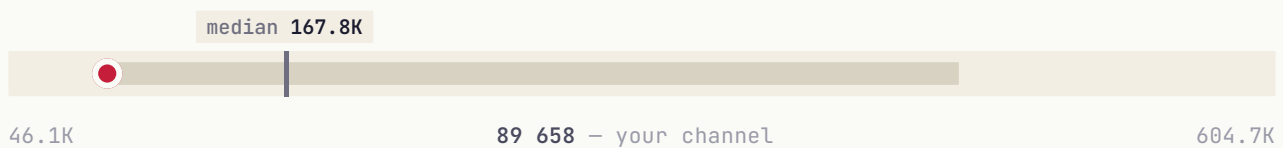
/100

RANK IN NICHE

Channel in the bottom half of the ranking

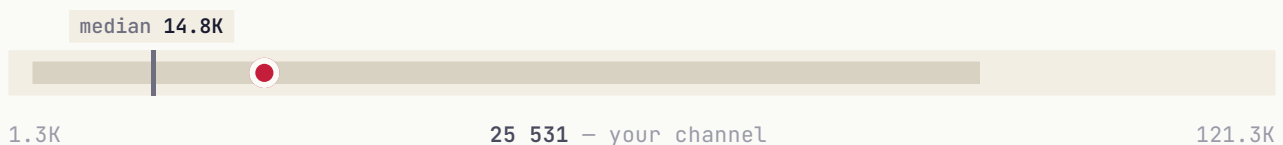
SUBSCRIBERS

worse than median by 47%



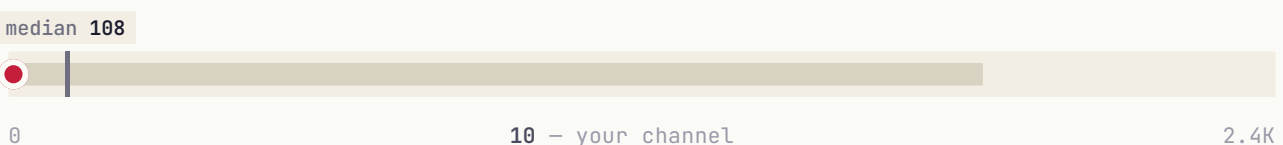
AVG REACH / POST

better than 55% of niche



CITATION INDEX

worse than median by 91%



— 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 Wednesday
Audience is most active on this day at 18:00 MSK.

EFFECT
Best window for important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is better processed by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER.
One weekly poll on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby 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 this done by **PromptPress?**

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

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

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