

PUBLIC REPORT BY PROMTPRESS

Channel audit

AUTOГИД



@autogidrf

Your guide to the auto world: news, reviews, specs, oils & more. Ads:
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id=672dfd02e9b24e448c4a63fd®istryType=bloggersPermission

SUBSCRIBERS

380 647

-551 per month

ERR (% WHO SEE
POSTS)

43.0%

daily **26.8%**

REACH/POST

158.4K

ad reach **101.9K**/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 380 647 —	 SUBSCRIBER REACH 41.61% avg % subs see post	 VIEWS/POST 158.4K median 161.7K · 27 days	 POSTS/WEEK 7.7 over period
 7D TREND -0.7% vs previous week	 REACTIONS/POST 2091.6 total 62,747 reactions, 14,011 reposts, 0 comments	 POST LENGTH 700 chars median 750 · 27 days	 POSTS ANALYZED 30 27 days
 AD REACH 101.9K 24h avg	 CHURN / MONTH -551 last month	 CITATION RATE 254 citation index · 884 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 28.06.2022

AI EDITOR SUMMARY

Channel «АУТОГИД» — 380 647 subs. Each post averages 158.4K people (42% from subs), wide reach for a channel this size. Publishes 8 posts/week (~1/day) — regular schedule. Week Jun 8–14 reach stable (-0.7% vs week of Jun 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 30 posts over 27 days.
- 02 Dominant format — Photo (27/30 posts).
- 03 Avg post length — 700 chars (median 750).
- 04 Peak audience activity — Friday, 12:00 MSK.
- 05 Top posts get 1x more views than weakest (172.2K avg top vs 149.5K worst) — among 30 posts over 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 09:34 TEXT At SPIEF, the year's top auto premieres took place. Online, debates flared over pricing vs. domestic...	VIEWS	REACTIONS
	172 631	1 961
Nº2 17.06 · 09:10 PHOTO ☒ Volkswagen on the brink of collapse? Crisis brewing inside Volkswagen: an anonymous board survey reveals...	REP.	ER
	497	45.4%
Nº3 16.06 · 15:13 PHOTO In Kaluga, AGP plant launched full-cycle production of new 5-seat crossover Tenet T8 (welding, painting...)	VIEWS	REACTIONS
	171 758	1 856
	REP.	ER
	741	45.1%

Nº4

12.06 • 05:14

PHOTO

BMW and Audi in Russia now under Changan badges? ☒ Yes, to simplify export from China, cars temporarily get Chinese logos...

VIEWS

170 225

REP.

688

REACTIONS

1 774

ER

44.7%

Nº5

29.05 • 19:13

PHOTO

☒ Buy a used car from a private seller on credit at Avito Auto credit for used cars now available right in the listing. How it...

VIEWS

169 998

REP.

763

REACTIONS

2 255

ER

44.7%

WORST 3

↓ 03.06 • 09:42 PHOTO

Buying a new car in Russia is becoming increasingly complex. The market is shifting fast: new brands emerge, updates...

VIEWS

152 845

REP.

231

REACTIONS

1 788

ER

40.2%

↓ 31.05 • 07:26 PHOTO

☒ American RAM pickups break records in Russia! Sales up 121% in first 4 months. Top model is...

VIEWS

152 232

REP.

444

REACTIONS

1 833

ER

40.0%

↓ 20.06 • 10:18 TEXT

VOLGA officially in Russia: sales start, prices, and three models to choose from Dealerships nationwide have begun selling the model lineup...

VIEWS

143 456

REP.

482

REACTIONS

1 974

ER

37.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

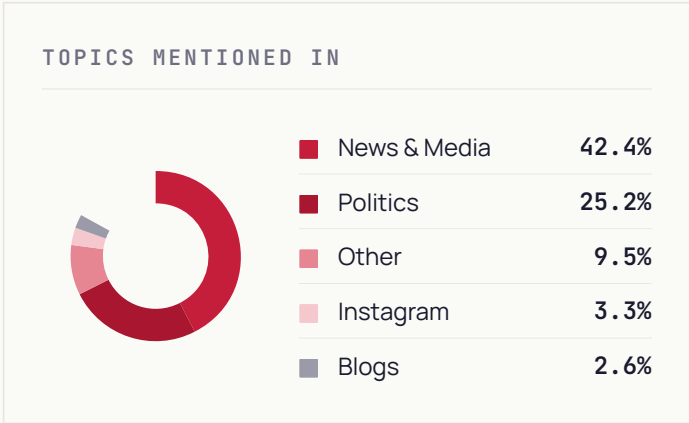
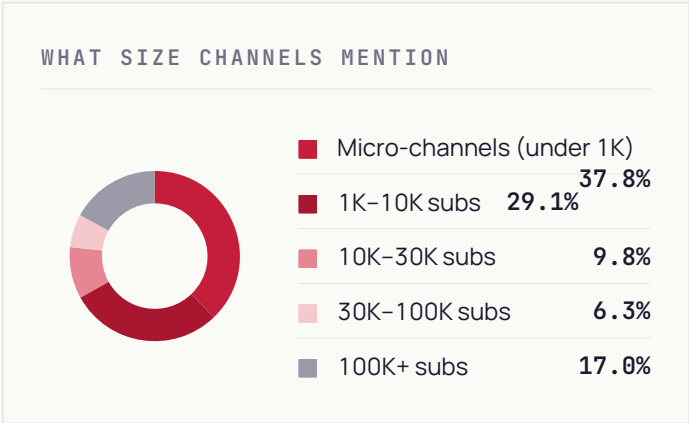
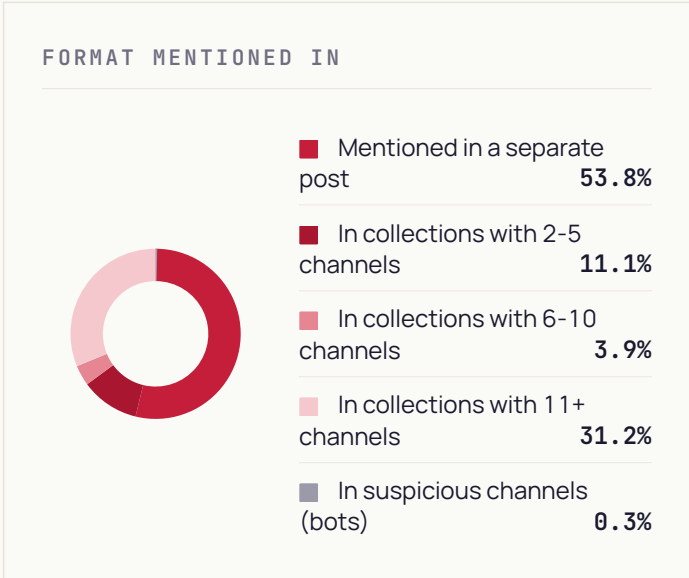
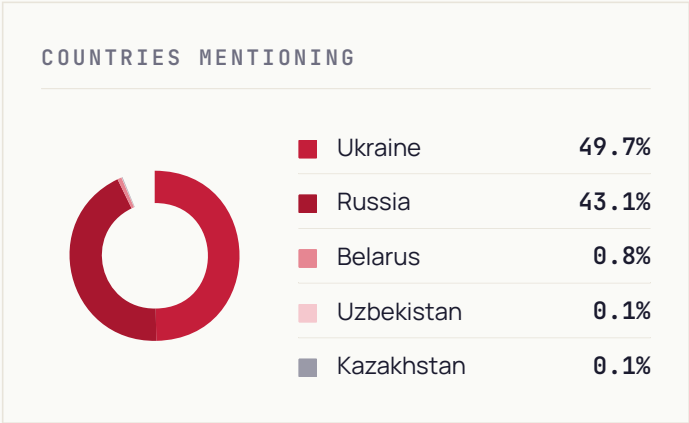
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

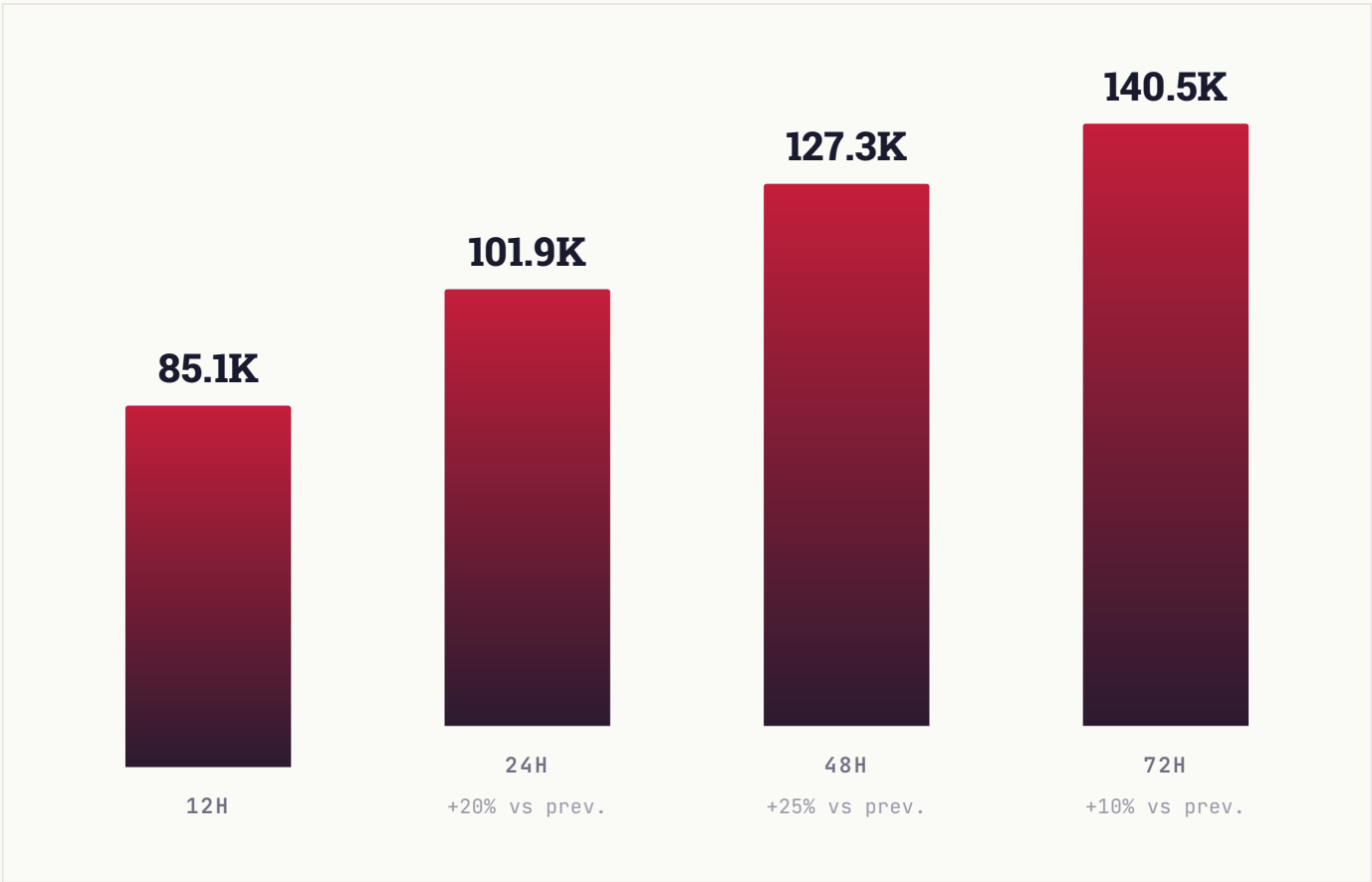
Citation index **254** — channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **884** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is 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
AU AUTOГИД YOU	380.6K

COMPARATIVE INSIGHT

Channel intop quarter of niche (#15 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top 10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **155**, they brought **56 678** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	10	10	16 934	
November 2025	34	28	9 177	
October 2025	16	3	6 418	
Sep 2025	18	2	6 580	
August 2025	17	2	9 848	
July 2025	60	52	7 721	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
155	6	56 678

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

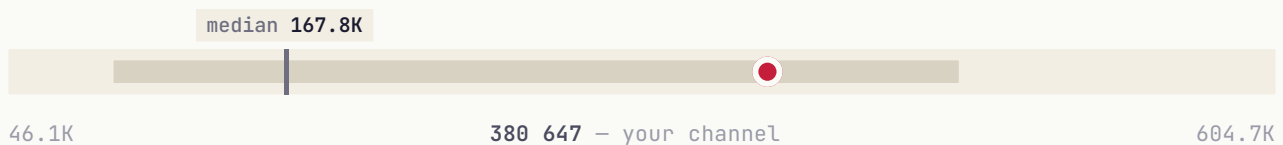
#15 /100

POSITION IN NICHE

Channel in top 15% – strong position

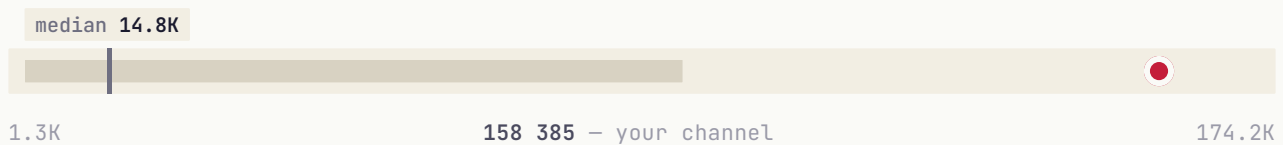
SUBSCRIBERS

better than 78% of niche



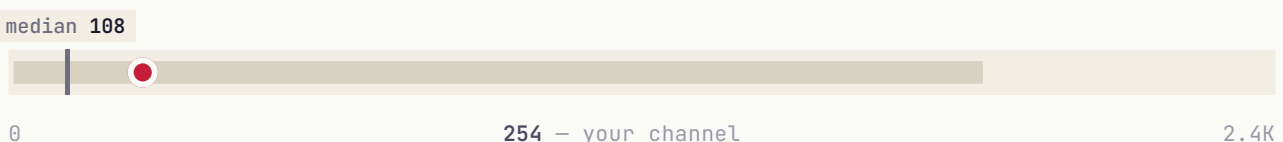
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 53% 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

Main post of the week — on Friday

Audience most active on this day at 12:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by algorithm. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

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
- 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 same-segment channels. No need daily — 2-3 collabs bring relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in minutes using public data. Want to go further — run ads through us and close your growth plan in a month.

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

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