

PROMTPRESS PUBLIC REPORT

Channel audit

АВТО АЙК

Official



@autohaykofficial

AUTO HAYK. Car import from Georgia, USA, Europe, Korea, Dubai. Car inspection in Georgia. Customs clearance to Russia & via Belarus. Re-export docs.

SUBSCRIBERS

93 936

-1717 per month

ERR (% SEE POSTS)

3.0%

per day **2.0%**

REACH/POST

2.6K

ad reach **1.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 93 936 —	 SUBSCRIBER REACH 2.77% avg % of subs see post	 VIEWS/POST 2.6K median 2.5K · 29 days	 POSTS/DAY 7.5 ~52 per week
 7D TREND -16.3% vs prev. week	 REACT./POST 19.3 total 4,218 reactions, 547 reposts, 0 comments	 POST LENGTH 197 chars median 195 · 29 days	 POSTS ANALYZED 219 29 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH -1717 over the last month	 CITATION RATE 20 citation index · 34 channels mentioned ever	 CHANNEL AGE 1 year 7 months created 10.11.2024

AI EDITOR SUMMARY

Channel «ABTO АЙК» — 93 936 subs. Each post averages 2.6K people (3% from subs), reach is low — should grow audience. Publishes 52 posts per week (~8/day) — active publishing. For week Jun 8–14, reach dropped -16.3% to week Jun 1–7 — worth analyzing reasons.

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 **219** posts over 29 days.
- 02 Dominant format — **Video** (112/219 posts).
- 03 Avg post length — **197** chars (median 195).
- 04 Audience peak — **Friday**, 00:00 MSK.
- 05 Top posts get **3x** more views than the weakest (top avg 4.4K vs worst 1.7K) — among 219 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 06:14 PHOTO Available for sale RR Cullinan Car in Germany: Delivery to Georgia 10-15 days. Year 2026 Mileage: 10km...	VIEWS 4 485 REP. 5	REACTIONS 19 ER 4.8%
Nº2 25.05 · 10:31 VIDEO LEXSUS ES200 ENGINE: 2.0 GASOLINE YEAR: 2022/03 MILEAGE: 3330 KM DRIVE: 4X2 HP: 150 hp TURNKEY PRICE: 4,100,000 ...	VIEWS 4 416 REP. 2	REACTIONS 28 ER 4.7%
Nº3 25.05 · 10:39 TEXT Car sold Actually bought out for our subscriber and you'll see it soon On our lot, if you want to buy...	VIEWS 4 287 REP. —	REACTIONS 24 ER 4.6%

Nº4 26.05 · 18:31 PHOTO For sale Mercedes Benz G 63 2026 Winter package ☒ Night package 2 ☒ A 22 suspension ☒ Interior carbon ☒ Monitors ☒ Price to Georgia €227,500...	VIEWS 4 098 REP. 5	REACTIONS 16 ER 4.4%
Nº5 28.05 · 15:30 PHOTO Porsche turbo s cabriolet Very Girona spec Exterior and interior carbon Carbon wheels Ceramic carbon brakes Music...	VIEWS 4 058 REP. 5	REACTIONS 24 ER 4.3%

WORST 3

↓ 12.06 · 15:02 PHOTO For sale in stock in Georgia Mercedes-Benz V 300D new Extra long 2026 Max spec VIP seats Air suspension...	VIEWS 1 692 REP. 3	REACTIONS 13 ER 1.8%
↓ 12.06 · 07:54 PHOTO Available for sale☒ Porsche Cayenne Coupe Black Edition Car in Europe. Delivery to Georgia 10-15 days. ☒Year...	VIEWS 1 691 REP. 2	REACTIONS 18 ER 1.8%
↓ 12.06 · 15:02 PHOTO (captionless post — photo)	VIEWS 1 631 REP. 1	REACTIONS — ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

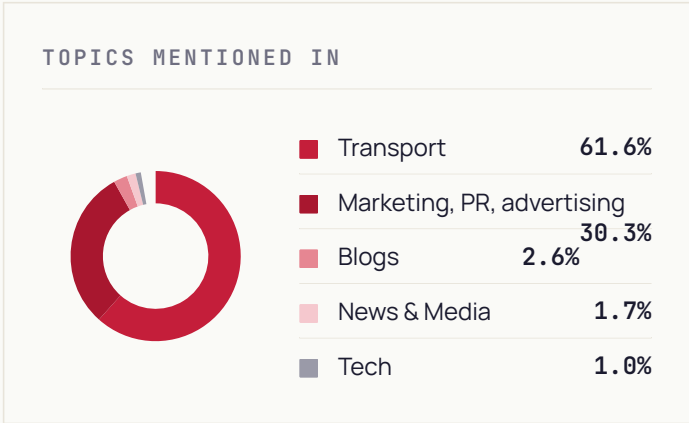
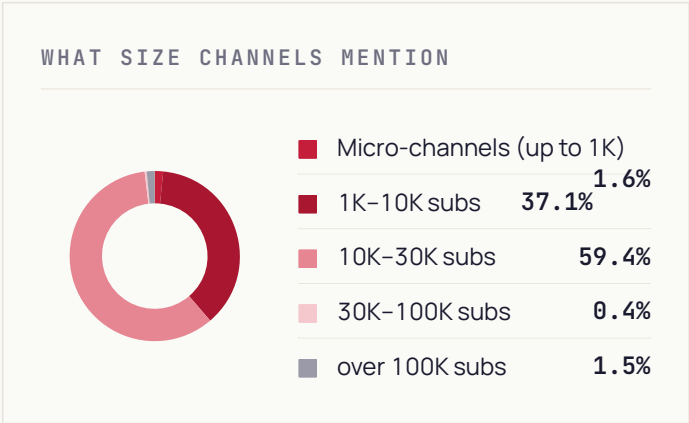
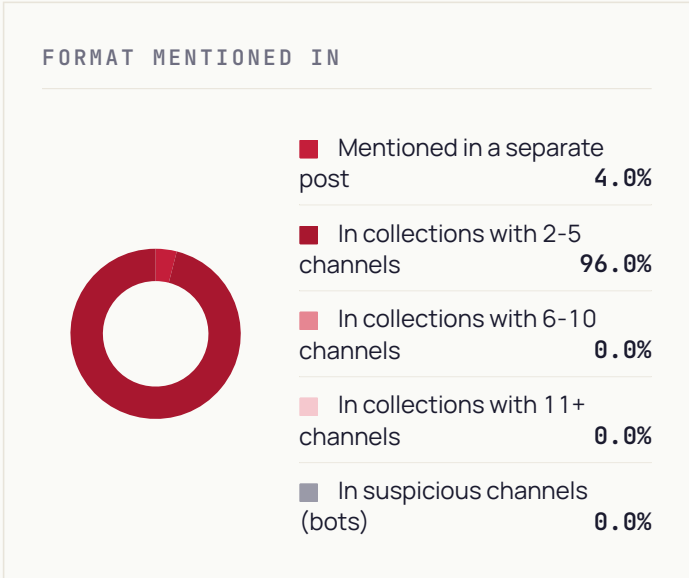
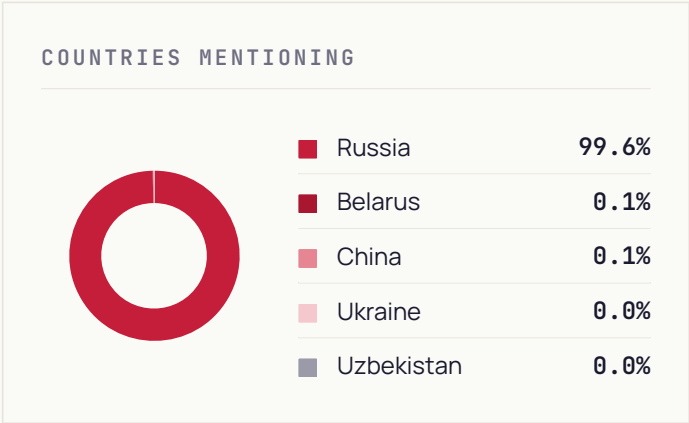
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

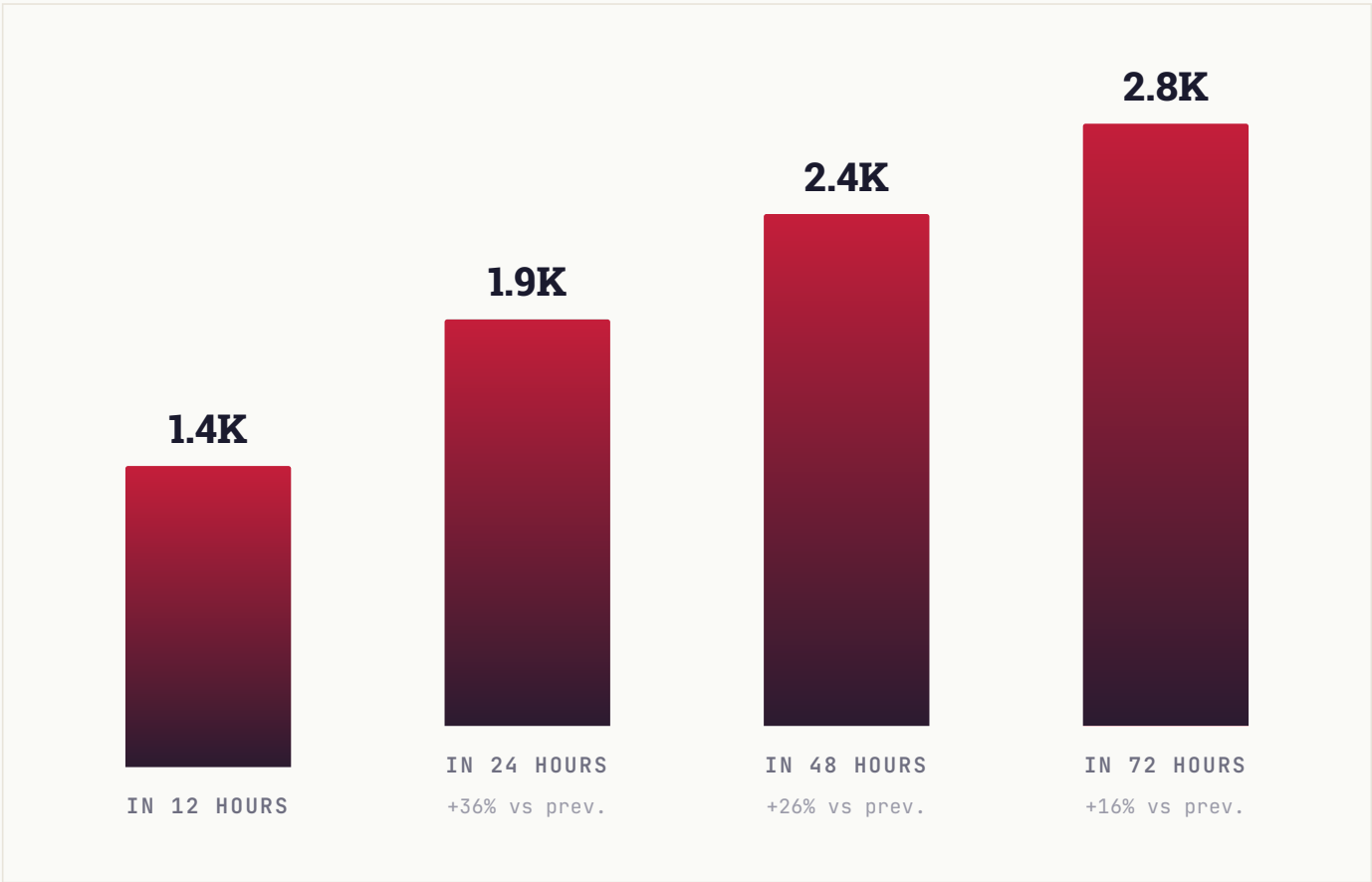
Citation index **20** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **34** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 peers.

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
AA ABTO АЙК Official YOU	93.9K

COMPARATIVE ANALYSIS

Channel in bottom half of top-100 niche (#88 of 98). Niche median: 166K subs.
First KPI: reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions occurred **157**, they brought **50 680** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	38	2	0	
November 2025	0	0	0	
October 2025	4	4	6 078	
September 2025	15	12	44 602	
August 2025	2	1	0	
July 2025	98	1	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
157	6	50 680

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 for 80% of niche channels (p10 to p90). Black line: median. Red dot: your channel.

#88/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday
 Audience most active on this day at 00:00 MSK.

EFFECT
Best window for important post
- 02

ER below niche benchmark — rethink formats
 Current ER 2.77% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+2.7pp ER
- 03

System traffic buy
 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 weekly poll on a hot topic — easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in same segment.
 No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
To go further — run ads with us and close your growth plan in a
month.

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
