

PUBLIC REPORT BY PROMTPRESS

Channel audit

Onliner Auto



@autoonliner

We write about everything that moves Send news, photos, and everything else to: t.me/newsonliner_bot

SUBSCRIBERS

13 632

+3 per month

ERR (% SEE POSTS)

46.0%

daily 32.7%

REACH/POST

6K

ad reach 4.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 13 632 —	 SUBSCRIBER REACH 44.17% avg % subs see post	 VIEWS/POST 6K median 6.2K · 29 days	 POSTS/WEEK 29.0 over period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 53.1 6,473 reactions, 3,534 reposts, 0 comments	 POST LENGTH 393 chars. median 366 · 29 days	 POSTS ANALYZED 122 29 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH +3 last month	 CITATION RATE 46 citation index · 85 channels mentioned ever	 CHANNEL AGE 8 years 3 months created 12.03.2018

AI EDITOR SUMMARY

Channel «Onliner Auto» — 13 632 subs. Each post avg views 6K people (44% of subs), wide reach for channel this size. Publishes 29 posts/week (~4/day) — active. Week Jun 8–14 reach stable (-3.8% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 122 posts in 29 days.
- 02 Dominant format – Photo (82/122 posts).
- 03 Avg post length – 393 chars (median 366).
- 04 Peak audience activity – Sunday, 11:00 MSK.
- 05 Top posts get 2x more views than weakest (8.1K avg top vs 4.9K worst) – across 122 posts in 29 days. Find commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 08:24 PHOTO Dozens of old Soviet cars spotted at Expobel parking lot. Turns out they're there for a reason ☒ Yesterday the Soviet classics season kicked off –...	VIEWS 8 400 REPOSTS 47	REACTIONS 52 ER 61.6%
Nº2 09.06 · 06:10 PHOTO Different prices even within the same network. We study tariffs at public charging stations We're used to seeing the same prices at all gas stations...	VIEWS 8 236 REPOSTS 16	REACTIONS 16 ER 60.4%
Nº3 02.06 · 14:00 TEXT ☒ Giveaway results: ☒ Winners: 1. Tatyana (@Tatsiana_Laptsinskaya) 2. Kirill (@Kiril_ALT) ✓ Check results	VIEWS 7 599 REPOSTS 2	REACTIONS 17 ER 55.7%

Nº4 08.06 • 12:05 VIDEO Gas station queues — a burning topic, so much so that last year even the Interior Ministry got involved. Our reader also...	VIEWS 7 493 REPOSTS 20 REACTIONS 106 ER 55.0%
Nº5 01.06 • 06:08 PHOTO How to survive border queues? Collected experience of bus drivers and seasoned passengers Summer is coming, and with it — vacation season. In...	VIEWS 7 303 REPOSTS 26 REACTIONS 18 ER 53.6%

WORST 3

↓ 11.06 • 09:20 PHOTO What to pack for vacation It's easy to forget something small before a trip, only to remember it at the airport, in the car, or by the water...	VIEWS 5 332 REPOSTS 11 REACTIONS 11 ER 39.1%
↓ 20.06 • 16:15 VIDEO In a friendly column, convertibles drove from Chizhovka to Astoria at the end of Pobediteley Ave. Models are extremely diverse, mood...	VIEWS 5 244 REPOSTS 12 REACTIONS 39 ER 38.5%
↓ 10.06 • 12:02 PHOTO Which bikes are popular now? The weather has finally improved, which means it's time to go outside and actively spend...	VIEWS 4 051 REPOSTS 13 REACTIONS 24 ER 29.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

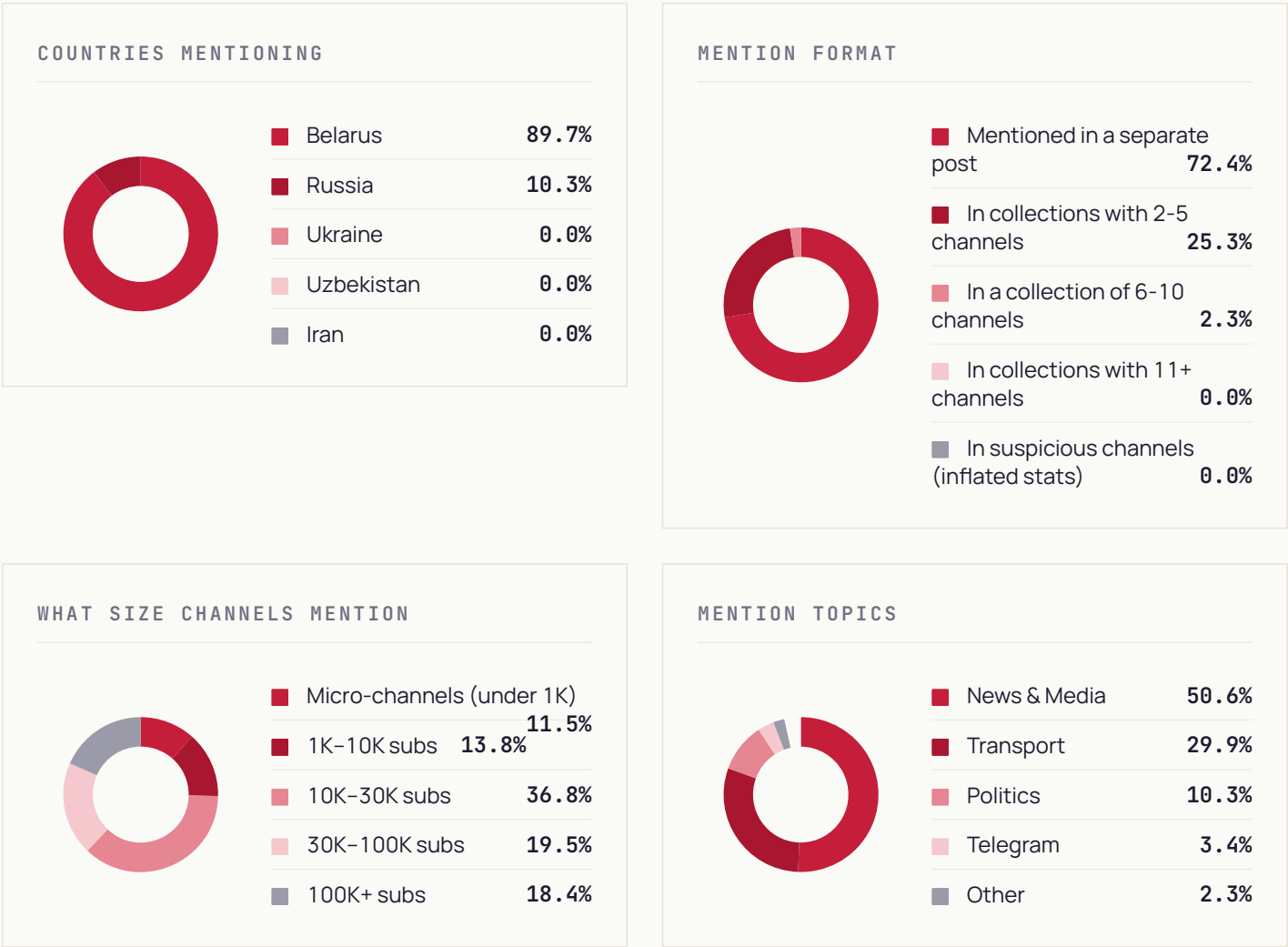
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

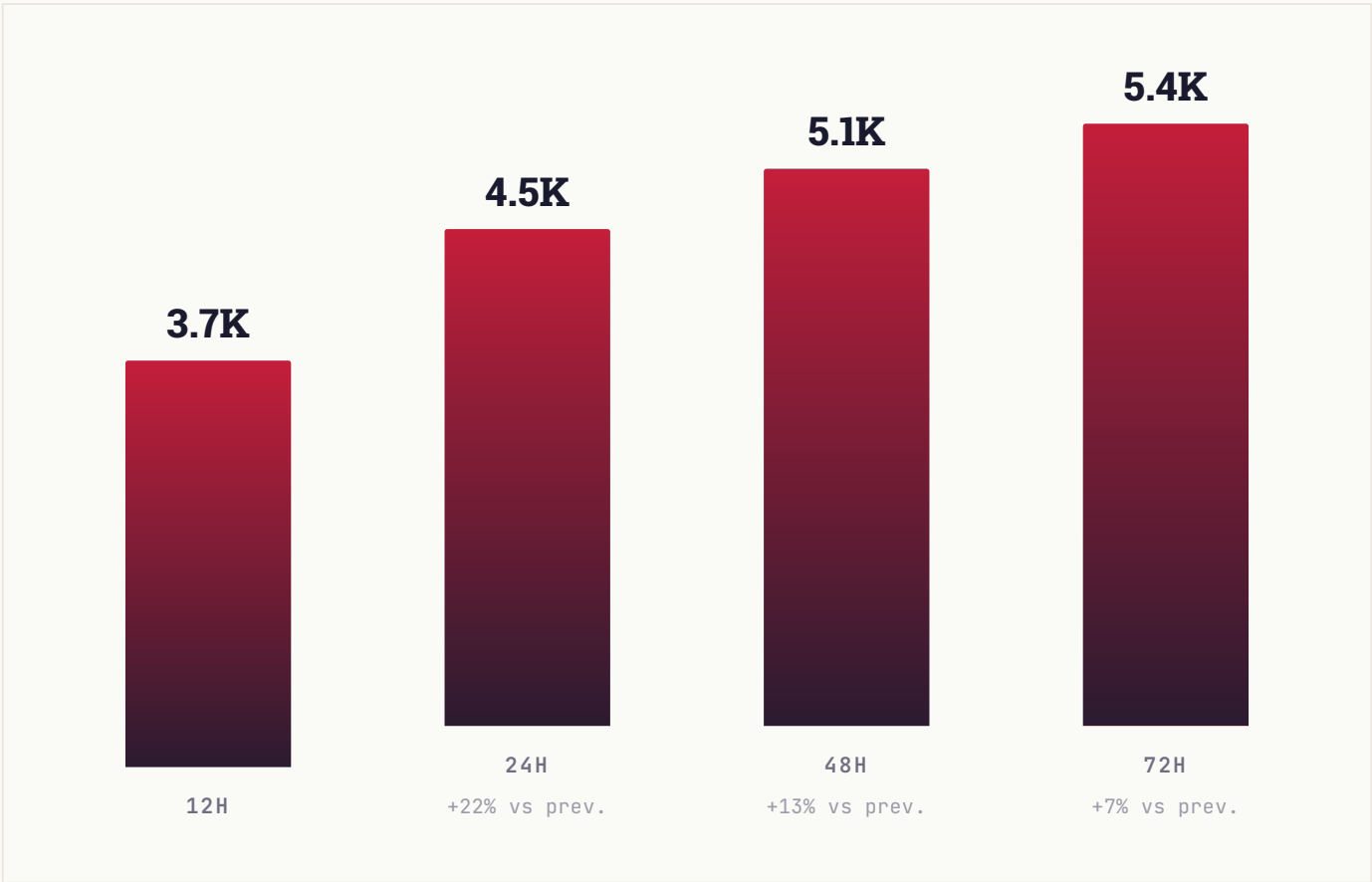
Citation index **46** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **85** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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
B- BELAVIA - Belarusian Airlines	56.2K
Ch Emergency Vitebsk	51.3K
UG UGAI GUVU Minsk City Executive Committee	35.8K
AN av.by news 🇧🇪	20.7K
MM Minsktrans.International routes	20K
AB AvtoGrodno	19.3K
LD Alloy wheels Belarus	18.9K
TR CARS RB UP TO \$500 🇷🇺🇷🇺	16.4K
GM Golden Mile Auto 🇷🇺🇷🇺	16K
PD PDD.by	15.9K
OA Onliner Auto YOU	13.6K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#14 of 100). Leader — BELAVIA - Belarusian Airlines (56.2K). Goal for coming months: enter niche top 10 through systematic traffic work.

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 **7**, they brought **1 489** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	476
Nov 2025	2	2	32
Oct 2025	0	0	7
September 2025	3	3	85
August 2025	1	1	849
July 2025	0	0	40
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
7	6		1 489

SECTION 08 · NICHE COMPARISON

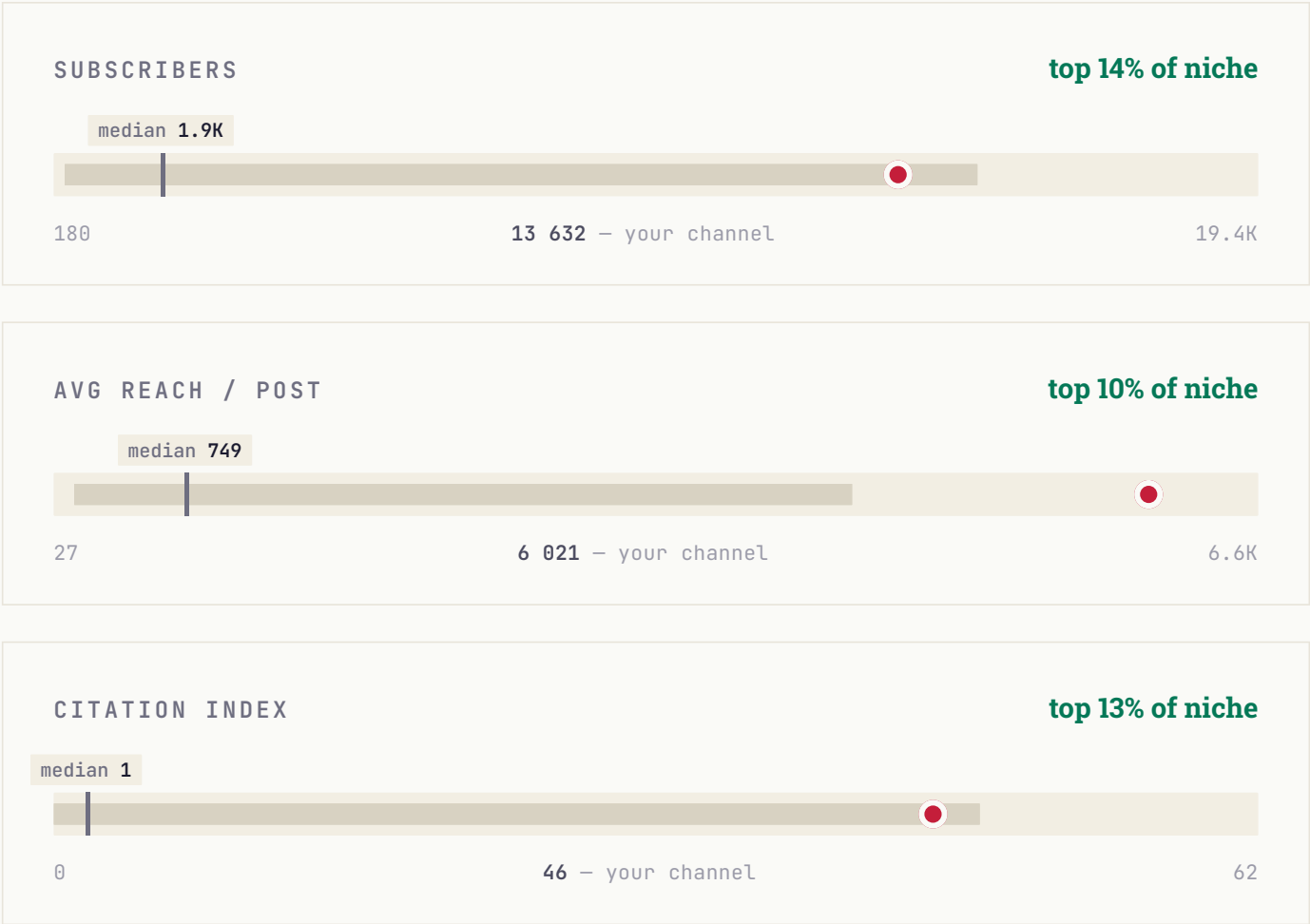
Where the channel stands in its league

Took top-100 channels in category «Transport» (Belarus) and compared your channel against them. Gray band = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#14/100

RANK IN NICHE

Channel in top 14% – 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

Main post of the week — on Sunday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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
