

PUBLIC REPORT PROMTPRESS

Channel audit

Auto.ru | New Cars



@autoru_new

All about Chinese cars: news, test drives, and reviews from Auto.ru
Suggest news: @autoruonline_bot For ad inquiries, email:
vertikali@yandex-team.ru

SUBSCRIBERS

71 342

-388 per month

ERR (% SEE POSTS)

18.0%

last day 5.8%

REACH/POST

15.6K

ad reach 4.2K/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 71 342 —	 SUBS REACH 21.82% avg % subs see post	 VIEWS/POST 15.6K median 5.7K · 29 days	 POSTS/WEEK 16.4 for period
 7D TREND -23.5% vs previous week	 REACTIONS/POST 127.1 total 8,898 reactions, 2,131 reposts, 287 comments	 POST LENGTH 503 chars median 537 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 4.2K avg per 24h	 CHURN / MONTH -388 last month	 CITATION RATE 89 citation index · 122 channels mentioned ever	 CHANNEL AGE 2 years 2 months created 22.04.2024

AI EDITOR SUMMARY

Channel "Auto.ru | New Cars" – 71 342 subs. Each post avg views 15.6K people (22% of subs), avg reach – room to grow. Posts 16 posts per week (~2/day) – regular pace. For week Jun 29 – Jul 5 reach dropped -23.5% by week 22–28 Jun – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 70 posts in 29 days.
- 02 Dominant format – Photo (61/70 posts).
- 03 Avg post length – 503 chars (median 537).
- 04 Peak audience activity – Sunday, 12:00 MSK.
- 05 Strongest posts get 37x more views than the weakest (145.3K avg for top vs 4K for worst) – among 70 posts over 29 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 21.06 · 09:02 VIDEO Friend: "It'll be fun, I've done it a hundred times." And he wasn't lying 😊 But if you still need a new car after the ride, this will help...	VIEWS 208 898 REACTIONS 36 REPOSTS 75 ER 292.8%
Nº2 20.06 · 09:04 PHOTO Russia may cancel fines for unauthorized road repairs Tired of potholes ➡ chip in with neighbors for gravel ➡ someone brings a shovel ➡...	VIEWS 122 111 REACTIONS 88 REPOSTS 164 ER 171.2%
Nº3 13.06 · 09:00 PHOTO Aston Martin unveiled a racing simulator for 5.6M ₪ This is the AMR C01-R Hypercar Edition – a home sim rig styled like a race car...	VIEWS 104 942 REACTIONS 67 REPOSTS 633 ER 147.1%

Nº4 27.06 • 09:00 VIDEO Ever fixed a car yourself? ❤️ – Yes, did it, turned out great 🤔 – Tried, better not to remember 🙅 – No, I trust...	VIEWS 72 292 REPOSTS 61 REACTIONS 226 ER 101.3%
Nº5 14.06 • 09:02 PHOTO China unveils car with deep AI integration Seres launched the first model of new brand Aiva. The brand concept is...	VIEWS 57 032 REPOSTS 77 REACTIONS 44 ER 79.9%

WORST 3

↓ 26.06 • 12:56 PHOTO Deepal S07 is coming to Russia – and it looks ready 🤔🔴 The S07 crossover will feature a series-hybrid powertrain...	VIEWS 4 379 REPOSTS 3 REACTIONS 106 ER 6.1%
↓ 16.06 • 15:31 PHOTO Best weekends this summer look like this: 🔴 June 20, Sat – Japdays: Japanese legends, drift, burnouts and so many iconic...	VIEWS 4 131 REPOSTS 11 REACTIONS 31 ER 5.8%
↓ 30.06 • 13:00 PHOTO We've set up a cool giveaway with prizes worth a MILLION rubles! 😞😞😞 At stake – 10 units of awesome tech: four Apple iPhone 17 Pro, three...	VIEWS 3 406 REPOSTS 48 REACTIONS 166 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

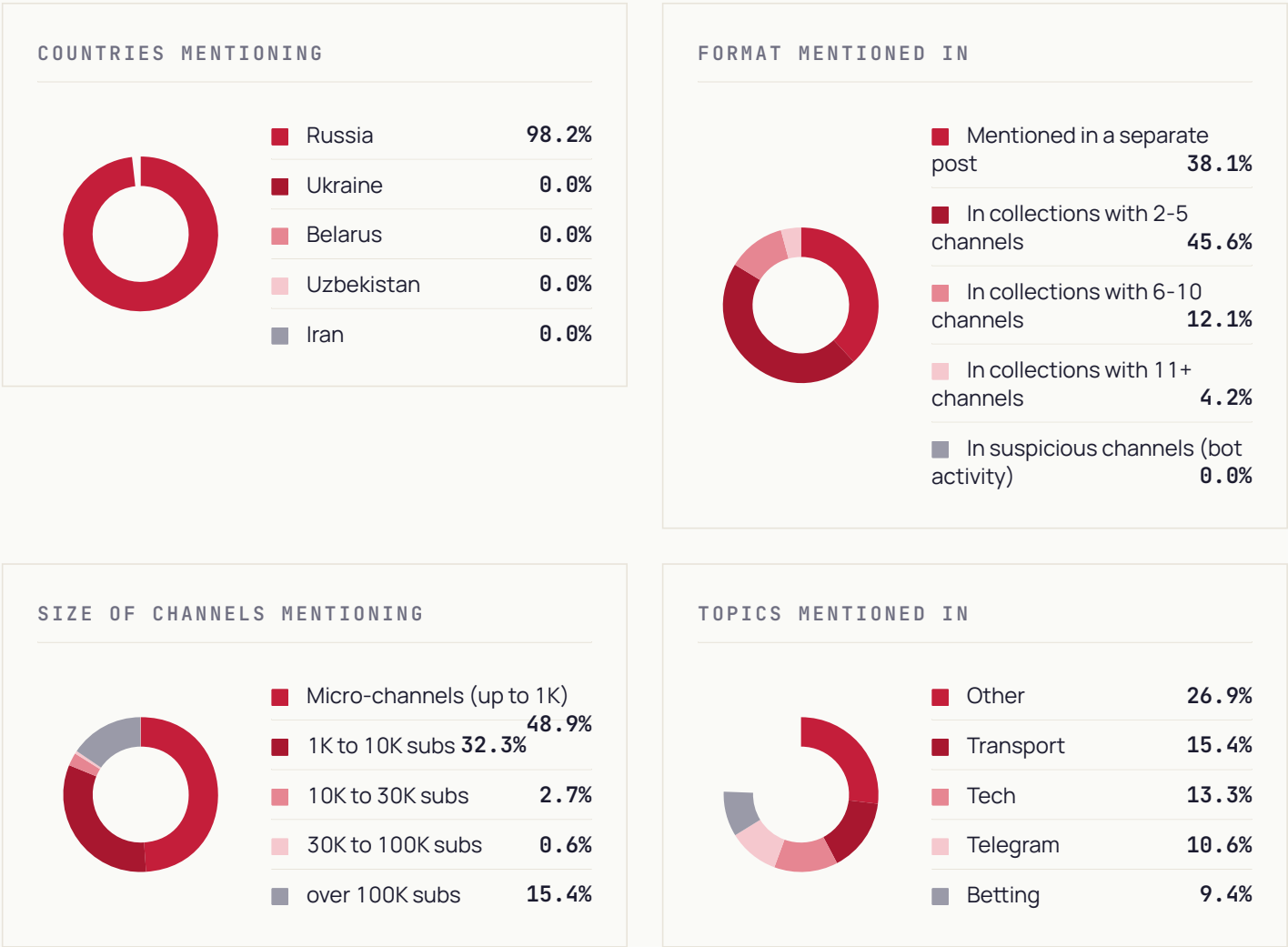
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

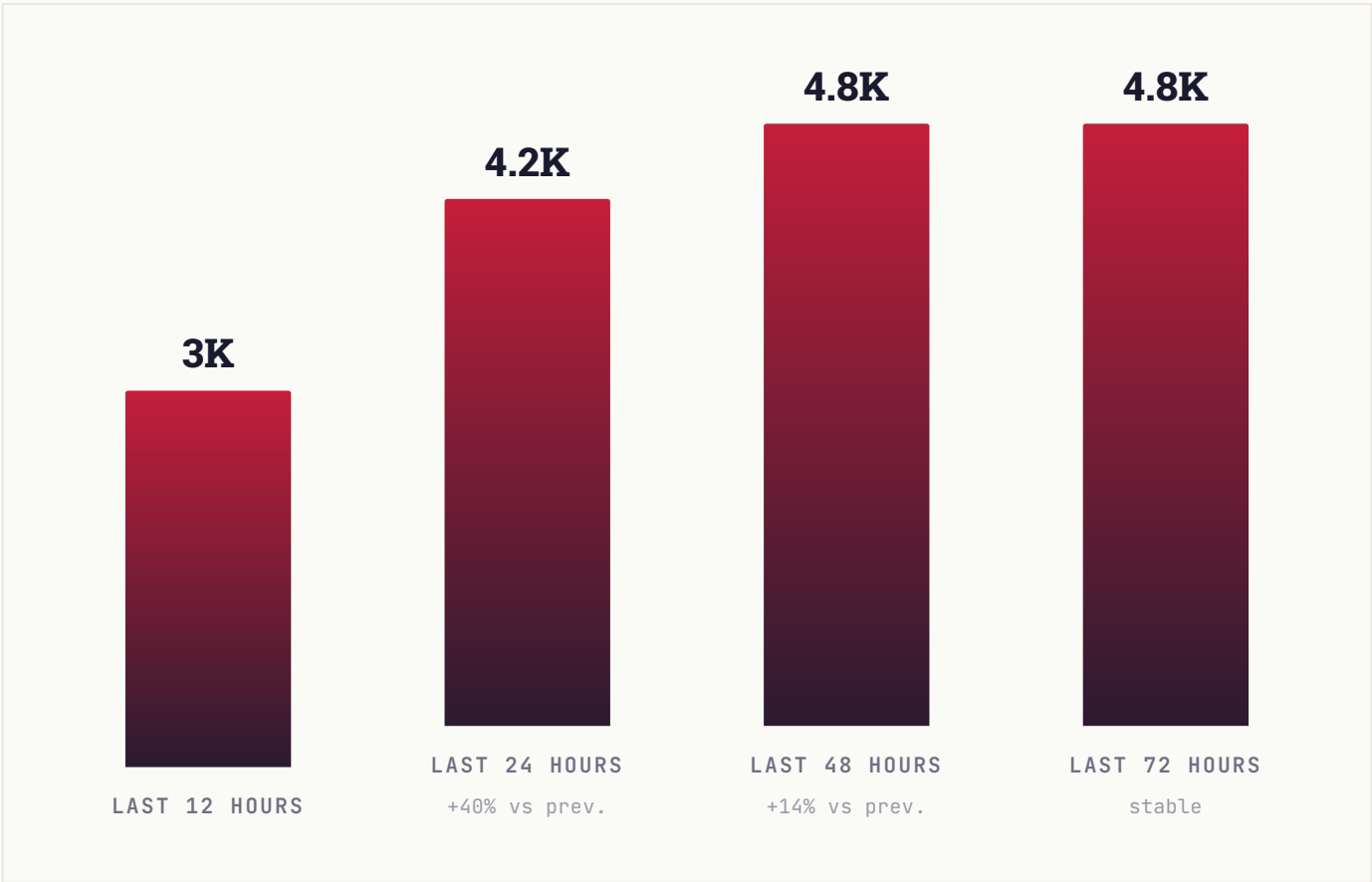
Citation index **89** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **122** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Dot	3.5M
AB Avtomanya	1.9M
VM Vodiy Moshina Bozor	1M
WE WENGALLBI	998.7K
DS Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN Un Normal	588.6K
FI Fighterbomber	521.2K
AB Auto.ru	498.5K
GA Garage	482.5K
AB ABTO3AKA3.PY	480K
AI Auto.ru New Cars YOU	71.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Dot (3.5M), top-98 median: 202.7K. First goal — enter top-98 through systematic traffic & content 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 **97**, they brought **54 724** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	17	17	12 261
November 2025	6	5	2 285
October 2025	27	15	5 459
September 2025	20	16	7 506
August 2025	27	16	27 213

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
97	6	54 724

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Sunday**

Audience is 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 better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****03****System traffic purchase**

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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with nearby channels**

Exchange posts with same-segment channels once a quarter. 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 a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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