

PROMTPRESS PUBLIC REPORT

Channel audit

AutoStyle



@autostylenews

Latest news, useful info, videos, tests, laws, humor. For ads:
@elenaevlahova87 RKN:...

SUBSCRIBERS

320 569

+3242 this month

ERR (% SEE POSTS)

44.0%

in 24h 27.7%

REACH/POST

138K

ad reach 87.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quote rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

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 320 569 —	 SUBSCRIBER REACH 43.04% avg % subs see post	 VIEWS/POST 138K median 139.1K · 27 days	 POSTS/WK 5.8 for the period
 7D TREND -2.4% vs previous week	 REACTIONS/POST 2041.1 total 46,946 reactions, 7,447 reposts, 0 comments	 POST LENGTH 741 chars median 777 · 27 days	 POSTS ANALYZED 23 27 days
 AD REACH 87.9K 24h avg	 CHURN / MONTH +3242 for the last month	 QUOTE RATE 174 citation index · 683 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 17.12.2022

AI EDITOR SUMMARY

Channel «AutoStyle» — 320 569 subs. Each post averages 138K people (43% of subs), wide reach for a channel this size. Posts 6 posts per week (~1/day) — rare. For the week of Jun 8–14, reach stable (-2.4% vs week 1–7 Jun).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 23 posts in 27 days.
- 02 Dominant format – Photo (21/23 posts).
- 03 Avg post length – 741 chars (median 777).
- 04 Audience peak – Sunday, 16:00 MSK.
- 05 Top posts gather 1x more views than the weakest (152K avg for top vs 134.2K for worst) – among 23 posts in 27 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 10:10 PHOTO 📌 Iconic Niva Turns 50: Updated Legend with 1.8 Engine Revealed At PMEF-2026, a heavily modernized Lada Niva was presented...	VIEWS 152 318 REPOSTS 218	REACTIONS 2 082 ER 47.5%
Nº2 14.06 · 13:13 PHOTO 📌 First Electric BMW M to Launch in 2027 Brand announced early production of its first high-performance...	VIEWS 152 030 REPOSTS 396	REACTIONS 2 074 ER 47.4%
Nº3 17.06 · 11:14 PHOTO 📌 Second-Gen Aurus: Aluminum, Hybrid, and Rear-Wheel Steering Despite the auto industry crisis, NAMI has started developing...	VIEWS 151 625 REPOSTS 251	REACTIONS 2 121 ER 47.3%

Nº4 01.06 • 15:31 PHOTO ⌘ Classic 1.7 Engine Retired: Niva Travel Now Only with 1.8 AVTOVAZ has finally said goodbye to the off-roader's version...	VIEWS 150 987 REACTIONS 2 067 REPOSTS 55 ER 47.1%
Nº5 11.06 • 15:05 TEXT LADA Azimut in final pre-production stage. AvtoVAZ published vibration bench test video. Special camera reproduces...	VIEWS 150 696 REACTIONS 1 942 REPOSTS 353 ER 47.0%
WORST 3	
↓ 08.06 • 07:49 PHOTO ⌘ Volga Charges into Battle: 30K Cars by Year-End! Nizhny Novgorod Automobile Plant PLA announced ambitious plans for the revived brand...	VIEWS 134 655 REACTIONS 1 866 REPOSTS 388 ER 42.0%
↓ 28.05 • 14:57 PHOTO Selling used cars is becoming a full-fledged tech profession — with its own standards, tools, and culture One...	VIEWS 134 031 REACTIONS 2 143 REPOSTS 517 ER 41.8%
↓ 29.05 • 17:27 PHOTO Avito now lets you get a loan to buy a car from a private seller Just find the right car on the platform, submit a request...	VIEWS 133 966 REACTIONS 1 908 REPOSTS 406 ER 41.8%

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.

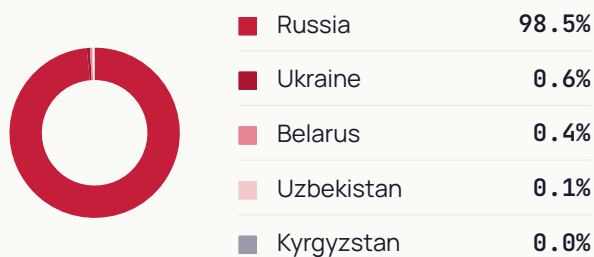


SECTION 04 • MENTIONS

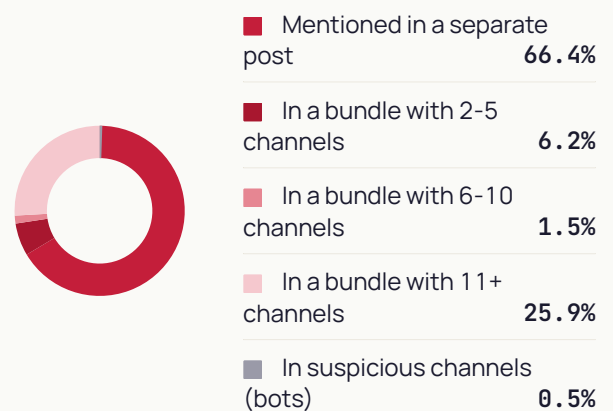
Who mentions the channel and how

Citation index **174** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **683** different channels.

COUNTRIES MENTIONING



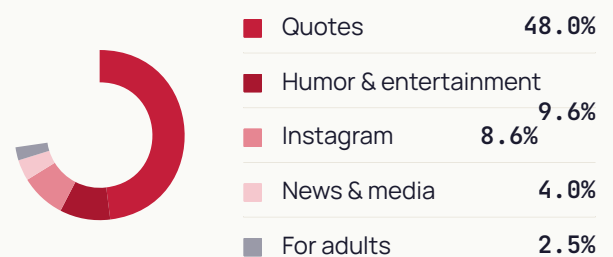
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



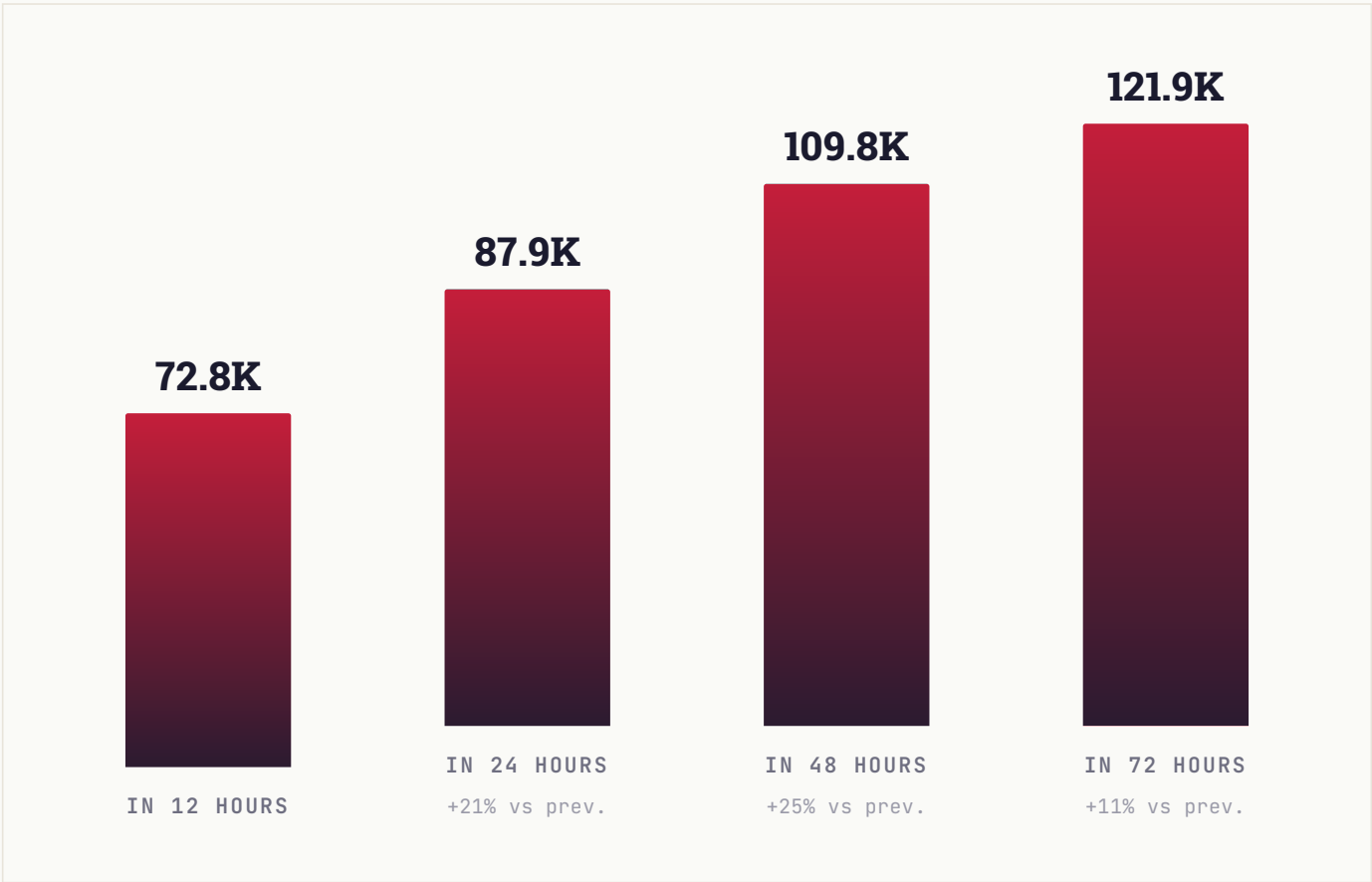
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AV Avtomanya	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI Fighterbomber	520.8K
AV Auto.ru	497.5K
GA Garage	487K
AV AVTOZAKAZ.RU	479.8K
ZR Behind the Wheel	473.8K
AV Auto Instructor	466.8K
AU AutoStyle YOU	320.6K

COMPARATIVE SUMMARY

Channel in top half of niche (#25 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **140**, they brought **64 580** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	10	10	20 184
Nov 2025	29	28	3 239
Oct 2025	11	1	5 877
Sep 2025	15	2	4 942
August 2025	14	2	9 644
July 2025	61	52	20 694
TOTAL MENTIONS			140
MONTHS OF DATA			6
SUBS ATTRACTED			64 580

SECTION 08 · NICHE COMPARISON

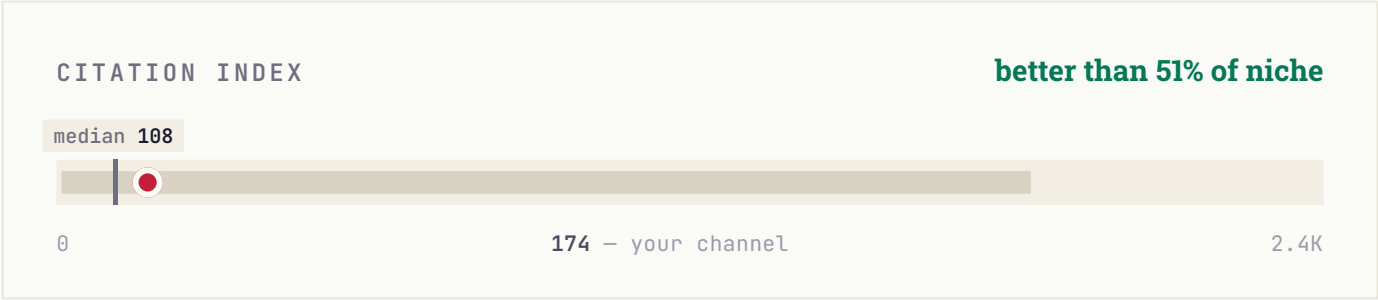
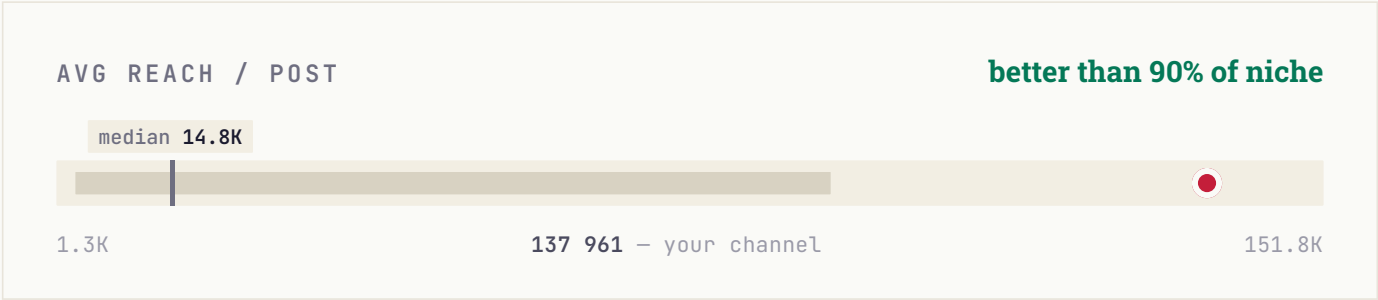
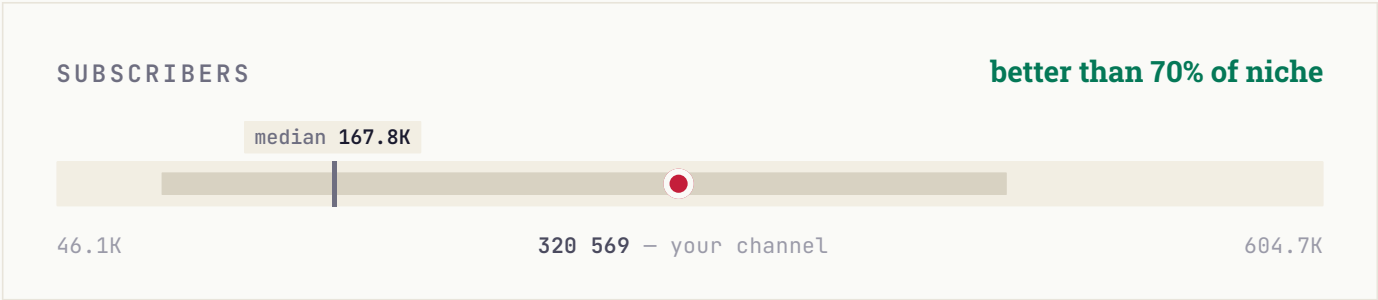
Where the channel stands in its league

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

#25/100

RANK IN NICHE

Channel in top 25% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01**Top post of the week — Sunday**

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

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

EFFECT

**Video retains
audience
better****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 typically boost ER +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

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

Swap posts quarterly with channels in the 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 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