

PROMTPRESS PUBLIC REPORT

Channel audit

Avtovoz



@avto_voz

All about the Russian auto market. Production, sales, tech, components. ID NOM idnom.ru Partnership @id_nom Editorial avtovoz@idnom.ru MAX https://max.ru/avto_voz RKN...

SUBSCRIBERS

25 249

-55 per month

ERR (% SEE POSTS)

23.0%

per day **17.4%**

REACH/POST

5.8K

ad reach **4.4K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation 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 25 249 —	SUBSCRIBER REACH 22.98% avg % of subs see post	VIEWS/POST 5.8K median 5K · 29 days	POSTS/WEEK 27.0 for the period
7D TREND -41.9% vs prev week	REACTIONS/POST — MTPROTO only	POST LENGTH 910 chars median 1000 · 29 days	POSTS ANALYZED 113 29 days
AD REACH 4.4K 24h avg	CHURN / MONTH -55 for the last month	CITATION RATE 264 citation index · 1,844 channels mentioned all time	CHANNEL AGE 5 years 5 months created 11.02.2021

AI EDITOR SUMMARY

Channel AvtoVoz — 25 249 subs. Each post avg views 5.8K people (23% of subs), avg reach — room to grow. Publishes 27 posts per week (~4/day) — active posting. Week Jul 6–12 reach dropped -41.9% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 113 posts in 29 days.
- 02 Dominant format – Photo (94/113 posts).
- 03 Avg post length – 910 chars (median 1000).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Top posts get 8x more views than the weakest (34.5K avg for top vs 4.3K for worst) – among 113 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 03.07 · 06:39 PHOTO Methane as an alternative Amid Russia's gasoline crisis, alternative fuels gain traction. One of...	VIEWS 90 663 REPOSTS 40	REACTIONS — ER 359.1%
Nº2 23.06 · 12:56 PHOTO EV sales nearly double in a week From June 15–21, 231 EVs were registered vs 123 the week before. This...	VIEWS 6 368 REPOSTS 15	REACTIONS — ER 25.2%
Nº3 28.06 · 16:13 PHOTO Week in review Jun 22-27: Avtodom sues BMW, AvtoVAZ sues a pirate, Ford fails to replace 350 engineers with AI...	VIEWS 6 350 REPOSTS 7	REACTIONS — ER 25.1%

Nº424.06 · 09:32VIDEO Jeland ('AGR') expands lineup & production at Shushary plant (SPB) Our superagent visited the brand presentation and made several...	VIEWS 6 213 REPOSTS 13	REACTIONS — ER 24.6%
Nº523.06 · 06:54PHOTO #chainamobiles Neus – another Chery proxy brand The Neus trademark was registered in early 2025 by a company linked to Defetoo...	VIEWS 6 212 REPOSTS 10	REACTIONS — ER 24.6%

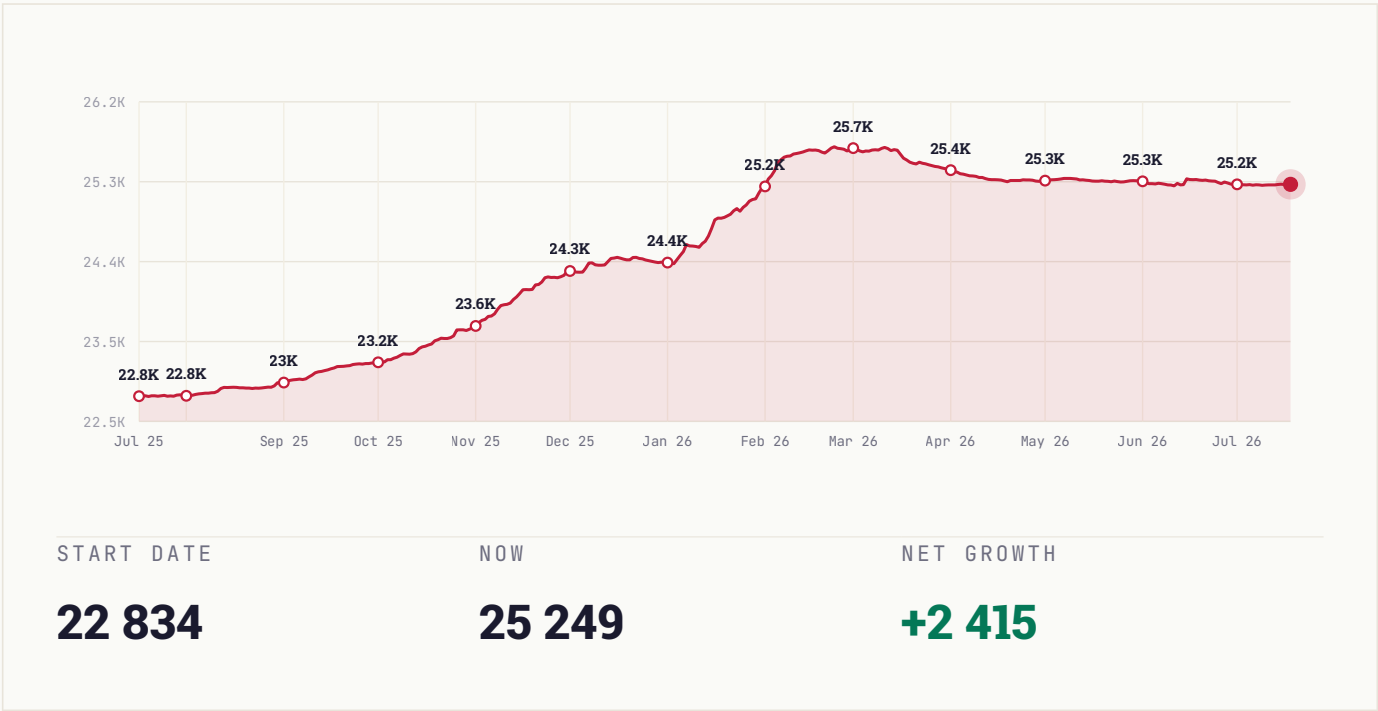
WORST 3

↓15.07 · 14:52VIDEO Global battle of humanoid robots: androids in the labor market (part 2, start) Humanoid robots are starting to beat...	VIEWS 4 312 REPOSTS 12	REACTIONS — ER 17.1%
↓19.06 · 10:41PHOTO ⚡ Central Bank cuts key rate to 14.25%. Checkmate to everyone expecting faster credit easing: lately it's been very...	VIEWS 4 273 REPOSTS 9	REACTIONS — ER 16.9%
↓15.07 · 12:42PHOTO #autocalendar July 15 birthday of the 24th 'Volga' July 15, 1970 launch of the GAZ-24 Volga. 🚗 Unique production...	VIEWS 4 177 REPOSTS 12	REACTIONS — ER 16.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

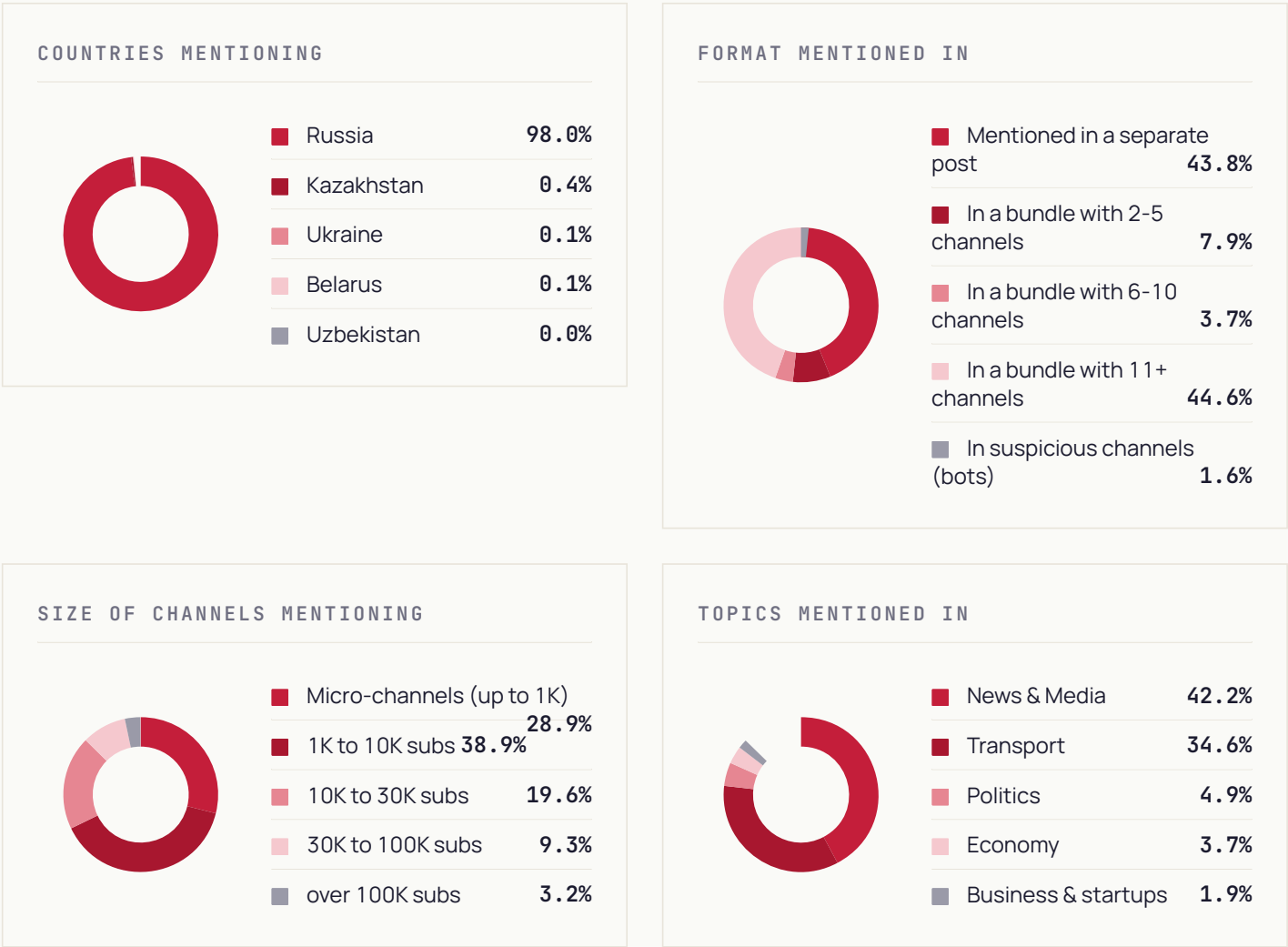
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

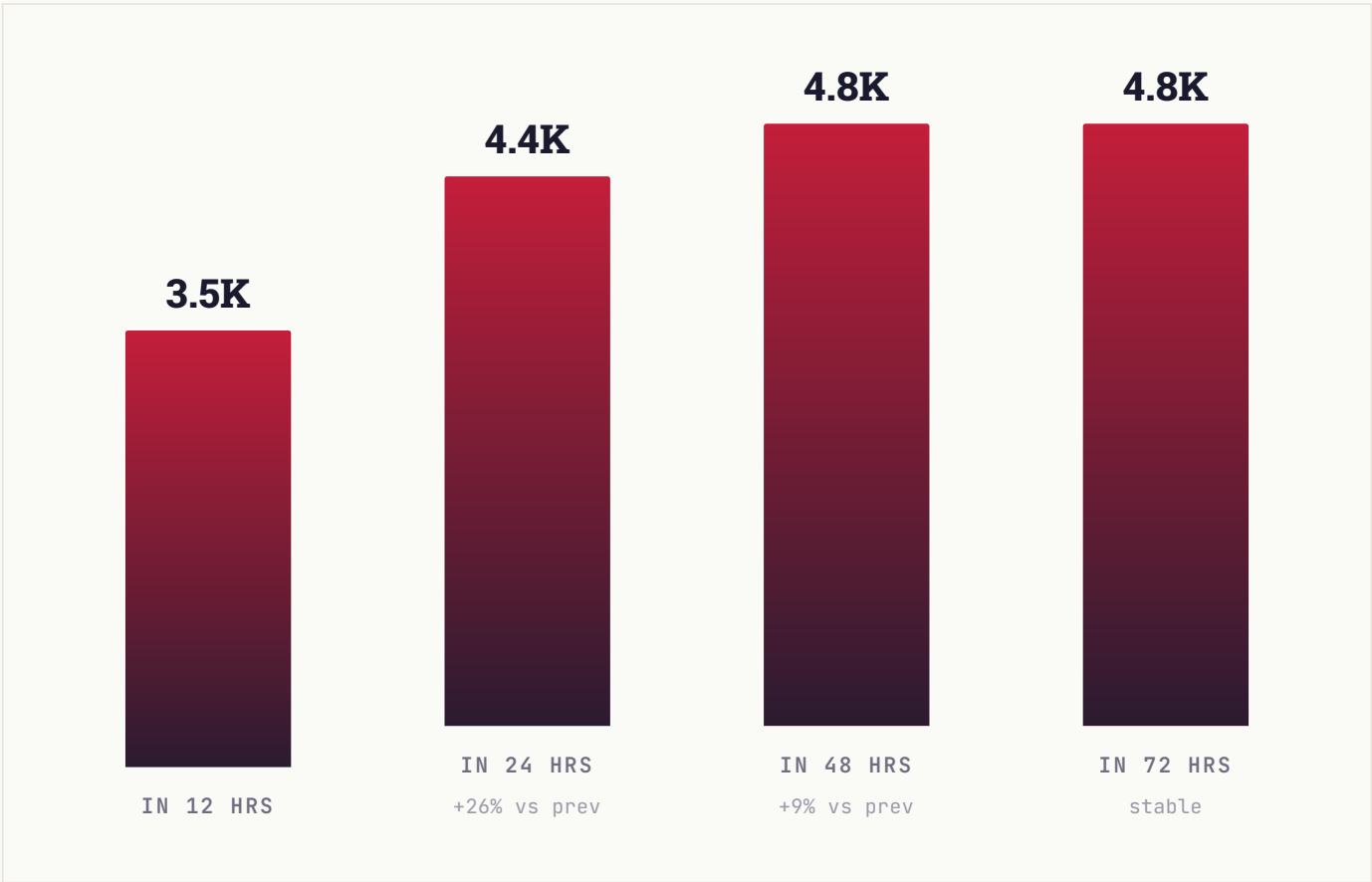
Citation index **264** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **1 844** different channels.



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 should «live».



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 & Point	3.5M
AV Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AV Auto.ru	500K
AV AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
AV Avtovoz YOU	25.2K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 072**, they brought **2 635** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	128	79	925	
December 2025	178	122	240	
Nov 2025	212	140	650	
Oct 2025	189	116	413	
Sep 2025	212	138	237	
August 2025	153	83	170	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 072	6	2 635

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in «Transport» (Russia) and saw how your channel compares.
Gray band — range where 80% of niche channels fall (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 this report in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Friday
Audience is most active on this day at 09:00 MSK. | EFFECT
Best time for an important post |
| 02 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains audience better |
| 03 | System traffic buy
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources per niche. | EFFECT
+1000-3000 subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a 'hot' topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche. 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 using public data. If you want to go further — run ads through us and close your growth plan in a month.

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