

PROMTPRESS PUBLIC REPORT

Channel audit

Avtodor



@avtodorgk

News of Avtodor. All about construction and operation of federal highways with toll sections. Channel included in RKN list: clck.ru/3QQnbe

SUBSCRIBERS

70 355

-1453 per month

ERR (% SEE POSTS)

9.0%

in 24 hrs **5.1%**

REACH/POST

6.2K

ad reach **3.6K**/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 70 355 —	SUBS REACH 8.79% avg % of subs see post	VIEWS/POST 6.2K median 5.8K · 29 days	POSTS/WEEK 22.9 for the period
7D TREND -20.8% vs previous week	REACTIONS/POST 22.6 only 2,189 reactions, 946 reposts, 0 comments	POST LENGTH 650 chars median 633 · 29 days	POSTS ANALYZED 97 29 days
AD REACH 3.6K 24h avg	CHURN / MONTH -1453 last month	CITATION RATE 665 citation index · 2,335 channels mentioned all time	CHANNEL AGE 5 years 4 months created 05.03.2021

AI EDITOR SUMMARY

Channel «Avtodor» — 70 355 subs. Avg views per post: 6.2K people (9% of subs), reach is low — consider expanding audience. Publishes 23 posts/week (~3/day) — active posting. For week Jul 6–12, reach dropped -20.8% by week Jun 29 – Jul 5 — worth analyzing.

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 97 posts in 29 days.
- 02 Dominant format — Photo (77/97 posts).
- 03 Avg post length — 650 chars (median 633).
- 04 Peak audience activity — Thursday, 10:00 MSK.
- 05 Top posts get 3× more views than the weakest (13.8K avg for top vs 4.2K for worst) — among 97 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 14:56 PHOTO Attention, traffic pattern change On the M-4 Don highway in Rostov Oblast, a major reconstruction continues. As a result...	VIEWS 15 216 REPOSTS 32	REACTIONS 9 ER 21.6%
Nº2 08.07 · 12:04 PHOTO ! Attention, drivers ! On 176 km of A-107 "Moscow Small Ring" near Pestovo village, traffic pattern will change due to road...	VIEWS 13 283 REPOSTS 13	REACTIONS 7 ER 18.9%
Nº3 30.06 · 08:28 PHOTO In summer, a car can become a dangerous trap for a child Even if it's only +25°C outside, after just 10 minutes the cabin temperature can...	VIEWS 12 974 REPOSTS 21	REACTIONS 17 ER 18.4%

Nº4

19.06 · 12:01

PHOTO

! Drivers, attention !

On 3 km of A-107, traffic closure is planned due to repair works by JSC "Russian Railways" on the railway...

VIEWS

12 885

REPOSTS

9

REACTIONS

9

ER

18.3%

Nº5

02.07 · 07:00

VIDEO

Avarcoms helped a child safely travel from Valday to St. Petersburg

Recently on the M-11 Neva highway, drivers noticed a child...

VIEWS

11 822

REPOSTS

29

REACTIONS

74

ER

16.8%

WORST 3

↓ 08.07 · 17:46 VIDEO Russia's transport system withstands peak loads and remains stable During a meeting of the President with Government members...	VIEWS 4 527 REPOSTS 2 REACTIONS 22 ER 6.4%
↓ 24.06 · 14:10 VIDEO (post without caption – video)	VIEWS 4 279 REPOSTS 2 REACTIONS 13 ER 6.1%
↓ 14.07 · 08:57 VIDEO Mikhail Mishustin met with Avtodor chairman Vyacheslav Petushenko AvtoDor continues...	VIEWS 3 929 REPOSTS 9 REACTIONS 19 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

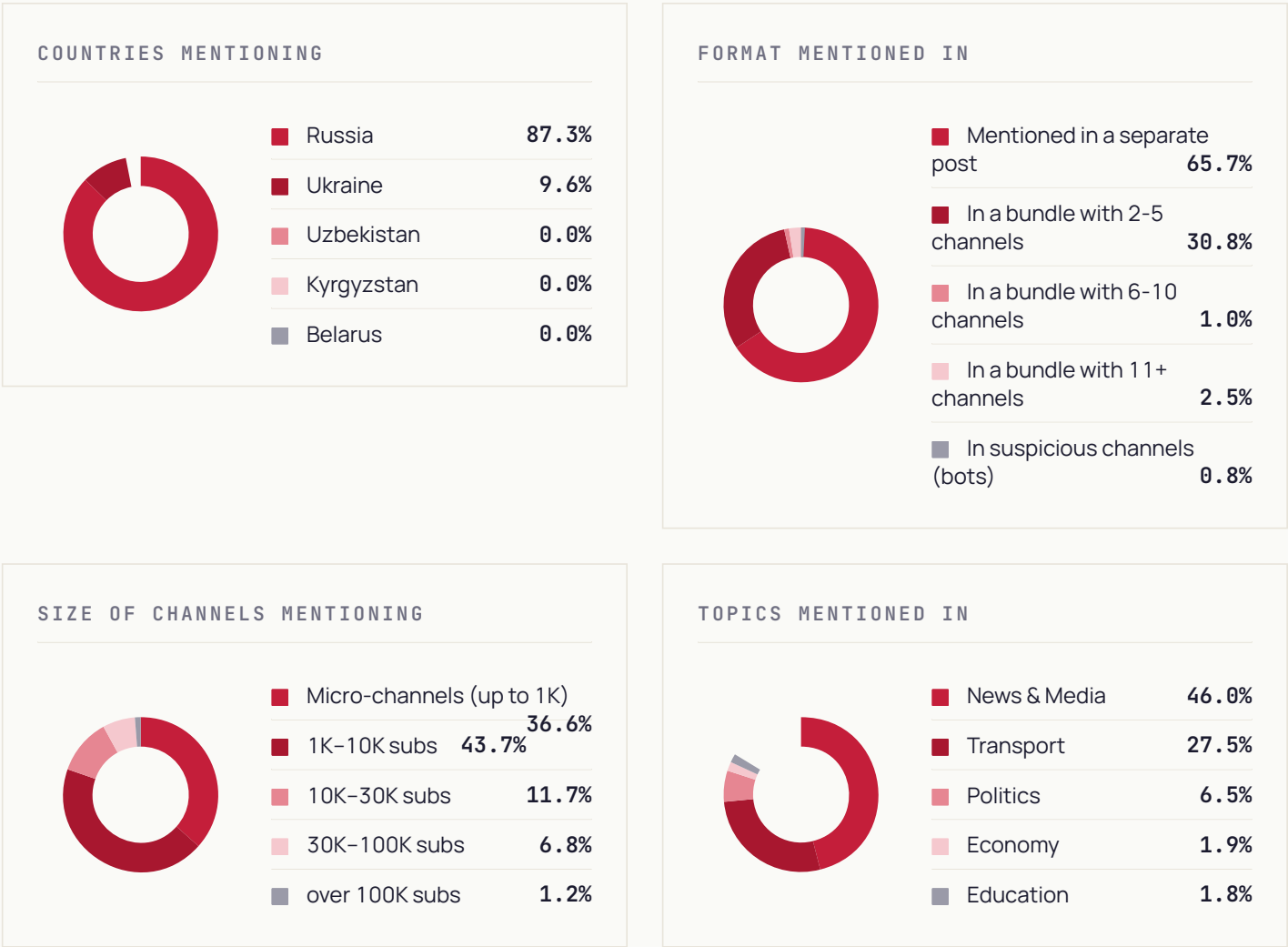
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

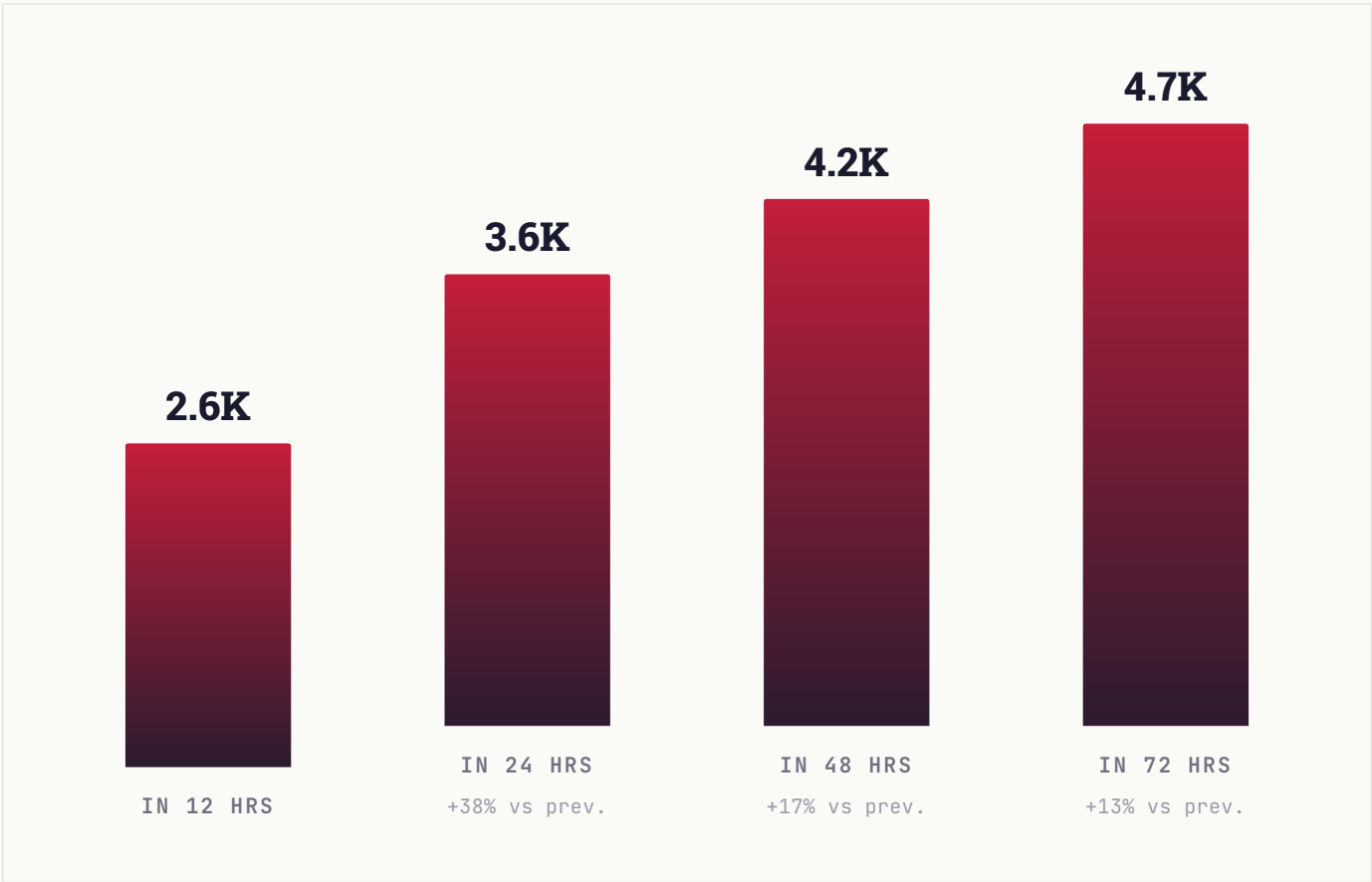
Citation index **665** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 335** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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
AB 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
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
AB Avtodor YOU	70.4K

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 and content work.

SECTION 07 · MENTION TRENDS

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 **2 016**, they brought **27 346** new subs.

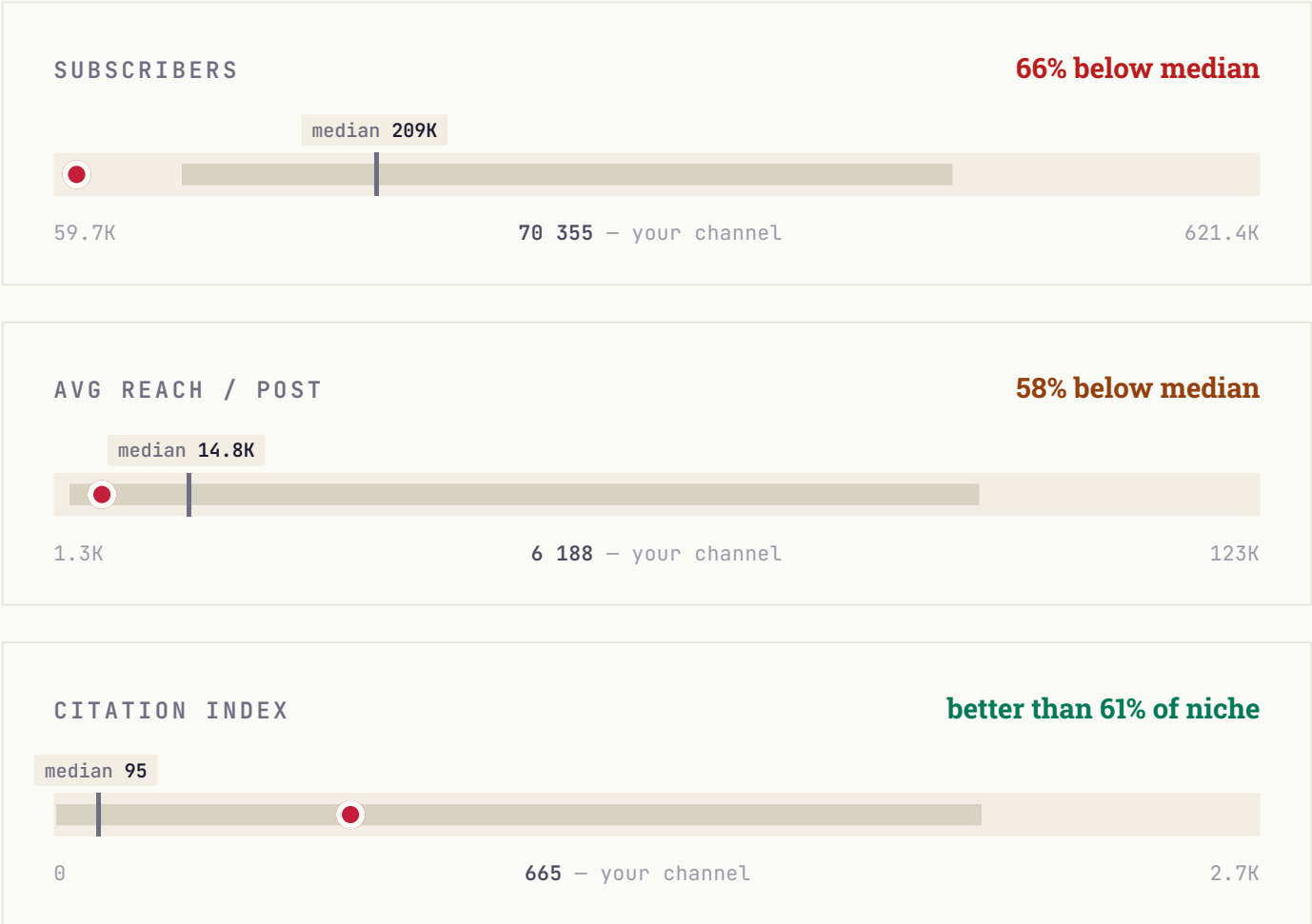
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	321	143	3 865
December 2025	363	188	13 144
Nov 2025	237	128	3 229
Oct 2025	253	153	1 852
Sep 2025	251	152	2 709
August 2025	591	270	2 547

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
2 016	6	27 346

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 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 Thursday
Audience is most active on this day at 10:00 MSK. | EFFECT
Best window
for key posts |
| 02 | 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 |
| 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
Swap posts quarterly with channels in the same niche.
No need 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 this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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