

PROMTPRESS PUBLIC REPORT

Channel audit

AvtoFocus



@avtoiporyadok

Your channel where car life gets clearer! Fresh car reviews. Exclusive auto industry news. Contact @collabauto Registered in the list...

SUBSCRIBERS

335 999

-13018 per month

ERR (% SEE POSTS)

46.0%

daily 28.2%

REACH/POST

152.4K

ad reach 95.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 335 999 —	 SUBS REACH 45.36% avg % subs see post	 VIEWS/POST 152.4K median 155.5K · 27 days	 POSTS/WEEK 6.2 for period
 7D TREND +1.7% vs previous week	 REACTIONS/POST 1815.7 total 43,576 reactions, 8,134 reposts, 0 comments	 POST LENGTH 767 chars median 842 · 27 days	 POSTS ANALYZED 24 27 days
 AD REACH 95.5K 24h avg	 CHURN / MONTH -13018 last month	 CITATION RATE 4 citation index · 292 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 10.02.2023

AI EDITOR SUMMARY

Channel «AvtoFocus» — 335 999 subs. Each post averages 152.4K people (45% of subs), wide reach for a channel this size. Publishes 6 posts/week (~1/day) — rare. Week Jun 8–14 reach stable (+1.7% vs week of June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **24** posts in 27 days.
- 02 Dominant format – **Photo** (20/24 posts).
- 03 Avg post length – **767** chars (median 842).
- 04 Audience peak – **Monday**, 13:00 MSK.
- 05 Strongest posts get **1×** more views than the weakest (159.3K avg top vs 147K worst) – among 24 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 10:27 PHOTO 📌 New speed record: CFMoto V4 SR-RR – 315 km/h! Chinese manufacturer CFMoto surprises again! Their flagship sportbike V4...	VIEWS 159 575 REP. 98	REACTIONS 1 798 ER 47.5%
Nº2 09.06 · 07:49 PHOTO Revival of a legend: new 'Volgas' will be truly Russian! We now know when we'll see the brand new...	VIEWS 159 321 REP. 601	REACTIONS 1 826 ER 47.4%
Nº3 03.06 · 09:46 PHOTO Buying a new car today is no longer just about choosing a brand and trim. The buyer needs to figure out price, availability, discounts...	VIEWS 158 896 REP. 310	REACTIONS 1 763 ER 47.3%

Nº4 14.06 · 13:29 PHOTO	VIEWS 158 698	REACTIONS 1 884
Flagship Denza N8L Flash Charge Edition launches June 23! Get ready for the future of the auto industry. This Chinese premium crossover is a real...	REP. 229	ER 47.2%

Nº5 28.05 · 07:32 PHOTO	VIEWS 158 233	REACTIONS 1 739
Mercedes-Maybach GLS отдыхает! 🇷🇺 Представлен новый Aito M9 от Huawei, и это настоящий технологический монстр. Мощность: До 903 л.с...	REP. 366	ER 47.1%

|

WORST 3

↓ 30.05 · 07:12 TEXT	VIEWS 148 543	REACTIONS 1 766
Officials and State Duma deputies will be switched to new Volgas. Rumor has it that a massive fleet change is coming. And...	REP. 506	ER 44.2%

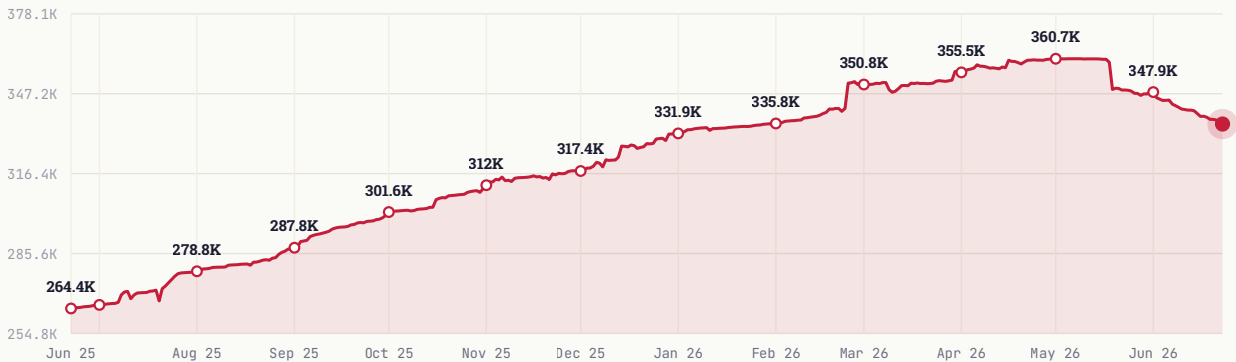
↓ 07.06 · 09:08 PHOTO	VIEWS 147 634	REACTIONS 1 813
AvtoVAZ unveiled a heavily modernized Niva Legend at SPIEF! The legendary SUV received one of the most significant technical...	REP. 148	ER 43.9%

↓ 20.06 · 04:45 PHOTO	VIEWS 144 769	REACTIONS 1 799
🇷🇺 UMO became the leader of the new EV market in Russia for the first time! According to Autostat, in May the brand sold 233 EVs and took...	REP. 335	ER 43.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact sub count. See which months grew and which lost subs.



PERIOD START

264 420

NOW

335 551

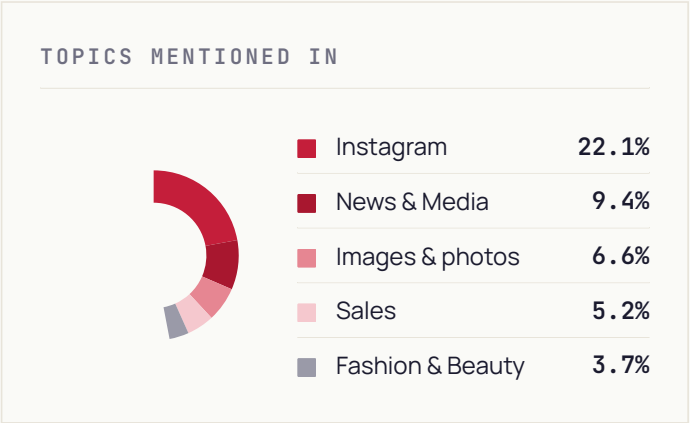
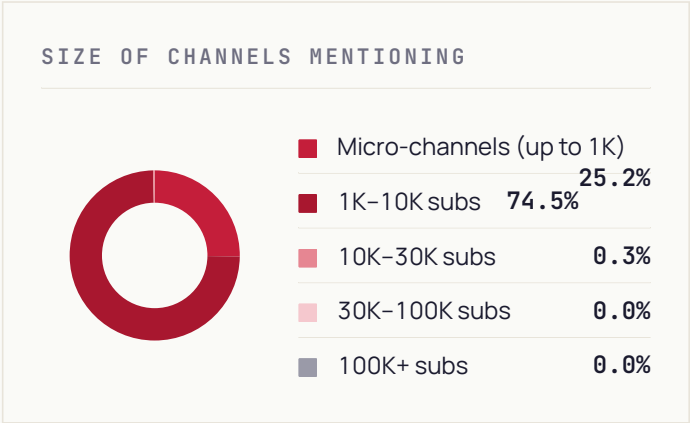
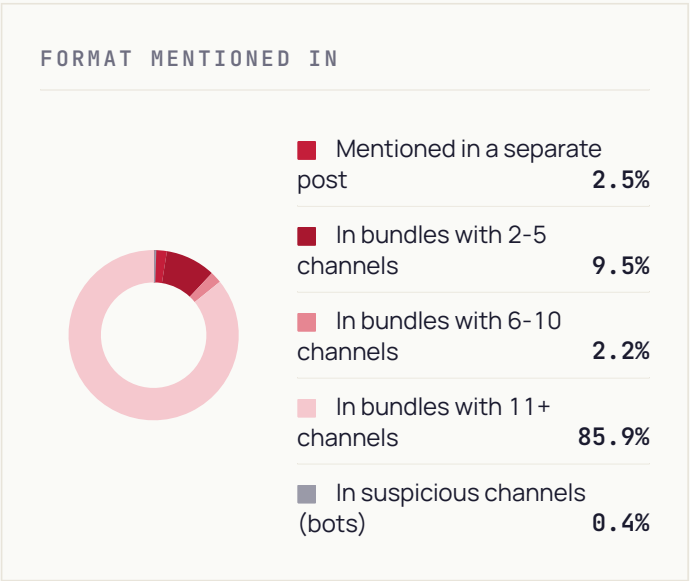
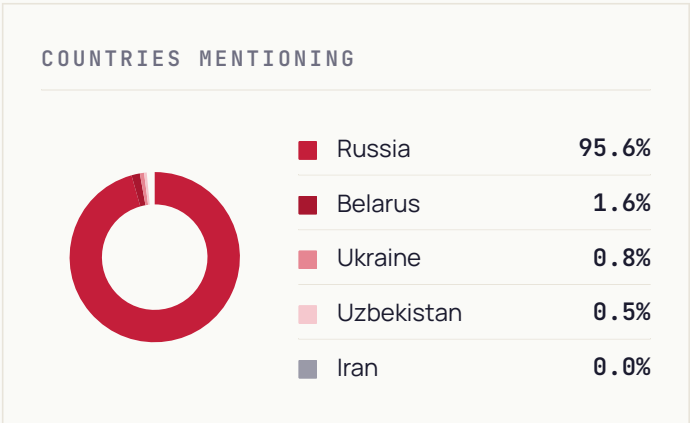
NET GROWTH

+71 131

SECTION 04 · MENTIONS

Who mentions the channel & how

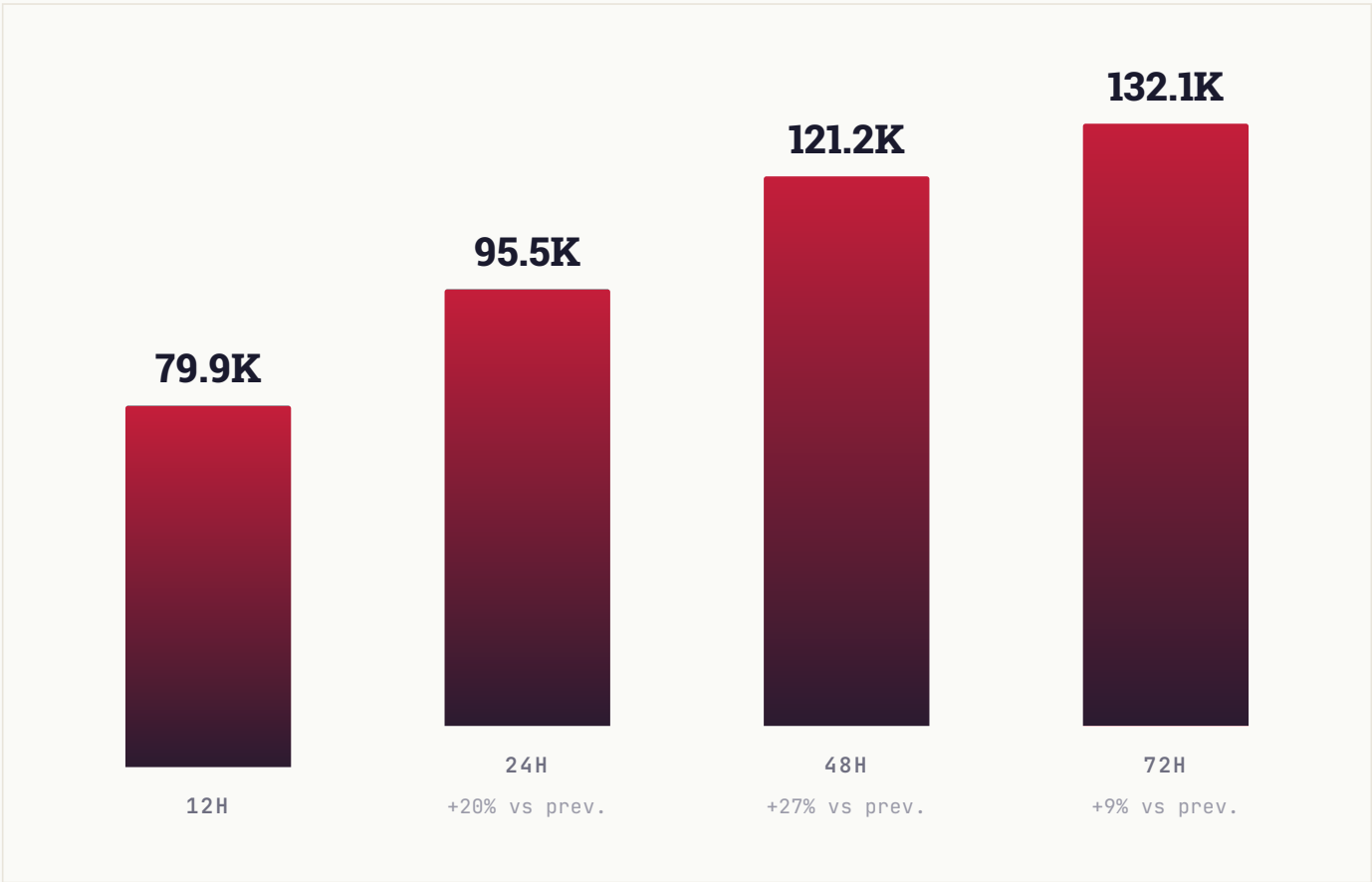
Citation index **4** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **292** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
TI	Cars & Dot	3.4M
AB	Avtomanya	1.8M
WE	WENGALLBI	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI	Fighterbomber	520.8K
AB	Auto.ru	497.5K
GA	Garage	487K
AB	AVTOZAKAZ.RU	479.8K
ZR	Behind the Wheel	473.8K
AB	Auto Instructor	466.8K
AB	AvtoFocus YOU	336K

COMPARATIVE CONCLUSION

Channel intop quarter of niche (#19 of 98). Leader — Cars & Dot (3.4M). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **161**, they brought **84 315** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	21	11	19 031
Nov 2025	31	28	11 532
Oct 2025	13	2	11 344
Sep 2025	16	3	12 962
August 2025	16	2	9 637
July 2025	64	52	19 809

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
161	6	84 315

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#19 /100

RANK IN NICHE

Channel in top 19% – strong position

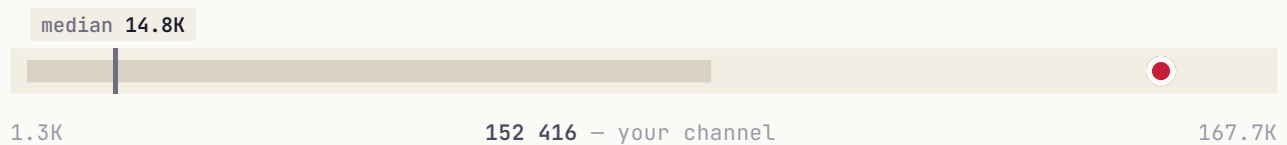
SUBSCRIBERS

better than 72% of niche



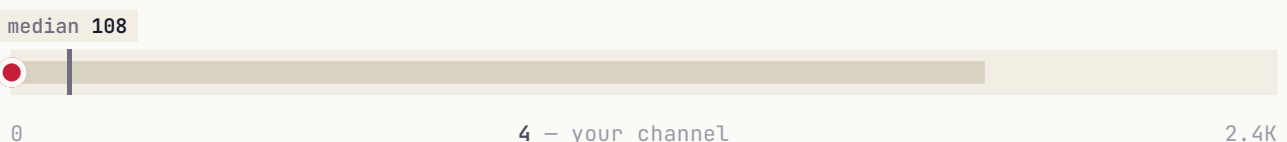
AVG REACH / POST

better than 90% of niche



CITATION INDEX

96% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic 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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap 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 — what we can do in a few minutes based on public data. 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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