

PUBLIC PROMTPRESS REPORT

Channel audit

Auto Plus

Holding official auto channel

**@avtoplus163**

Friends! This is our only Telegram channel. If you see others, they are not us. We only have NEW CARS LADA, HYUNDAI, KIA and Chinese, all under WARRANTY. Delivery across Russia Large selection...

SUBSCRIBERS

77 058

10.07.2026

-192 per month

ERR (% SEE POSTS)

26.0%in 24 hours **11.9%**

REACH/POST

22.4K[HTTPS://PROMTPRESS.COM/AUDIT/AVTOPLUS163](https://promptpress.com/audit/avtoplus163)
ad reach **9.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 77 058 —	 SUBSCRIBER REACH 29.07% avg % subs see post	 VIEWS/POST 22.4K median 22.8K · 27 days	 POSTS/WEEK 8.8 for the period
 7D TREND -18.6% vs previous week	 REACTIONS/POST 98.9 only 3,461 reactions, 790 reposts, 0 comments	 POST LENGTH 132 chars median 115 · 27 days	 POSTS ANALYZED 35 27 days
 AD REACH 9.2K 24h avg	 CHURN / MONTH -192 last month	 CITATION RATE 55 citation index · 56 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 18.03.2020

AI EDITOR SUMMARY

Channel «Auto Plus Holding official auto channel» – 77 058 subs. Each post averages 22.4K people (29% from subs), good reach. Publishes 9 posts per week (~1/day) – regular schedule. For week Jun 29 – Jul 5, reach dropped -18.6% to week 22–28 Jun – worth analyzing reasons.

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 35 posts over 27 days.
- 02 Dominant format – Photo (19/35 posts).
- 03 Avg post length – 132 chars (median 115).
- 04 Peak audience activity – Thursday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (30.9K avg for top vs 14.9K for worst) – among 35 posts in 27 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 11.06 · 07:43 PHOTO TOYOTA RAV4 2.0, 171 hp. Gasoline AWD Car from China Price 3 950 000 recycling fee included Price for gray and blue If white...	VIEWS 31 442 REPOSTS 48	REACTIONS 113 ER 40.8%
Nº2 13.06 · 10:04 VIDEO (post without caption – video)	VIEWS 30 717 REPOSTS 4	REACTIONS 83 ER 39.9%
Nº3 13.06 · 05:20 PHOTO GAK S9 ULTRA 2025 model, 2026 doesn't exist yet 6 seats Parallel import From China Price 4,590,000 with recycling fee Quantity...	VIEWS 30 681 REPOSTS 33	REACTIONS 112 ER 39.8%

Nº4

25.06 · 06:43

VIDEO

🏆🏆🏆

VIEWS	REACTIONS
28 989	112
REPOSTS	ER
7	37.6%

Nº5

24.06 · 07:20

VIDEO

😐

VIEWS	REACTIONS
27 684	96
REPOSTS	ER
4	35.9%

WORST 3

↓

05.07 · 18:54

VIDEO

🏆🏆🏆

VIEWS	REACTIONS
15 618	77
REPOSTS	ER
6	20.3%

↓

05.07 · 18:57

VIDEO

🏆🏆🏆

VIEWS	REACTIONS
15 615	68
REPOSTS	ER
7	20.3%

↓

07.07 · 06:52

PHOTO

IN STOCK TENET T7 Active trim Front-wheel drive Dealer car under warranty Price 2,350,000 Other colors and trims...

VIEWS	REACTIONS
13 497	83
REPOSTS	ER
26	17.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

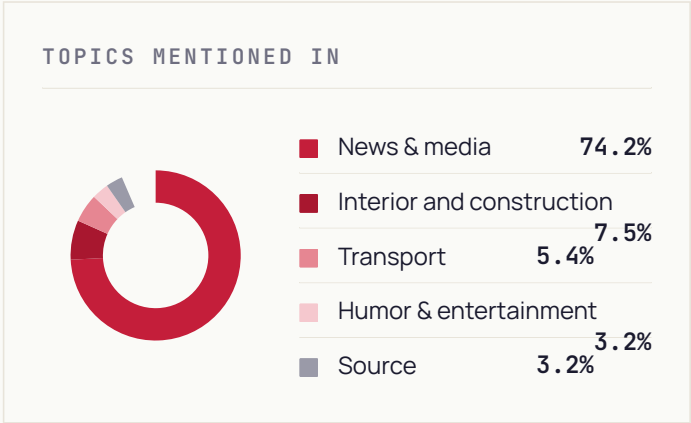
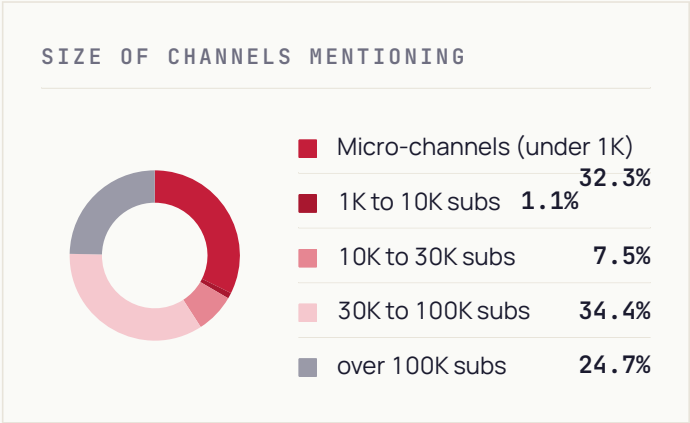
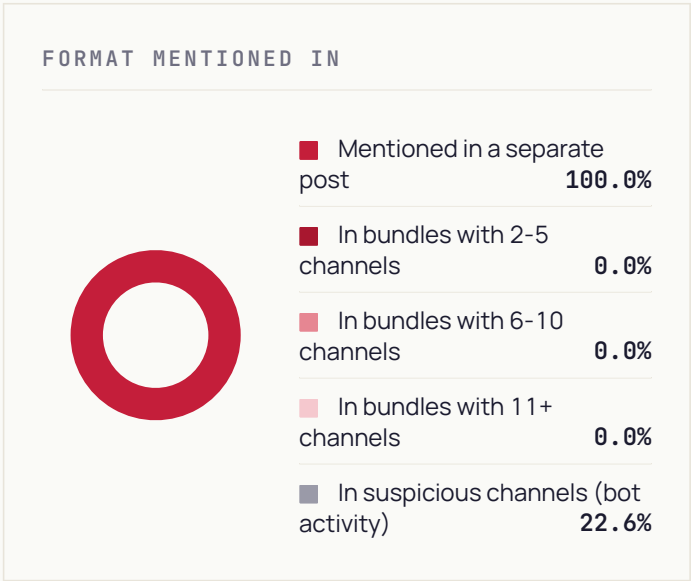
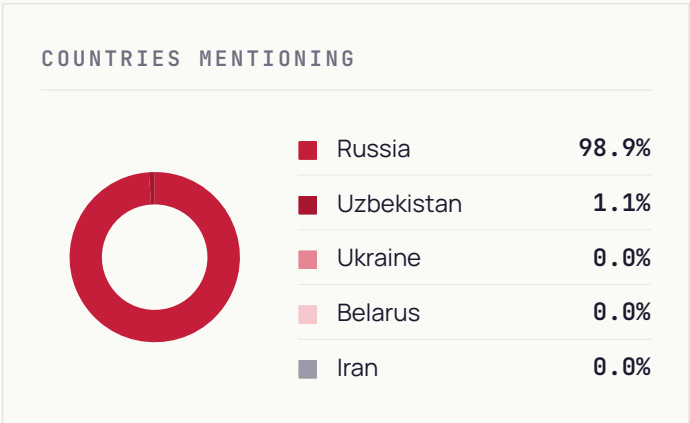
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

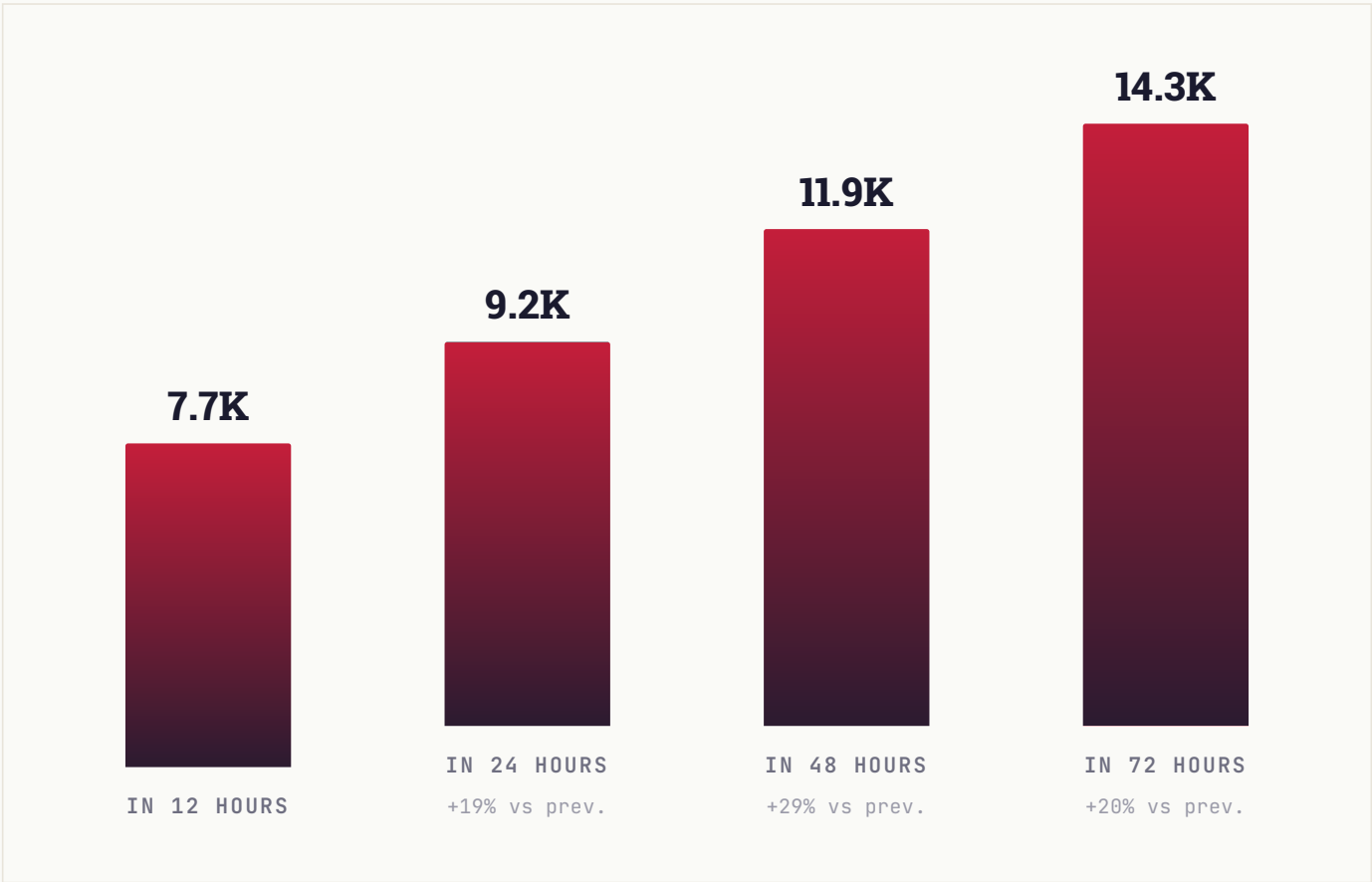
Citation index **55** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **56** different channels.



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 highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	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 AVTOZAKAZ.RU	480K
AP Auto Plus Holding official auto channel YOU	77.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal — enter top-98 through systematic work with traffic and content.

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 **1**, they brought **2 973** new subs.

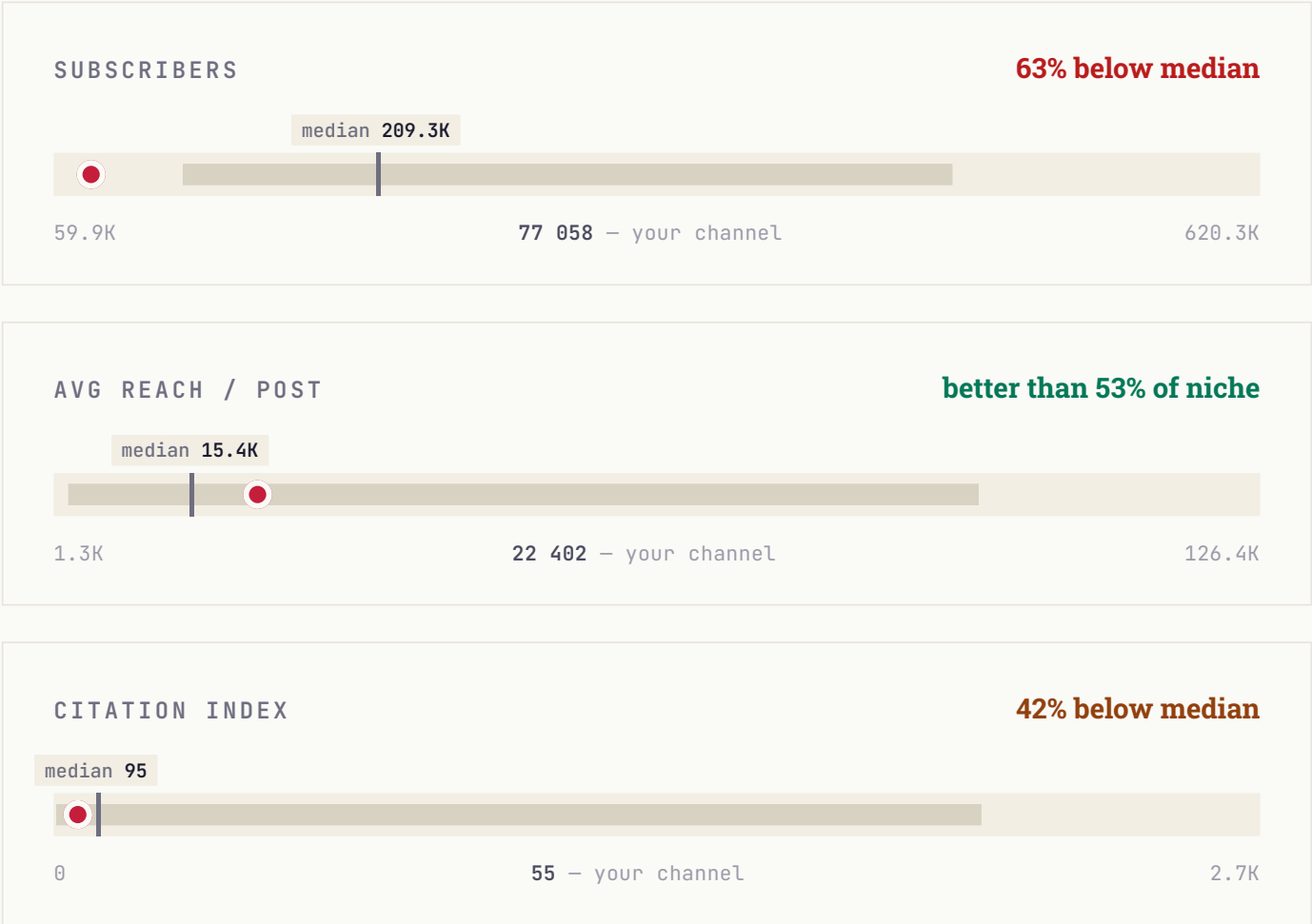
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	827	
December 2025	0	0	241	
November 2025	1	1	384	
October 2025	0	0	417	
Sep 2025	0	0	696	
August 2025	0	0	408	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	2 973

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray band – range of 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 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 time for
an important
post**

02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need for daily.

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 from public data.
Want to go further — run ads through us and hit 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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