

PUBLIC REPORT BY PROMTPRESS

Channel Audit

АвтоПулс: Новости и Тренды



@avtopulse_news

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SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
330 025	46.0%	155.3K
23.06.2026 ⁻²⁹¹⁵⁰ per month	daily ^{25.6%}	ad reach ^{86.5K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/AVTOPULSE_NEWS		

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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.

 SUBSCRIBERS 330 025 —	 SUBSCRIBER REACH 47.06% avg % subs see post	 VIEWS/POST 155.3K median 159.6K · 29 days	 POSTS/WEEK 7.6 for period
 7D TREND -2.9% vs previous week	 REACTIONS/POST 1540.5 total 49,295 reactions, 12,406 reposts, 0 comments	 POST LENGTH 909 chars median 1000 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 86.5K 24h avg	 CHURN / MONTH -29150 last month	 CITATION RATE 4 citation index · 509 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 17.12.2022

AI EDITOR SUMMARY

Channel «AutoPulse: News & Trends» — 330 025 subs. Each post avg views 155.3K people (47% from subs), wide reach for a channel this size. Publishes 8 posts/week (~1/day) — regular schedule. Week Jun 8–14 reach stable (-2.9% vs week of June 1–7).

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 32 posts over 29 days.
- 02 Dominant format – Photo (30/32 posts).
- 03 Avg post length – 909 chars (median 1000).
- 04 Audience peak activity – Wednesday, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (171.3K avg top vs 148.2K worst) – among 32 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 07:45 PHOTO GAC starts taking pre-orders for new flagship crossover S9 in Russia Five-meter car is equipped with hybrid powertrain...	VIEWS 173 542 REPOSTS 380	REACTIONS 2 051 ER 52.6%
Nº2 29.05 · 20:40 PHOTO BYD Song Ultra DM-i launched in China BYD unveiled its new plug-in hybrid crossover Song Ultra DM-i in China. The new...	VIEWS 170 398 REPOSTS 605	REACTIONS 1 328 ER 51.6%
Nº3 26.05 · 19:17 PHOTO Surge demand: new Geely Galaxy Star 7 sells out in China faster than rivals Chinese market shows keen interest in...	VIEWS 169 854 REPOSTS 366	REACTIONS 1 137 ER 51.5%

Nº4 25.05 · 19:06 PHOTO End of the three-pedal era: why manual cars are disappearing from showrooms. The familiar image of a car with a manual transmission...	VIEWS 167 190 REPOSTS 362	REACTIONS 1 373 ER 50.7%
Nº5 03.06 · 20:59 PHOTO Audi is set to unveil the all-new Audi Q7 – the first full generational change in 11 years. For the...	VIEWS 165 207 REPOSTS 172	REACTIONS 1 468 ER 50.1%

WORST 3

↓ 18.06 · 14:40 TEXT In the quest to cut costs and offer competitive prices, Chinese automakers skimp on safety systems...	VIEWS 150 285 REPOSTS 527	REACTIONS 1 640 ER 45.5%
↓ 18.06 · 15:30 PHOTO 📺📺📺📺📺📺 Transfer your salary to Sber by July 31 and enter to win: a car, SberTV, SberBoom mini speaker. Plus – with...	VIEWS 149 778 REPOSTS 276	REACTIONS 1 154 ER 45.4%
↓ 20.06 · 04:58 PHOTO Chery Stockman hybrid with diesel engine unveiled. Chery is preparing to launch a new mid-size pickup Stockman, which is planned...	VIEWS 144 613 REPOSTS 219	REACTIONS 1 478 ER 43.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

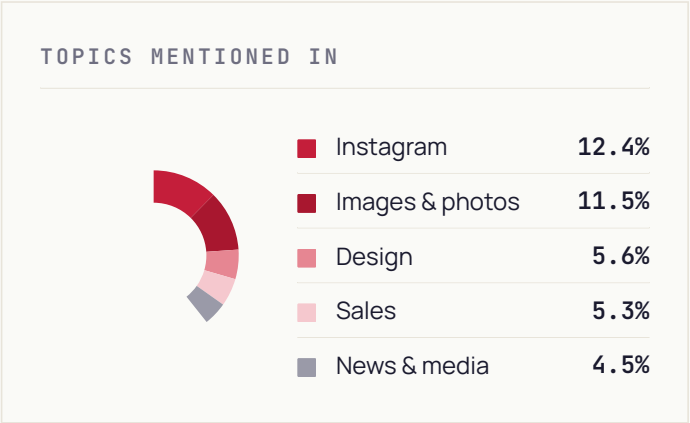
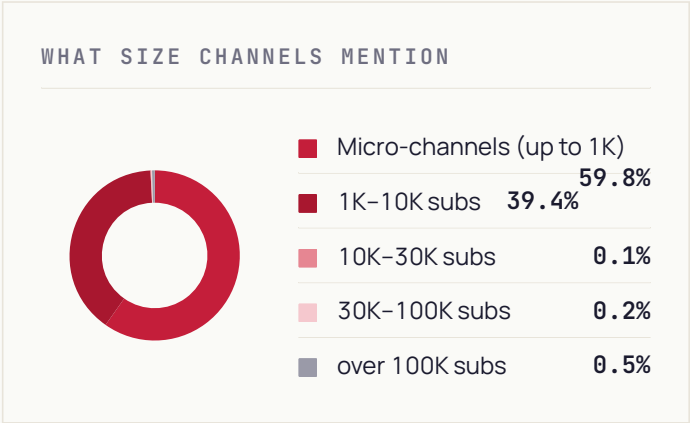
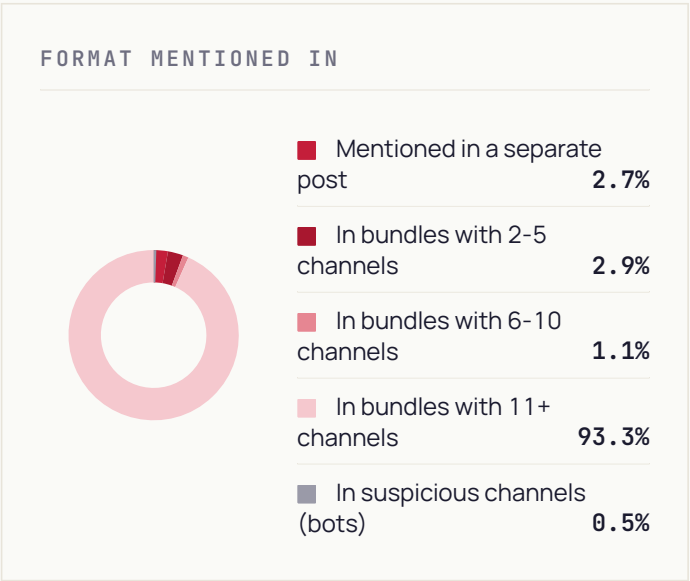
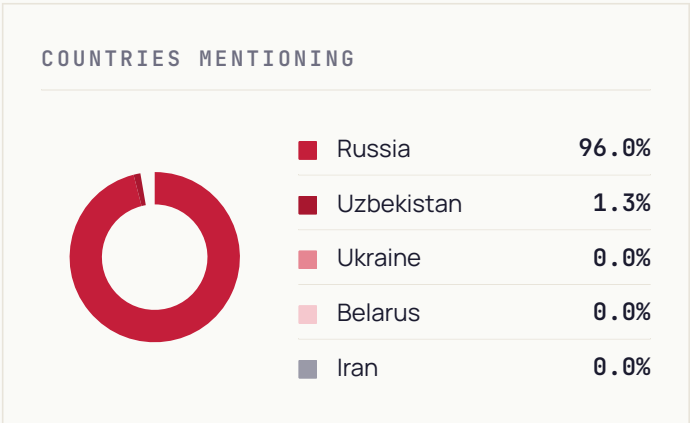
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and churn months.



SECTION 04 · MENTIONS

Who mentions the channel and how

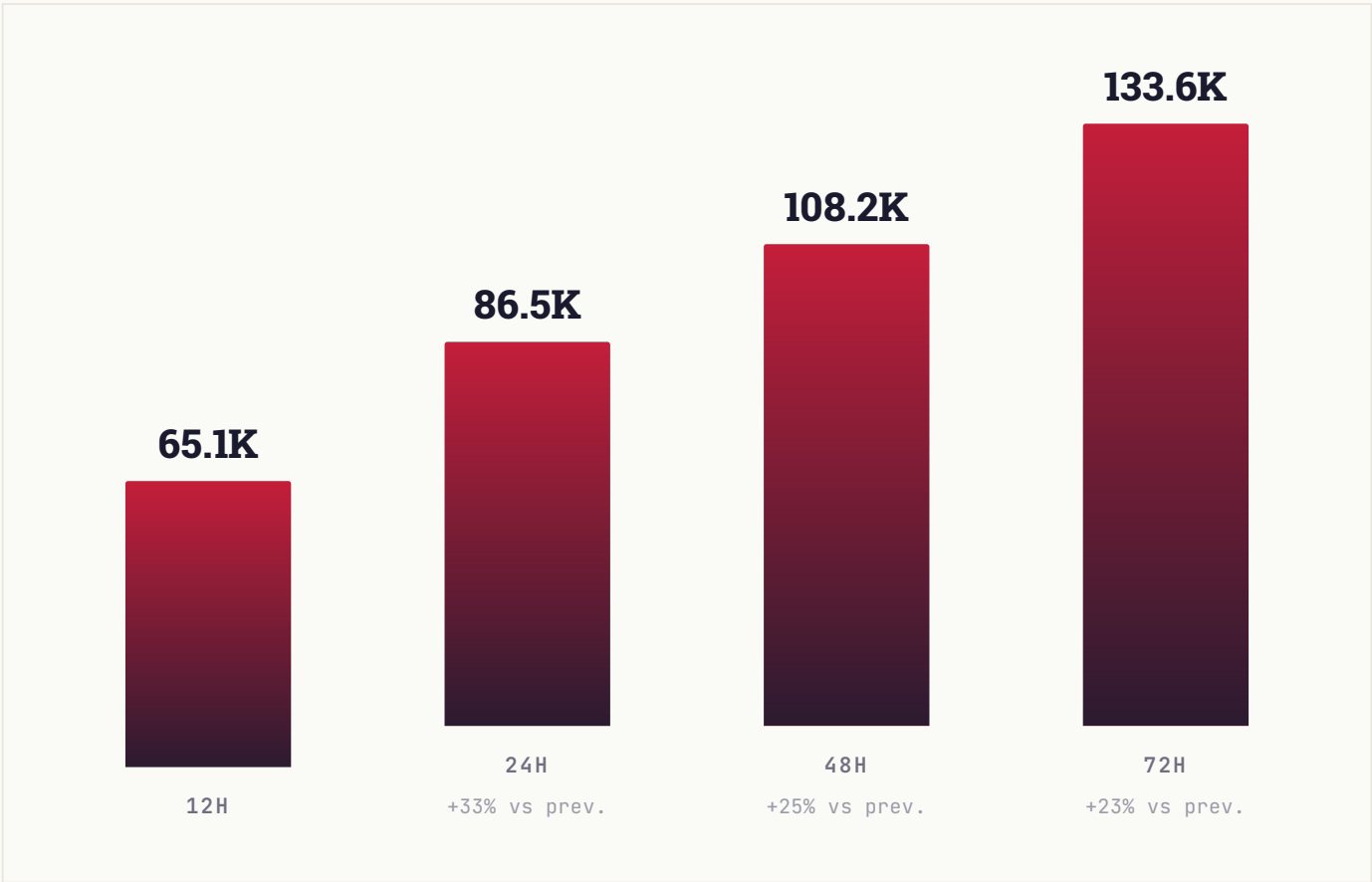
Citation index **4** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All-time channel mentions **509** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should «live».



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 & Point	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 Za Rulem	473.8K
AB Auto Instructor	466.8K
AN АвтоПульс: Новости и Тренды YOU	330K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#20 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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 **6 761**, they brought **150 513** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1 293	89	45 518
Nov 2025	29	18	60 711
Oct 2025	32	2	9 069
Sep 2025	564	69	13 780
August 2025	2 023	138	10 137
July 2025	2 820	104	11 298
TOTAL MENTIONS			6 761
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			150 513

SECTION 08 · NICHE COMPARISON

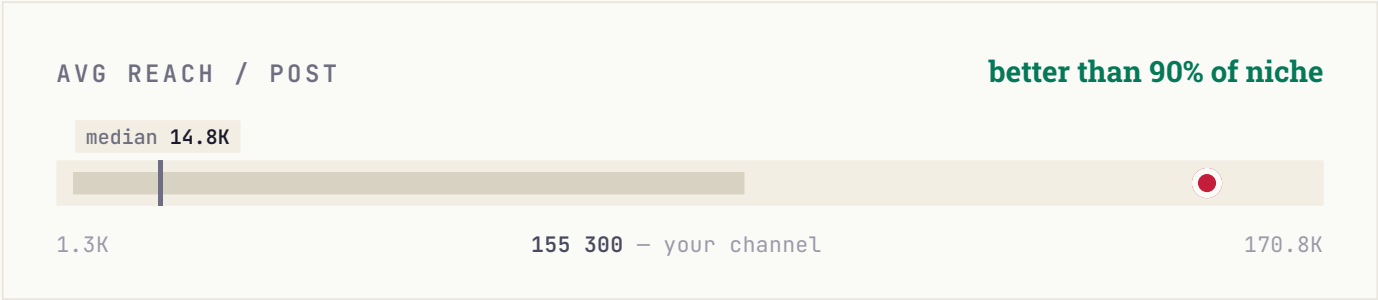
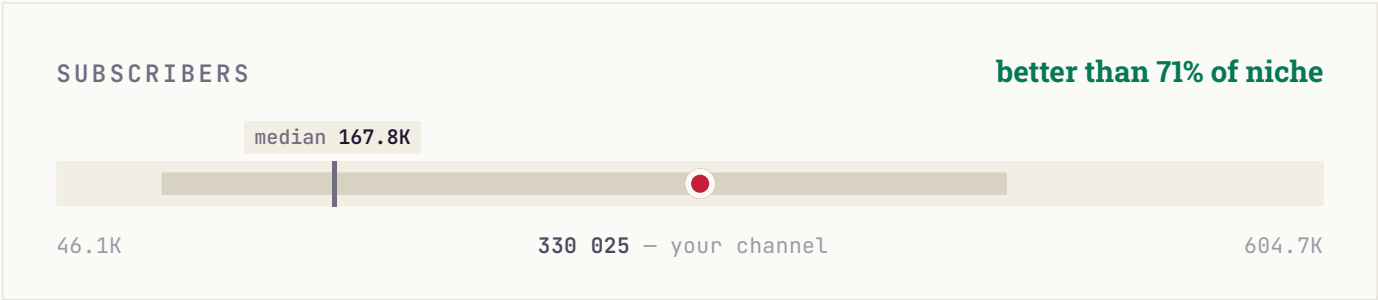
Where the channel stands in its league

Took top-100 channels in category «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.

#20/100

POSITION IN NICHE

Channel in top 20% – strong position



— 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 Wednesday
Audience is most active on this day at 10:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

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 — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring 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 — is what we can do in minutes using 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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