

PROMTPRESS PUBLIC REPORT

Channel Audit

ABTO_3AO

MOSCOW



@avtosebe

Used car sales: - for work & taxi - for resale & profit - for yourself

✓ All offers <https://autozao.ru/> 📱 Chat with seller <https://t.me/autozaobot> ☎ +7 (925)...

SUBSCRIBERS

71 143

-649 per month

ERR (% SEE POSTS)

5.0%

last day **2.3%**

REACH/POST

2.9K

ad reach **1.6K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 71 143 —	 SUBSCRIBER REACH 4.02% avg % subs see a post	 VIEWS/POST 2.9K median 2.9K · 29 days	 POSTS/DAY 14.4 ~101 per week
 7D TREND -7.9% vs previous week	 REACTIONS/POST 3.7 only 1,595 reactions, 909 reposts, 17 comments	 POST LENGTH 154 chars. median 114 · 29 days	 POSTS ANALYZED 430 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -649 last month	 CITATION RATE 474 citation index · 586 channels mentioned all time	 CHANNEL AGE 5 years 8 months created 02.11.2020

AI EDITOR SUMMARY

Channel «AUTO_ZAO MOSCOW» – 71 143 subs. Avg views per post: 2.9K people (4% of subs), reach low – need to grow audience. Publishes 101 posts/week (~14/day) – very active. Week Jul 6–12 reach dropped -7.9% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **430** posts over 29 days.
- 02 Dominant format – **Video** (250/430 posts).
- 03 Avg post length – **154** chars (median 114).
- 04 Peak audience activity – **Friday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.1K avg top vs 2.1K worst) – among 430 posts over 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 17:26 VIDEO (post without caption – video)	VIEWS	REACTIONS
	5 164	1
	REPOSTS	ER
	3	7.3%
Nº2 27.06 · 09:11 VIDEO ABTO 3AO 14 years 🎉 Moscow, Rostov, Krasnodar – thanks to everyone who visited us and trusted their choice 🙌 More to come 💪	VIEWS	REACTIONS
	5 111	15
	REPOSTS	ER
	5	7.2%
Nº3 23.06 · 16:35 VIDEO (post without caption – video)	VIEWS	REACTIONS
	5 082	1
	REPOSTS	ER
	3	7.1%

Nº4 24.06 • 16:48 **PHOTO**
 ABTO 3AO everywhere 😎

VIEWS
5 047
 REPOSTS
3
 REACTIONS
6
 ER
7.1%

Nº5 23.06 • 16:35 **TEXT**
 Car carrier to Rostov Krasnodar already on the way 🚚🚚🚚

VIEWS
4 933
 REPOSTS
2
 REACTIONS
2
 ER
6.9%

WORST 3

↓ 14.07 • 13:31 **TEXT**
 ↑ going full throttle today with new arrivals - grab them fast!

VIEWS
2 139
 REPOSTS
 —
 REACTIONS
 —
 ER
3.0%

↓ 14.07 • 14:54 **TEXT**
 ↑ 1 owner, great condition, budget 1.5-2 🍋

VIEWS
2 039
 REPOSTS
 —
 REACTIONS
2
 ER
2.9%

↓ 14.07 • 14:09 **TEXT**
 ↑ how to find us? a reminder:

VIEWS
2 033
 REPOSTS
 —
 REACTIONS
2
 ER
2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

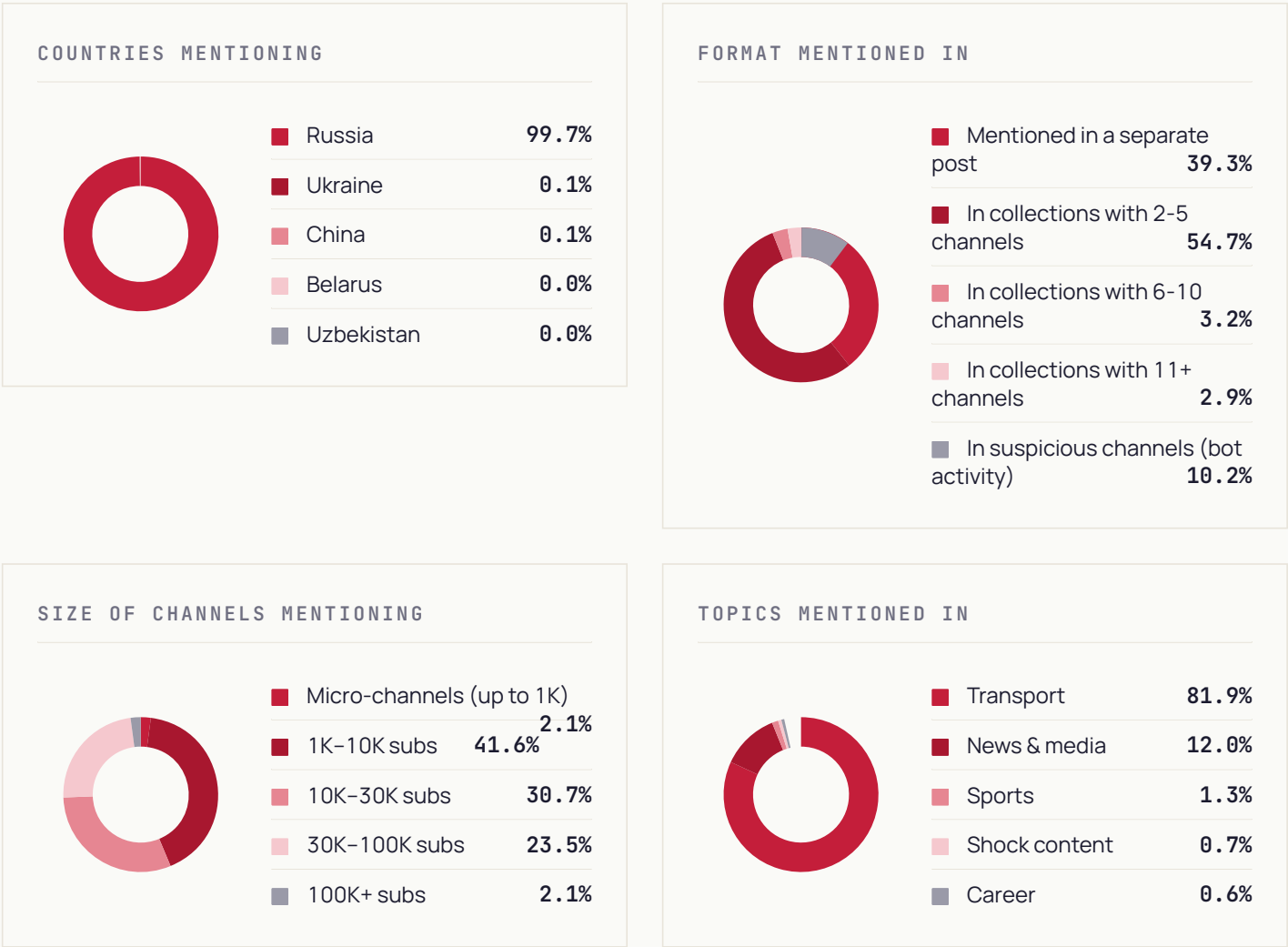
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

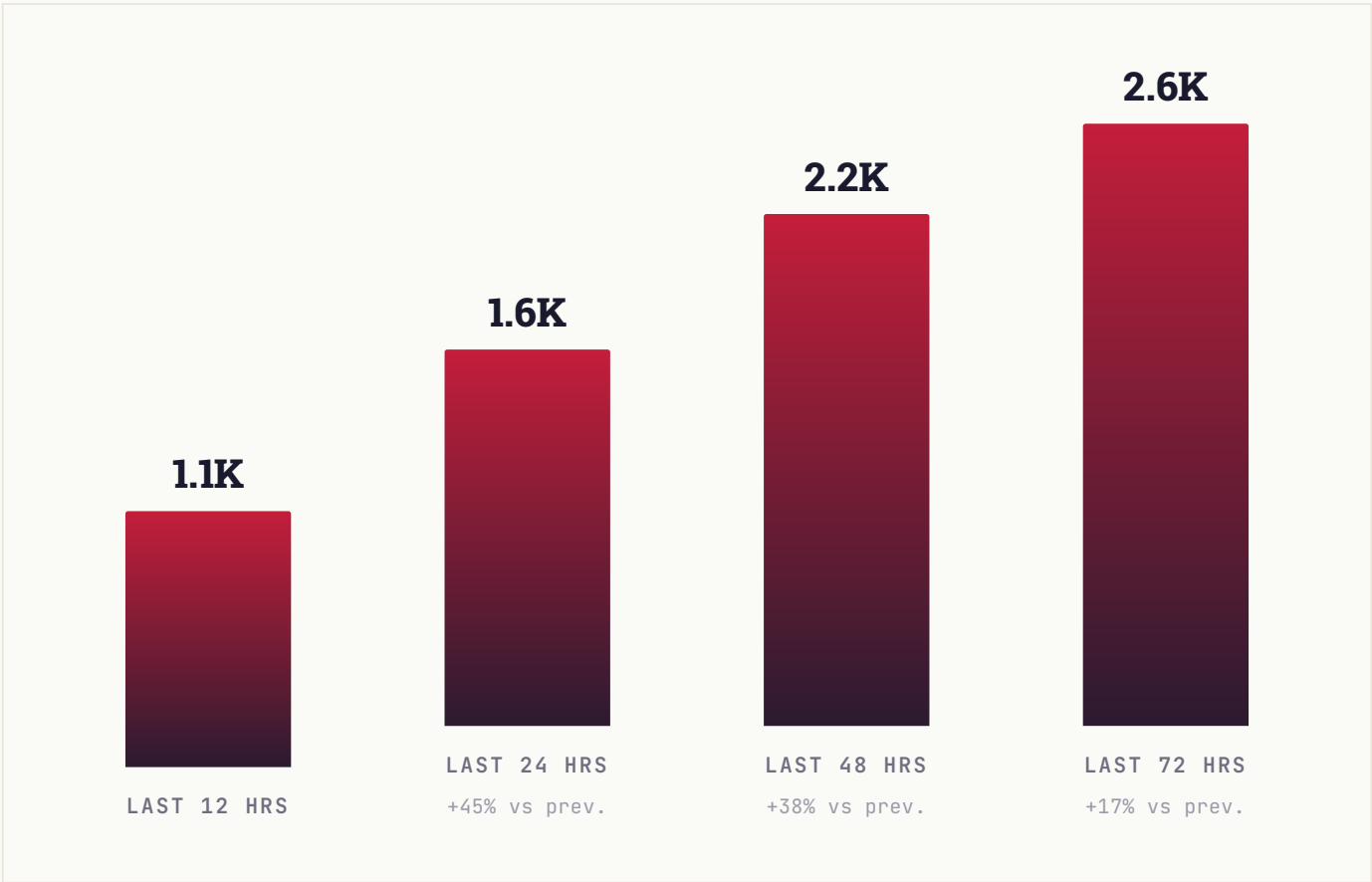
Citation index **474** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **586** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Automania	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
AM ABTO_3AO MOSCOW	71.1K

COMPARATIVE INSIGHT

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

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: **1 784**, they brought **3 973** new subs.

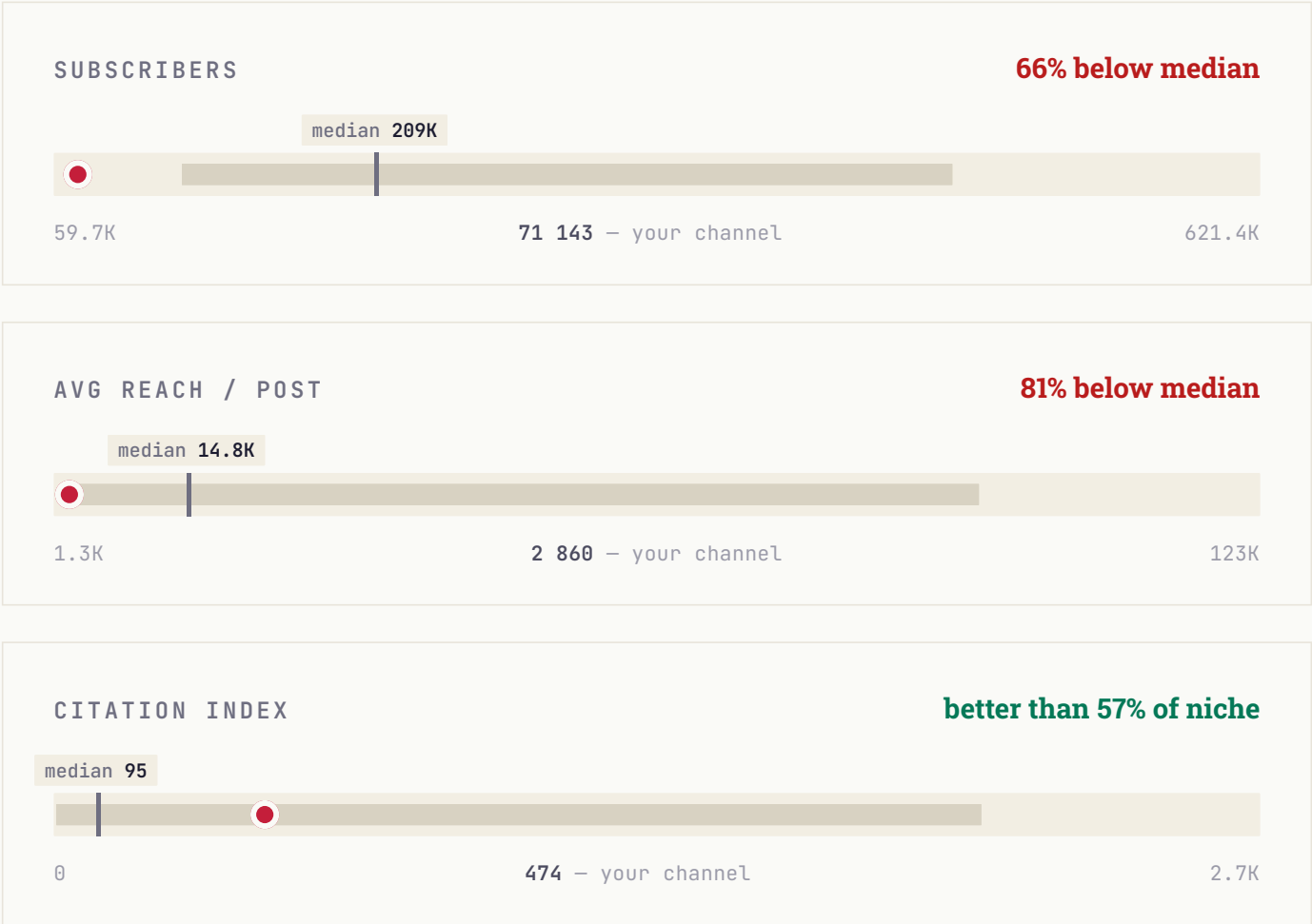
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	301	76	1 139	
December 2025	272	68	528	
November 2025	337	77	603	
October 2025	326	56	1 099	
Sep 2025	302	54	253	
August 2025	246	24	351	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 784	6	3 973

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 for 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 them off and revisit this report in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
an important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.02% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.5pp ER

03

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**

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 nearby 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 us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
