

PROMTPRESS PUBLIC REPORT

Channel audit

Бензин Нижний Новгород



@benzin_nn

Where to find gas in Nizhny Contact - @xids1 Chat: https://t.me/benz_nn Feedback/report info: @Chatobratnoi_bot

SUBS	ERR (% SEE POSTS)	REACH/POST
15 106	32.0%	5.2K
11.07.2026 334 posts 19 days	per day 56.7%	ad reach 8.3K/24h
	HTTPS://PROMTPRESS.COM/AUDIT/BENZIN_NN	

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Citation rate

Who mentions the channel and how

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your position

06 Niche Comparison

Rank in 'News & Media' category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 15 106 —	 SUBSCRIBER REACH 34.27% avg % of subs see post	 VIEWS/POST 5.2K median 3.5K · 19 days	 POSTS/DAY 17.3 ~121/week
 7D TREND +66.0% vs prev week	 REACTIONS/POST 10.4 only 3,460 reactions, 6,504 reposts, 2,635 comments	 POST LENGTH 311 chars median 289 · 19 days	 POSTS ANALYZED 334 19 days
 AD REACH 8.3K 24h avg	 CITATION RATE 7 citation index · 19 channels mentioned it ever	 CHANNEL AGE 20 days created 21.06.2026	

AI EDITOR SUMMARY

Channel «Benzin Nizhny Novgorod» – 15 106 subs. Each post averages 5.2K people (34% of subs), good reach. Publishes 121 posts per week (~17/day) – very active. Week of June 29 – July 5 reach up +66.0% by week of June 22–28 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **334** posts in 19 days.
- 02 Dominant format — **Photo** (279/334 posts).
- 03 Avg post length — **311** characters (median 289).
- 04 Audience peak activity — **Wednesday**, 12:00 MSK.
- 05 Top posts get **6x** more views than the weakest (10.6K avg for top vs 1.8K for worst) — among 334 posts in 19 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 16:28 PHOTO Gazpromneft Moskovskoye Shosse, 213B, Nizhny Novgorod AI-92 — 65.21 RUB AI-95 — 69.90 RUB G-Drive 95 — 71.90 RUB AI-100 — N/A DT — 76.46...	VIEWS 10 716 REPOSTS 25	REACTIONS 12 ER 70.9%
Nº2 05.07 · 21:11 PHOTO Gazpromneft Shkolnaya St., 70B, Zhdanovsky G-Drive 95 — 71.60 RUB AI-95 — 69.60 RUB AI-92 — 64.54 RUB DT — 76.34 	VIEWS 10 616 REPOSTS 82	REACTIONS 15 ER 70.3%
Nº3 06.07 · 19:50 PHOTO Gazpromneft Shkolnaya St., 70B, Zhdanovsky AI-92 — 64.54 RUB AI-95 — 69.60 RUB G-Drive 95 — 71.60 RUB AI-100 — N/A DT — ...	VIEWS 10 606 REPOSTS 53	REACTIONS 14 ER 70.2%

Nº4 06.07 • 15:49 TEXT Gleb Nikitin announced a pilot program for fuel release via QR codes The governor held an operational meeting on the gas situation in...	VIEWS 10 499 REPOSTS 449 REACTIONS 191 ER 69.5%
Nº5 06.07 • 18:48 PHOTO Lukoil Steklozavodskoye Sh., 6, Bor AI-92 – 64.11 RUB AI-95 – 69.99 RUB DT – 77.79 RUB 🚗 Huge queue. 📍 Address on...	VIEWS 10 445 REPOSTS 16 REACTIONS 9 ER 69.1%

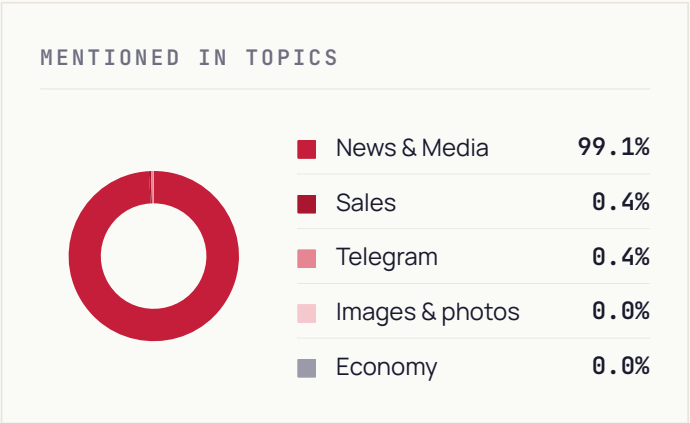
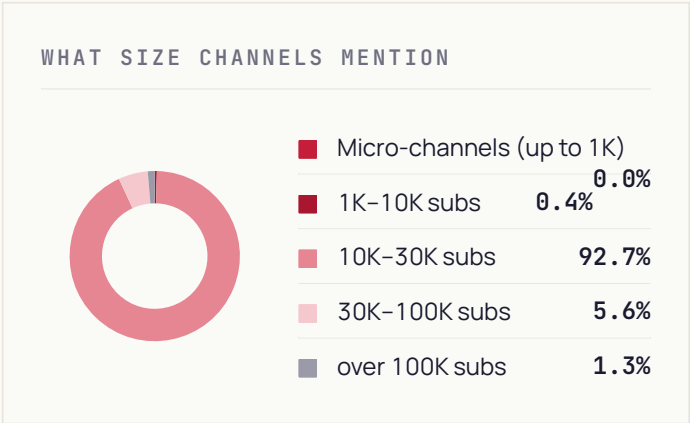
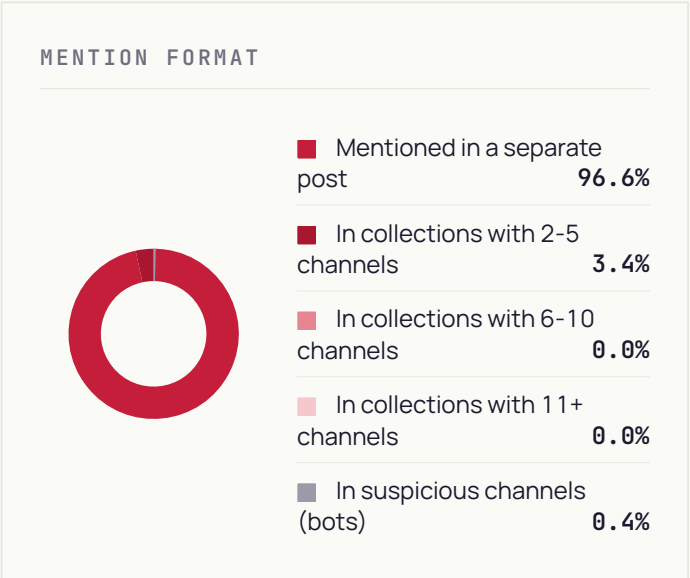
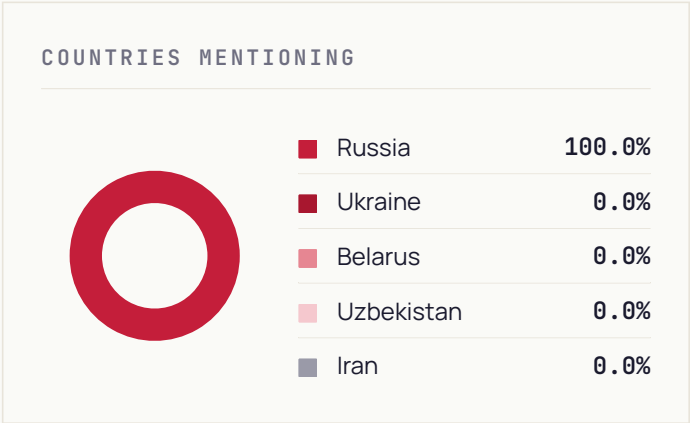
WORST 3

↓ 23.06 • 14:07 PHOTO Gazpromneft, Komintern St. 92 - 64.78 RUB 95 - 69.45 RUB 95 G-Drive - 71.45 RUB DT - not visible in photo Thanks, Dmitry, for the info...	VIEWS 1 863 REPOSTS 3 REACTIONS — ER 12.3%
↓ 23.06 • 14:04 PHOTO Lukoil, Strelka, near Metro 92 - 63.94 RUB 95 - 69.17 RUB 100 - 96.49 RUB DT - 77.39 RUB 🚗🚗🚗 Long queue 📍 Address on...	VIEWS 1 862 REPOSTS 9 REACTIONS 1 ER 12.3%
↓ 23.06 • 12:29 TEXT Info appeared about Euro 3 fuel at gas stations; we recommend asking attendants about fuel class...	VIEWS 1 814 REPOSTS 5 REACTIONS 10 ER 12.0%

SECTION 03 · CITATIONS

Who mentions the channel and how

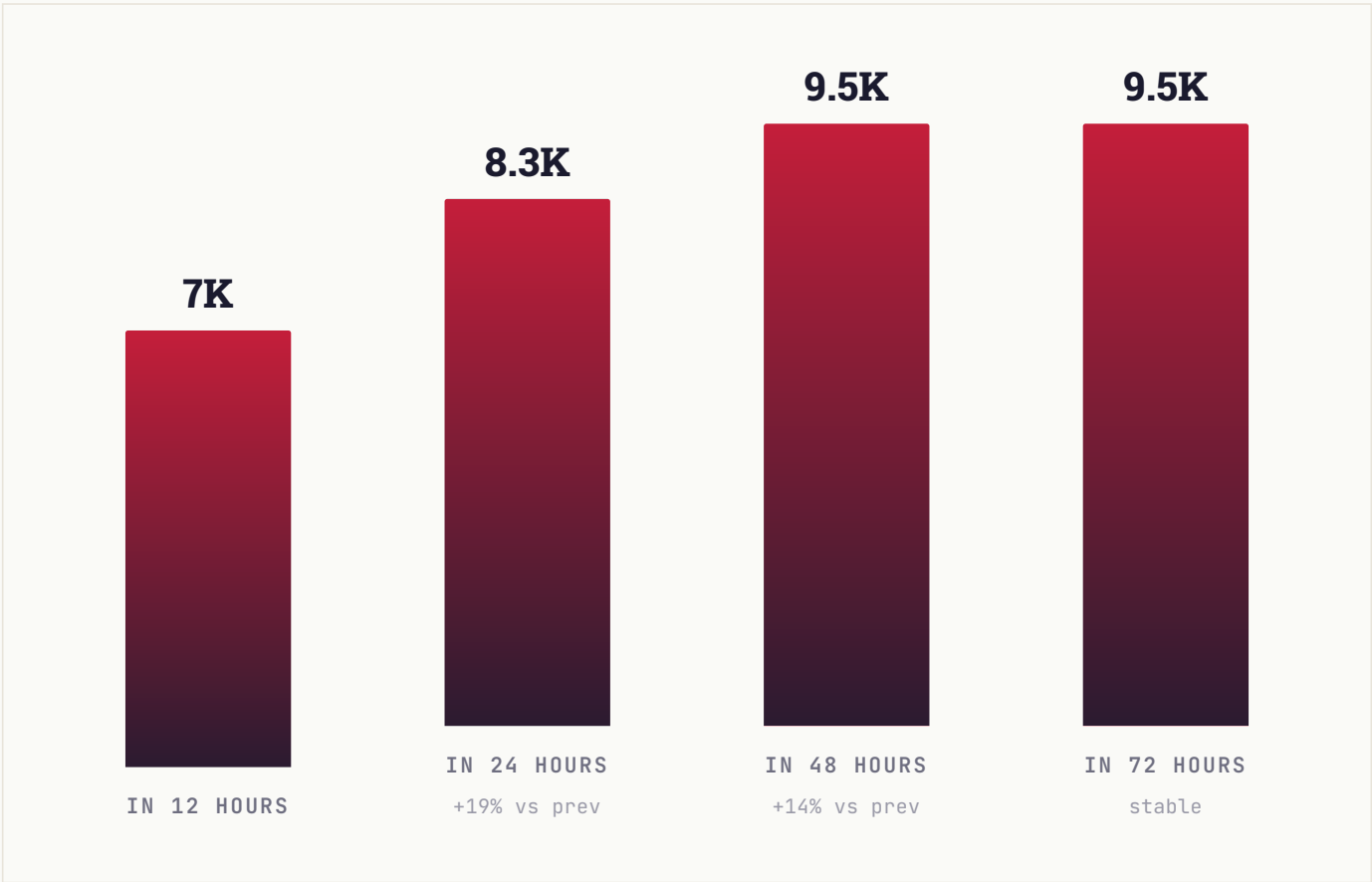
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned 19 different channels.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TR Trukha ⚡ Ukraine	3.1M
BN Бензин Нижний Новгород YOU	15.1K

COMPARATIVE INSIGHT

Channel still outside top 97 of niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "News & Media» (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 07 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience most active on this day at 12:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 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 — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Relevant audience growth

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further, 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