

PROMTPRESS PUBLIC REPORT

Channel audit

BMW / БМВ



@bmw_autooo

Closed club for BMW owners! Discuss, test, admire, and share useful tips. Registration RKN: <https://gosuslugi.ru/snet/68a487f7a8f3e3290c5f9bed> Link for...

SUBSCRIBERS

30 503

-549 per month

ERR (% SEE POSTS)

5.0%

last 24 hrs **2.0%**

REACH/POST

1.2K

ad reach **598**/24h

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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 it covers.

 SUBSCRIBERS 30 503 —	 SUBSCRIBER REACH 4.09% avg % subs see post	 VIEWS/POST 1.2K median 1.3K · 29 days	 POSTS/WEEK 16.3 for period
 7D TREND -31.2% vs previous week	 REACTIONS/POST 12.1 total 833 reactions, 447 reposts, 29 comments	 POST LENGTH 290 chars median 282 · 29 days	 POSTS ANALYZED 69 29 days
 AD REACH 598 24h avg	 CHURN / MONTH -549 last month	 CITATION RATE 268 citation index · 4,896 channels mentioned all time	 CHANNEL AGE 2 years 8 months created 14.11.2023

AI EDITOR SUMMARY

Channel «BMW / БМВ» — 30 503 subs. Avg post views 1.2K people (4% subs), reach is low — should grow audience. Publishes 16 posts/week (~2/day) — regular schedule. Week Jul 6–12 reach dropped -31.2% by week Jun 29 – Jul 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **69** posts in 29 days.
- 02 Dominant format – **Photo** (35/69 posts).
- 03 Avg post length – **290** chars (median 282).
- 04 Audience peak activity – **Saturday**, 17:00 MSK.
- 05 Top posts get **3×** more views than the weakest (1.9K avg for top vs 702 for worst) – among 69 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 14:52 VIDEO British engineer built a steam motorcycle that hits 100 km/h in 0.4 sec Yes, that's not a typo. The bike runs not on...		VIEWS 1 935	REACTIONS 6
		REPOSTS 25	ER 6.3%
Nº2 26.06 · 14:54 VIDEO Like time, like taxi 😁		VIEWS 1 907	REACTIONS 14
		REPOSTS 44	ER 6.3%
Nº3 24.06 · 05:31 PHOTO One Euro-3 fill won't kill your engine. Constant use might. Experts remind how Euro-3 fuel differs from regular...		VIEWS 1 867	REACTIONS 8
		REPOSTS 7	ER 6.1%

Nº4 28.06 · 05:38 PHOTO Russian dealer files lawsuit against BMW for 25 billion rubles According to Interfax, dealer group Avtodom filed a claim with the Moscow Arbitration Court...	VIEWS 1 845 REPOSTS 5	REACTIONS 24 ER 6.0%
Nº5 26.06 · 05:33 PHOTO Lyuda, we're screwed: AI-92 gas price exceeds 120 rubles at some Moscow region gas stations At several stations in Podolsk, gasoline...	VIEWS 1 841 REPOSTS 13	REACTIONS 21 ER 6.0%

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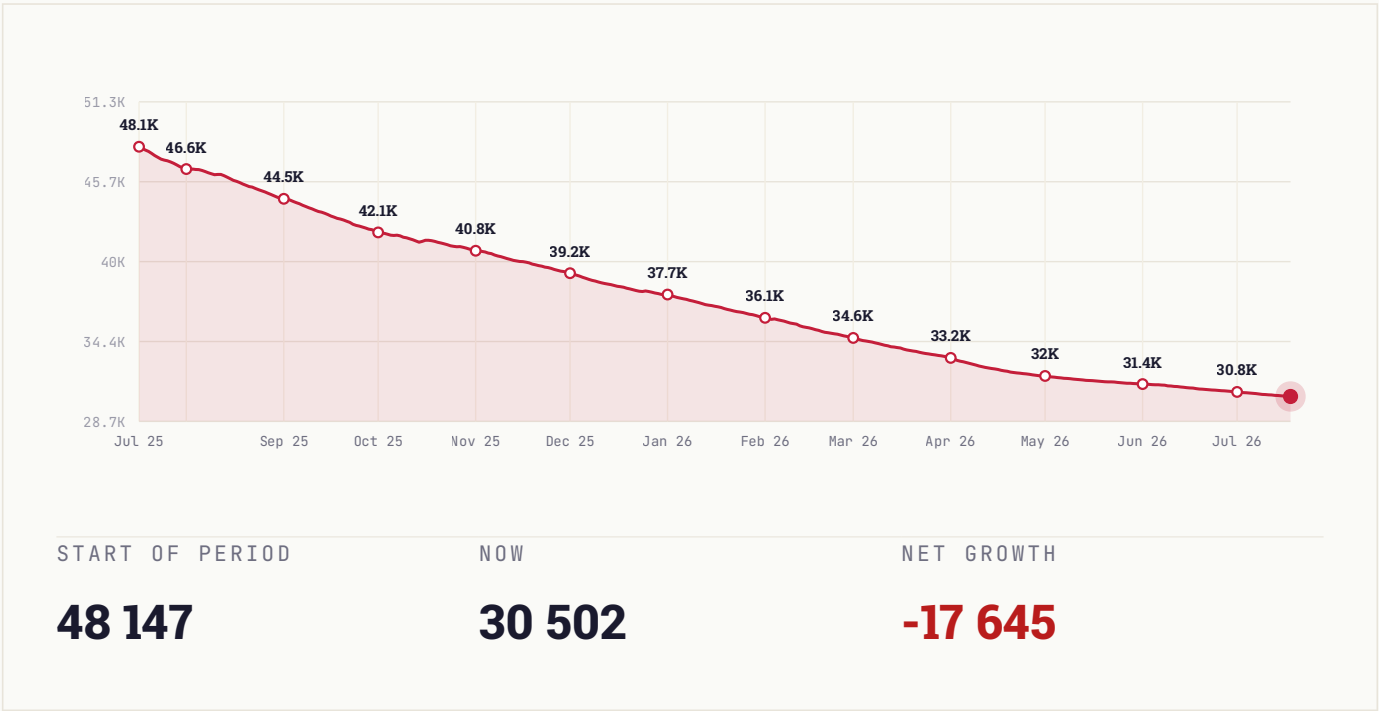
WORST 3

↓ 13.07 · 07:00 VIDEO When men were being handed out, he was watching: a guy locked a girl in the parking lot and wouldn't let her out.	VIEWS 749 REPOSTS 2	REACTIONS 12 ER 2.5%
↓ 15.07 · 05:15 VIDEO Painful to watch: In Moscow a guy with an axe smashed someone's Nissan GT-R, then got in his car and drove off. 🔥 PORSCHE! 💜...	VIEWS 679 REPOSTS 3	REACTIONS 6 ER 2.2%
↓ 15.07 · 12:05 VIDEO Awesome bimka 🐾	VIEWS 679 REPOSTS 1	REACTIONS 23 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

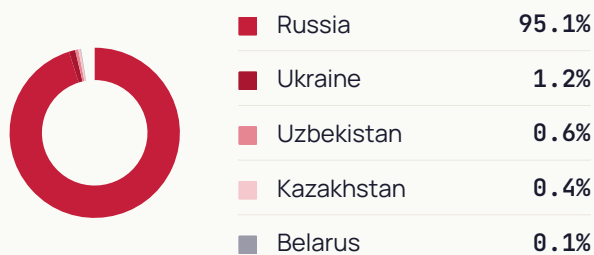


— SECTION 04 • MENTIONS

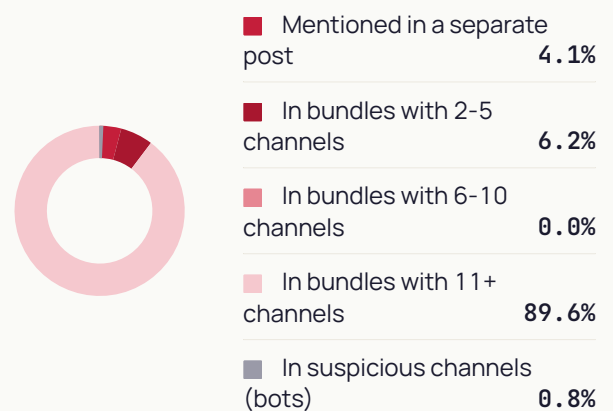
Who mentions the channel and how

Citation index **268** — 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 mentions: **4 896** different channels.

COUNTRIES MENTIONING YOU



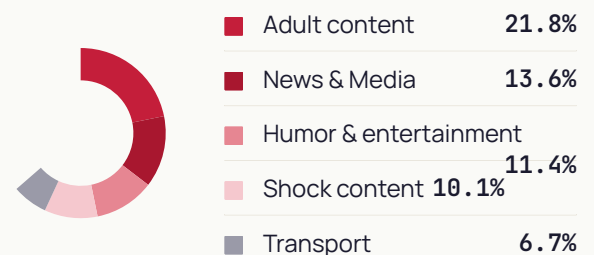
MENTION FORMAT



SIZE OF CHANNELS MENTIONING YOU



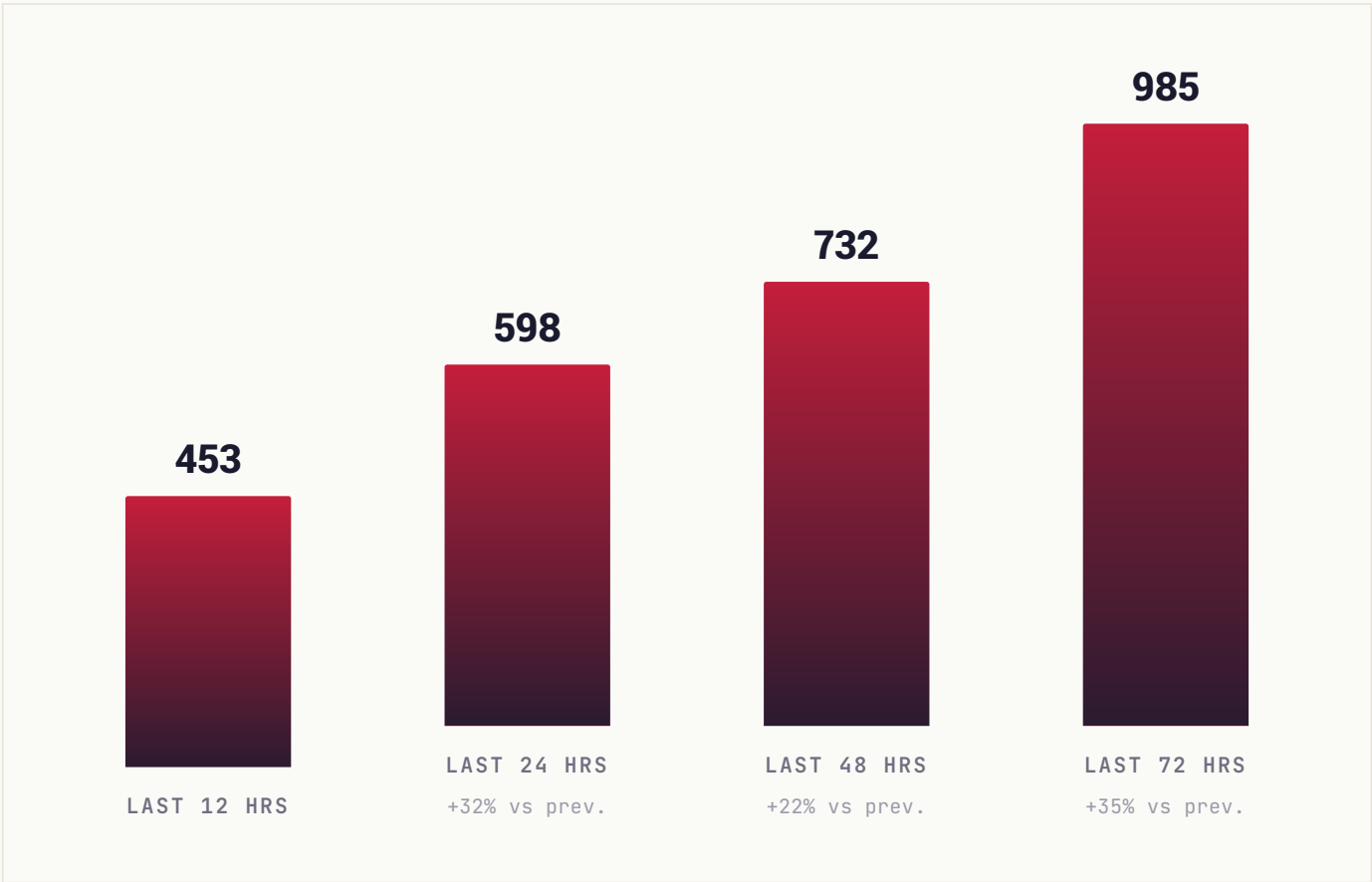
TOPICS MENTIONING YOU



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 is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	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
B/ BMW / BMB YOU	30.5K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 via systematic traffic & content 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 **3 470**, they brought **307** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	73	73	0	
December 2025	374	287	38	
November 2025	593	516	0	
October 2025	867	822	167	
Sep 2025	90	90	0	
August 2025	1 473	554	102	
TOTAL MENTIONS		MONTHS IN DATA		ATTRACTED SUBSCRIBERS
3 470		6		307

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Transport» (Russia) and compared your channel.
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 off and revisit this report in a month.

- 01

Top post of the week — on Saturday

Audience is most active on this day at 17:00 MSK.

EFFECT

Best time for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.09% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.4pp 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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