

PUBLIC REPORT BY PROMTPRESS

Channel audit

CarsTrends



@cars_trends

Hottest news, trends & reviews: from legendary supercars to the latest models. Ads <https://clck.ru/3Rasss> RKN <https://www.gosuslugi.ru/snet/68e6627c4e3c2a74de4eda56>

SUBSCRIBERS

168 652

+43999 per month

ERR (% SEE POSTS)

26.0%

in 24 hours 8.4%

REACH/POST

70.1K

ad reach 13.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 168 652 —	 SUBS REACH 41.59% avg % subs see post	 VIEWS/POST 70.1K median 71K · 24 days	 POSTS/WEEK 0.8 over period
 7D TREND — no data for period	 REACTIONS/POST 597.0 total 1,791 reactions, 716 reposts, 0 comments	 POST LENGTH 1,000 chars median 1000 · 24 days	 POSTS ANALYZED 3 24 days
 AD REACH 13.5K 24h avg	 CHURN / MONTH +43999 last month	 QUOTABILITY 0 citation index · 95 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 04.02.2024

AI EDITOR SUMMARY

Channel «CarsTrends» — 168 652 subs. Each post averages 70.1K people (42% of subs), wide reach for a channel this size. Publishes 1 posts per week (~0 per day) — rare publications.

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 3 posts over 24 days.
- 02 Dominant format – Photo (3/3 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Saturday, 21:00 MSK.
- 05 Top posts get 1× more views than the weakest (70.1K avg for top vs 70.1K for worst) – among 3 posts over 24 days. Analyze what the top shares: topic, format, timing.

TOP 3 POSTS

№113.06 · 18:25PHOTO	VIEWS	REACTIONS
	77 427	595
Volkswagen preps large hybrid crossover with 1500 km range ID. Era 8X – a large crossover co-developed with SAIC for...	REPOSTS	ER
	281	45.9%
№226.05 · 14:31PHOTO	VIEWS	REACTIONS
	71 046	603
Tenet T4L prices revealed First data on the cost of the new Tenet T4L crossover, now produced in Kaluga at the former...	REPOSTS	ER
	209	42.1%
№320.06 · 14:02PHOTO	VIEWS	REACTIONS
	61 971	593
GAC to bring electric crossover Hyptec HT to Russia Russia announced GAC Hyptec HT. A coupe-style electric crossover...	REPOSTS	ER
	226	36.7%

WORST 3

↓ 13.06 · 18:25 PHOTO Volkswagen preps large hybrid crossover with 1500 km range ID. Era 8X – a large crossover co-developed with SAIC for...	VIEWS 77 427 REPOSTS 281	REACTIONS 595 ER 45.9%
↓ 26.05 · 14:31 PHOTO Tenet T4L prices revealed First data on the cost of the new Tenet T4L crossover, now produced in Kaluga at the former...	VIEWS 71 046 REPOSTS 209	REACTIONS 603 ER 42.1%
↓ 20.06 · 14:02 PHOTO GAC to bring electric crossover Hyptec HT to Russia Russia announced GAC Hyptec HT. A coupe-style electric crossover...	VIEWS 61 971 REPOSTS 226	REACTIONS 593 ER 36.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

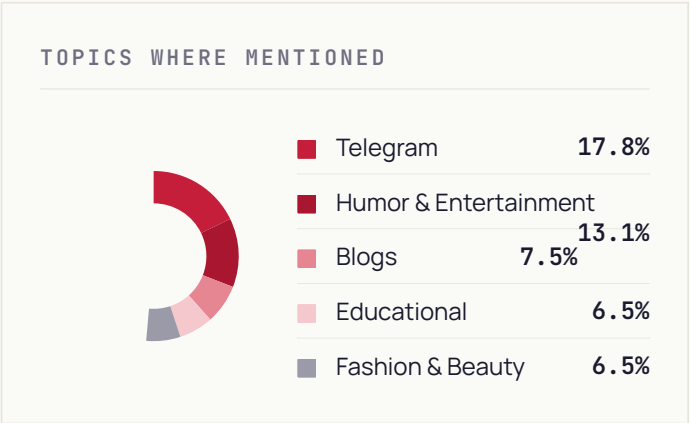
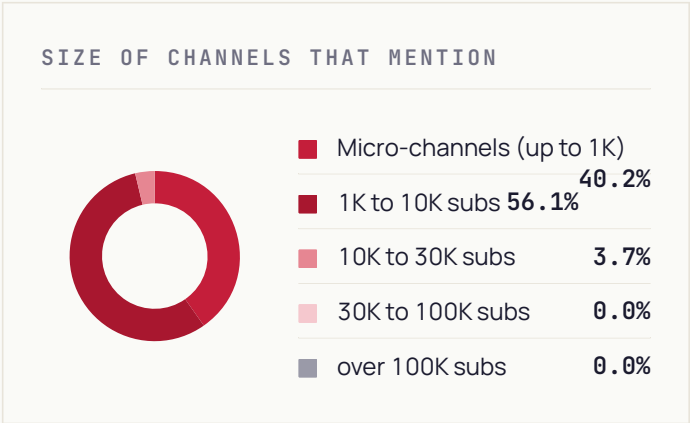
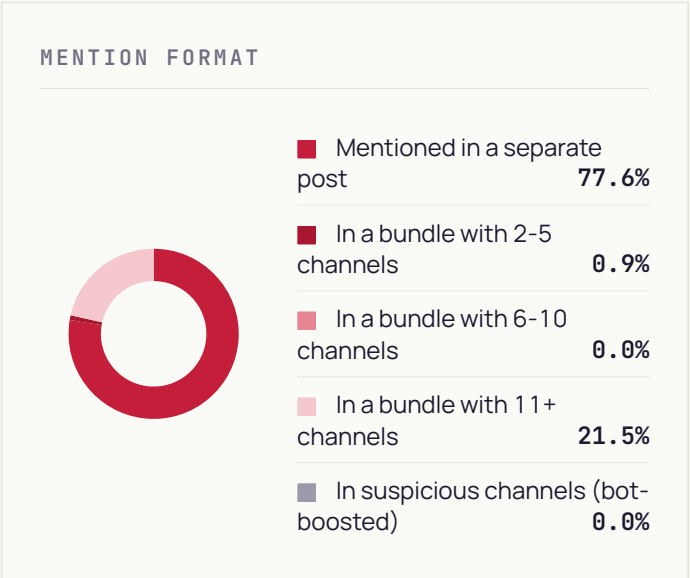
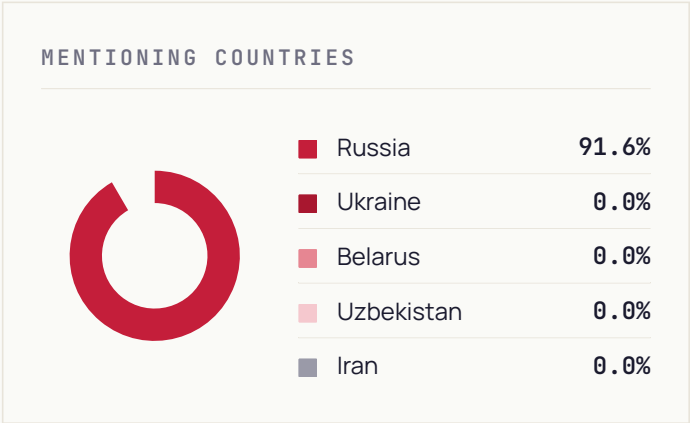
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

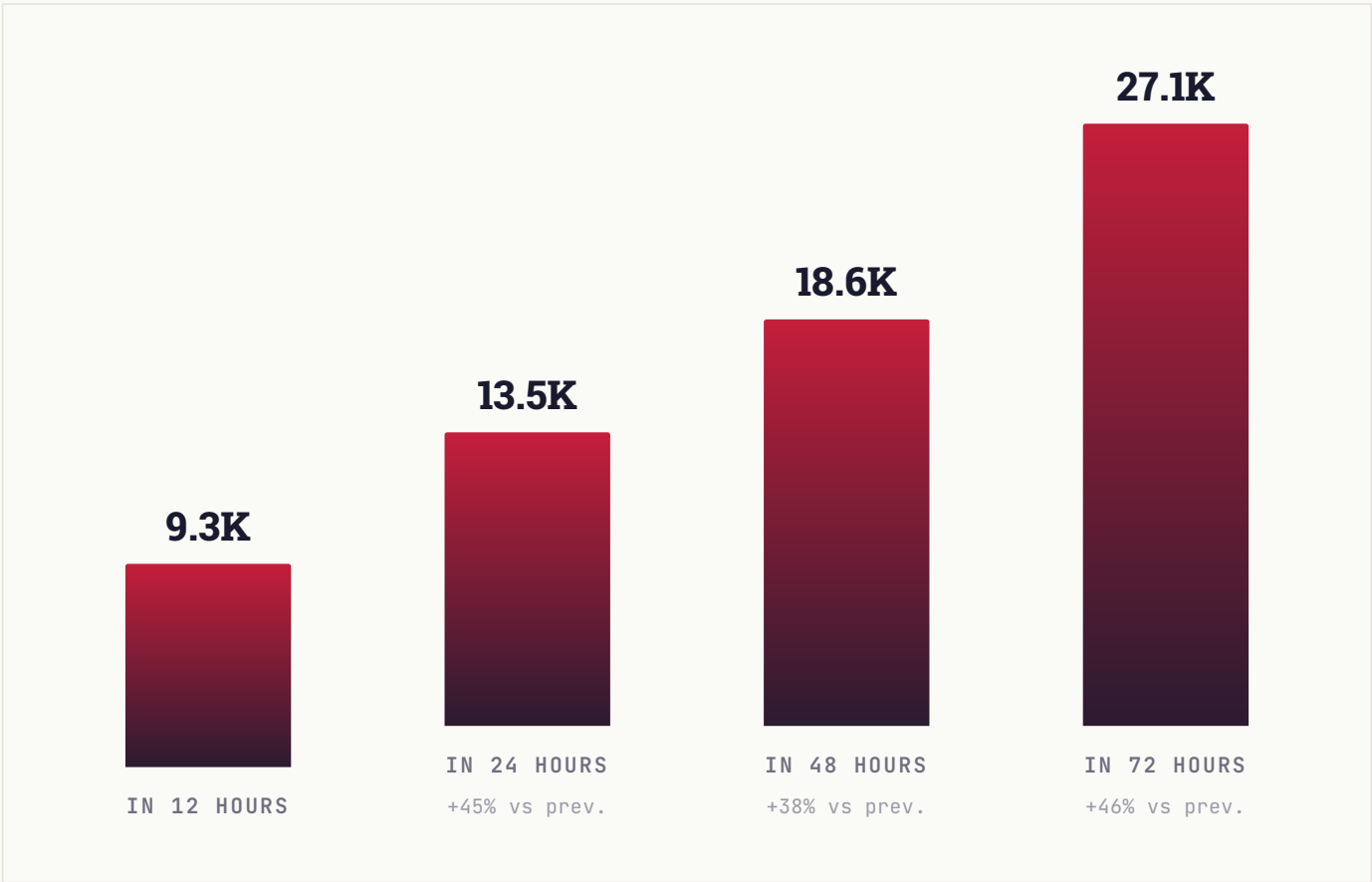
Citation index 0 – channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 95 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
TI	Cars & Dot	3.4M
AV	Avtomanya	1.8M
WE	WENGALLBI	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI	Fighterbomber	520.8K
AV	Auto.ru	497.5K
GA	Garage	487K
AV	AVTOZAKAZ.RU	479.8K
ZR	Behind the Wheel	473.8K
AV	Auto Instructor	466.8K
CA	CarsTrends YOU	168.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#50 of 98). Niche median — 166K subs.
First KPI: reach median. Leader: Cars & Dot (3.4M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we log posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **99**, they brought **13 220** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	5 880
Nov 2025	42	42	152
Oct 2025	57	55	7 188
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
99	6	13 220

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took 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.

#50/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 0.8 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Saturday**

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

EFFECT

**Best time for
an important
post****03****Increase video post share**

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

EFFECT

**Video retains
audience
better****04****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****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with 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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