

PROMTPRESS PUBLIC REPORT

Channel audit

CARSELLER |

Автомобили

под заказ



@carsellerdv1

We import cars from China, Japan, and Korea – turnkey, delivered across Russia. ♦ 1000+ cars delivered to clients ♦ Selection & estimate for your budget ♦ Delivery from 20 days ✉ Questions – @carseller_manager 💬...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
12 860 18.07.2026 -148 per month	9.0% last day 4.5%	1.1K HTTPS://PROMTPRESS.COM/AUDIT/CARSELLERDV1 ad reach 580/24h

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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 12 860 —	 SUBS REACH 8.42% avg % of subs see post	 VIEWS/POST 1.1K median 1.1K · 29 days	 POSTS/WK 27.4 for period
 7D TREND -6.3% vs previous week	 REACTIONS/POST 16.2 only 1,866 reactions, 295 reposts, 56 comments	 POST LENGTH 786 chars median 954 · 29 days	 POSTS ANALYZED 115 29 days
 AD REACH 580 24h avg	 CHURN / MONTH -148 last month	 CITATION RATE 258 citation index · 519 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 20.11.2022

AI EDITOR SUMMARY

Channel «CARSELLER | Cars to order» — 12 860 subs. Avg views per post: 1.1K people (8% of subs), reach is low — consider expanding audience. Publishes 27 posts per week (~4/day) — active posting. For week Jul 6–12 reach dropped -6.3% by week Jun 29 – Jul 5 — worth analyzing why.

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 115 posts over 29 days.
- 02 Dominant format – Photo (79/115 posts).
- 03 Avg post length – 786 chars (median 954).
- 04 Peak audience activity – Wednesday, 10:00 MSK.
- 05 Top posts drive 2× more views than the weakest (1.4K avg for top vs 837 for worst) – among 115 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 07:36 PHOTO VOLKSWAGEN LAMANDO L – IN STOCK (CHINA) Looks like a rich man's sports car, but actually – a practical VW for everyday life. Cool stuff includes...	VIEWS 1 382 REPOSTS 3	REACTIONS 16 ER 10.7%
Nº2 22.06 · 11:12 PHOTO Know which model is the best-seller in Japan? The boxy Honda N-Box, launched in 2023. In 2025 sales dropped only 2.4%...	VIEWS 1 381 REPOSTS 5	REACTIONS 20 ER 10.7%
Nº3 26.06 · 11:14 PHOTO LEFT-HAND DRIVE CROSSOVERS FROM 1.76 TO 2.5 MILLION ₪ We've picked six fresh city crossovers. They save you when a sedan's ground clearance isn't enough...	VIEWS 1 378 REPOSTS 5	REACTIONS 14 ER 10.7%

Nº421.06 · 11:42 PHOTO SEDANS FROM 1.9 TO 2.5 MILLION ₺ They're equally comfortable for weekday errands and weekend road trips. Here you'll find...	VIEWS	REACTIONS
	1 350	28
	REPOSTS	ER
	2	10.5%

Nº519.06 · 11:42 PHOTO Audi brought back the ICONIC A6 allroad as a hybrid While everyone is making crossovers, Audi decided to remind why many still...	VIEWS	REACTIONS
	1 330	32
	REPOSTS	ER
	6	10.3%

WORST 3

↓ 14.07 · 07:31 PHOTO HALF OF VOLKSWAGEN MODELS TO BE AXED By 2030 Volkswagen plans to HALVE its global model lineup, and the number of engines and...	VIEWS	REACTIONS
	860	11
	REPOSTS	ER
	1	6.7%

↓ 15.07 · 09:39 PHOTO Today you are Volkswagen's chief engineer You have a Golf VI with a 1.6 engine and DSG, unlimited budget and a team...	VIEWS	REACTIONS
	832	10
	REPOSTS	ER
	—	6.5%

↓ 14.07 · 04:13 VIDEO (post without caption — video)	VIEWS	REACTIONS
	820	10
	REPOSTS	ER
	1	6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

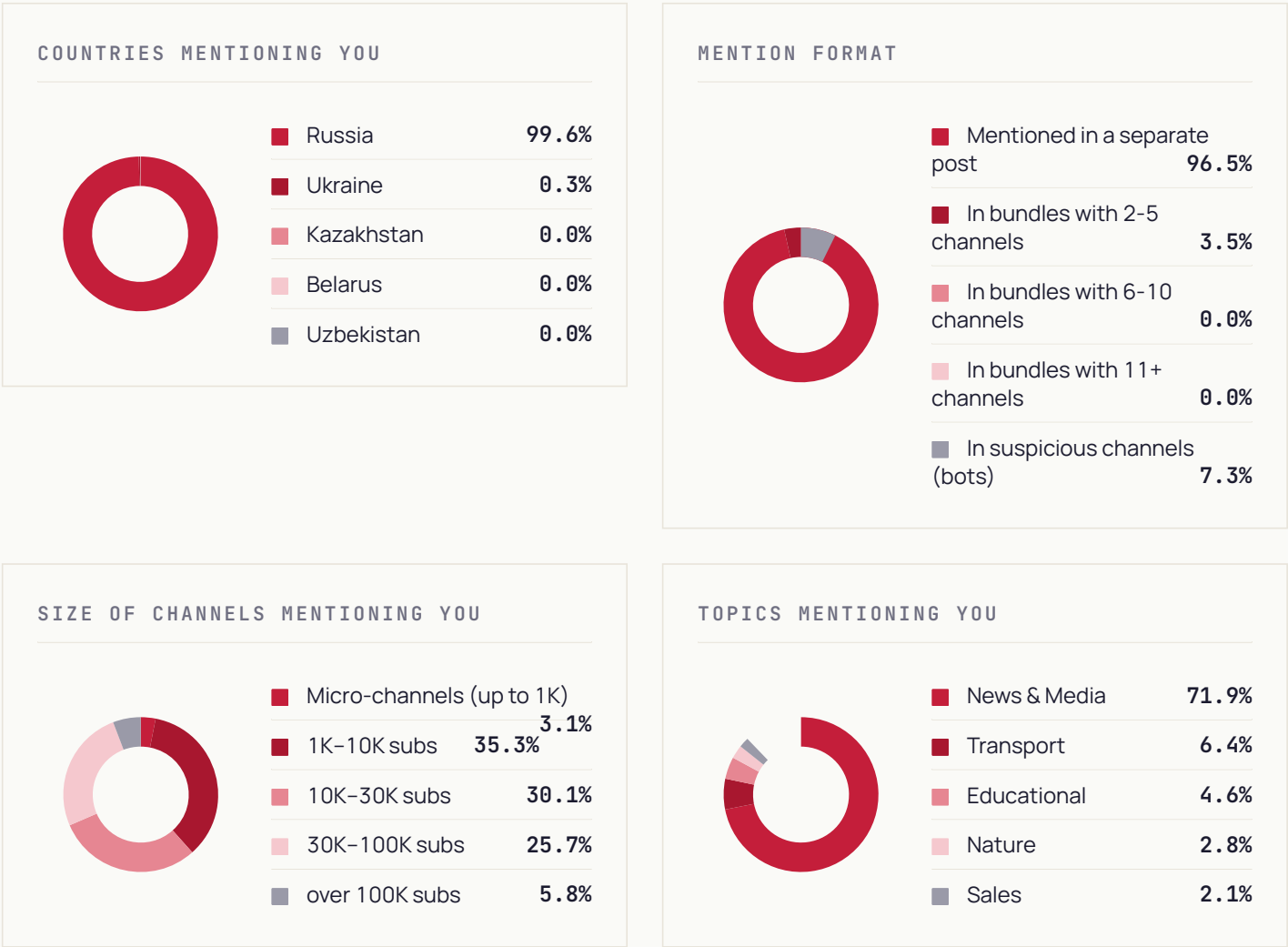
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

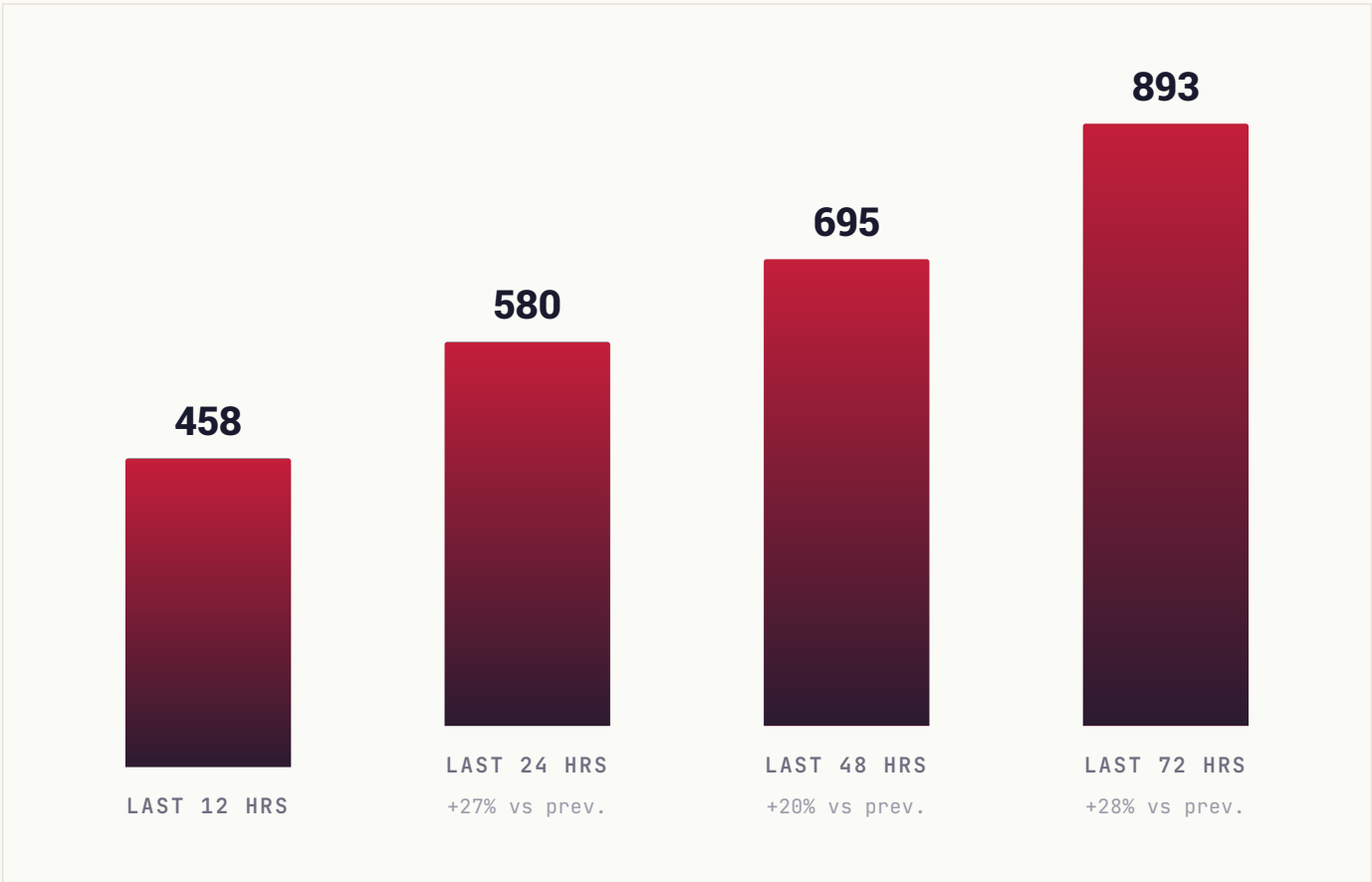
Citation index **258** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **519** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted – see its rank 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
CJ	CARSELLER Автомобили под заказ	YOU 12.9K

COMPARATIVE SUMMARY

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **57**, they brought **5 394** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	2	1	415
December 2025	9	1	157
Nov 2025	5	1	495
Oct 2025	1	1	917
September 2025	8	1	1 341
August 2025	32	2	2 069

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
57	6	5 394

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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 Wednesday

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

EFFECT

Best window for a key post
- 02

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
- 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

Organic traffic source

★ 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 through us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager