

PROMTPRESS PUBLIC REPORT

Channel audit

Auto.ru



@carsnosleep

Auto.ru — news, reviews, tests and memes. Our channels: <https://t.me/addlist/QSQ3Rdr7M9szYmQy> Suggest news: @autoruonline_bot For all ad inquiries write to:...

SUBSCRIBERS

497 466

-14616 per month

ERR (% SEE POSTS)

7.0%

daily 2.9%

REACH/POST

33.3K

ad reach 14.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 497 466 —	 SUBSCRIBER REACH 6.7% avg % subs see post	 VIEWS/POST 33.3K median 24.7K · 29 days	 POSTS/WEEK 18.8 over period
 7D TREND +120.8% vs previous week	 REACTIONS/POST 638.8 50,464 reactions, 6,778 reposts, 2,590 comments	 POST LENGTH 469 chars median 509 · 29 days	 POSTS ANALYZED 79 29 days
 AD REACH 14.3K 24h avg	 CHURN / MONTH -14616 last month	 CITATION RATE 956 citation index · 1,397 channels mentioned ever	 CHANNEL AGE 7 years 11 months created 25.06.2018

AI EDITOR SUMMARY

Channel «Auto.ru» — 497 466 subs. Each post avg views 33.3K people (7% of subs), reach low — expand audience. Publishes 19 posts/week (~3/day) — regular. Week Jun 8–14 reach up +120.8% vs week Jun 1–7 — positive trend.

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 **79** posts over 29 days.
- 02 Dominant format – **Photo** (53/79 posts).
- 03 Avg post length – **469** chars (median 509).
- 04 Audience peak – **Saturday**, 11:00 MSK.
- 05 Top posts get **10x** more views than weakest (214.5K avg top vs 21.9K worst) – 79 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 09:03 PHOTO Ex-Forza Horizon devs announce new racing game Maverick Games reveals debut project Clutch – a car action...	VIEWS 289 342 REP. 547	REACTIONS 273 ER 58.2%
Nº2 13.06 · 08:34 PHOTO Drivers increasingly annoyed by electronic assistants ⚡ According to Driver Power study, lane keeping assist is the most bothersome...	VIEWS 183 865 REP. 102	REACTIONS 349 ER 37.0%
Nº3 20.06 · 09:03 PHOTO At the FIFA World Cup they give away cars for goals. No, we're not joking ⚡ Jeep will give 100 Wranglers if the US team wins the World Cup. Seriously...	VIEWS 170 364 REP. 41	REACTIONS 172 ER 34.2%

Nº4 30.05 · 16:58 PHOTO VAGBURG is ending — this year was really interesting 🗒 We met and saw dozens of cars with cool stories: 🗒 Old-school VW...	VIEWS 31 457 REP. 175	REACTIONS 685 ER 6.3%
Nº5 11.06 · 17:00 PHOTO Moskvich in M-package — now you've seen it all 🐱 What's the weirdest badge, inscription or sticker you've seen on a car? Share photos...	VIEWS 31 039 REP. 108	REACTIONS 365 ER 6.2%

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WORST 3

↓ 25.05 · 13:25 VIDEO ↗ Stable choice + growing demand 🐼 Today we compare the April top-10 used car models aged 3 to 14 years by...	VIEWS 21 905 REP. 18	REACTIONS 200 ER 4.4%
↓ 05.06 · 17:01 TEXT Friday discussion is now open! 🗒 Which domestic car do you think is the most overrated? Comment below ↓	VIEWS 21 861 REP. 3	REACTIONS 109 ER 4.4%
↓ 30.05 · 13:13 VIDEO We continue to check out the coolest VAGBURG cars — and most are gathered, of course, at the Auto.ru stand. One of the very few...	VIEWS 21 800 REP. 30	REACTIONS 426 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

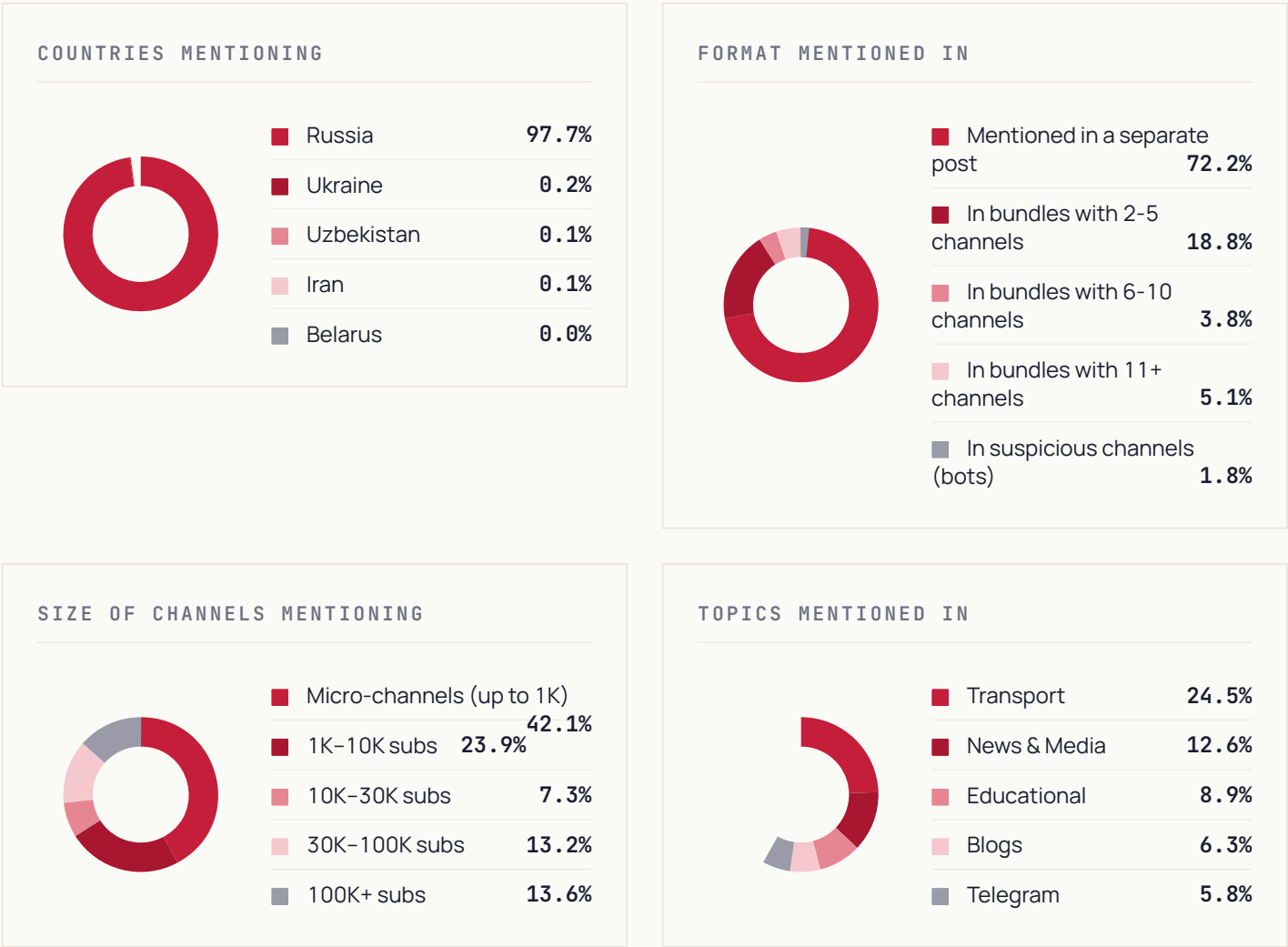
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

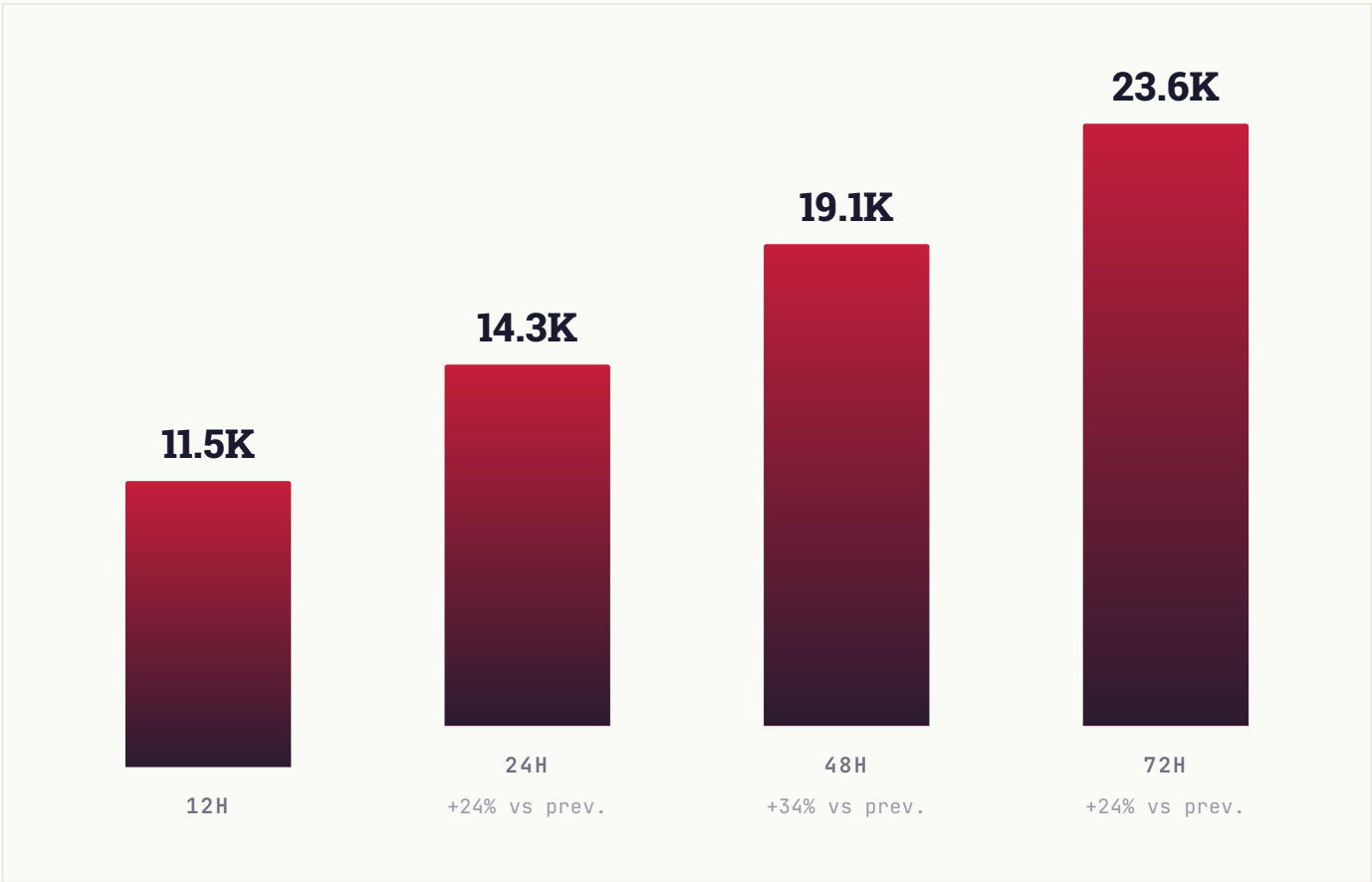
Citation index **956** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **1 397** different channels.



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	3.4M
AB	Automania	1.8M
WE	WENGALLBI	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI	Fighterbomber	520.8K
AB	Auto.ru YOU	497.5K
GA	Garage	487K
AB	AVTOZAKAZ.RU	479.8K
ZR	Behind the wheel	473.8K
AB	Driving instructor	466.8K
KM	CRIMEAN BRIDGE: operational info	464.9K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#6 of 98). Strong position. Niche leader — Cars & Point (3.4M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

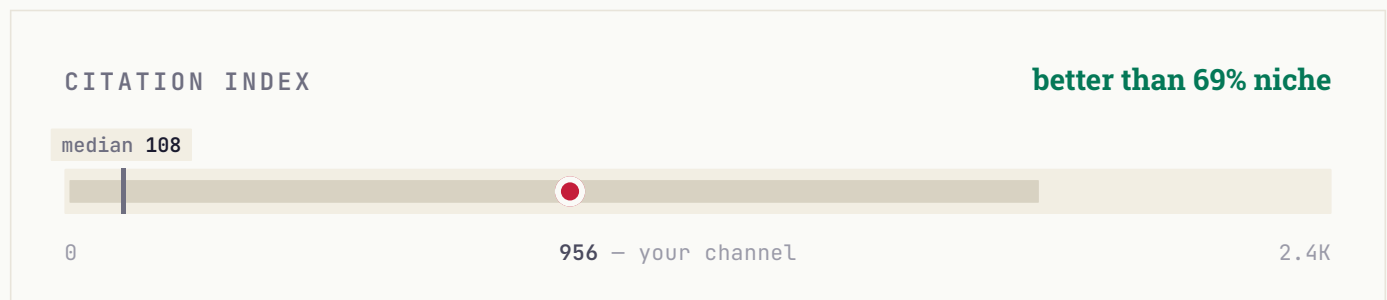
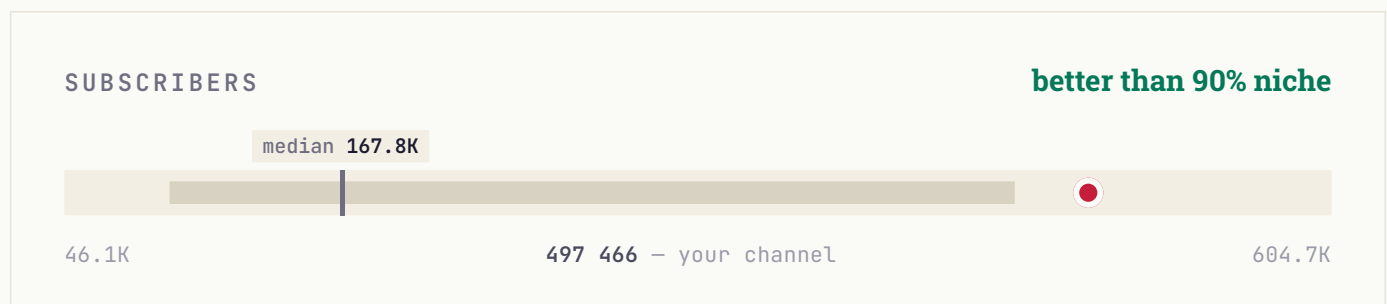
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **196**, they brought **359 155** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	34	30	66 879
Nov 2025	34	31	14 141
Oct 2025	39	20	135 498
September 2025	12	6	71 268
August 2025	29	18	4 692
July 2025	48	37	66 677
TOTAL MENTIONS			196
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			359 155

Where channel stands in its league

#6 /100 RANK IN NICHE
Channel in top 6% transport Russia



— 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 Saturday
Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for important posts

02

Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We 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). PromtPress picks sources for the niche.

EFFECT
+1000-3000 subs

04

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

EFFECT
+5-15% ER

05

Cross-promo with adjacent channels
Exchange 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 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
