

PUBLIC REPORT BY PROMTPRESS

Channel audit

Changan Russia



@changanrf

Official account of Changan Russia: <https://changanauto.ru/>

Contact us: - Hotline: 8 (800) 333 66 68 - Email: info@changanauto.ru - In the private messages of our group...

SUBSCRIBERS

420 899

+20754 per month

ERR (% SEE POSTS)

1.0%

last 24 hours **0.3%**

REACH/POST

2.4K

ad reach **1K**/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 420 899 —	 SUBSCRIBER REACH 0.57% avg % subs see post	 VIEWS/POST 2.4K median 2.2K · 28 days	 POSTS/WEEK 9.9 for period
 7D TREND -20.4% vs previous week	 REACTIONS/POST 27.9 total 1,118 reactions, 402 reposts, 221 comments	 POST LENGTH 586 chars median 598 · 28 days	 POSTS ANALYZED 40 28 days
 AD REACH 1K 24h avg	 CHURN / MONTH +20754 last month	 CITATION RATE 23 citation index · 147 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 14.03.2022

AI EDITOR SUMMARY

Channel «Changan Russia» — 420 899 subs. Each post averages 2.4K people (1% from subs), reach is low — consider expanding audience. Publishes 10 posts per week (~1/day) — steady pace. For week Jun 8–14, reach dropped -20.4% by week 1–7 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 40 posts over 28 days.
- 02 Dominant format – Photo (22/40 posts).
- 03 Avg post length – 586 chars (median 598).
- 04 Peak audience activity – Monday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.1K avg for top vs 1.7K for worst) – among 40 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 10:16 VIDEO Some measure the world in goals. Some in millimeters. But all strive for one thing: to get closer to perfection. CHANGAN –...	VIEWS 4 273 REPOSTS 37	REACTIONS 21 ER 1.0%
Nº2 28.05 · 16:02 PHOTO 📌 Updated CHANGAN UNI-V hits the starting line Sales of the new CHANGAN UNI-V have officially launched in Russia. The dynamic liftback has become more powerful...	VIEWS 4 071 REPOSTS 29	REACTIONS 27 ER 1.0%
Nº3 26.05 · 09:50 VIDEO Changan and the Portuguese national football team officially become partners! But behind this decision are not only signatures on...	VIEWS 3 890 REPOSTS 30	REACTIONS 13 ER 0.9%

Nº4 27.05 · 12:04 PHOTO 🚗 New CHANGAN CS75 PLUS: an interior you want to touch The updated crossover offers the owner a fundamentally new level of...	VIEWS 3 588 REPOSTS 4	REACTIONS 34 ER 0.9%
Nº5 25.05 · 14:00 VIDEO 🚗🚗 A color that makes you fall in love at first sight The updated CHANGAN UNI-V is not only more powerful technically, but also has gained a truly...	VIEWS 3 579 REPOSTS 23	REACTIONS 23 ER 0.9%

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WORST 3

↓ 17.06 · 16:01 POLL (captionless post – poll)	VIEWS 1 730 REPOSTS 3	REACTIONS 17 ER 0.4%
↓ 17.06 · 16:01 TEXT Força Portugal! In exactly one hour the Portuguese national team will start fighting for the World Cup. Emotions are at their peak, players are finishing...	VIEWS 1 710 REPOSTS 2	REACTIONS 24 ER 0.4%
↓ 17.06 · 17:53 PHOTO Break 🚗 Time to catch your breath and admire the dynamic CHANGAN UNI-V on the field! Behind us are forty-five minutes of beautiful, uncompromising...	VIEWS 1 665 REPOSTS 4	REACTIONS 34 ER 0.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

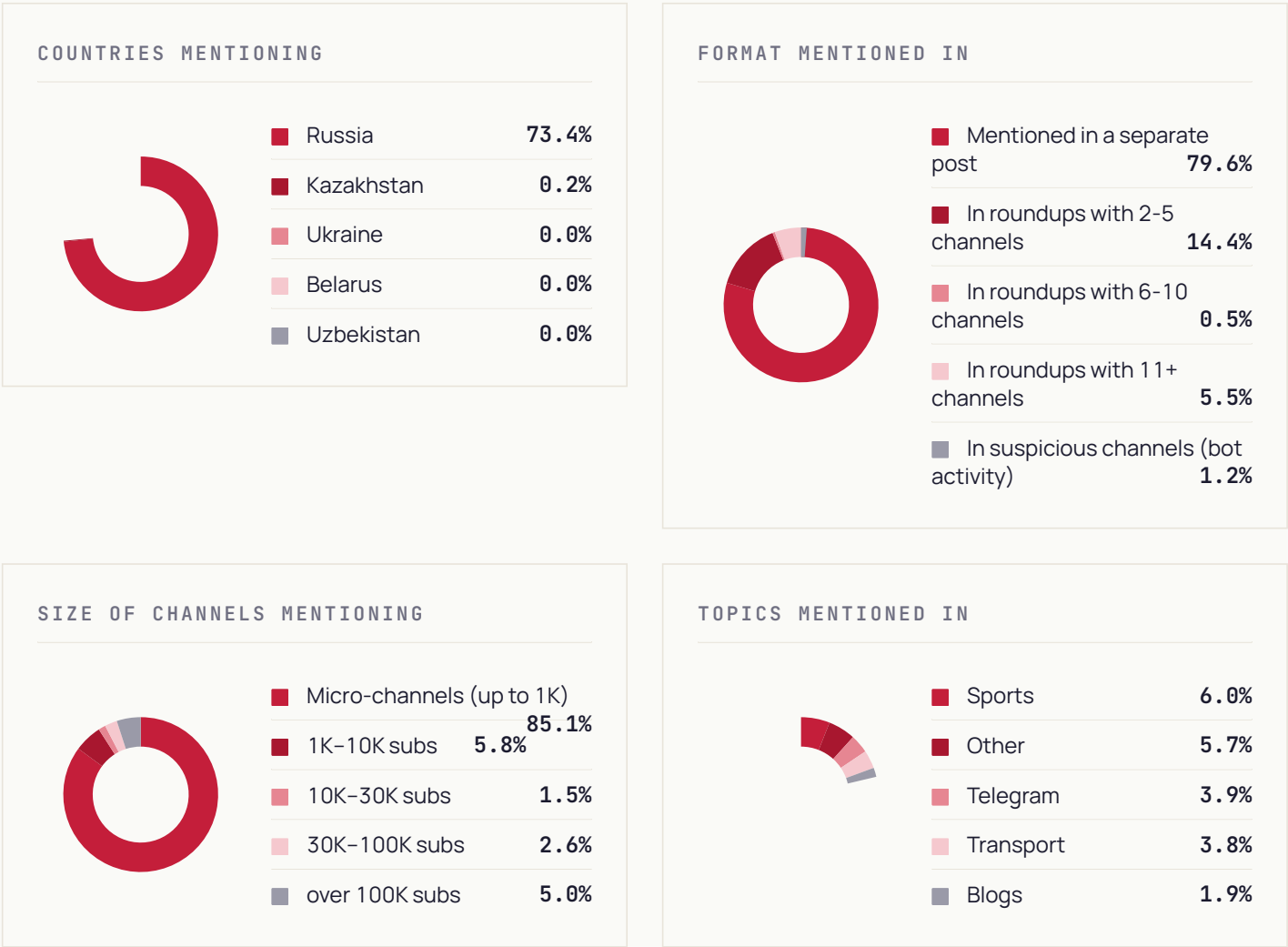
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

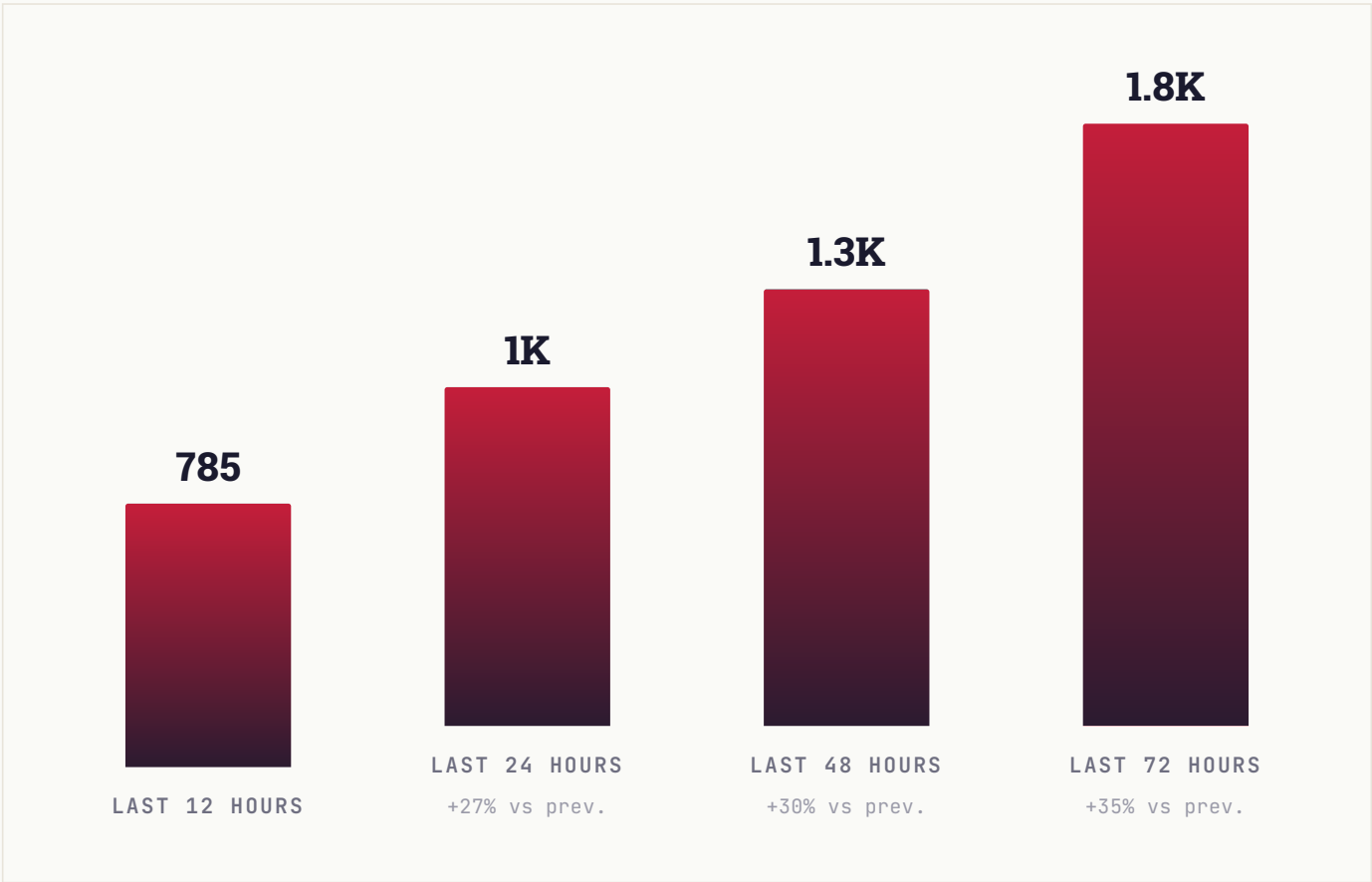
Citation index **23** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **147** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI Fighterbomber	520.8K
AB Auto.ru	497.5K
GA Garage	487K
AB AVTOZAKAZ.RU	479.8K
ZR Behind the Wheel	473.8K
AB Auto Instructor	466.8K
CR Changan Russia YOU	420.9K

COMPARATIVE CONCLUSION

Channel intop 25% of niche (#12 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions occurred **160**, they brought **432 568** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	52	15	170 985
November 2025	32	22	70 835
October 2025	36	17	43 920
Sep 2025	10	6	35 472
August 2025	23	12	76 490
July 2025	7	5	34 866

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
160	6	432 568

SECTION 08 · NICHE COMPARISON

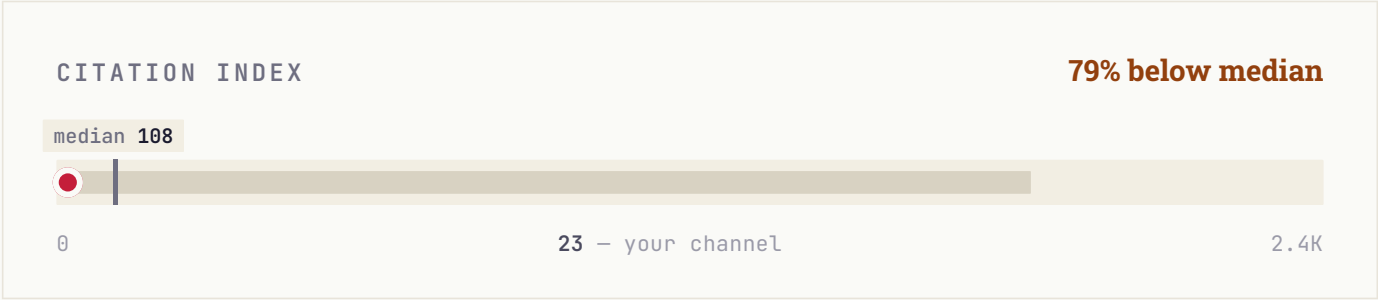
Where the channel stands in its league

Took top-100 channels in category "Transport» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#12/100

POSITION IN NICHE

Channel in top 12% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Main post of the week — on Monday
 Audience most active on this day at 1:00 PM MSK.

EFFECT
Best window for an important post

02

ER below niche benchmark — rethink formats
 Current ER 0.57% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+4.9pp 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 typically give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with nearby channels
 Swap 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 minutes from public data. Want to go further? Run ads through us & 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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