

PROMTPRESS PUBLIC REPORT

Channel audit

Honest Mikhail



@chperekup

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<https://t.me/chperekup/2083> <https://knd.gov.ru/license?id=678f4ef0714103552afac834&istryType=bloggersPermission#P33AW>

SUBSCRIBERS

63 115

+313 per month

ERR (% SEE POSTS)

21.0%

per day 10.9%

REACH/POST

12.9K

ad reach 6.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 63 115 —	 SUBS REACH 20.52% avg % of subs see post	 VIEWS/POST 12.9K median 12.2K · 26 days	 POSTS/WEEK 12.3 for the period
 7D TREND -22.9% vs previous week	 REACTIONS/POST 97.4 total 4 576 reactions, 600 reposts, 225 comments	 POST LENGTH 266 chars median 181 · 26 days	 POSTS ANALYZED 47 26 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH +313 last month	 CITATION RATE 13 citation index · 18 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Honest Mikhail» — 63 115 subs. Each post gets avg 12.9K people (21% of subs), average reach — room to grow. Posts 12 posts/week (~2/day) — steady pace. For week Jun 29 – Jul 5 reach dropped -22.9% to week 22–28 Jun — 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 47 posts over 26 days.
- 02 Dominant format — Video (33/47 posts).
- 03 Avg post length — 266 chars (median 181).
- 04 Peak audience activity — Sunday, 10:00 MSK.
- 05 Top posts get 3x more views than the weakest (25.7K avg for top vs 7.9K for worst) — among 47 posts over 26 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 14.06 · 12:36 PHOTO M&Ms	VIEWS 28 226 REPOSTS 14	REACTIONS 386 ER 44.7%
Nº2 14.06 · 07:46 VIDEO (post without caption — video)	VIEWS 25 153 REPOSTS 9	REACTIONS 134 ER 39.9%
Nº3 13.06 · 15:02 VIDEO Tomorrow at 12:00 meetup at Krasnaya Roza in Khamovniki! I'll bring my Ferrari, Cayenne, Maserati MC20, plus Testarossa and NSX from the series! Entry...	VIEWS 23 581 REPOSTS 48	REACTIONS 159 ER 37.4%

Nº4 19.06 · 20:59 PHOTO Suspension and proper wheels do the job 🥰 As always VISSOL 🙌🙌🙌 P/S Will do a photoset soon, but couldn't resist) Wanted to...	VIEWS 23 355 REPOSTS 32	REACTIONS 467 ER 37.0%
Nº5 19.06 · 14:14 VIDEO (post without caption – video)	VIEWS 20 067 REPOSTS 7	REACTIONS 81 ER 31.8%

|

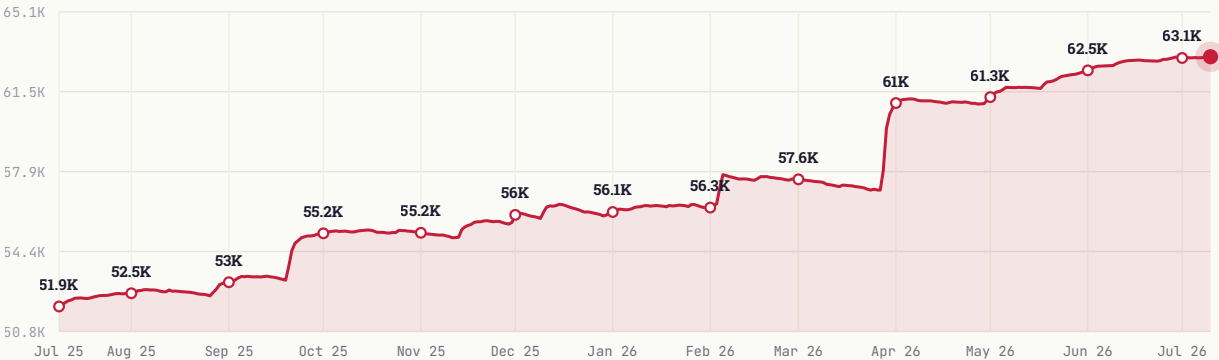
WORST 3

↓ 01.07 · 07:01 VIDEO (post without caption – video)	VIEWS 8 057 REPOSTS 3	REACTIONS 53 ER 12.8%
↓ 01.07 · 07:42 VIDEO (post without caption – video)	VIEWS 7 930 REPOSTS 4	REACTIONS 43 ER 12.6%
↓ 01.07 · 07:53 VIDEO (post without caption – video)	VIEWS 7 636 REPOSTS 4	REACTIONS 35 ER 12.1%

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.



PERIOD START

51 882

NOW

63 116

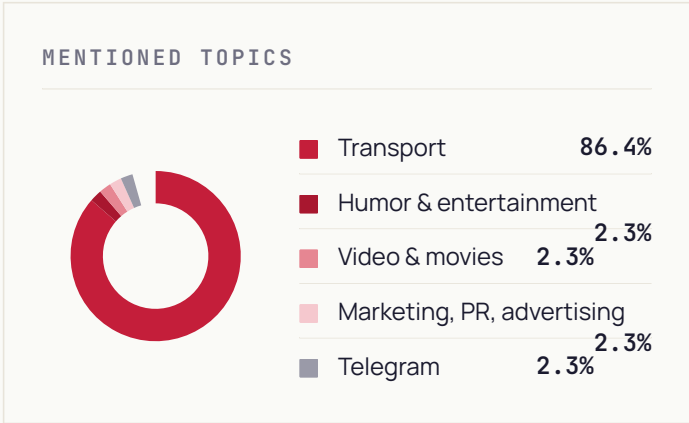
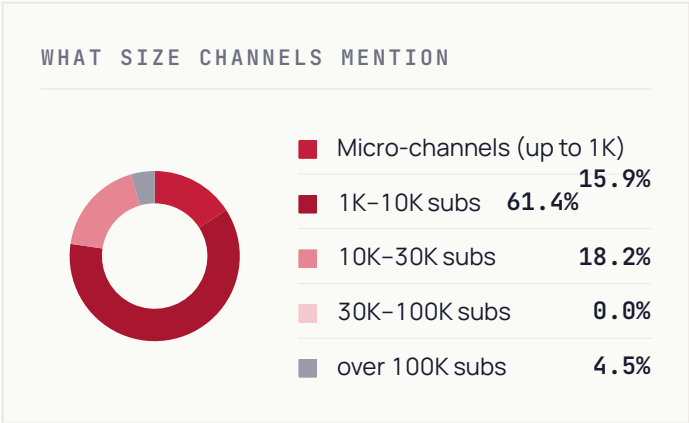
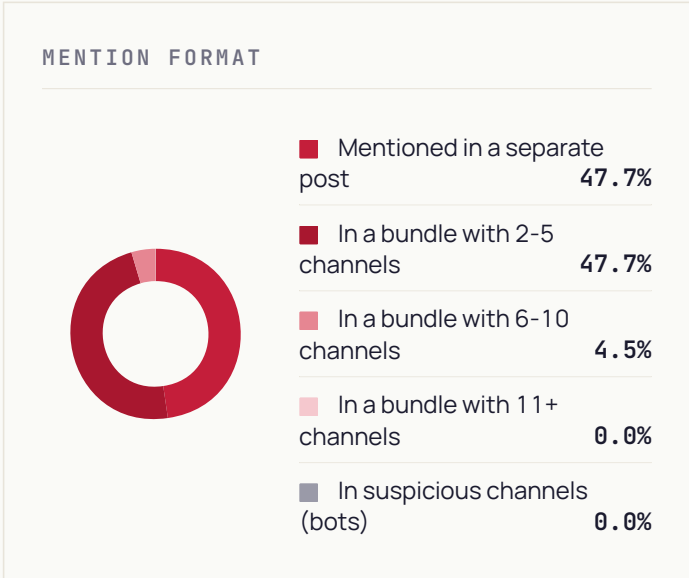
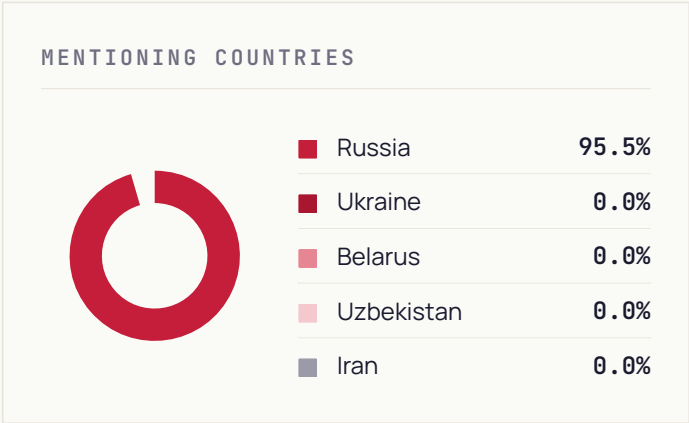
NET GROWTH

+11 234

SECTION 04 · MENTIONS

Who mentions the channel and how

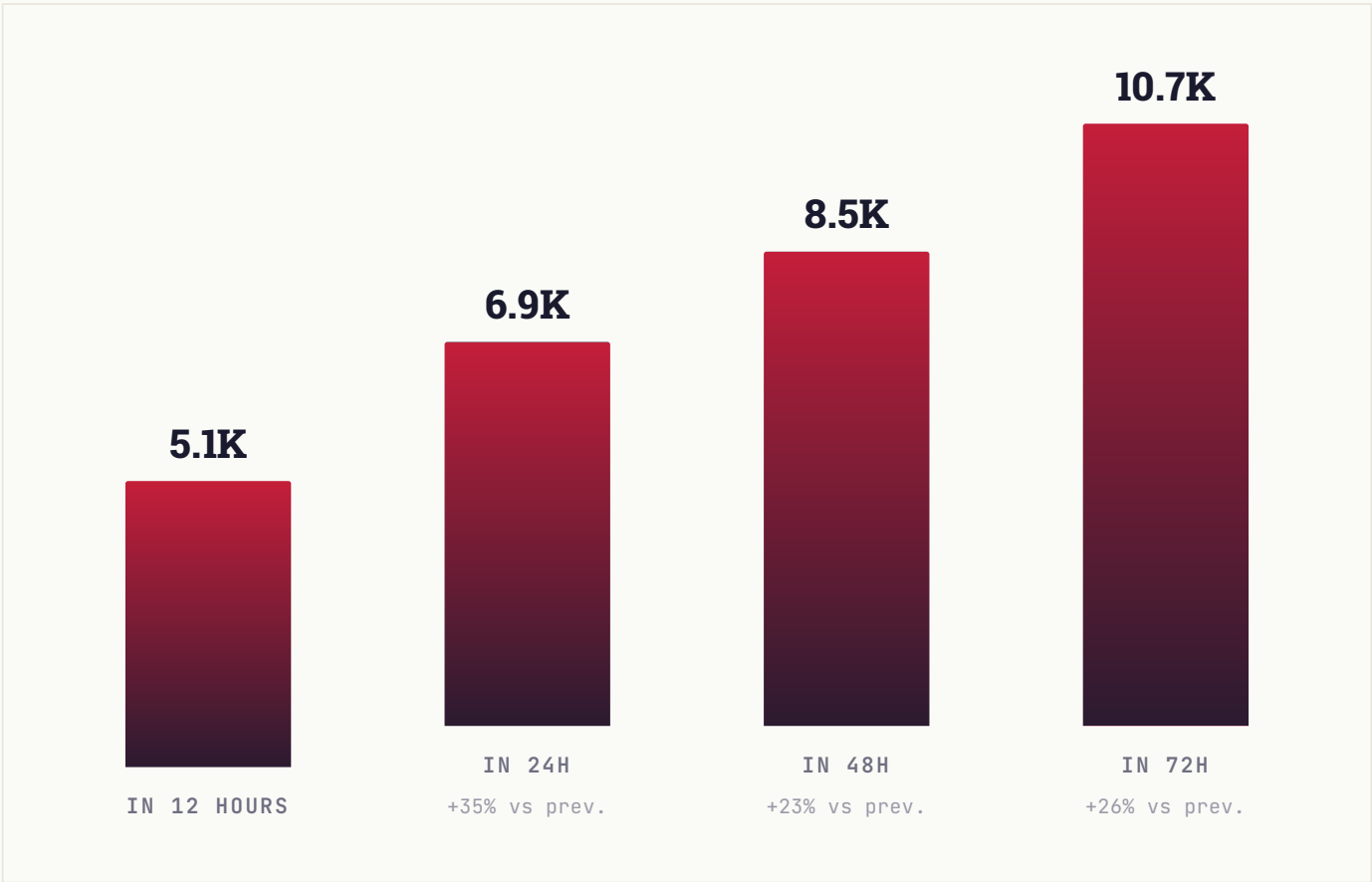
Citation index **13** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **18** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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 rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
VM Vodiy Moshina Bozor	1M
WE WENGALLBI	998.7K
DS Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN Un Normal	588.6K
FI Fighterbomber	521.2K
AB Auto.ru	498.5K
GA Garage	482.5K
AB AVTOZAKAZ.RU	480K
WM Honest Mikhail YOU	63.1K

COMPARATIVE CONCLUSION

Channel yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal — enter top-98 through 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 **10**, they brought **6 293** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	4	4	550
December 2025	2	1	1 224
Nov 2025	2	2	875
Oct 2025	1	1	363
Sep 2025	1	1	2 422
August 2025	0	0	859

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
10	6	6 293

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Transport» (Russia) and compared your channel. Gray band — range covering 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 Sunday**

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
