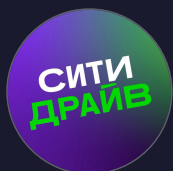


PUBLIC REPORT PROMTPRESS

Channel audit

Citydrive



@citydriveru

Citydrive — more than carsharing: you drive, we're here. Questions:

@CitydriveSupport_Bot App: <https://yo.onelink.me/RnAn/n>

Roskomnadzor list: [https://gosuslugi.ru/snet/678662b0fe9f431615ff3c2c ...](https://gosuslugi.ru/snet/678662b0fe9f431615ff3c2c...)

SUBSCRIBERS

84 097

-685 per month

ERR (% SEE POSTS)

27.0%

last day 12.3%

REACH/POST

22.1K

ad reach 10.4K/24h

— CONTENTS · 2026

What's inside the report

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09 Strategy

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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 84 097 —	 SUBS REACH 26.22% avg % subs see post	 VIEWS/POST 22.1K median 22.1K · 26 days	 POSTS/WEEK 5.3 for period
 7D TREND +11.5% vs previous week	 REACTIONS/POST 107.5 total 2,149 reactions, 1,308 reposts, 3,699 comments	 POST LENGTH 544 chars median 622 · 26 days	 POSTS ANALYZED 20 26 days
 AD REACH 10.4K 24h avg	 CHURN / MONTH -685 last month	 CITATION RATE 242 citation index · 366 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 01.03.2022

AI EDITOR SUMMARY

Channel «Citydrive» — 84 097 subs. Each post averages 22.1K people (26% of subs), good reach. Publishes 5 posts/week (~1/day) — rare. Week Jun 29 – Jul 5 reach up +11.5% week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts in 26 days.
- 02 Dominant format – Photo (12/20 posts).
- 03 Avg post length – 544 chars (median 622).
- 04 Peak audience activity – Tue, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (29.3K avg for top vs 16.5K for worst) – among 20 posts over 26 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP 5 POSTS

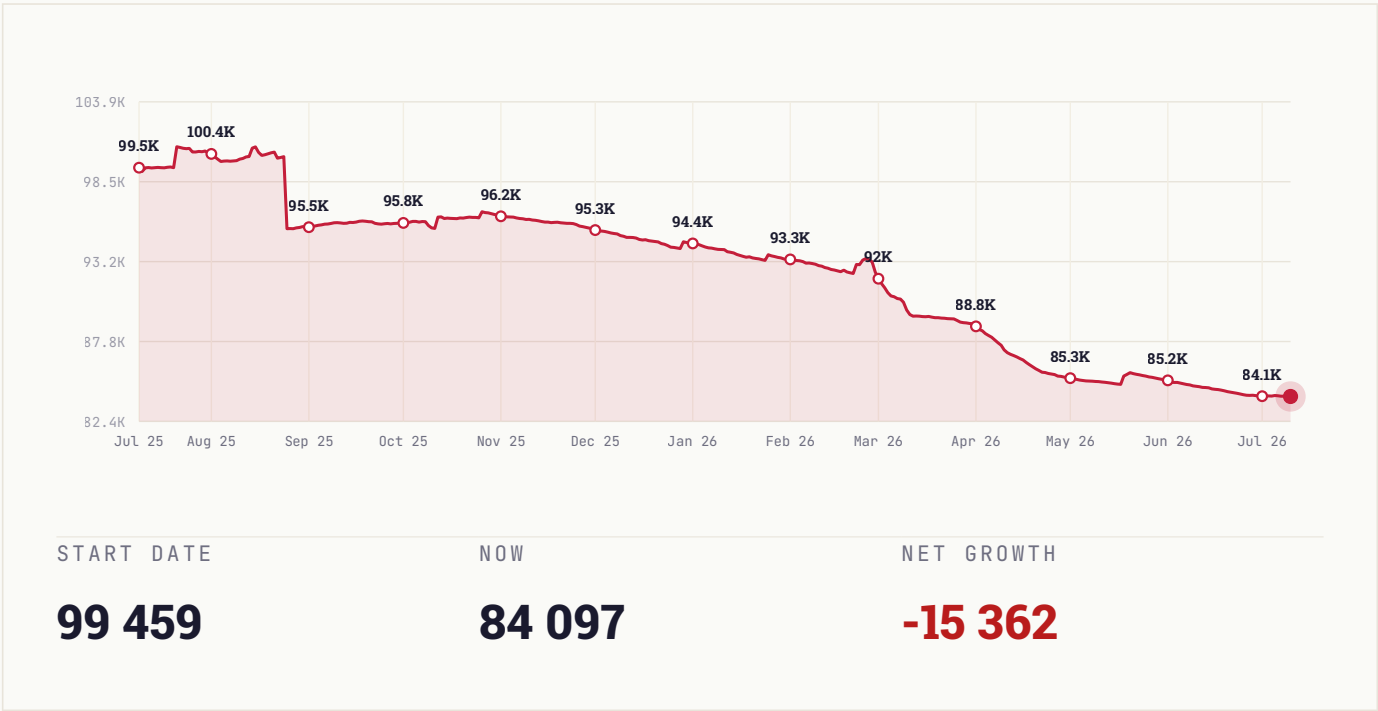
Nº1 16.06 · 10:05 VIDEO ⚡⚡⚡⚡ Sit and go: now trips without photo inspection – only in Citydrive! Launching Turbocasco – a new level of protection for...	VIEWS 32 191 REPOSTS 246	REACTIONS 180 ER 38.3%
Nº2 19.06 · 15:04 PHOTO Breaking news: suspicious person spotted under codename 'scammer' 👁️👁️👤 Distinctive features: often pretends to be an employee...	VIEWS 27 969 REPOSTS 11	REACTIONS 129 ER 33.3%
Nº3 15.06 · 09:53 PHOTO Here come the swallows 🍀 You won't mix them up 😊	VIEWS 27 636 REPOSTS 12	REACTIONS 85 ER 32.9%

Nº4 15.06 • 09:01 VIDEO Dive headfirst into a sea of festivals 🌊 This summer there are 300+ reasons to leave home – that many music festivals across Russia...	VIEWS 25 314 REACTIONS 84 REPOSTS 23 ER 30.1%
Nº5 12.06 • 12:20 PHOTO If you have a secret mission for the long weekend...🤪...we won't ask what! But cars without wrap for special occasions...	VIEWS 24 927 REACTIONS 64 REPOSTS 6 ER 29.6%
WORST 3	
↓ 25.06 • 09:25 PHOTO Launched priority support line for accidents: respond in 10 seconds SOS When something unexpected happens, it's especially important to quickly...	VIEWS 17 448 REACTIONS 114 REPOSTS 37 ER 20.7%
↓ 24.06 • 12:55 PHOTO Cross off a few to-dos: ✓ Maintenance ✓ Seasonal tire change ✓ Car repair ✓ Insurance Grab a car...	VIEWS 16 922 REACTIONS 44 REPOSTS 3 ER 20.1%
↓ 06.07 • 12:28 VIDEO No summer trip is complete without this quartet: 🎧 music critic 🍔 roadside food taster 📷 paparazzi 😴 sleep champion on...	VIEWS 15 131 REACTIONS 47 REPOSTS 15 ER 18.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

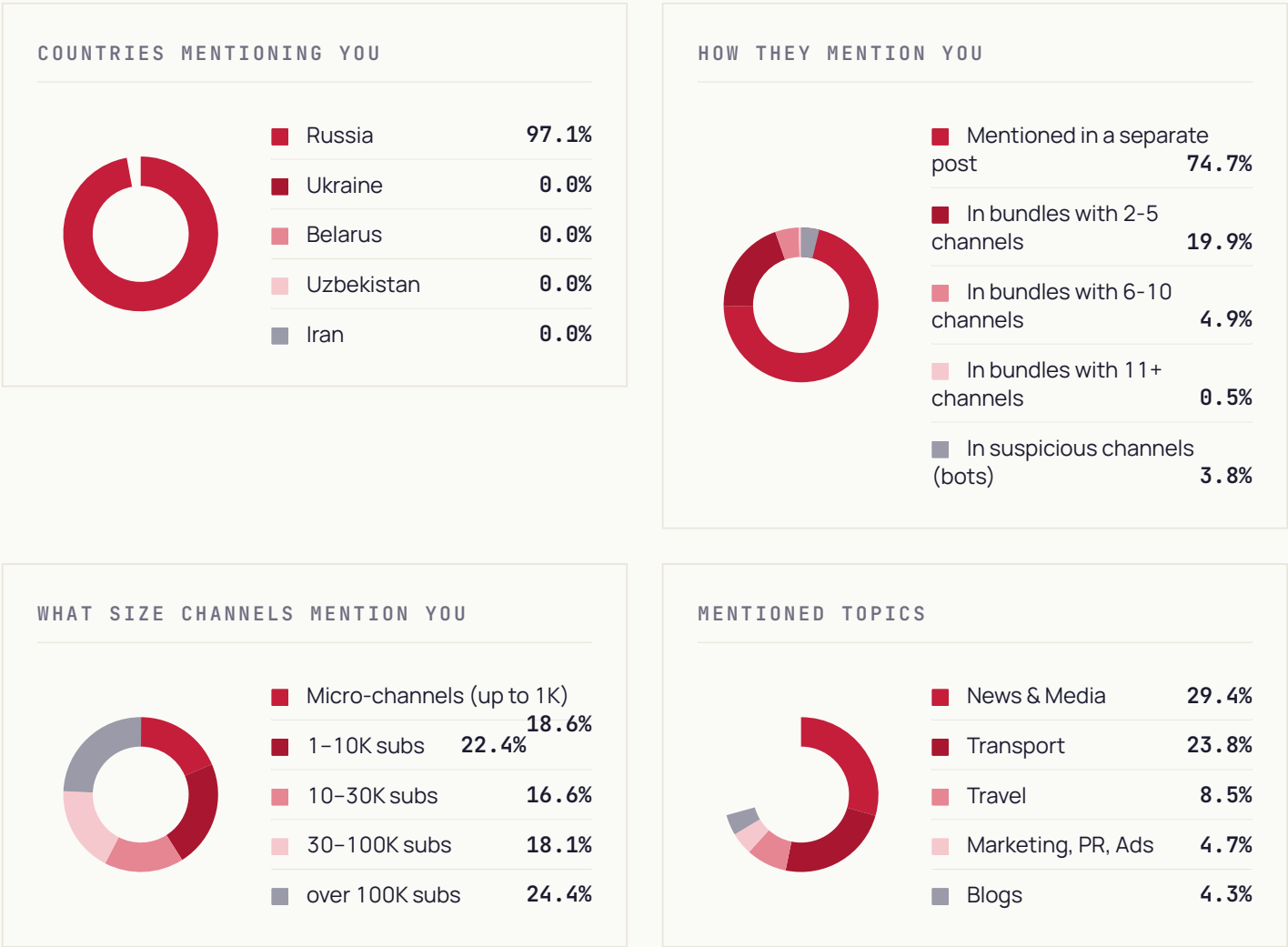
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

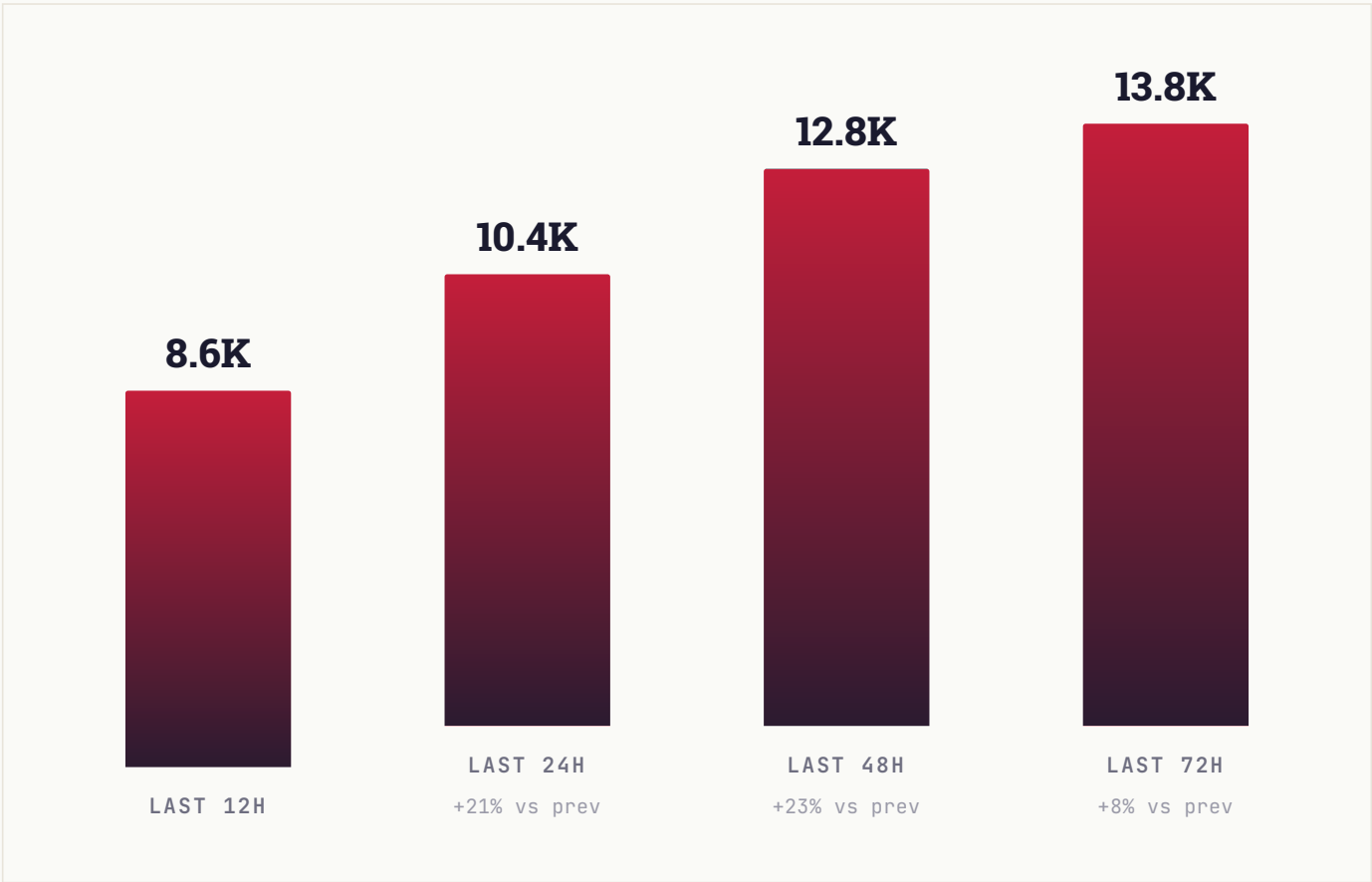
Citation index **242** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **366** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its place 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
ER Citydrive YOU	84.1K

COMPARATIVE CONCLUSION

Channel yet outside niche top 98 — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **32**, they brought **4 433** new subs.

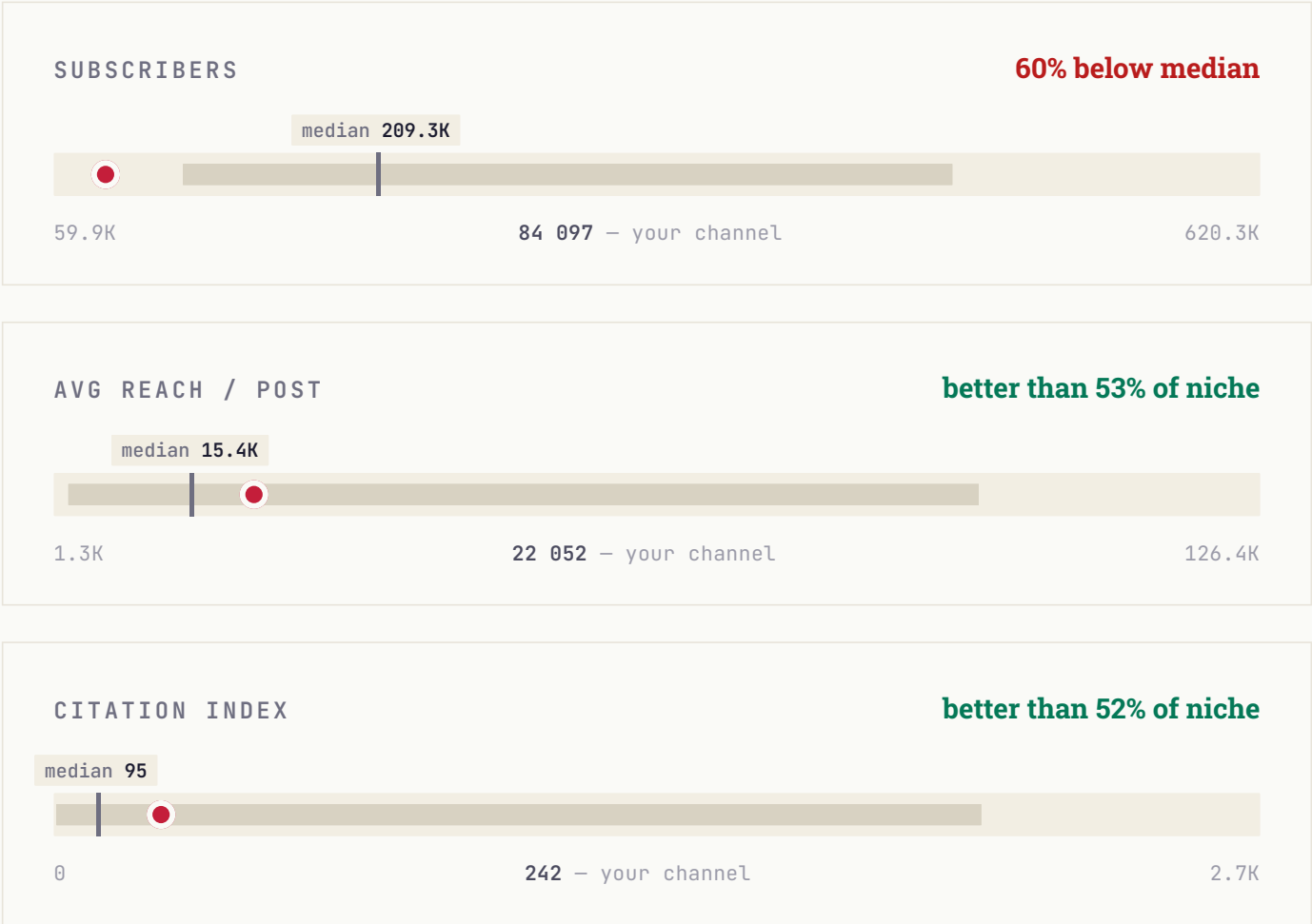
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1	1	413
December 2025	3	2	481
Nov 2025	5	4	42
Oct 2025	11	10	1 463
September 2025	4	4	582
August 2025	8	8	1 452

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
32	6	4 433

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 of 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 next month.

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 13:00 MSK.

EFFECT

Best window for an important post
- 02

System traffic purchase

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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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