

PROMTPRESS PUBLIC REPORT

Channel audit

Custom Truck



@customtrucktelegamm

channel is about love for tech!! Registered in Roskomnadzor list:
<https://clck.ru/3RkPtQ>

SUBSCRIBERS

30 293

-91 per month

ERR (% SEE POSTS)

83.0%

daily 28.5%

REACH/POST

23.3K

ad reach 8.6K/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 covers.

 SUBSCRIBERS 30 293 —	 SUBSCRIBER REACH 76.86% avg % subs see post	 VIEWS/POST 23.3K median 25.5K · 26 days	 POSTS/WK 3.7 over period
 7D TREND -12.2% vs previous week	 REACTIONS/POST 1138.7 total 15,942 reactions, 59 reposts, 1,047 comments	 POST LENGTH 56 chars median 48 · 26 days	 POSTS IN ANALYSIS 14 26 days
 AD REACH 8.6K 24h avg	 CHURN / MONTH -91 last month	 CITATION INDEX 2 citation index · 8 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 04.03.2022

AI EDITOR SUMMARY

Channel «Custom Truck» — 30 293 subs. Each post averages 23.3K people (77% from subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. For week Jun 29 – Jul 5 reach dropped -12.2% by week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 14 posts over 26 days.
- 02 Dominant format – **Photos** (7/14 posts).
- 03 Avg post length – **56** chars (median 48).
- 04 Peak audience activity – **Saturday**, 09:00 MSK.
- 05 Top posts get **1x** more views than the weakest (29.9K avg for top vs 21.5K for worst) – among 14 posts in 26 days. Analyze what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 06:20 PHOTOS After washing the frame, it turned out the Gazelle is in good condition and the 13k mileage is most likely original 👍	VIEWS 31 421 REPOSTS 3	REACTIONS 1 515 ER 103.7%
Nº2 14.06 · 07:09 TEXT https://youtu.be/3IJ4yHD3HpY?si=BOC885zcv0DiyT5d	VIEWS 30 640 REPOSTS 4	REACTIONS 888 ER 101.1%
Nº3 16.06 · 16:00 PHOTOS I think the GAZ 63 frame deserves sandblasting, what do you say???	VIEWS 27 556 REPOSTS 3	REACTIONS 1 924 ER 91.0%

Nº4

29.06 • 11:42

PHOTOS

If you take on a project, finish it!!! Or screw it?? Have a great work week!

VIEWS

27 079

REPOSTS

5

REACTIONS

1 385

ER

89.4%

Nº5

23.06 • 10:51

PHOTOS

Who can guess what's happening???

VIEWS

25 886

REPOSTS

7

REACTIONS

1 174

ER

85.5%

WORST 3



28.06 • 07:04

TEXT

<https://youtu.be/heScPX0fspA?si=P4X4HTNH2u8xIhDq>

VIEWS

24 118

REPOSTS

6

REACTIONS

783

ER

79.6%



21.06 • 07:15

TEXT

<https://youtu.be/cOD2PKIHAOA?si=M4snWj7HIX33Fk2B>

VIEWS

23 417

REPOSTS

5

REACTIONS

882

ER

77.3%



05.07 • 07:30

TEXT

<https://youtu.be/o4qd9cInl4Y?si=phFoVoJHRN0dCjnH>

VIEWS

17 095

REPOSTS

2

REACTIONS

739

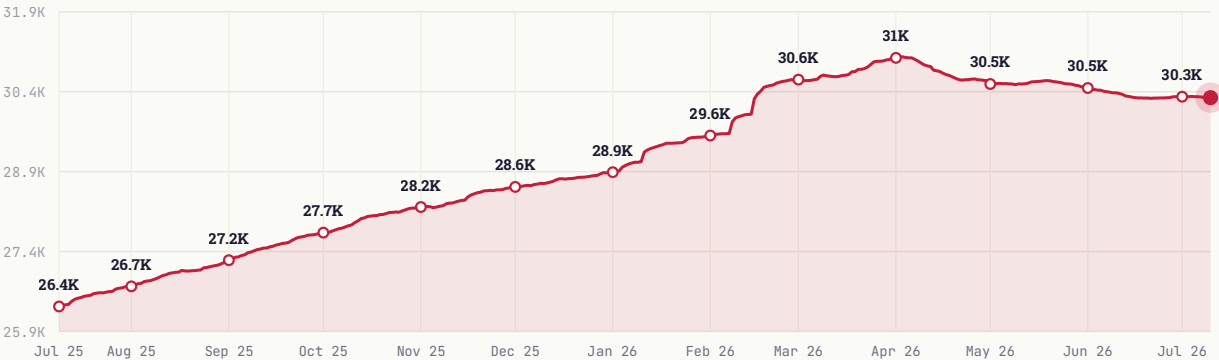
ER

56.4%

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 gained or lost subs.



START OF PERIOD

NOW

NET GROWTH

26 353

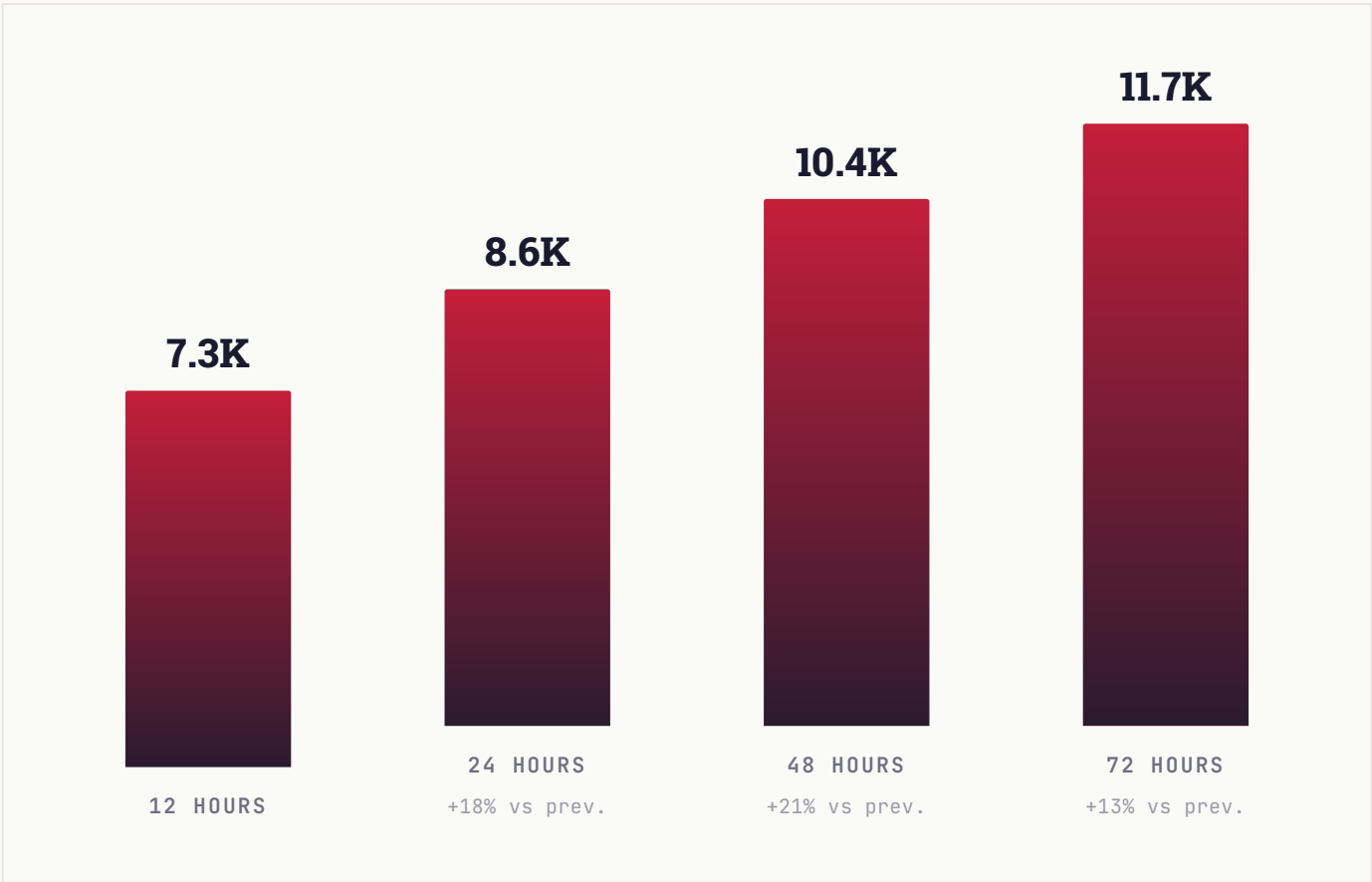
30 293

+3 940

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement lives.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

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
CT Custom Truck YOU	30.3K

COMPARATIVE CONCLUSION

Channel still outside top 98 of niche — 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 06 · 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 **0**, they brought **2 895** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	0	0	676	
December 2025	0	0	290	
November 2025	0	0	423	
October 2025	0	0	493	
September 2025	0	0	534	
August 2025	0	0	479	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	2 895

Where your channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name and value are displayed below the bar.

SUBSCRIBERS

86% below median

median 209.3K

59.9K 30 293 – your channel 620.3K

AVG REACH / POST

better than 53% of niche

median 15.4K

1.3K 23 284 – your channel 126.4K

CITATION INDEX

98% below median

median 95

0 2 – your channel 2.7K

Metric	Channel Value	Median	Comparison
Subscribers	30,293	209.3K	86% below median
Avg Reach / Post	23,284	15.4K	better than 53% of niche
Citation Index	2	95	98% below median

— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 3.7 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Saturday
Audience most active on this day at 09:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromtPress picks sources for your niche. | EFFECT
+1000-3000
subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
