

PROMTPRESS PUBLIC REPORT

Channel audit

Delimobil



@delimobil

Delimobil — car sharing where you're in charge Download the app and carshare:...

SUBSCRIBERS

167 103

-1548 per month

ERR (% SEE POSTS)

18.0%

Daily 7.4%

REACH/POST

30.4K

Ad reach 12.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 167 103 —	 SUBS REACH 18.18% Avg % subs see post	 VIEWS/POST 30.4K Median 31.4K · 28 days	 POSTS/WEEK 5.6 Over period
 7D TREND -11.8% vs previous week	 REACTIONS/POST 427.5 9,832 reactions, 2,403 reposts, 10,673 comments	 POST LENGTH 233 chars Median 199 · 28 days	 POSTS ANALYZED 23 28 days
 AD REACH 12.3K 24h avg	 CHURN / MONTH -1548 Last month	 QUOTABILITY 184 Citation index · 550 channels mentioned all time	 CHANNEL AGE 10 years 3 months Created 21.03.2016

AI EDITOR SUMMARY

Channel «Delimobil» — 167 103 subs. Each post avg views 30.4K people (18% from subs), avg reach — room to grow. Publishes 6 posts/week (~1/day) — infrequent. Week Jun 8–14 reach dropped -11.8% vs week Jun 1–7 — analyze why.

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 23 posts in 28 days.
- 02 Dominant format – Photo (14/23 posts).
- 03 Avg post length – 233 chars (median 199).
- 04 Audience peak – Thu, 14:00 MSK.
- 05 Top posts get 2x More views than weakest (40.7K avg top vs 25K worst) – among 23 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 11:22 PHOTO We put together a tour of Yaroslavl and region in our spare time. To see everything, you'll need a Day Off... That's about the new tariff, by the way 😊 It only...	VIEWS 42 226 REP. 31	REACTIONS 87 ER 25.3%
Nº2 06.06 · 09:00 TEXT Look what message we intercepted 😊 «We are you from the future. Staying home on the first summer weekend was a mistake, so...	VIEWS 40 010 REP. 19	REACTIONS 214 ER 23.9%
Nº3 05.06 · 10:48 PHOTO How it feels on a Friday evening driving out of town with friends to your favorite tracks 🎧	VIEWS 39 798 REP. 36	REACTIONS 245 ER 23.8%

Nº4 13.06 · 09:00 VIDEO Well, still gotta drive back 🚗🚗	VIEWS 37 277 REP. 51	REACTIONS 256 ER 22.3%
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Nº5 31.05 · 09:00 TEXT If you see this, summer starts tomorrow ❤️🚗 It also means it's time to plan something fun. We'll help — do...	VIEWS 35 813 REP. 8	REACTIONS 89 ER 21.4%
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WORST 3

↓ 20.06 · 09:21 TEXT We heard you — raising rates ☹️ Now on weekends, refueling gives 500 bonus points. Tap the 'Refuel' button in the app, select...	VIEWS 25 475 REP. 149	REACTIONS 392 ER 15.2%
↓ 18.06 · 17:33 PHOTO Ride without paid start 😊 In all regions and on any delimbile, the start of the trip will be free. Shall we drop a lot of news 🚗?	VIEWS 24 862 REP. 199	REACTIONS 2 039 ER 14.9%
↓ 21.06 · 09:03 PHOTO Some things can't be kept quiet... Like the Subscription. 20% cashback, extra minutes for booking and ending trips at...	VIEWS 24 791 REP. 6	REACTIONS 125 ER 14.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

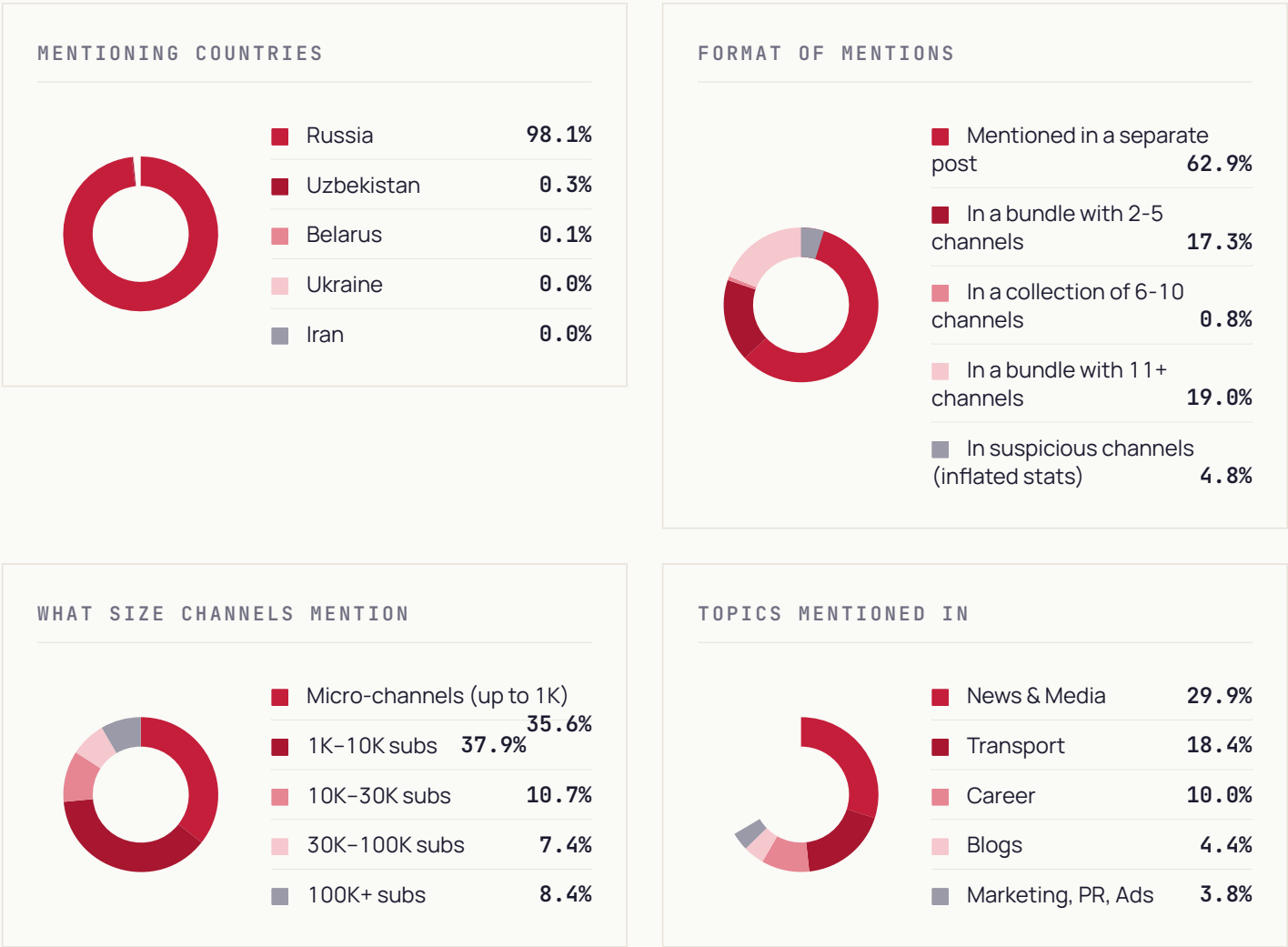
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

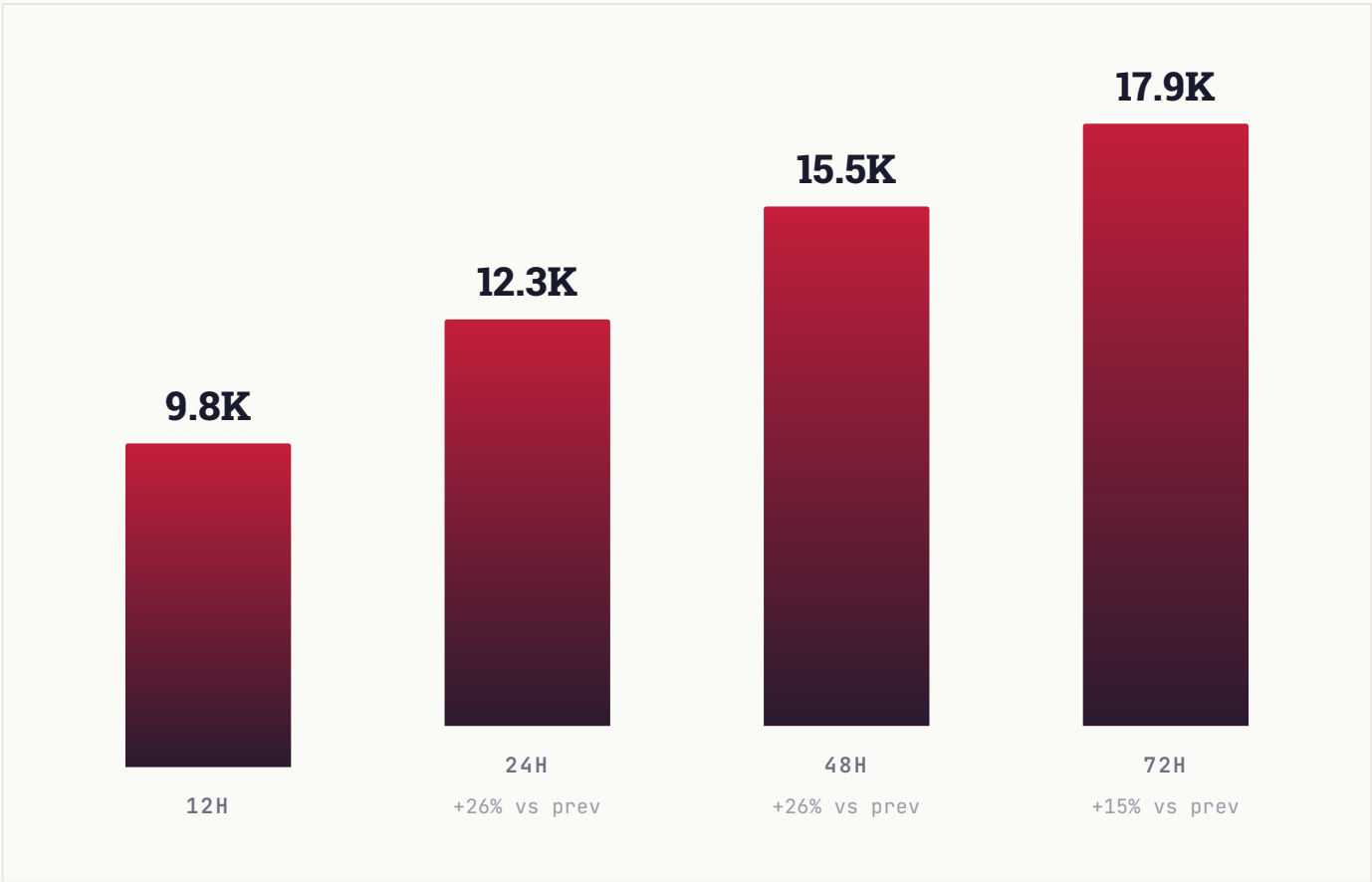
Citation index **184** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **550** different channels.



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 Nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

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
DE Delimobil YOU	167.1K

COMPARATIVE CONCLUSION

Channel in Bottom half of top-100 niche (#51 of 98). Niche median — 166K subs. First KPI for growth — reach the median. Leader: Cars & Point (3.4M).

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: **50**, they brought **19 494** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	8	7	1 523
Nov 2025	5	4	3 159
Oct 2025	4	4	6 804
Sep 2025	15	13	3 955
August 2025	12	8	1 247
July 2025	6	4	2 806

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
50	6	19 494

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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#51/100

RANK IN NICHE

Channel in the lower half of the ranking



— 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

Best post day — Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing its 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). PromptPress 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

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 close 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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