

PUBLIC PROMTPRESS REPORT

Channel audit

Dolgov Auto - Cars from Korea, Japan, China.



@dolgov_auto

Import cars from Korea, Japan, China and UAE with guarantee and turnkey delivery! ■ Save from 300,000 rubles ■ Delivery 20-45 days ■ Free estimate ■ Leave a request for free...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
143 553	9.0%	11.5K
25.06.2026 ^{-4.34} per month	per day ^{4.7%}	ad reach ^{6.7K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/DOLGOV_AUTO		

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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 143 553 —	 SUBS REACH 8.02% avg % subs see post	 VIEWS/POST 11.5K median 10.6K · 29 days	 POSTS/DAY 8.3 ~58 per week
 7D TREND -11.5% vs previous week	 REACTIONS/POST 35.6 total 8,856 reactions, 3,914 reposts, 486 comments	 POST LENGTH 828 chars median 913 · 29 days	 POSTS ANALYZED 249 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -434 last month	 CITATION RATE 130 citation index · 199 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Dolgov Auto - Cars from Korea, Japan, China.» – 143 553 subs. Each post averages 11.5K people (8% of subs), reach low – expand audience. Publishes 58 posts/week (~8/day) – active posting. Week 8–14 Jun reach dropped -11.5% to week 1–7 Jun – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **249** posts over 29 days.
- 02 Dominant format — **Photo** (127/249 posts).
- 03 Avg post length — **828** chars (median 913).
- 04 Audience peak — **Friday**, 08:00 MSK.
- 05 Top posts get **3×** more views than the weakest (20.2K avg for top vs 8K for worst) — among 249 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 12:56 PHOTO Dear DOLGOV AUTO clients! Alexander Dolgov, company director, here. It's important to me that every client stays...	VIEWS 22 266 REPOSTS 30	REACTIONS 90 ER 15.5%
Nº2 05.06 · 05:13 PHOTO У�Ⅱ WHICH CAR SUITS YOUR ZODIAC SIGN? 𐄂𐄂𐄂 Taking a break from serious picks with a fun...	VIEWS 19 230 REPOSTS 39	REACTIONS 77 ER 13.4%
Nº3 29.05 · 09:49 PHOTO 𐄂 DOLGOV AUTO AT THE VOLKSWAGEN PLANT IN CHINA! 𐄂 Friends, remember our recent business trip to China? Today we...	VIEWS 19 100 REPOSTS 104	REACTIONS 145 ER 13.3%

Nº4 29.05 • 11:45 **VIDEO**
(no caption post – video)

VIEWS
18 679

REACTIONS
61

REPOSTS
7

ER
13.0%

Nº5 31.05 • 02:01 **VIDEO**

!!Why many cars come from China via Khorgos? Lately we often get questions about the Khorgos route: what is it...

VIEWS
18 622

REACTIONS
39

REPOSTS
12

ER
13.0%

WORST 3

↓ 19.06 • 08:57 **PHOTO**
☒☒ HOW ABOUT LIQUID CARS UNDER 1M RUB? ☒☒ The Japanese market remains one of the most interesting options for those...

VIEWS
8 380

REACTIONS
37

REPOSTS
11

ER
5.8%

↓ 19.06 • 10:18 **PHOTO**
☒☒ LOOKING FOR A CAR OR MOTORCYCLE FROM JAPAN? NOW'S A GREAT TIME TO BUY ☒☒ Japan is one of the most sought-after destinations among our...

VIEWS
7 999

REACTIONS
8

REPOSTS
—

ER
5.6%

↓ 19.06 • 13:00 **PHOTO**
⚡⚡⚡Dear DOLGOV AUTO clients! Alexander Dolgov, company director, here. It's important to me that every client stays...

VIEWS
7 738

REACTIONS
22

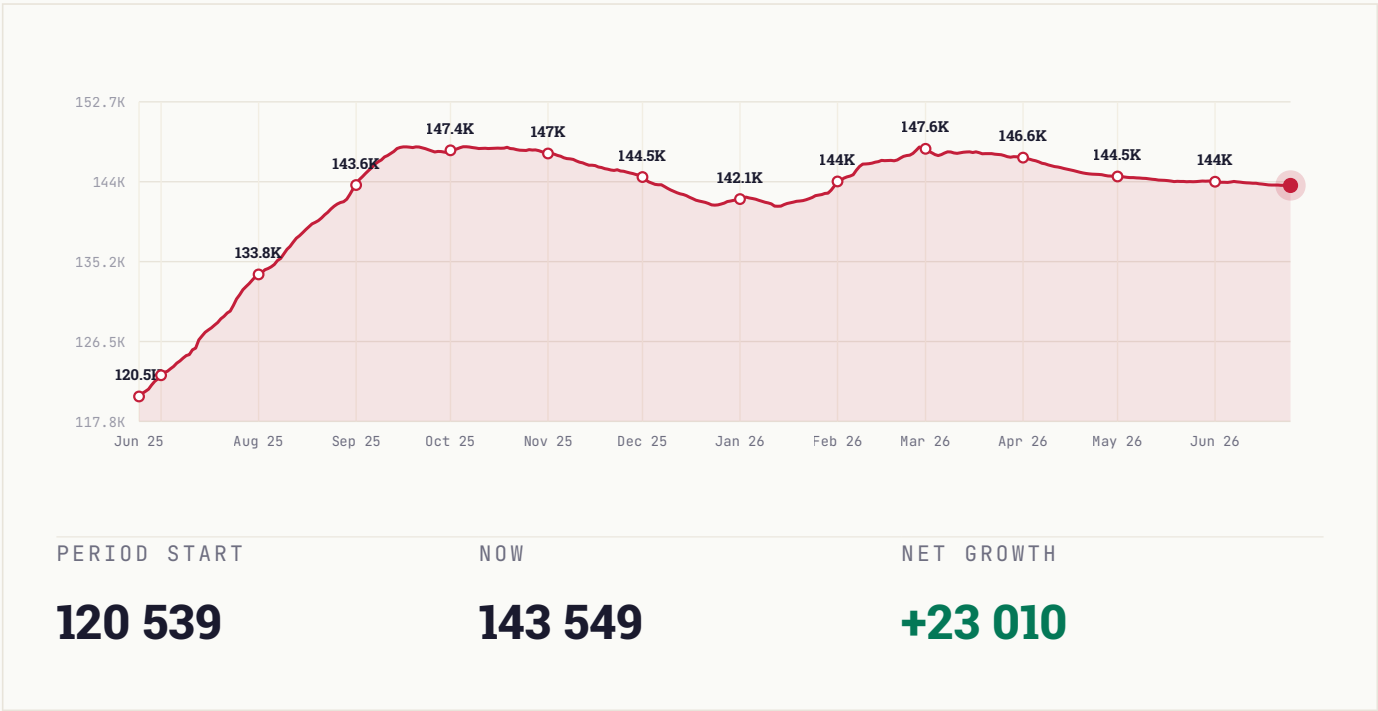
REPOSTS
8

ER
5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

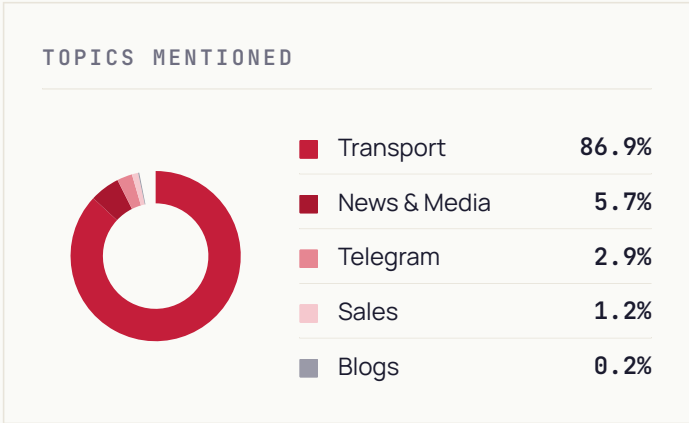
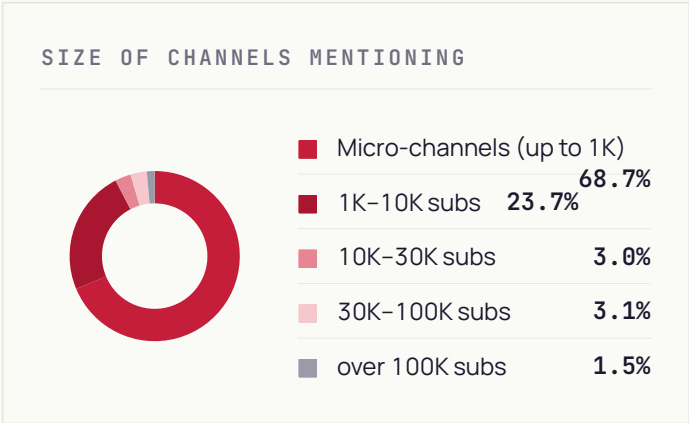
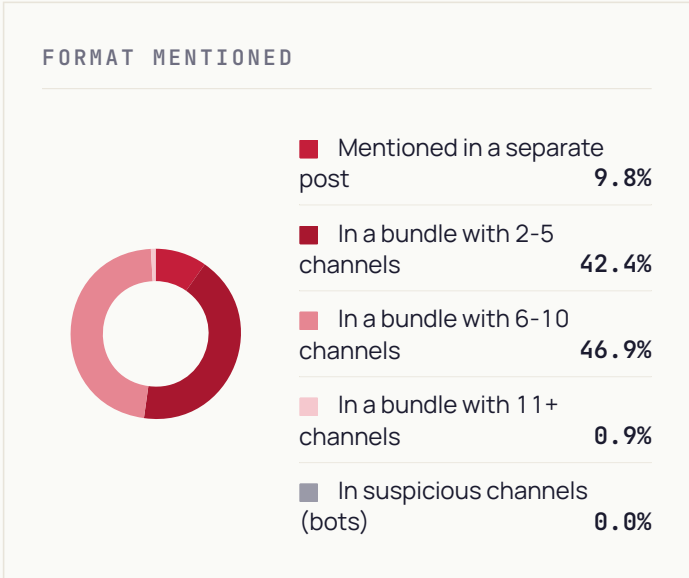
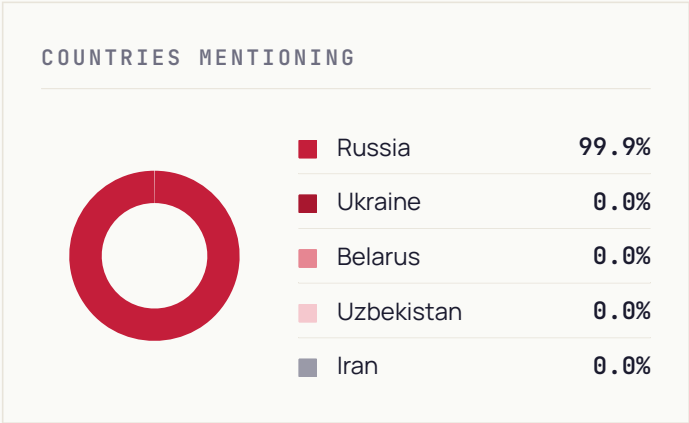
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

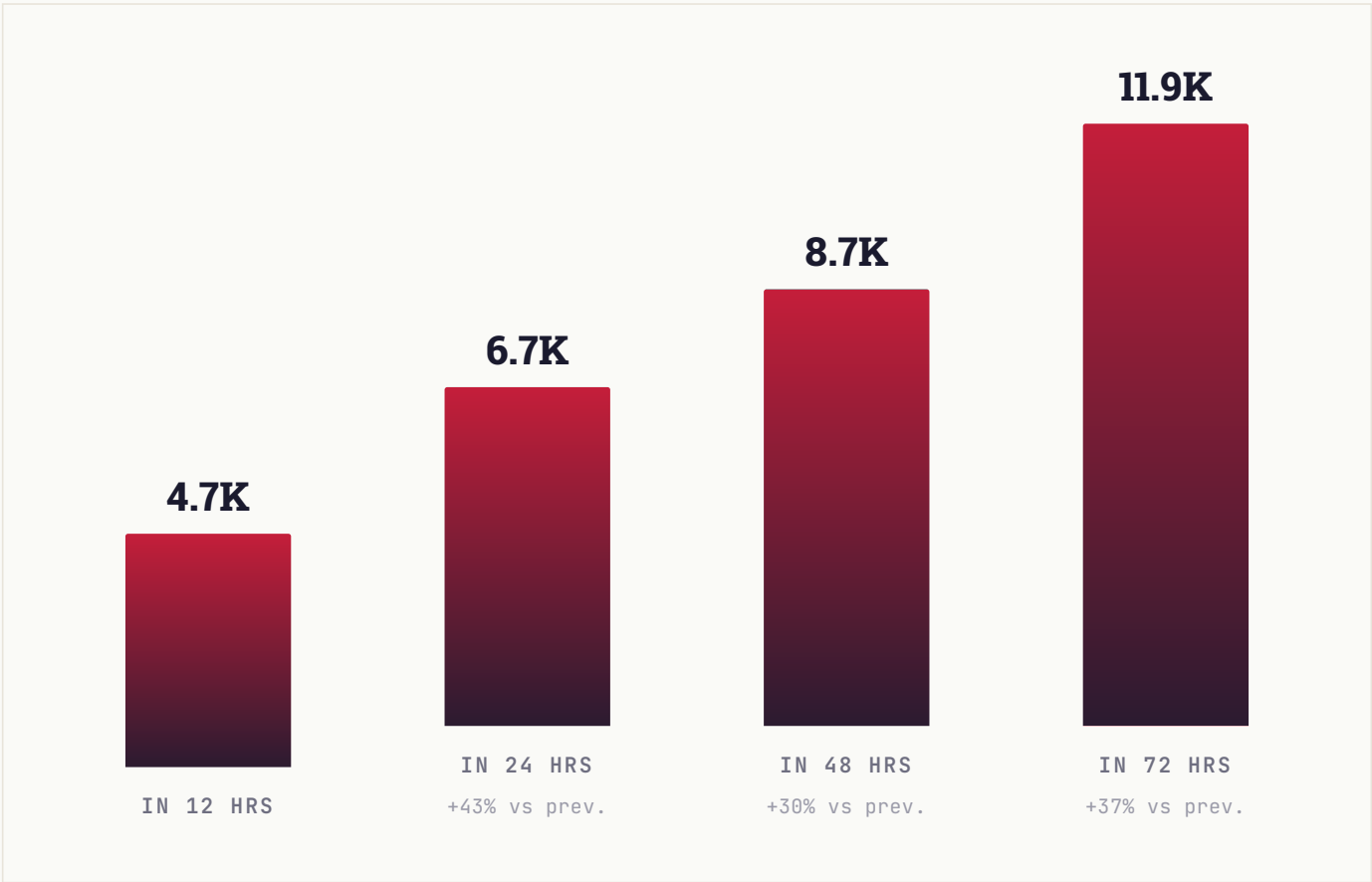
Citation index **130** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **199** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 is highlighted — see your rank among niche peers.

CHANNEL		SUBSCRIBERS
TI	Cars & Dot	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
YES	Dolgov Auto - Cars from Korea, Japan, China. YOU	143.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#62 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Dot (3.4M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **541**, they brought **26 993** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	74	2	567
Nov 2025	81	3	81
Oct 2025	88	2	912
Sep 2025	92	5	4 726
August 2025	96	4	9 562
July 2025	110	1	11 145

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
541	6	26 993

SECTION 08 · NICHE COMPARISON

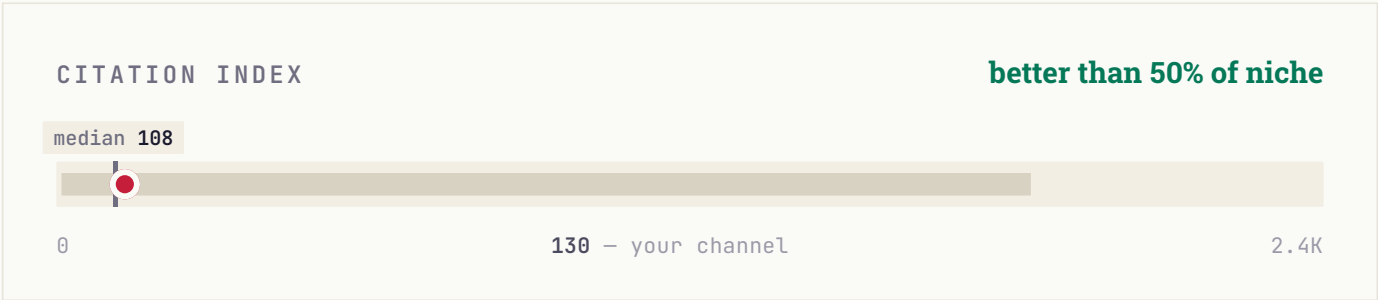
Where the channel stands in its league

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.

#62/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 Friday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for important
posts**

02

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 point.

EFFECT

+5-15% ER

04

Cross-promo with neighbor channels

Exchange posts with same-segment channels once a quarter. 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 minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
