

— PROMTPRESS PUBLIC REPORT

Channel audit

Roads and Transport MO



@dorogitransportmo

Latest road & transport news from the Moscow Region Ministry of
Transport press service Roskomnadzor: N°026764

SUBSCRIBERS

11 578

-34 per month

ERR (% SEE POSTS)

14.0%

per day 5.9%

REACH/POST

1.8K

ad reach 678/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 11 578 —	 SUBS REACH 15.95% avg % subs see post	 VIEWS/POST 1.8K median 1.1K · 29 days	 POSTS/WEEK 33.3 over period
 7D TREND +36.3% vs previous week	 REACTIONS/POST 3.0 total 412 reactions, 1,204 reposts, 113 comments	 POST LENGTH 663 chars median 628 · 29 days	 POSTS ANALYZED 139 29 days
 AD REACH 678 24h avg	 CHURN / MONTH -34 last month	 CITATION RATE 645 citation index · 2,184 channels mentioned all time	 CHANNEL AGE 9 years 29 days created 19.06.2017

AI EDITOR SUMMARY

Channel «Roads and Transport MO» — 11 578 subs. Each post avg views 1.8K people (16% of subs), avg reach — room to grow. Publishes 33 posts per week (~5/day) — active posting. Week Jul 6–12 reach grew +36.3% by week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **139** posts in 29 days.
- 02 Dominant format – **Photo** (121/139 posts).
- 03 Avg post length – **663** chars (median 628).
- 04 Peak audience activity – **Thursday**, 15:00 MSK.
- 05 Top posts get **23x** more views than the weakest (14.6K avg for top vs 645 for worst) – among 139 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 11:23 PHOTO In Moscow Oblast, free parking for EVs on paid lots remains. The draft law proposes to change...	VIEWS 19 293 REPOSTS 47	REACTIONS 2 ER 166.6%
Nº2 29.06 · 14:21 PHOTO Residents of Dolgoprudny face changes on 2 routes from July 1:  No. 4 «Dolgoprudnaya MCD – Vodniki district» - route changes...	VIEWS 13 848 REPOSTS 69	REACTIONS 6 ER 119.6%
Nº3 09.07 · 12:27 PHOTO In Moscow Oblast, 23 districts signed agreements with e-scooter operators – they set requirements for scooter placement with markings...	VIEWS 10 582 REPOSTS 29	REACTIONS 2 ER 91.4%

Nº4 22.06 • 12:54 **PHOTO**

In Moscow Oblast, rain in some areas, thunderstorms and strong wind in others. Forecast says bad weather until end of day. Since...

VIEWS
7 682

REACTIONS
2

REPOSTS
19

ER
66.3%

Nº5 23.06 • 08:57 **PHOTO**

Buckle up, put away your phone and... let's go! In 5 months of 2026, over 190K phone-use incidents recorded while...

VIEWS
7 298

REACTIONS
—

REPOSTS
11

ER
63.0%

WORST 3

↓ 01.07 • 16:20 **PHOTO**

✓ News for Balashikha passengers Boarding point for route #1013 moved to Shchelkovskaya metro station (exit #4). Thanks to...

VIEWS
672

REACTIONS
4

REPOSTS
3

ER
5.8%

↓ 14.07 • 14:57 **PHOTO**

👩🚌 We're expanding our team and invite women to become bus drivers. Today we have 176 female drivers...

VIEWS
671

REACTIONS
6

REPOSTS
4

ER
5.8%

↓ 10.07 • 08:59 **PHOTO**

🚌 What did passengers forget in June? Residents and guests left over 150 personal items at Mostransavto facilities. Most unusual...

VIEWS
592

REACTIONS
4

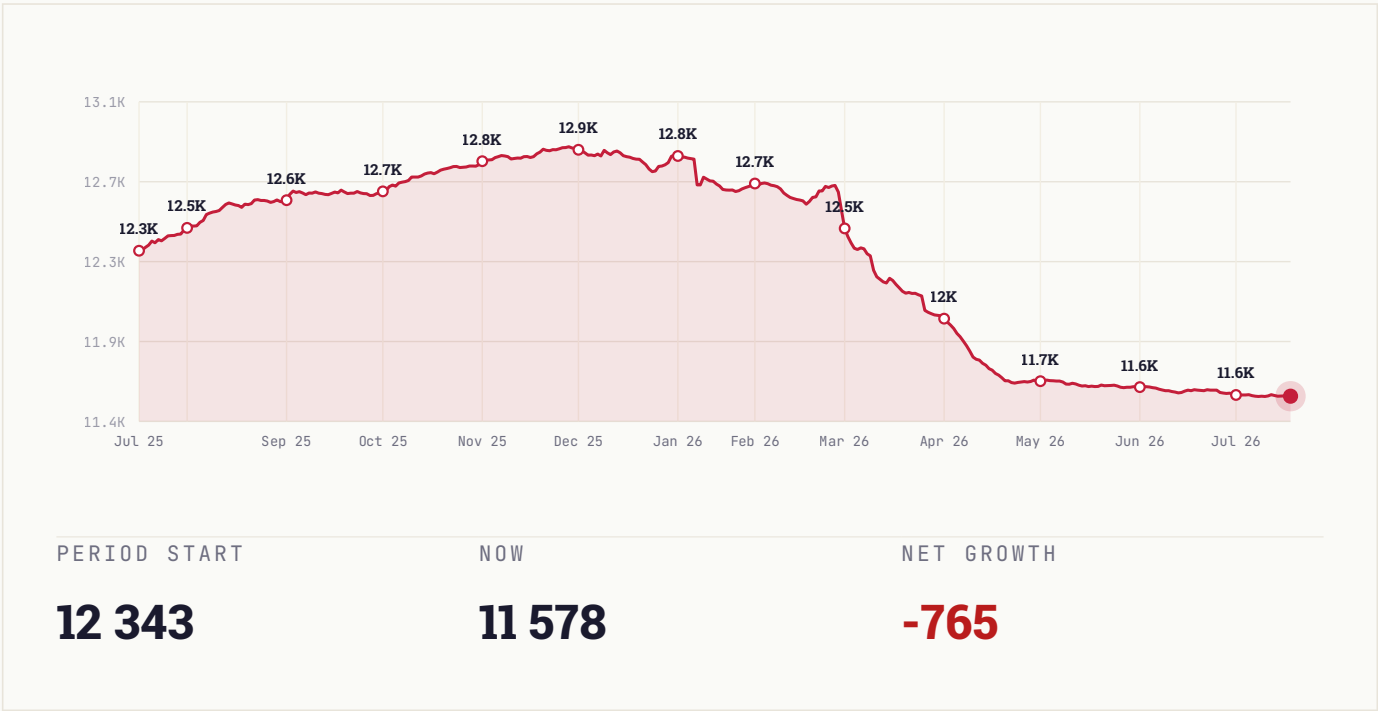
REPOSTS
1

ER
5.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

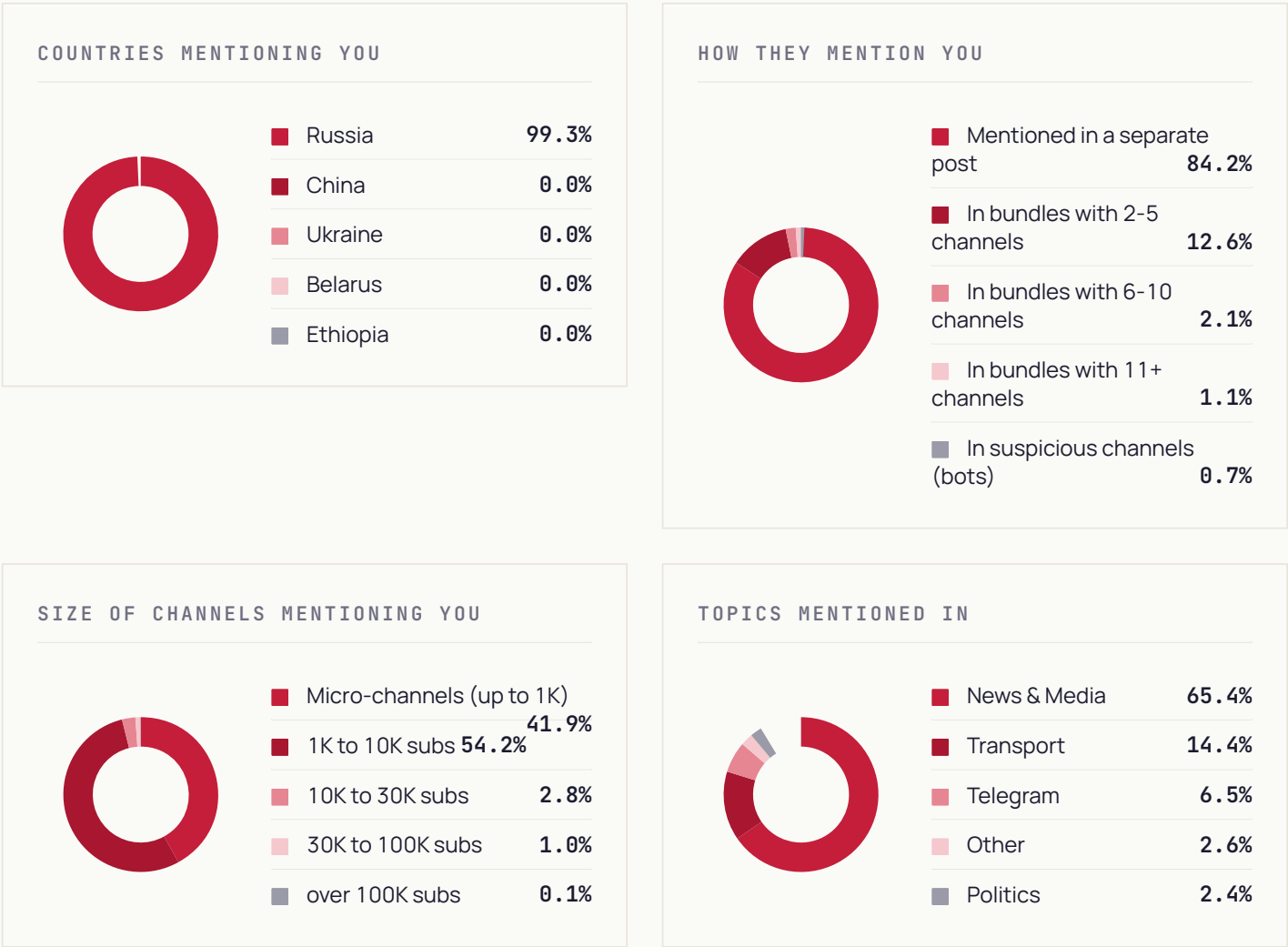
Subscriber growth chart for the year. Key months show exact subs. See gains and losses.



SECTION 04 · MENTIONS

Who mentions the channel & how

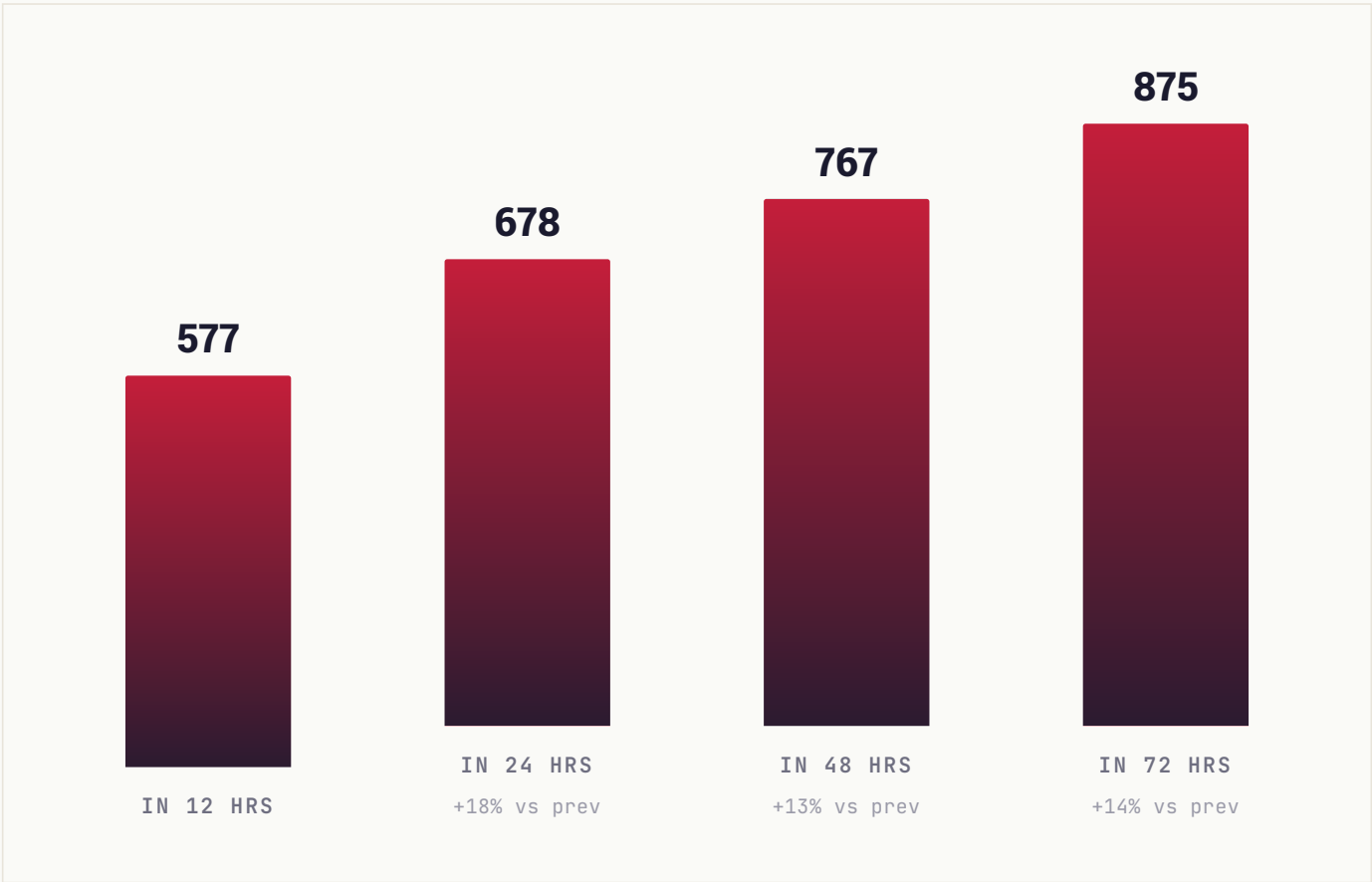
Citation index **645** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 184** different channels.



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 and audience. Highlighted your channel — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
DI Roads and Transport MO YOU	11.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **3 899**, they brought **839** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	283	118	76	
December 2025	731	234	142	
November 2025	691	170	127	
October 2025	828	217	167	
September 2025	554	180	128	
August 2025	812	211	199	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
3 899	6	839

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category "Transport» (Russia) and compared your channel.
Gray band = range for 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

Best post day — Thursday
 Audience most active on this day at 15:00 MSK.

EFFECT
Best time for key posts
- 02

Increase share of video posts
 Video in Telegram holds audience longer and ranks better. Aim for 15-25%.

EFFECT
Video holds audience better
- 03

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
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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