

PROMTPRESS PUBLIC REPORT

Channel audit

Yandex Pro | Drivers



@driveryandex

Yandex Taxi channel for drivers. How to become a Yandex Pro partner? Fill out the form at: <https://clck.ru/3E6VTo> Link to register in the RK registry:...

SUBSCRIBERS

77 027

-441 per month

ERR (% SEE POSTS)

20.0%

in 24h **6.8%**

REACH/POST

15K

ad reach **5.2K/24h**

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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 77 027 —	 SUBS REACH 19.44% avg % subs see post	 VIEWS/POST 15K median 16.1K · 29 days	 POSTS/WEEK 4.1 for the period
 7D TREND -13.6% vs previous week	 REACTIONS/POST 267.1 total 4,541 reactions, 596 reposts, 0 comments	 POST LENGTH 761 chars median 800 · 29 days	 POSTS ANALYZED 17 29 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -441 last month	 CITATION RATE 123 citation index · 364 channels mentioned ever	 CHANNEL AGE 10 years 13 days created 27.06.2016

AI EDITOR SUMMARY

Channel 'Yandex Pro | Drivers' — 77 027 subs. Each post averages 15K people (19% from subs), average reach — room to grow. Publishes 4 posts per week (~1/day) — infrequent. For week Jun 29–Jul 5 reach dropped -13.6% to week Jun 22–28 — worth analyzing why.

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 17 posts in 29 days.
- 02 Dominant format – Photo (12/17 posts).
- 03 Avg post length – 761 chars (median 800).
- 04 Peak audience activity – Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (21.8K avg for top vs 11.2K for worst) – among 17 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:03 PHOTO Accident without traffic police: how to fill out a paper Europrotocol How to fill out a Europrotocol if there's no internet? Carry an old...	VIEWS 22 556 REPOSTS 39	REACTIONS 172 ER 29.3%
Nº2 10.06 · 11:55 PHOTO Updated 'Partnership type' section New section 'Partnership type' launched in Pro. Find all info about your...	VIEWS 22 294 REPOSTS 29	REACTIONS 226 ER 28.9%
Nº3 17.06 · 11:52 PHOTO Got a business idea? Time to give it a chance 🚀 We're launching 'Your Own Thing' – a business support project for Yandex partners...	VIEWS 20 555 REPOSTS 51	REACTIONS 274 ER 26.7%

Nº4 26.06 • 12:59 PHOTO Drop by the car wash and save 10% Until July 31, you get 3 washes by appointment via Pro with a 10% discount! Plus earn +4 points...	VIEWS 17 445 REPOSTS 18 REACTIONS 221 ER 22.6%
Nº5 16.06 • 12:59 PHOTO New taxi fleet vehicle Mid-size crossover Jetour X70 Plus added. Assembled on the line...	VIEWS 16 979 REPOSTS 77 REACTIONS 399 ER 22.0%

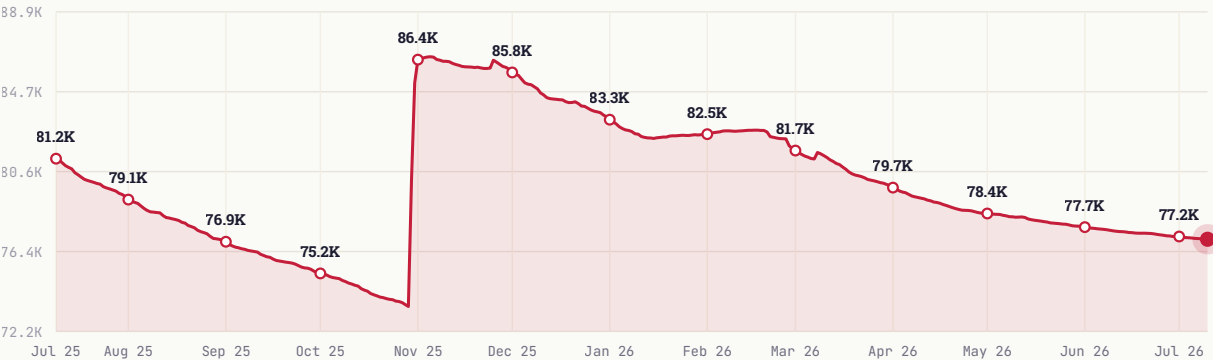
WORST 3

↓ 02.07 • 13:05 POLL (post without caption – poll)	VIEWS 12 643 REPOSTS 12 REACTIONS 237 ER 16.4%
↓ 02.07 • 13:05 PHOTO Classic intersection scenario: Blue car turns right with green arrow. You want to...	VIEWS 12 063 REPOSTS 19 REACTIONS 161 ER 15.7%
↓ 06.07 • 12:26 VIDEO Transfers abroad with Pro card Now you can send transfers abroad with Pro card. Only Uzbekistan for now, but more soon...	VIEWS 8 789 REPOSTS 12 REACTIONS 172 ER 11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

81 242

NOW

77 027

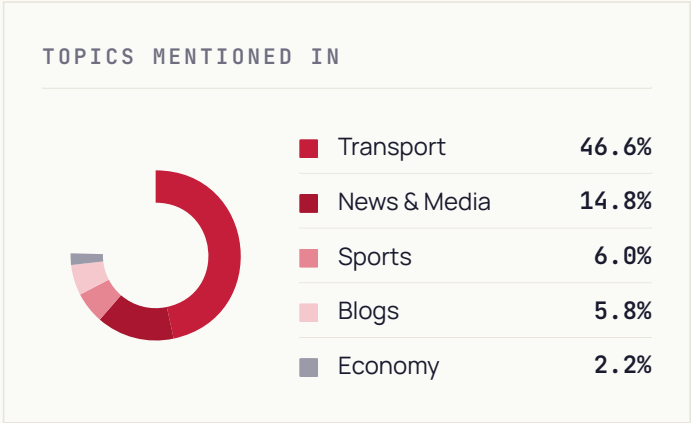
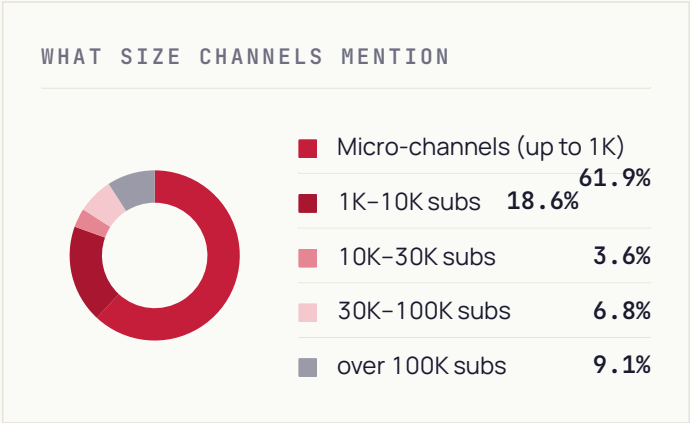
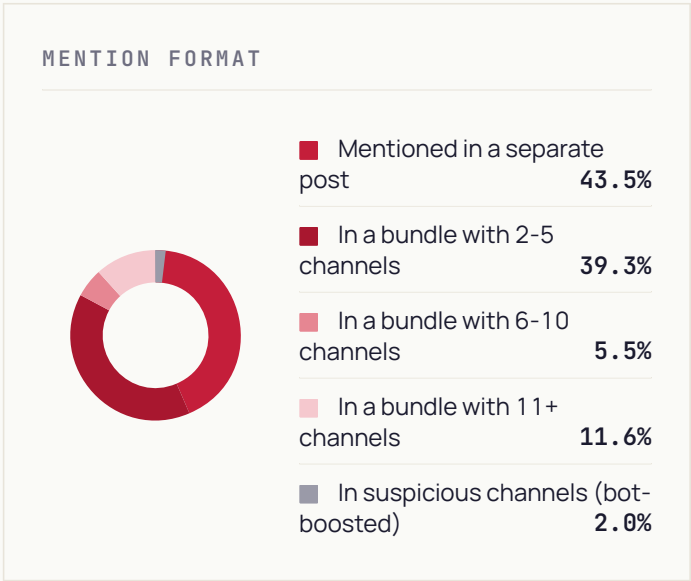
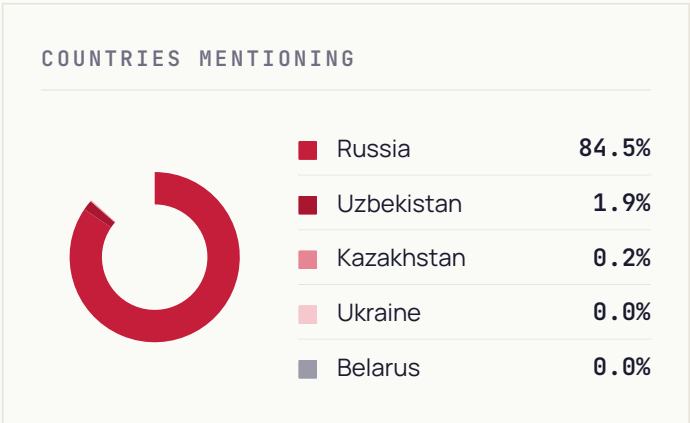
NET GROWTH

-4 215

SECTION 04 · MENTIONS

Who mentions the channel and how

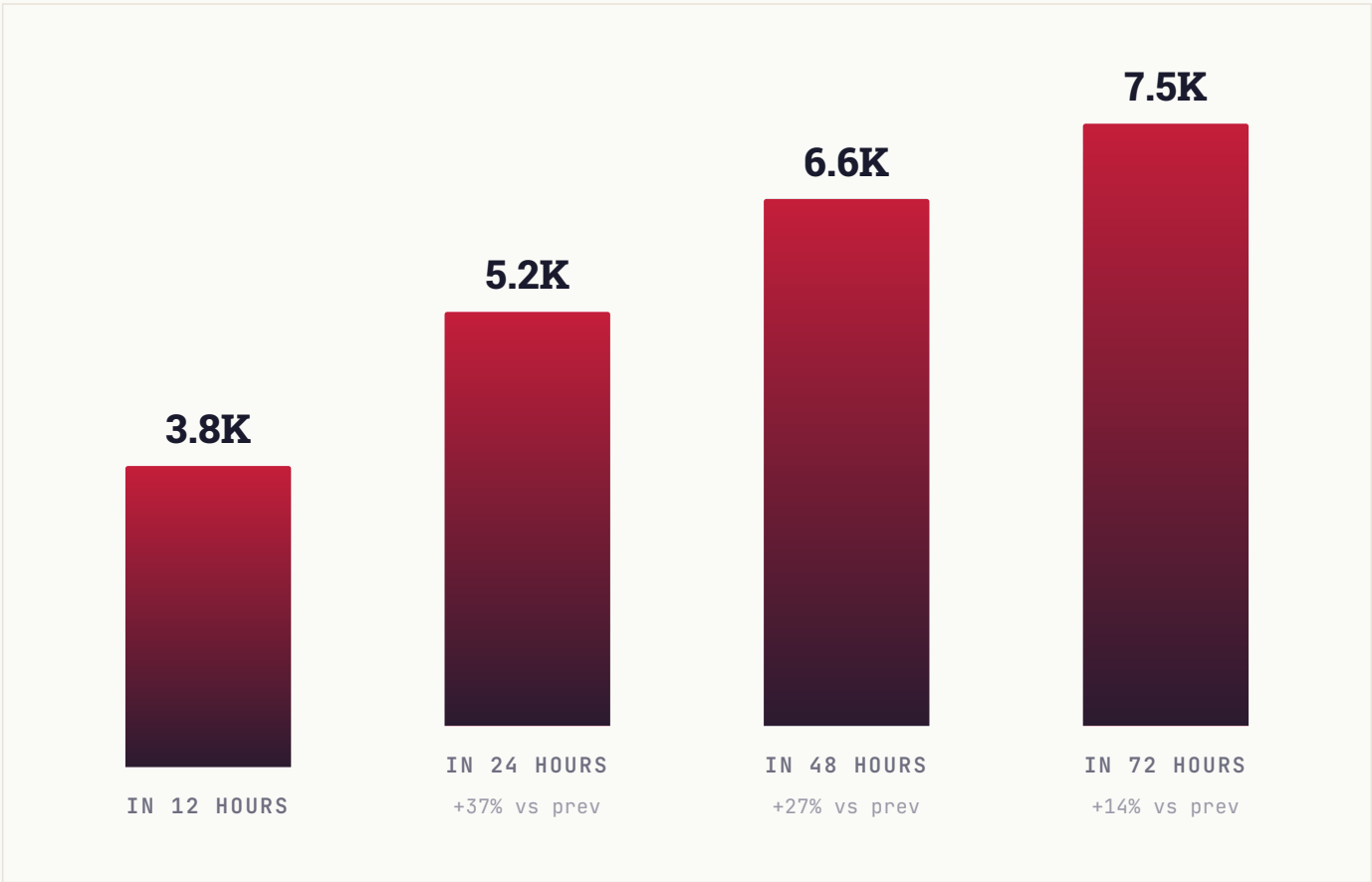
Citation index **123** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **364** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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
JP Yandex Pro Drivers YOU	77K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

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 **70**, they brought **13 803** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED SUBS
January 2026	1	1	240
December 2025	5	5	40
Nov 2025	4	2	1 813
Oct 2025	11	6	11 710
September 2025	27	7	0
August 2025	22	7	0

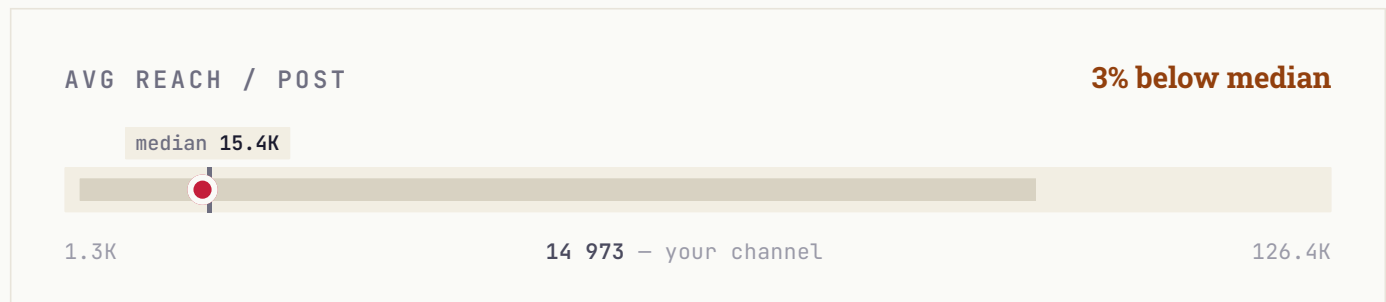
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
70	6	13 803

Where the channel stands in its league

SUBSCRIBERS 63% below median

median 209.3K

59.9K 77 027 — your channel 620.3K



— 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**Increase posting frequency**

Now 4.1 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Main post of the week — on Friday**

On this day and at 16:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****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% ER. One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with same-segment channels.
Not 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 from public data.
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>

02 **Contact manager**

t.me/PromptPress_manager
