

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Deptrans. Operatively



@dtoperativno

Real-time info on Moscow transport. Official Dept of Transport channel. For media 24/7: +7 925 072-19-33, Transport Complex Info Center...

SUBSCRIBERS

113 076

+588 per month

ERR (% SEE POSTS)

13.0%

daily 12.6%

REACH/POST

13.7K

ad reach 14.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 113 076 —	 SUBSCRIBER REACH 12.1% avg % subs see post	 VIEWS/POST 13.7K median 12.9K · 29 days	 POSTS/DAY 12.9 ~90 per week
 7D TREND -7.6% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 323 chars. median 248 · 29 days	 POSTS ANALYZED 384 29 days
 AD REACH 14.2K 24h avg	 CHURN / MONTH +588 last month	 CITATION RATE 1 064 Citation index · 2,925 channels mentioned ever	 CHANNEL AGE 10 years 4 months Created 24.02.2016

AI EDITOR SUMMARY

Channel «Deptrans. Operatively» — 113 076 subs. Each post avg views 13.7K people (12% from subs), low reach — expand audience. Publishes 90 posts/week (~13/day) — very active. Week Jun 8–14 reach dropped -7.6% to week Jun 1–7 — analyze reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **384** posts in 29 days.
- 02 Dominant format – **Text** (167/384 posts).
- 03 Avg post length – **323** chars (median 248).
- 04 Audience peak activity – **Friday, 07:00 MSK**.
- 05 Top posts get **4×** More views than weakest (34.3K avg top vs 8.1K worst) – among 384 posts in 29 days. Analyze top’s common traits: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 11:46 PHOTO Access to TC «Sadovod» temporarily closed. Use parking at TC «MEGA Belaya Dacha». Currently, direct...	VIEWS 38 436 REP. 117	REACTIONS — ER 34.0%
Nº2 18.06 · 07:05 PHOTO At the 16th km of the southern MKAD, traffic is normal – peak loads. Emergency vehicles are on site...	VIEWS 36 044 REP. 35	REACTIONS — ER 31.9%
Nº3 08.06 · 12:41 PHOTO From June 13, MCI route changes: trips to Migration Center become faster via MCD Ostafyevo D2. To improve quality...	VIEWS 28 289 REP. 329	REACTIONS — ER 25.0%

Nº4

31.05 · 18:46

TEXT

On the Sokolnicheskaya line (1), no service from Komsomolskaya to Bulvar Rokossovskogo. Trains in the opposite direction run with...

VIEWS

26 300

REACTIONS

—

REP.

140

ER

23.3%

Nº5

18.06 · 04:30

VIDEO

Good morning! According to forecasters, today the city will be cloudy with clearings. During the day, light rain is expected in places. Please...

VIEWS

25 175

REACTIONS

—

REP.

21

ER

22.3%

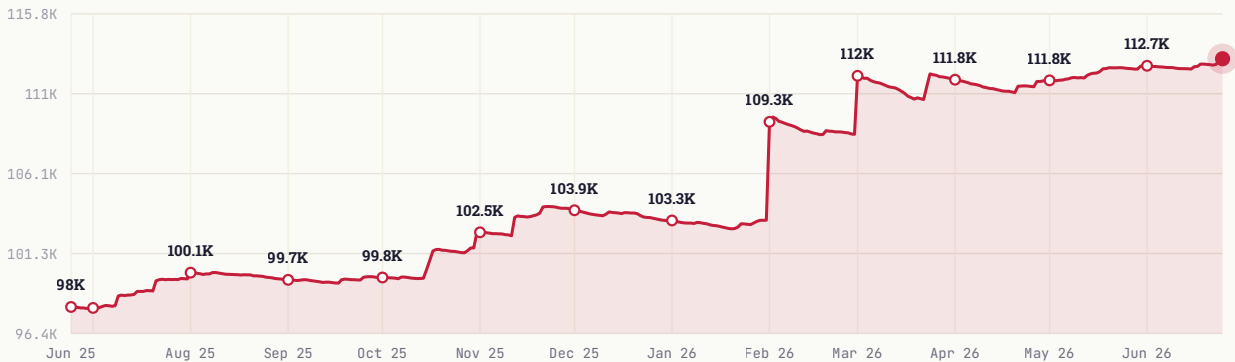
WORST 3

↓ 11.06 · 12:30 PHOTO On June 12 from 05:00 to 15:00 sections of Sadovnicheskaya St and Sadovnichesky Lane will be closed to traffic (no more than 3 min). This...	VIEWS 8 190 REACTIONS — REP. 11 ER 7.2%
↓ 11.06 · 11:59 VIDEO Forecast: brief rain, possible thunderstorm in Moscow until evening. Drive carefully...	VIEWS 8 101 REACTIONS — REP. 21 ER 7.2%
↓ 11.06 · 11:39 PHOTO From 5 PM June 13 to 7 AM June 14, 4 lanes on Shmitovsky Proezd section will be closed. This is due to...	VIEWS 7 863 REACTIONS — REP. 7 ER 7.0%

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 and decline.



START OF PERIOD

NOW

NET GROWTH

98 023

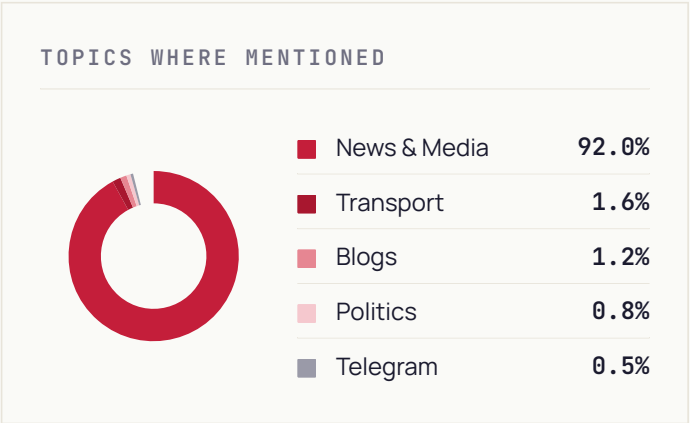
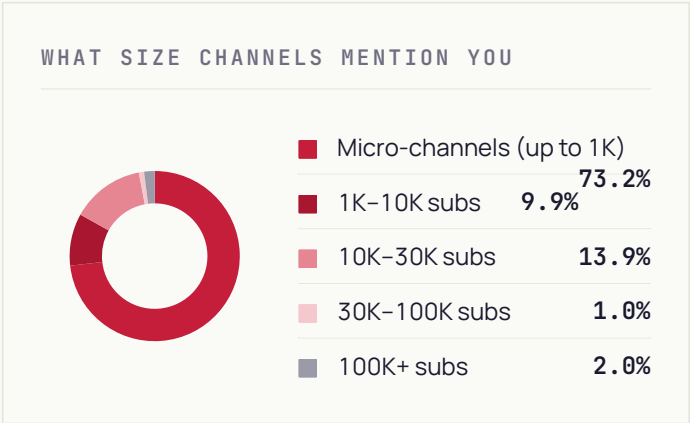
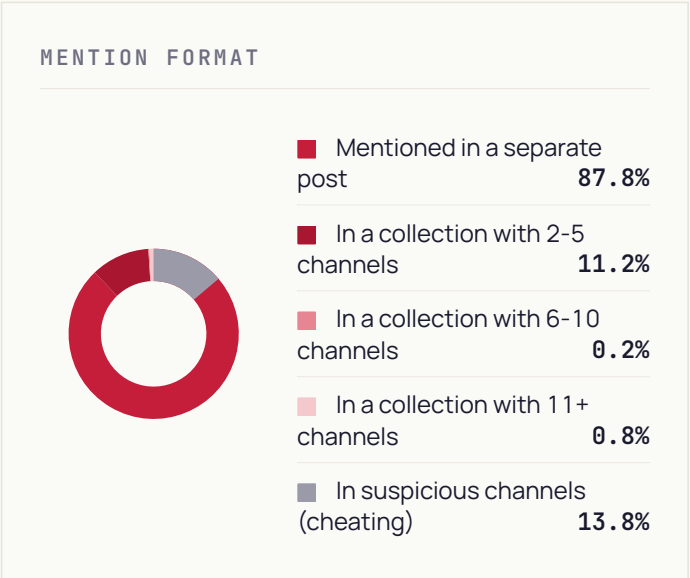
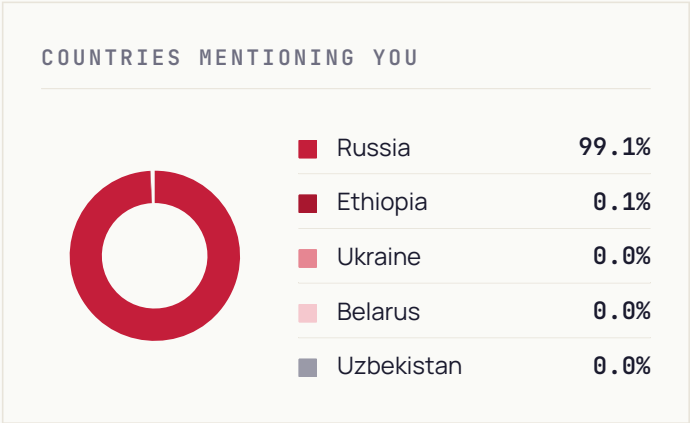
113 078

+15 055

SECTION 04 · MENTIONS

Who mentions the channel & how

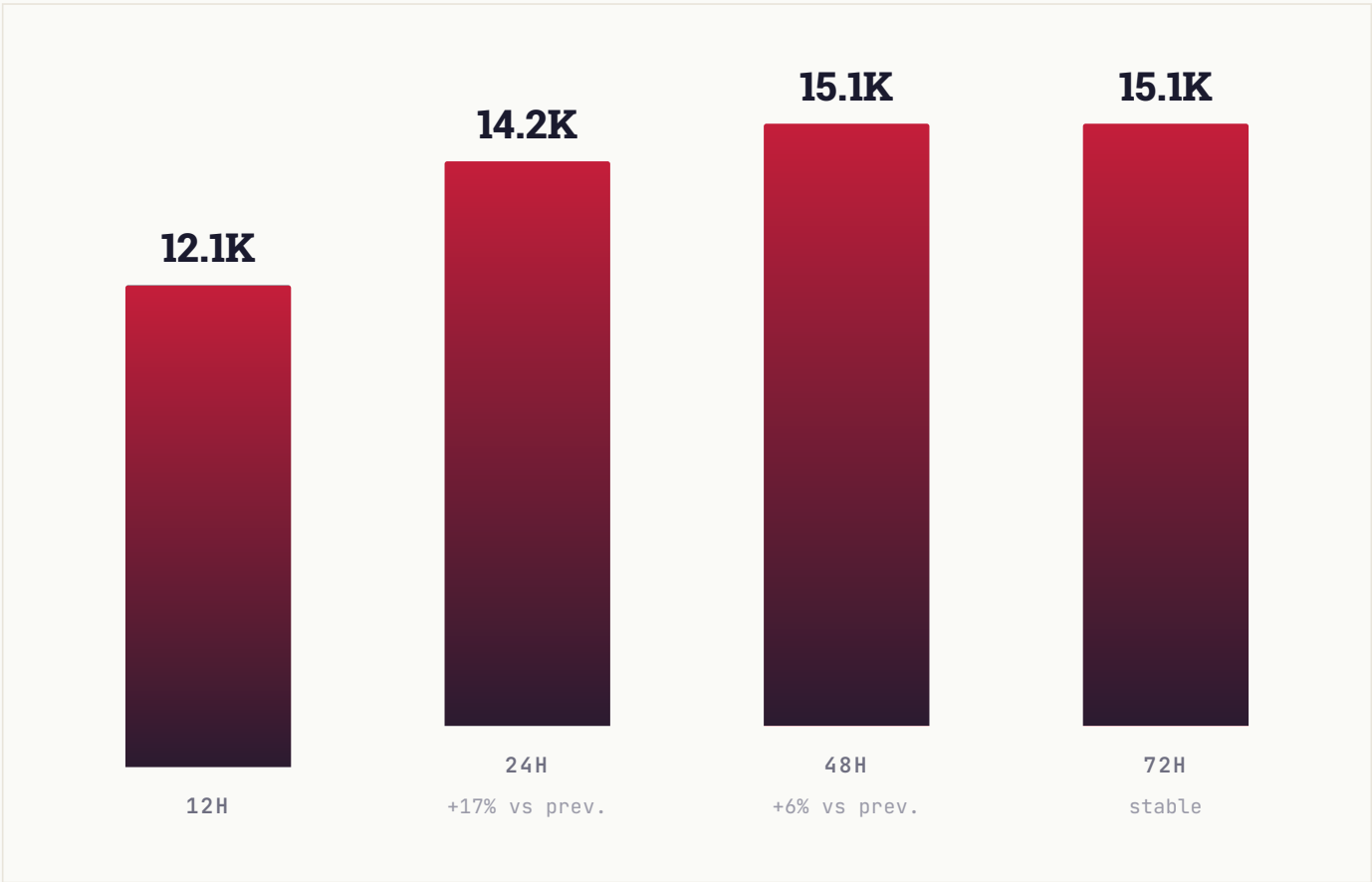
Citation index **1 064** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **2 925** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.4M
AB	Automania	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	Driving instructor	466.8K
BEFORE	Deptrans. Operatively	YOU 113.1K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#78 of 98). Niche median — 166K subs. First KPI goal — reach 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 were **3 983**, they brought **8 306** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	960	265	302
November 2025	606	106	1862
October 2025	448	83	3164
September 2025	549	165	509
August 2025	719	181	512
July 2025	701	221	1957
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
3 983	6	8 306	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

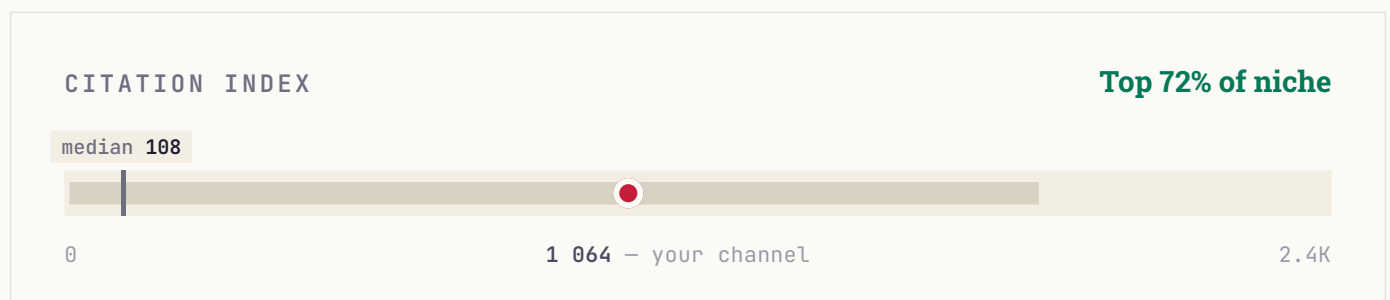
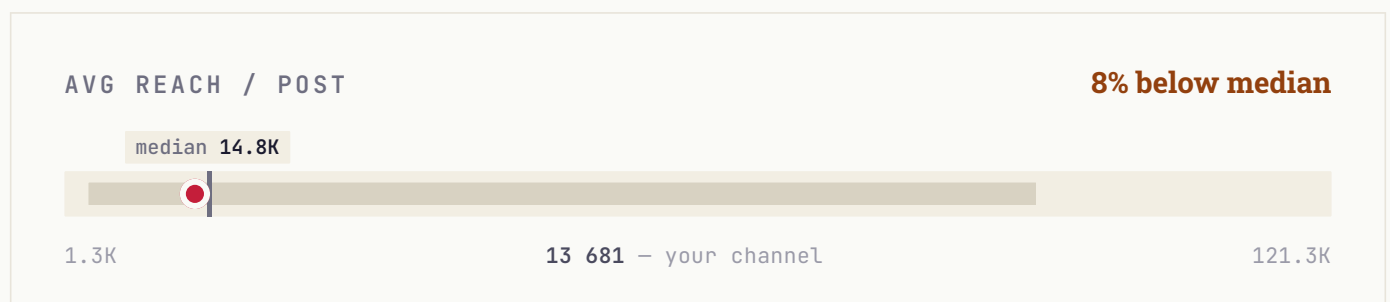
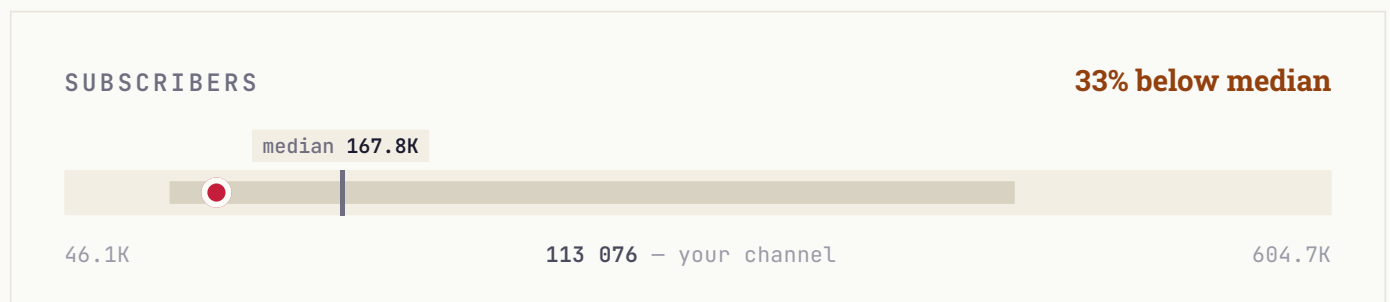
Took top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#78

/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

Main post of the week — on Friday

Audience is most active on this day at 07:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video post share

Video in Telegram retains 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). PromtPress picks sources for your 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 — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

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

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 hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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