

PUBLIC PROMTPRESS REPORT

Channel audit

Moscow

Transport Dept



@dtroad

Top Moscow transport news. Registered in Roskomnadzor list:
<https://clck.ru/3F7qA7> Road situation & transport changes —
 @DtOperativno Contact...

SUBSCRIBERS

151 539

-204 per month

ERR (% SEE POSTS)

5.0%

in 24h **4.4%**

REACH/POST

8.3K

ad reach **6.6K/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 151 539 —	 SUBSCRIBER REACH 5.49% avg % subs see post	 VIEWS/POST 8.3K median 6.5K · 29 days	 POSTS/DAY 13.3 ~93 per week
 7D TREND +20.3% vs previous week	 REACTIONS/POST 60.3 total 23,988 reactions, 14,342 reposts, 0 comments	 POST LENGTH 825 chars median 999 · 29 days	 POSTS ANALYZED 398 29 days
 AD REACH 6.6K 24h avg	 CHURN / MONTH -204 last month	 CITATION RATE 4 432 citation index · 10,417 channels mentioned ever	 CHANNEL AGE 10 years 4 months created 08.02.2016

AI EDITOR SUMMARY

Channel «Moscow Transport Dept» – 151 539 subs. Avg views per post 8.3K people (5% of subs), reach low – expand audience. Publishes 93 posts/week (~13/day) – very active. Week Jun 8–14 reach up +20.3% week Jun 1–7 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **398** posts in 29 days.
- 02 Dominant format — **Photo** (266/398 posts).
- 03 Avg post length — **825** chars (median 999).
- 04 Audience peak activity — **Tue, 21:00 MSK**.
- 05 Top posts get **11x** more views than the weakest (51K avg for top vs 4.6K for worst) — among 398 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 16:31 PHOTO «Retropace»... Stop! Actually, «Beep-Bop»! The traditional summer festival of the Moscow Transport Museum celebrates its first 5-year anniversary. But...	VIEWS 54 553 REP. 140	REACTIONS 80 ER 36.0%
Nº2 11.06 · 07:48 VIDEO ✱ In the heat, it's especially pleasant on the river. Come cool off at the piers: everything for your comfort is here, plus free...	VIEWS 49 487 REP. 39	REACTIONS 55 ER 32.7%
Nº3 18.06 · 14:01 PHOTO How do stop upgrades make passenger trips more comfortable? Maxim Liksutov reported that in spring 2026, Service specialists...	VIEWS 49 067 REP. 26	REACTIONS 63 ER 32.4%

Nº4 19.06 · 08:31 VIDEO ⌕ The capital has stepped up speed checks on courier e-bikes. Maxim Liksutov said that now delivery transport...	VIEWS 48 766 REP. 169	REACTIONS 108 ER 32.2%
Nº5 13.06 · 09:01 VIDEO ⌕ Motorcyclists, be careful on the roads and don't forget your gear. About 130k motorcyclists are registered in the capital. Over...	VIEWS 48 337 REP. 29	REACTIONS 33 ER 31.9%

|

WORST 3

↓ 20.06 · 15:31 VIDEO ⌕ New opportunities and high comfort: developing Moscow's river infrastructure Today Moscow river transport is experiencing...	VIEWS 4 692 REP. 6	REACTIONS 42 ER 3.1%
↓ 01.06 · 15:31 PHOTO ⌕ Travel by car without worries: pay for parking in 3 regions via the familiar app «Parking Russia». Maxim Liksutov...	VIEWS 4 645 REP. 8	REACTIONS 37 ER 3.1%
↓ 01.06 · 16:01 PHOTO ⌕ How to spend the first days of summer interestingly and usefully? The transport organizer and the Moscow Department of Culture continue a series of themed...	VIEWS 4 610 REP. 13	REACTIONS 34 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

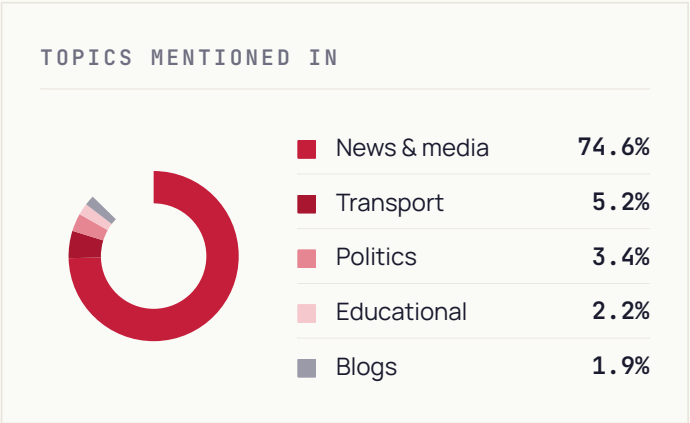
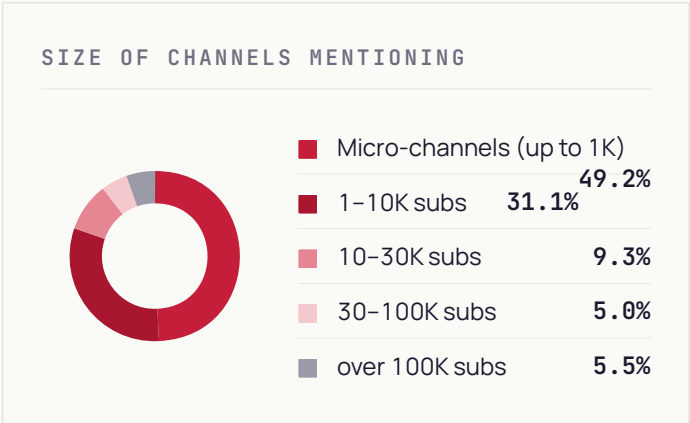
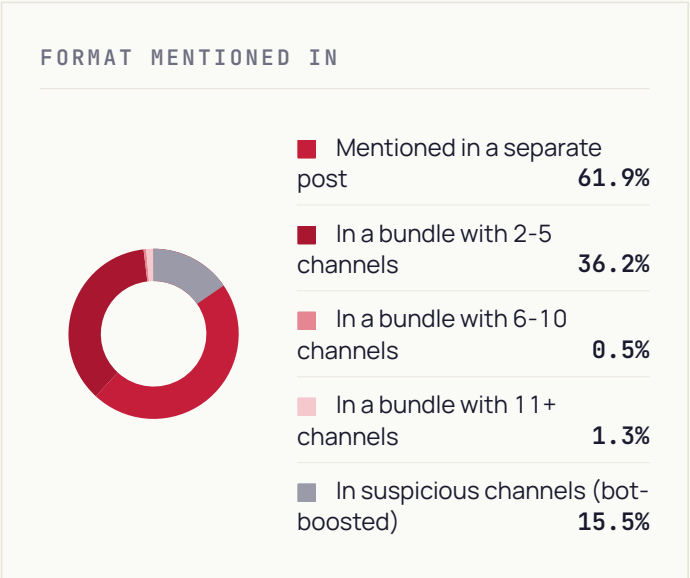
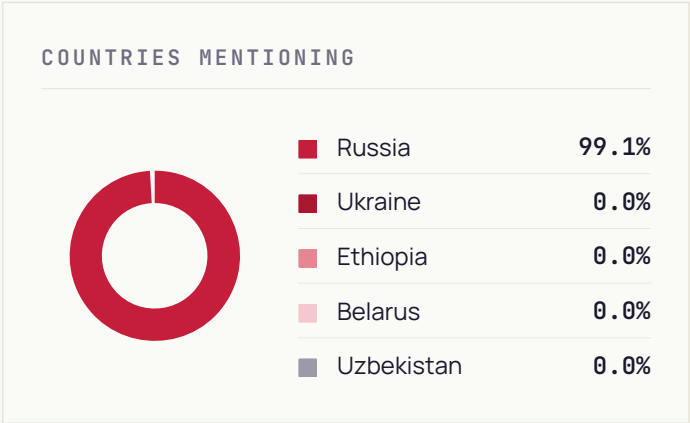
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel & how

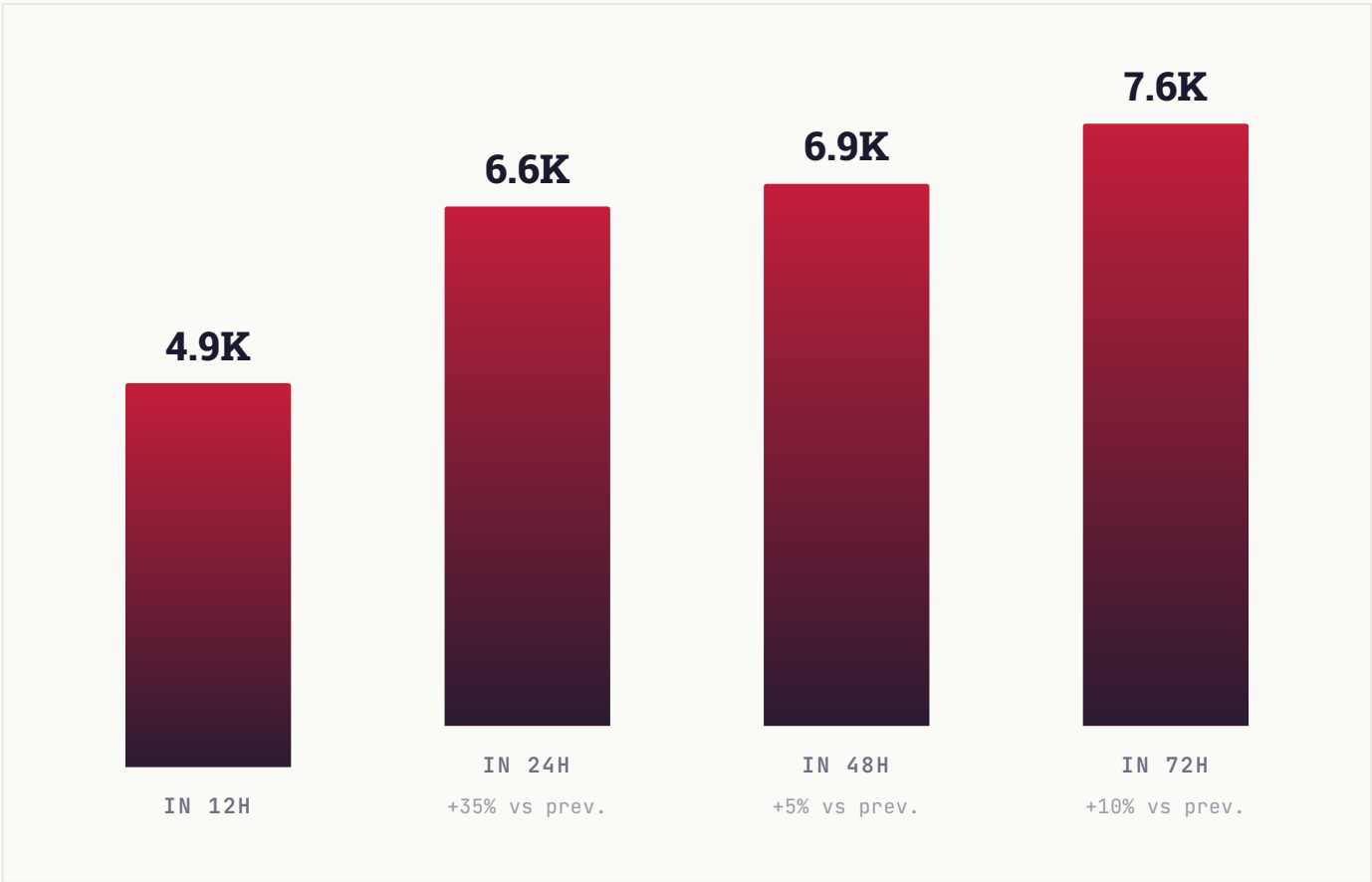
Citation index **4 432** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **10 417** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is 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 Za Rulem	473.8K
AB Driving instructor	466.8K
DM Moscow Transport Dept YOU	151.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#59 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 **24 111**, they brought **14 581** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5 940	877	2 097
Nov 2025	3 831	1 216	1 398
Oct 2025	3 641	734	1 246
September 2025	3 495	584	2 259
August 2025	3 431	769	5 185
July 2025	3 773	1 104	2 396

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
24 111	6	14 581

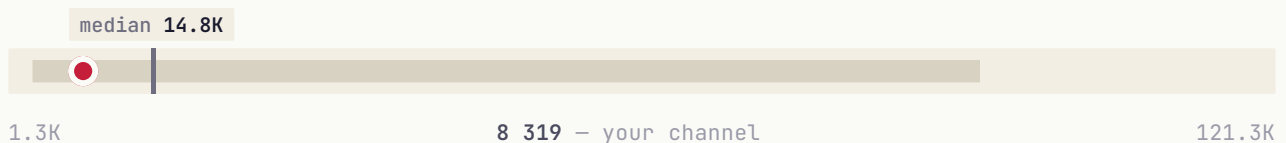
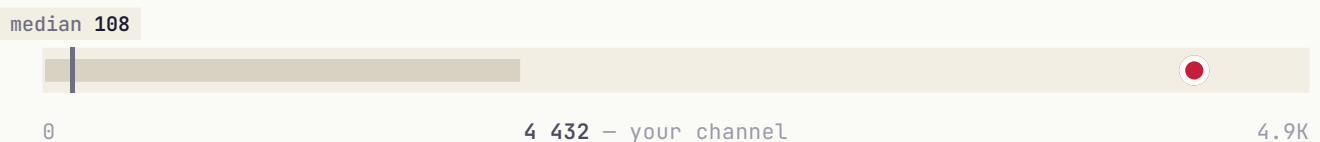
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#59 /100

RANK IN NICHE

Channel in the lower half of the ranking**SUBSCRIBERS****10% below median****AVG REACH / POST****44% below median****CITATION INDEX****top 10% of niche**

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01**Main post of the week — on Tuesday**

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
important
posts****02****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****03****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**04****Cross-promo with nearby channels**

Swap posts quarterly with same-segment channels. 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 — it's a source of organic traffic.

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 with us and close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager