

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Dubrovsky Syndicate | Zhekich Dubrovsky



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SUBSCRIBERS

691 573

ERR (% SEE POSTS)

18.0%

REACH/POST

124.1K

-9648 per month

last 24 hours 9.2%

ad reach 63.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 691 573 —	 SUBSCRIBER REACH 17.95% avg % of subs see post	 VIEWS/POST 124.1K median 119.1K · 28 days	 POSTS/WEEK 9.7 for period
 7D TREND -21.2% vs previous week	 REACTIONS/POST 1039.3 total 40,532 reactions, 2,499 reposts, 2,140 comments	 POST LENGTH 275 chars. median 128 · 28 days	 POSTS ANALYZED 39 28 days
 AD REACH 63.3K 24h avg	 CHURN / MONTH -9648 last month	 CITATION RATE 99 citation index · 257 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Dubrovsky Syndicate | Zhekich Dubrovsky» – 691 573 subs. Each post averages 124.1K people (18% of subs), average reach – room to grow. Publishes 10 posts per week (~1/day) – regular schedule. For week 22–28 Jun reach dropped -21.2% by week 15–21 Jun – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **39** posts over 28 days.
- 02 Dominant format – **Photo** (20/39 posts).
- 03 Avg post length – **275** chars (median 128).
- 04 Audience peak activity – **Saturday**, 12:00 MSK.
- 05 Top posts get **3x** more views than the weakest (225.5K avg for top vs 84.9K for worst) – among 39 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1

13.06 · 09:14

VIDEO

(post without caption – video)

VIEWS	REACTIONS
330 677	1 065
REPOSTS	ER
153	47.8%

Nº2

12.06 · 14:07

PHOTO

HOW TO OFFER YOUR CAR FOR CONTAINERS: 1. What car? 2. Photo 3. Description (brief) 4. City (Moscow & MO priority) 5. Price...

VIEWS	REACTIONS
181 000	654
REPOSTS	ER
124	26.2%

Nº3

15.06 · 15:47

PHOTO

Bought this station! Insanely cool & convenient 🔥

VIEWS	REACTIONS
164 760	1 685
REPOSTS	ER
162	23.8%

Nº4 18.06 • 07:56 PHOTO Summer is when you want to ride easy, fast, and hassle-free. So here's a tip: if you pay for scooter rides with OTP Card...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>159 602</td><td>435</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>14</td><td>23.1%</td></tr> </table>	VIEWS	REACTIONS	159 602	435	REPOSTS	ER	14	23.1%
VIEWS	REACTIONS								
159 602	435								
REPOSTS	ER								
14	23.1%								
Nº5 10.06 • 18:49 PHOTO BOUNCERS. Steal a SUPERCAR to win! Grisha, Workshop, Gordey, Ilya KICKDOWN ► Watch:  YouTube  VK Video  RuTube	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>154 331</td><td>1 034</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>209</td><td>22.3%</td></tr> </table>	VIEWS	REACTIONS	154 331	1 034	REPOSTS	ER	209	22.3%
VIEWS	REACTIONS								
154 331	1 034								
REPOSTS	ER								
209	22.3%								

WORST 3

↓ 26.06 • 10:43 VIDEO (post without caption – video)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>94 568</td><td>684</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>15</td><td>13.7%</td></tr> </table>	VIEWS	REACTIONS	94 568	684	REPOSTS	ER	15	13.7%
VIEWS	REACTIONS								
94 568	684								
REPOSTS	ER								
15	13.7%								
↓ 01.07 • 10:32 PHOTO You know, so much has changed in 20 years! I finished school and university, started working in my field and opened my channel! On...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>80 668</td><td>654</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>23</td><td>11.7%</td></tr> </table>	VIEWS	REACTIONS	80 668	654	REPOSTS	ER	23	11.7%
VIEWS	REACTIONS								
80 668	654								
REPOSTS	ER								
23	11.7%								
↓ 01.07 • 10:01 PHOTO GUESS THE CONTAINER - WIN A CAR! Satir, Yanix, Bratishkin, Nikitos, Zavozin, Sarychev, Stilov  YouTube  VK Video	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>79 507</td><td>985</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>409</td><td>11.5%</td></tr> </table>	VIEWS	REACTIONS	79 507	985	REPOSTS	ER	409	11.5%
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79 507	985								
REPOSTS	ER								
409	11.5%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

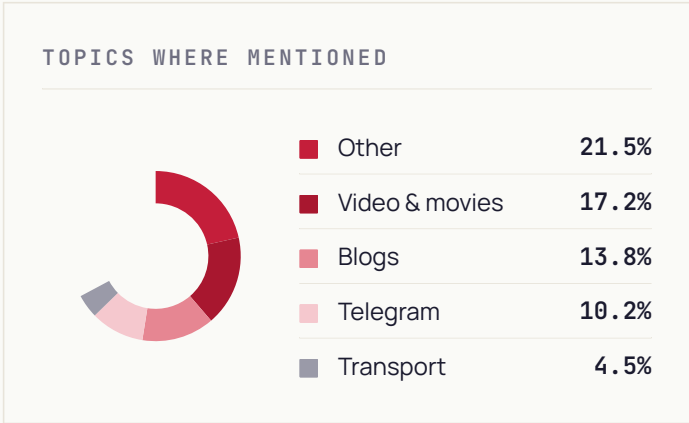
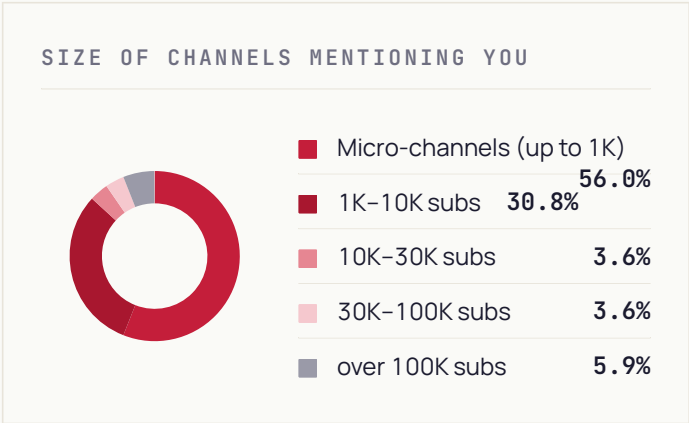
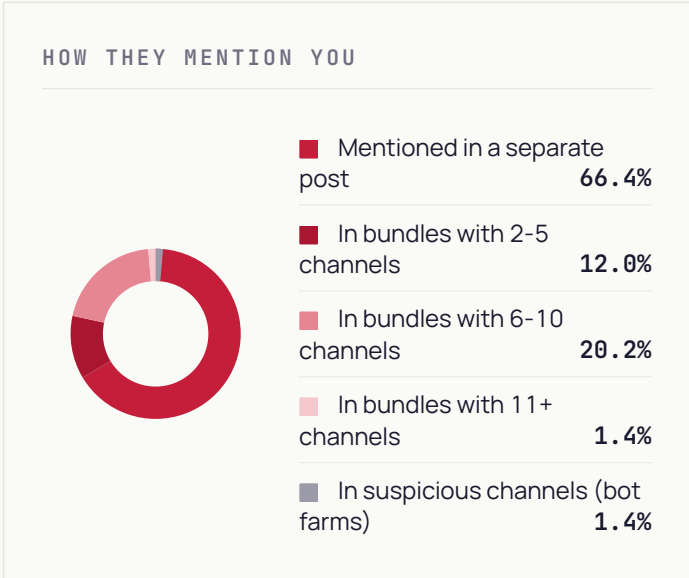
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

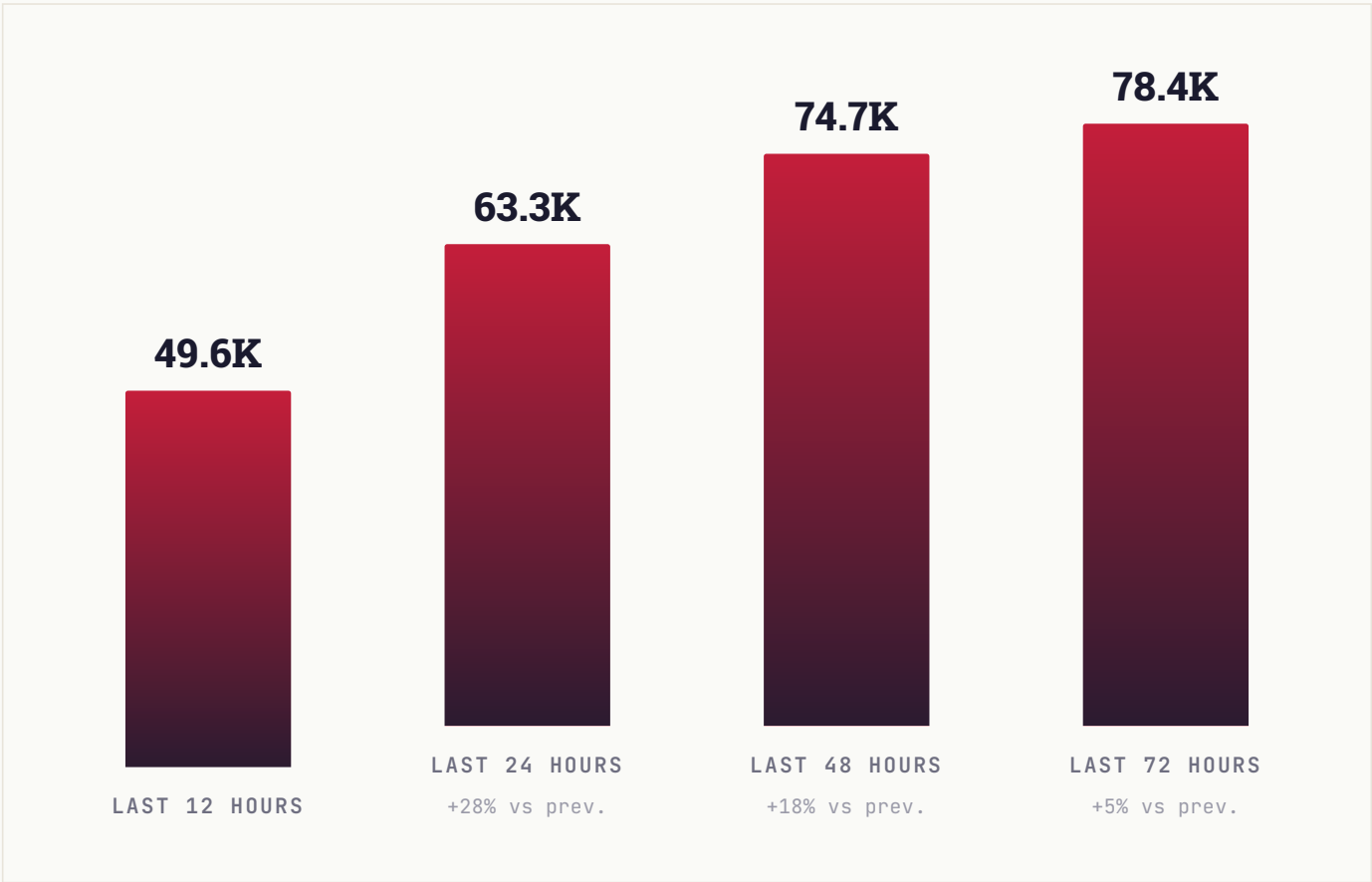
Citation index **99** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **257** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Dot	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	994.1K
VM Vodiy Moshina Bozor	972.1K
DS Dubrovsky Syndicate Zhekich Dubrovsky YOU	691.6K
UN Un Normal	596K
FI Fighterbomber	520K
AB Auto.ru	497.7K
GA Garage	483.6K
AB AVTOZAKAZ.RU	480.4K
KM CRIMEAN BRIDGE: latest updates	477.9K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#5 of 98). Strong position. Niche leader — Cars & Dot (3.4M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **62**, they brought **78 385** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	7	7	8 674
December 2025	4	4	2 403
November 2025	12	12	16 432
October 2025	18	17	20 397
September 2025	5	5	14 928
August 2025	16	16	15 551

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
62	6	78 385

SECTION 08 · NICHE COMPARISON

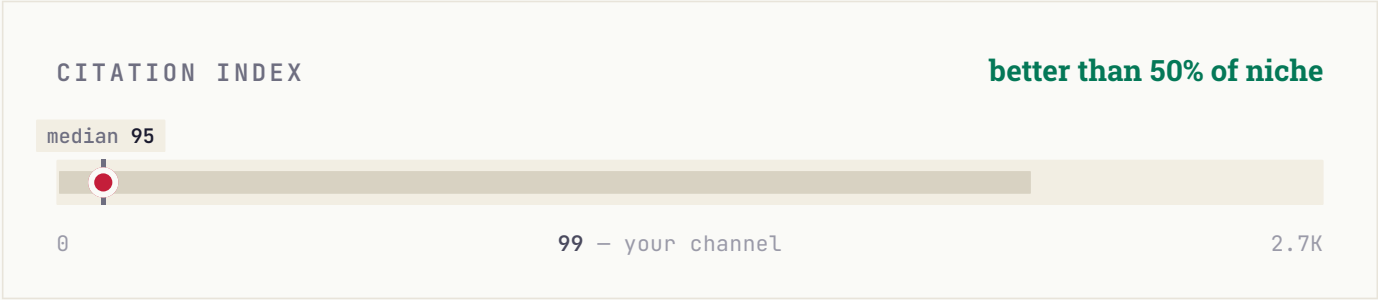
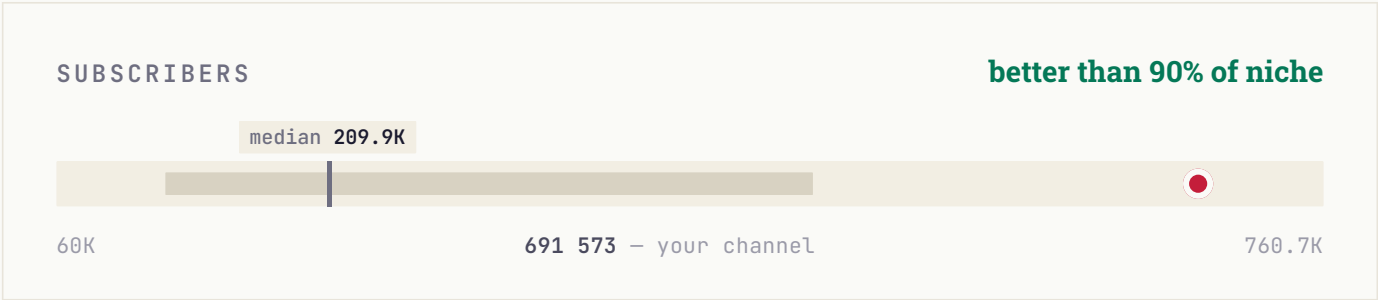
Where the channel stands in its league

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

#5/100

RANK IN NICHE

Channel in top 5% Transport Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with nearby 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 — 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 using public data. Want to go further? Run ads through us & close 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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