

— PROMTPRESS PUBLIC REPORT

Channel audit

Where's gas?

Fbenz



@fbenz_ru

Mapped all gas stations: current prices, fuel availability, and queue info. Free, no sign-up: https://fbenz.ru/app/?utm_source=tg

SUBSCRIBERS

17 842

+11735 per month

ERR (% SEE POSTS)

6.0%

per day 0.9%

REACH/POST

991

ad reach 159/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subheading under the number says for which period it was calculated.

 SUBSCRIBERS 17 842 —	 SUBSCRIBER REACH 5.56% avg % of subs see post	 VIEWS/POST 991 median 512 · 28 days	 POSTS/WK. 3.2 for the period
 TREND 7D +90.7% vs previous week	 REACTS/POST 380.8 only 4 950 reactions, 4 reposts, 2 comments.	 POST LENGTH 518 chars. median 524 · 28 days	 POSTS ANALYZED 13 28 days
 AD REACH 159 avg per 24h	 CHURN / MONTH +11735 last month	 QUOTABILITY 0 citation index (cumulative)	 CHANNEL AGE 1 month 25 days created 29.06.2026

AI EDITOR SUMMARY

Channel «Where's gas? Fbenz» – 17 842 subs. Each post on average is viewed by 991 people (6% from subs), reach is low – should expand audience. Publishes 3 posts per week (~0 per day) – rare posts. In week Aug 10–16 reach grew by +90.7% by week Aug 3–9 – positive trend.

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 SUCCESSFUL POSTS SHARE

- 01 Analysis based on 13 posts in 28 days.
- 02 Dominant format – Photo (9/13 posts).
- 03 Average post length – 518 characters (median 524).
- 04 Audience activity peak – Wed, 12:00 MSK.
- 05 Top posts get 5 times more views than the weakest (2K avg for top vs 385 for worst) – among 13 posts in 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP-5 POSTS

Nº1 10.08 · 10:03 PHOTO REFUEL FAST WITH FBENZ 🗂️ FBenZ is an online service with real-time gas station info. It helps you check the situation in advance...	VIEWS 2 297 REACTS 1 242 REPOSTS 1 ER 12.9%
Nº2 12.08 · 09:12 PHOTO (post without caption – photo)	VIEWS 1 896 REACTS 968 REPOSTS 1 ER 10.6%
Nº3 07.08 · 16:03 VIDEO NEW CAR – NEW STORY 🥳 Another car has found its owners! Alexey and his wife arrived in Moscow, where we with Grisha...	VIEWS 1 825 REACTS 916 REPOSTS — ER 10.2%

Nº4 17.08 · 08:48 PHOTO Drive across town to refuel, only to find the station is out of fuel? No thanks 🙅 That's exactly why...	VIEWS 1 393 REPOSTS —	REACTS 618 ER 7.8%
Nº5 15.08 · 10:12 VIDEO EITHER HE'S LUCKY, OR THE APP IS CHARMED 🕶️ On the latest live stream at @fineapp_ru, Shota from Grozny won a Niva Sport! He only had 12...	VIEWS 1 391 REPOSTS —	REACTS 604 ER 7.8%

|

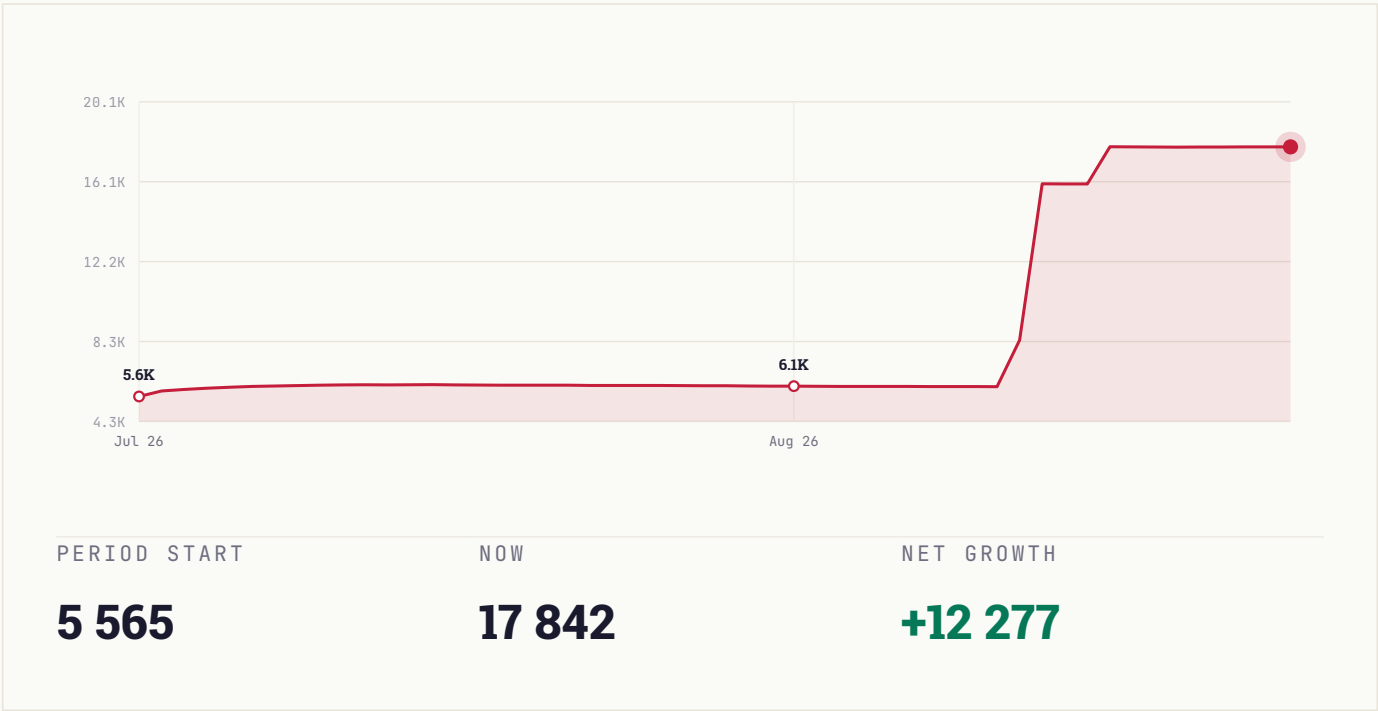
WORST 3

↓ 29.07 · 10:07 TEXT Dropping a major Fbenz update tonight! Don't miss it! 🔥	VIEWS 426 REPOSTS —	REACTS 9 ER 2.4%
↓ 03.08 · 10:45 PHOTO ALL GAS ON THE MAP 🔥 We're already getting your feedback on the latest Fbenz update and glad you like the new feature. For us...	VIEWS 407 REPOSTS —	REACTS 6 ER 2.3%
↓ 07.08 · 08:15 PHOTO HOW FBENZ ACTUALLY WORKS? How do we know which stations have fuel? Can the reports be trusted? And what if someone...	VIEWS 324 REPOSTS —	REACTS 10 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

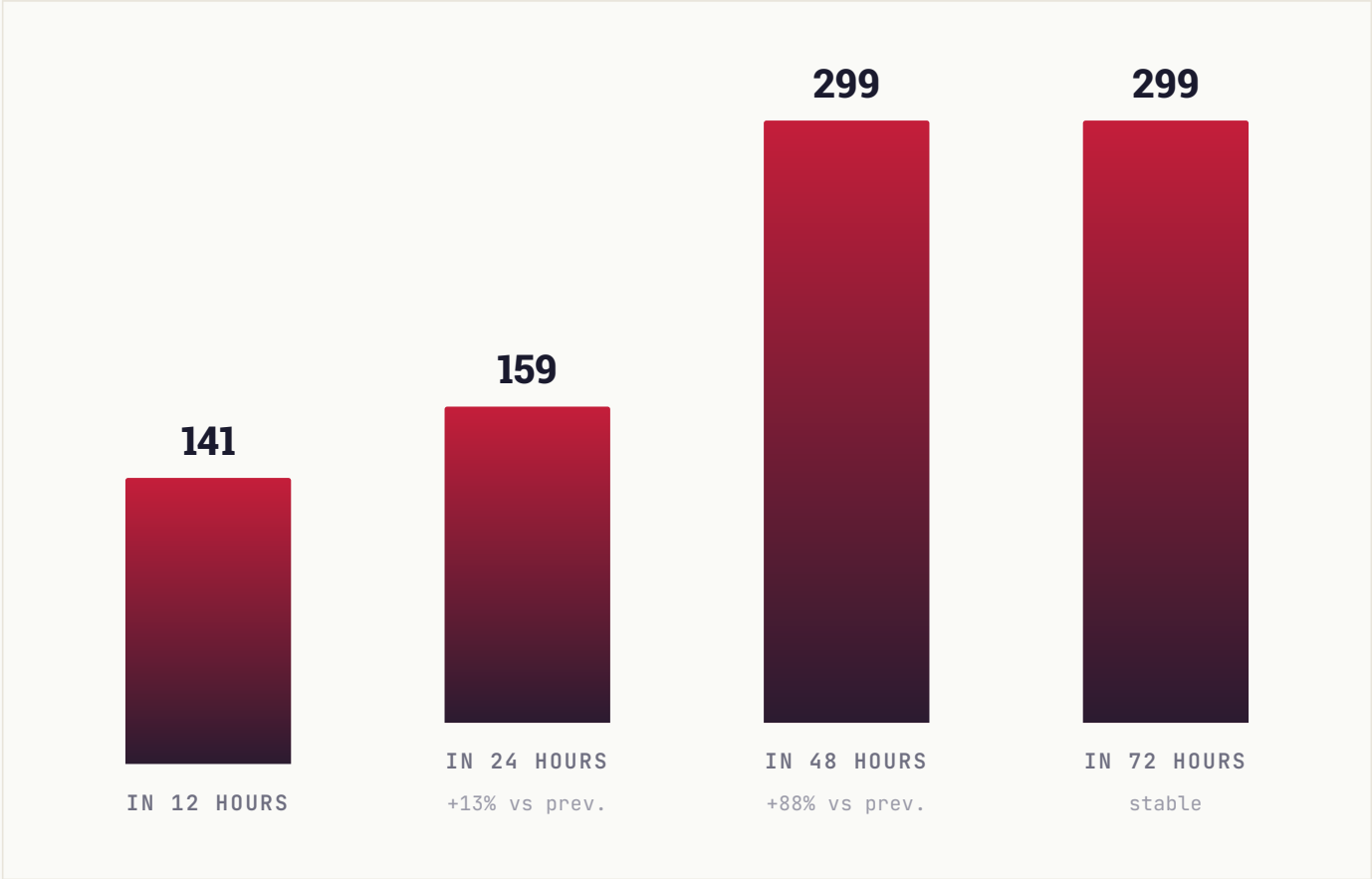
Subscriber growth chart for the year. Exact counts on key months. See in which months it grew, and in which it lost subscribers.



SECTION 04 · AD POTENTIAL

How long posts drive reach

Average reach of an ad post over time since publication. Helps assess how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Highlighted your channel — see where it stands among niche peers.

CHANNEL	SUBSCRIBERS
Topic Тачки и Точка	3.7M
Index ABАвтомания	2M
WE WENGALLBI	1.1M
Sub Dubrovsky Syndicate Zhekich Dubrovsky	680.8K
dynamics FIFighterbomber	518.4K
AB Авто.ру	513.8K
AB АВТОЗАКАЗ.РУ	480.8K
GA Garage	480K
Driving Behind the wheel	463K
AB Автоинструктор	447.3K
GB Where's gas? Fbenz YOU	17.8K

COMPARATIVE CONCLUSION

The channel so far outside top-98 in niche — early growth stage. Niche leader — **Тачки и Точка** (3.7M), median top-98: 166.3K. First goal — enter top-98 through systematic work with traffic and content.

SECTION 06 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Transport» (Russia) and looked at how the channel looks on their background. Gray bar — range in which 80% of niche channels fall (from p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 07 · STRATEGY

What to do now

5 priority actions, ranked by expected impact. Check off as a checklist and return to this report in a month.

- | | | |
|-----------|--|---|
| 01 | Increase post frequency
Currently 3.2 posts/wk. Active channels: 7-10.
Consistency is key to retention. | EFFECT
Consistency over volume |
| 02 | Top post of the week — on Wednesday
Audience is most active on this day at 12:00 MSK. | EFFECT
Best time for a key post |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (natural integrations), Premium (target audience). PromptPress matches sources to niche. | EFFECT
+1000-3000 subs. |
| 04 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a 'hot' topic — an easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with related channels
Do cross-posts with similar channels quarterly. No need for daily — 2-3 collabs drive relevant growth. | EFFECT
Relevant audience growth |

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads via us and hit your growth plan in a month.

01 **Run Telegram ads** <https://panel.promptpress.com/register>

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