

— PUBLIC REPORT BY PROMTPRESS

Channel audit

First Gear

**@firstgear_channel**

■Traffic Rules Test Tasks ■Educational videos from dashcams or surveillance cameras Learn and grow with us: @firstgear_channel ■
Ads: @MacFrolov Assistant:...

SUBSCRIBERS

203 711

-767 per month

ERR (% WHO SEE
POSTS)**4.0%**

per day 2.4%

REACH/POST

7.2K

ad reach 4.9K/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 calculation period.

 SUBSCRIBERS 203 711 —	 SUBSCRIBER REACH 3.52% avg % subs see post	 VIEWS/POST 7.2K median 7.4K · 29 days	 POSTS/DAY 7.7 ~54 per week
 7D TREND +2.1% vs previous week	 REACTIONS/POST 48.3 total 11,208 reactions, 4,290 reposts, 0 comments	 POST LENGTH 71 chars median 50 · 29 days	 POSTS ANALYZED 232 29 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH -767 last month	 CITATION RATE 1 309 citation index · 553 channels mentioned all time	 CHANNEL AGE 4 years 11 months created 30.06.2021

AI EDITOR SUMMARY

Channel «First Gear» – 203 711 subs. Each post averages 7.2K people (4% of subs), reach is low – consider expanding audience. Publishes 54 posts per week (~8/day) – active publishing. Week of June 8–14 reach stable (+2.1% vs week Jun 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

Top & bottom posts by engagement – see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **232** posts over 29 days.
- 02 Dominant format – **Video** (111/232 posts).
- 03 Avg post length – **71** chars (median 50).
- 04 Peak audience activity – **Tuesday**, 20:00 MSK.
- 05 Top posts get **1x** more views than the weakest (8.9K avg top vs 6.1K worst) – among 232 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 17:38 VIDEO Guy built a bed on wheels First Gear We're in Max	VIEWS	REACTIONS
	9 037	61
	REPOSTS	ER
	17	4.4%
Nº2 08.06 · 18:14 VIDEO The guy got nervous about losing control. First Gear We're on Max	VIEWS	REACTIONS
	9 020	127
	REPOSTS	ER
	111	4.4%
Nº3 12.06 · 16:39 VIDEO BMW and Audi now imported to Russia with Changan badges According to media, some suppliers temporarily swap car emblems before...	VIEWS	REACTIONS
	8 706	63
	REPOSTS	ER
	65	4.3%

Nº4 28.05 · 12:03 VIDEO Send to anyone fixing their car with a magic wand First Gear We're on Max	VIEWS 8 703 REPOSTS 44	REACTIONS 73 ER 4.3%
Nº5 10.06 · 18:25 VIDEO Detailing owner built a TOILET in Mercedes G-Class style. Features an orange Brabus toilet, a G-Wagon door with the legendary...	VIEWS 8 649 REPOSTS 88	REACTIONS 72 ER 4.2%

|

WORST 3

↓ 20.06 · 14:00 POLL (post without caption – poll)	VIEWS 6 128 REPOSTS 7	REACTIONS 38 ER 3.0%
↓ 21.06 · 13:30 PHOTO First Gear We're on Max	VIEWS 6 115 REPOSTS 6	REACTIONS 13 ER 3.0%
↓ 22.06 · 06:04 PHOTO First Gear We're on Max	VIEWS 6 111 REPOSTS 7	REACTIONS 13 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

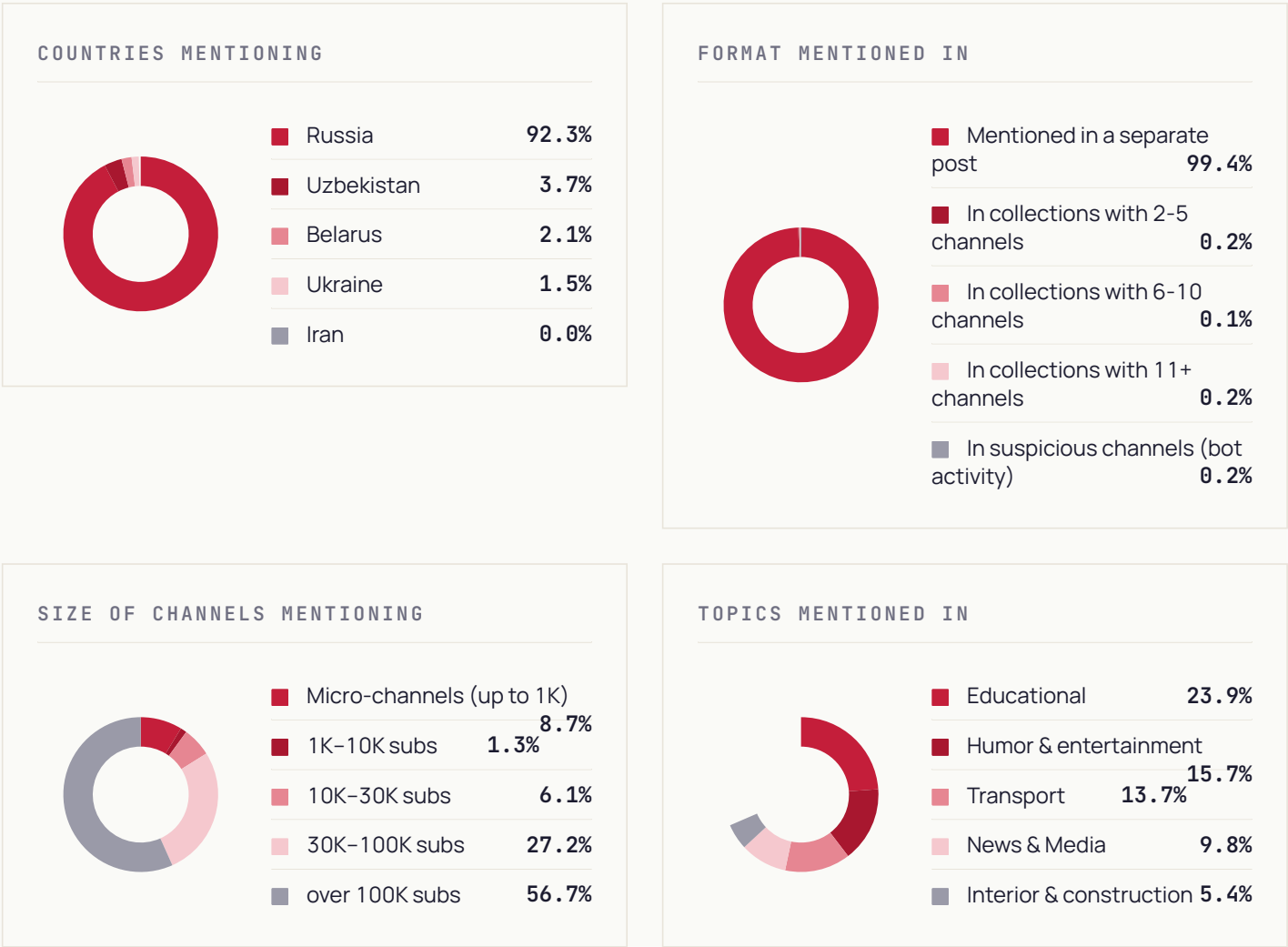
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel & how

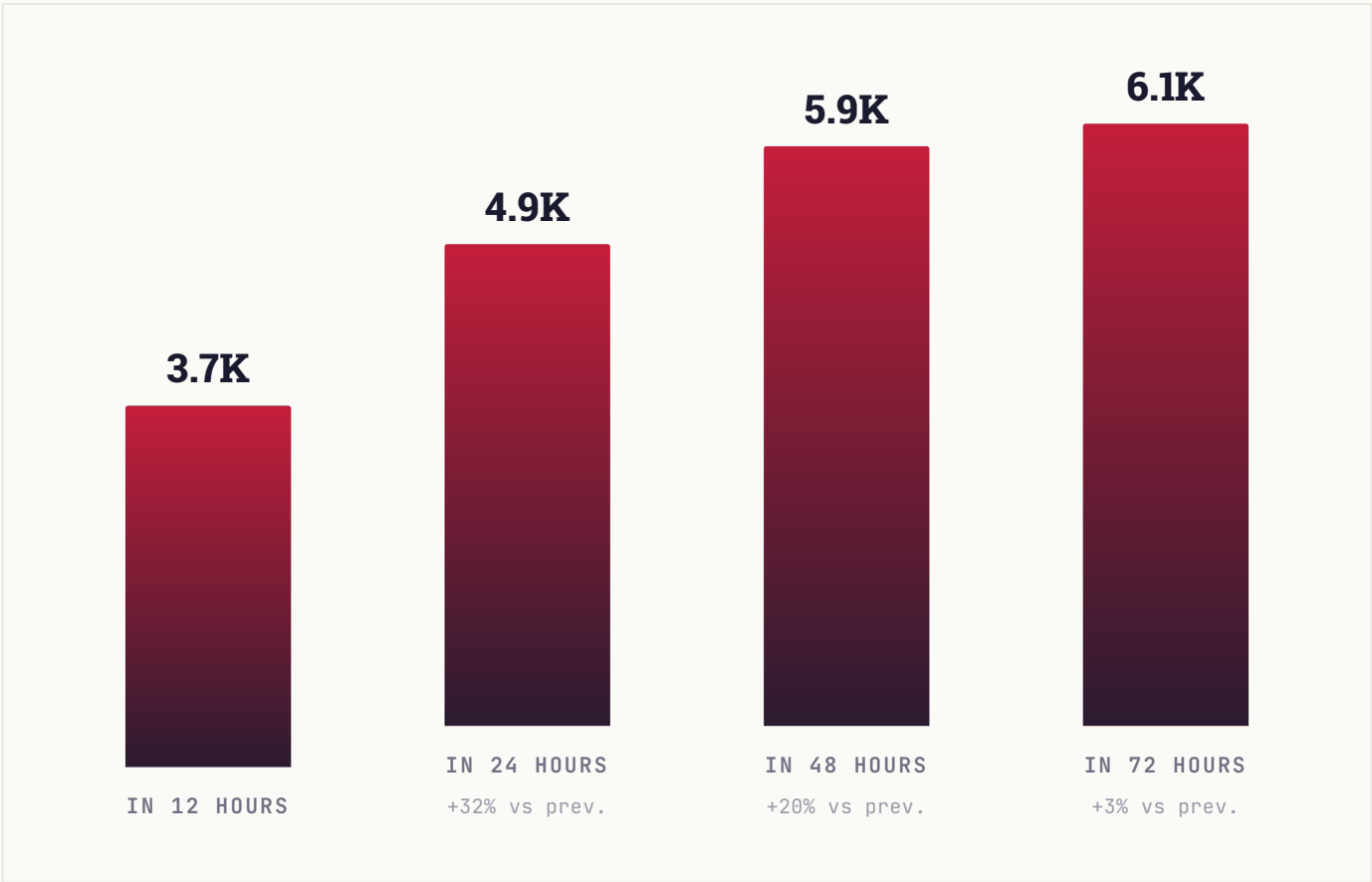
Citation index **1 309** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **553** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is 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
PP First Gear YOU	203.7K

COMPARATIVE CONCLUSION

Channel in top half of niche (#44 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **290**, they brought **24 466** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	46	38	1 605
Nov 2025	31	18	570
Oct 2025	28	20	1 449
September 2025	18	10	10 979
August 2025	92	65	7 696
July 2025	75	66	2 167

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
290	6	24 466

SECTION 08 · NICHE COMPARISON

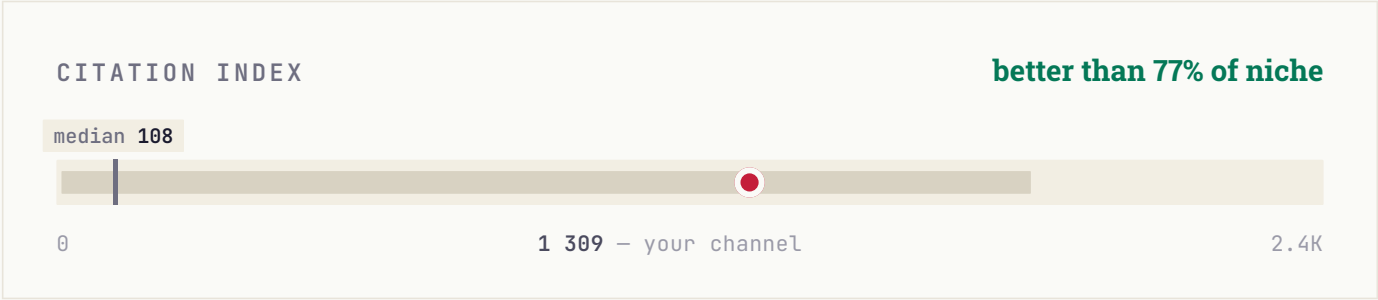
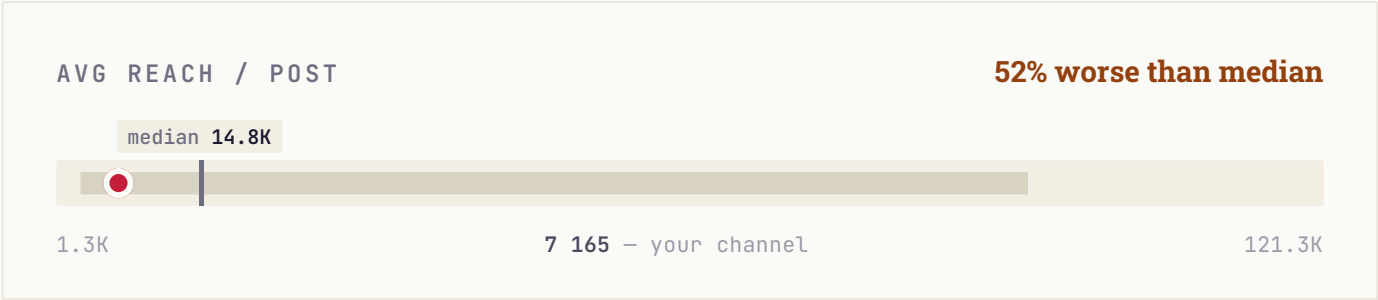
Where the channel stands in its league

Took top-100 channels in category «Transport» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#44/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

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

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for
important
posts****02****ER below niche benchmark — rethink formats**

Current ER 3.52% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.0pp ER**03****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****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

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

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want more? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
