

— PROMTPRESS PUBLIC REPORT

Channel audit

Госавтоинспекция Кубани



@gibdd123region

Official channel of the Department of State Traffic Safety
Inspectorate of the Main Directorate of the Ministry of Internal
Affairs of Russia for Krasnodar Krai Official website - [https://
xn--90adear.xn-p1ai/r/23](https://xn--90adear.xn-p1ai/r/23)

SUBSCRIBERS

10 563

-75 per month

ERR (% REACH)

10.0%

per day 4.6%

REACH/POST

1.1K

ad reach 482/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 563 —	 SUBSCRIBER REACH 10.02% avg % of subs see post	 VIEWS/POST 1.1K median 1K · 4 days	 POSTS/WK 13.9 for period
 TREND 7D — no data for period	 REACTS/POST 5.4 total 43 react., 54 rep., 0 comm.	 POST LENGTH 756 chars. median 858 · 4 days	 POSTS ANALYZED 8 4 days
 AD REACH 482 avg for 24h	 CHURN / MONTH -75 for past month	 QUOTABILITY 376 citation index · 1 120 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Госавтоинспекция Кубани» – 10 563 subs. Each post on average is viewed by 1.1K people (10% from subs), reach is low – should expand the audience. Publishes 14 posts per week (~2 a day) – regular mode.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 8 posts for 4 days.
- 02 Dominant format – Video (6/8 posts).
- 03 Average post length – 756 chars (median 858).
- 04 Audience activity peak – Tue, 16:00 MSK.
- 05 Top posts get 1 x more views than the weakest (1.2K avg for top vs 938 for worst) – among 8 posts over 4 days. Worth analyzing what top posts share – topic, format, timing.

TOP-5 POSTS

Nº1 04.08 · 13:51 VIDEO Motorcycle battalion on duty ... Per day, traffic police inspectors of 🇷🇺Krasnodar motorcycle battalion stop more than 10 offenses by motorcycle and personal mobility device drivers...	VIEWS 1 287 REPOSTS 14	REACTS 15 ER 12.2%
Nº2 04.08 · 08:04 VIDEO 🇷🇺Traffic police motorcycle unit patrols roads to the sea In our region, since late July, a new ... serves on the M-4 Don and A-289 highways.	VIEWS 1 234 REPOSTS 11	REACTS 8 ER 11.7%
Nº3 03.08 · 19:16 VIDEO 🇷🇺Kuban traffic police reminds about mandatory requirements for motorcycle riders and what to do when stopped Driver...	VIEWS 1 092 REPOSTS 7	REACTS 6 ER 10.3%

Nº4 03.08 · 17:48 VIDEO  Night incident in Krasnodar: minor moped driver detained.  In Krasnodar on Pashkovskaya Street, police stopped...	VIEWS 1 021 REPOSTS 5	REACTS 6 ER 9.7%
Nº5 07.08 · 18:32 PHOTO Preventive campaign 'Safety on personal mobility devices' took place today at the skate park.  Traffic police officers from Sochi explained to the kids...	VIEWS 1 018 REPOSTS 2	REACTS 1 ER 9.6%

WORST 3

↓ 03.08 · 19:19 VIDEO Just a quick reminder ...	VIEWS 948 REPOSTS 6	REACTS 3 ER 9.0%
↓ 03.08 · 19:06 PHOTO From August 3 to 7, the regional preventive campaign 'Days of Children's Road...' is taking place in Krasnodar Krai.	VIEWS 934 REPOSTS 7	REACTS 1 ER 8.8%
↓ 04.08 · 07:53 VIDEO  The sea is closer than we thought. Krasnodar traffic police keep watch in bad weather! Today in Krasnodar heavy...	VIEWS 933 REPOSTS 2	REACTS 3 ER 8.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact counts. Shows in which months the channel gained, and when subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

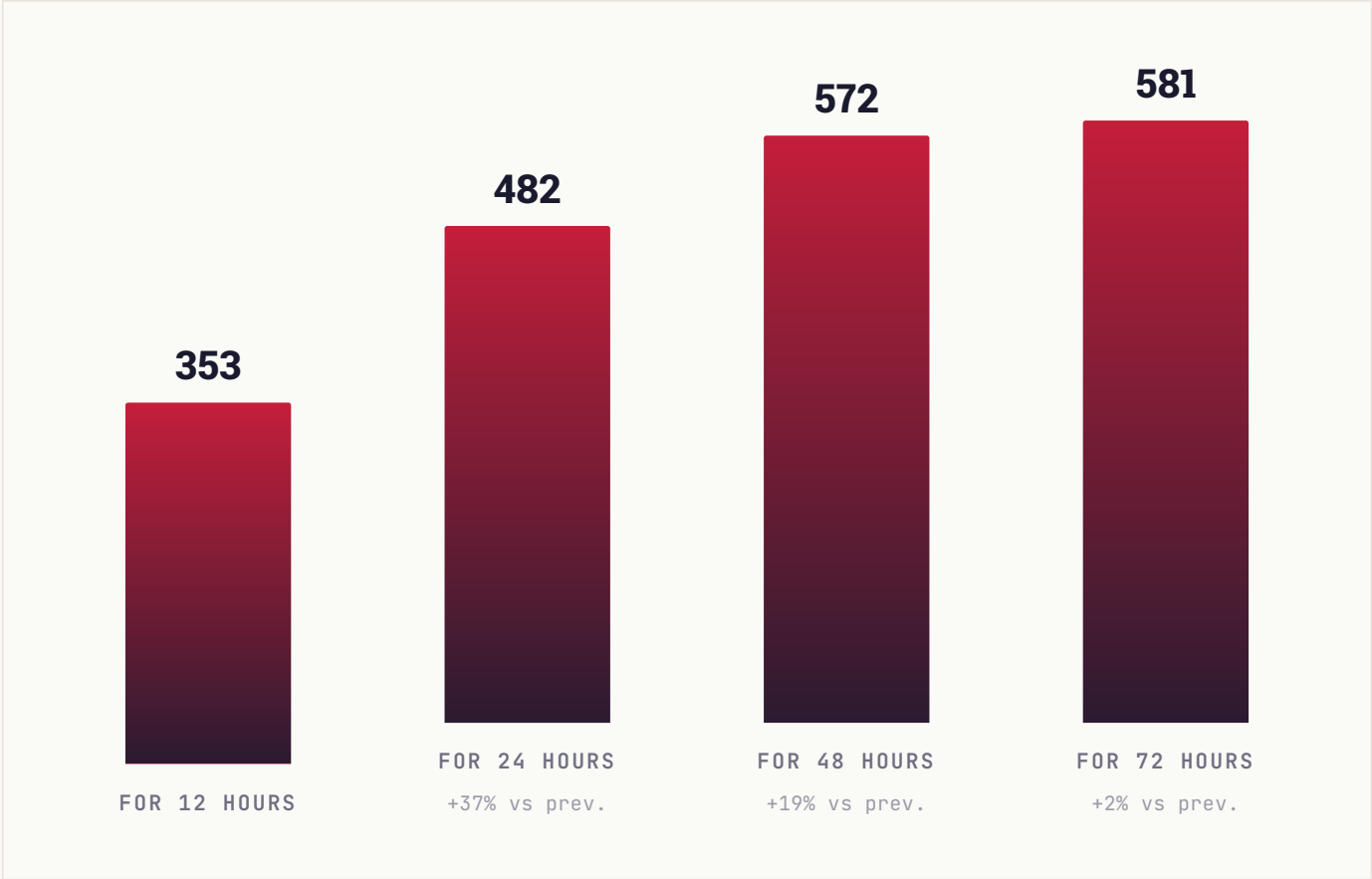
Citation index **376** — channel popularity rating based on mentions. Considers not only their number, but also the weight of mentioners: a post from a channel with 100 k subs 'weighs' more than from a 1 k one. For all time, the channel has been mentioned **1 120** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of an 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 and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ТИ Тачки и Точка	3.7M
АВ Автомания	2M
WE WENGALLBI	1.1M
ДС Дубровский Синдикат Жекич Дубровский	680.8K
FI Fighterbomber	518.4K
АВ Авто.ру	513.8K
АВ АВТОЗАКАЗ.РУ	480.8K
ГА Гараж	480K
ЗР За рулём	463K
АВ Автоинструктор	447.3K
ГК Госавтоинспекция Кубани YOU	10.6K

COMPARATIVE CONCLUSION

Channel so far outside niche's top-98 — early growth stage. Niche leader — **Тачки и Точка** (3.7M), median top-98: 166.3K. First goal — break into top-98 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

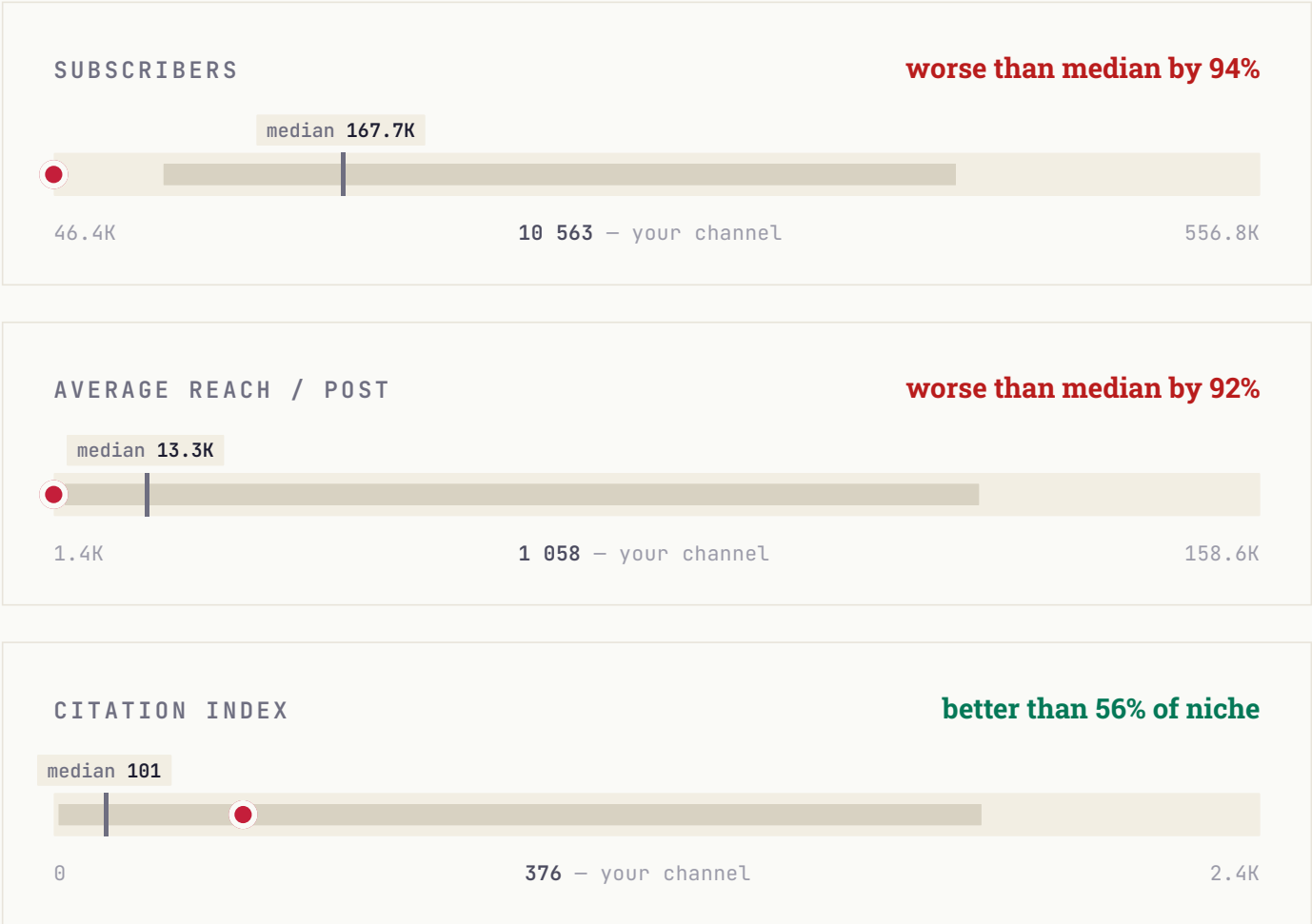
Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 445**, they led **1 053** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED	
February 2026	283	107	223	
January 2026	505	160	416	
December 2025	220	102	85	
November 2025	140	70	144	
October 2025	157	80	58	
September 2025	140	74	127	
TOTAL MENTIONS	MONTHS IN DATA	SUBS ATTRACTED		
1 445	6	1 053		

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions, arranged by expected impact. Use as a checklist and return to this report in a month.

01

Top post of the week — Tuesday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One hot-topic poll per week — easy growth.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Once a quarter, exchange posts with same-segment channels. Don't do it daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search uses descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done PromptPress?

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

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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