

PROMTPRESS PUBLIC REPORT

Channel audit

Traffic Police |

All about laws

and rights



@gibdd_pdd_rus

Closed media for car enthusiasts. Ads: @kontentimm Manager:
@moneykents Link: <https://t.me/joinchat/7RZ5x9mhncNiYjVi> Buy
ads: <https://telega.in/c/7RZ5x9mhncNiYjVi>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
228 598	8.0%	16.3K
25.06.2026 ⁻¹⁵¹¹ per month	per day ^{4.1%}	ad reach ^{9.5K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/GIBDD_PDD_RUS		

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 228 598 —	 SUBS REACH 7.13% avg % subs see post	 VIEWS/POST 16.3K median 17.2K · 29 days	 POSTS/WEEK 22.7 for period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 176.8 total 17,149 reactions, 2,604 reposts, 0 comments	 POST LENGTH 418 chars median 384 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 9.5K 24h avg	 CHURN/MONTH -1511 last month	 CITATION RATE 2 094 citation index · 2,715 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 13.01.2024

AI EDITOR SUMMARY

Channel «Traffic Police | All about laws and rights» — 228 598 subs. Each post avg views 16.3K people (7% from subs), reach is low — consider growing audience. Publishes 23 posts per week (~3/day) — active posting. Week of Jun 8–14 reach stable (-4.5% vs week 1–7 Jun).

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 HAVE IN COMMON

- 01 Analysis based on **97** posts over 29 days.
- 02 Dominant format – **Text** (84/97 posts).
- 03 Avg post length – **418** chars (median 384).
- 04 Peak audience activity – **Thu, 19:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (21.1K avg top vs 13.4K worst) – among 97 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 06:09 TEXT Old traffic rules will cease to apply in Russia: why are they being changed? By 2029, Russia will develop new traffic rules. This was announced...	VIEWS 21 435 REP. 56	REACTIONS 306 ER 9.4%
Nº2 03.06 · 10:03 TEXT Which traffic police raids will take place in June 2026? "Drunk Driver" – 5, 6, 7, 12, 13, 14, 19, 20, 21, 26, 27, 28; "Child Pedestrian" – from 1 to...	VIEWS 21 412 REP. 145	REACTIONS 47 ER 9.4%
Nº3 28.05 · 16:52 TEXT No punishment for illegal camera fines The State Duma rejected a bill to penalize inspectors for illegal fines from...	VIEWS 20 498 REP. 25	REACTIONS 322 ER 9.0%

Nº4 29.05 · 18:02 TEXT Fines from cameras for driving without OSAGO will launch this fall The National Insurance Information System announced the start of checks. Check...	VIEWS 19 261 REP. 35	REACTIONS 179 ER 8.4%
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Nº5 07.06 · 09:18 TEXT Government ordered Ministry of Transport to prepare a package of changes to traffic rules. Drivers will be required to comply with electronic road signs and...	VIEWS 19 250 REP. 31	REACTIONS 186 ER 8.4%
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WORST 3

↓ 22.06 · 06:10 TEXT Fuel supply to Crimea gas stations completely stopped since yesterday. Crimea head Aksyonov said that from 9:00 all Crimea gas stations have stopped...	VIEWS 14 083 REP. 64	REACTIONS 157 ER 6.2%
↓ 22.06 · 10:00 PHOTO Do scratches on a car count as an accident? ☒ According to the Federal Law 'On Road Safety', a traffic accident (RTA)...	VIEWS 13 494 REP. 14	REACTIONS 75 ER 5.9%
↓ 22.06 · 14:00 TEXT Gas-powered cars may be exempt from recycling fee This proposal is already supported by the Ministry of Energy. According to the plan of the 'Energy Strategy of Russia'...	VIEWS 12 667 REP. 28	REACTIONS 106 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

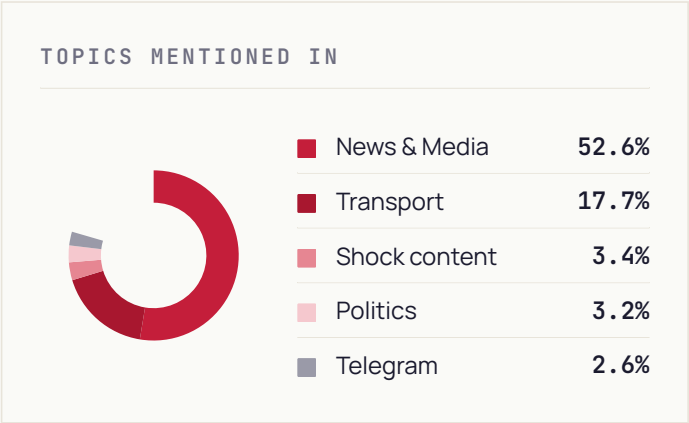
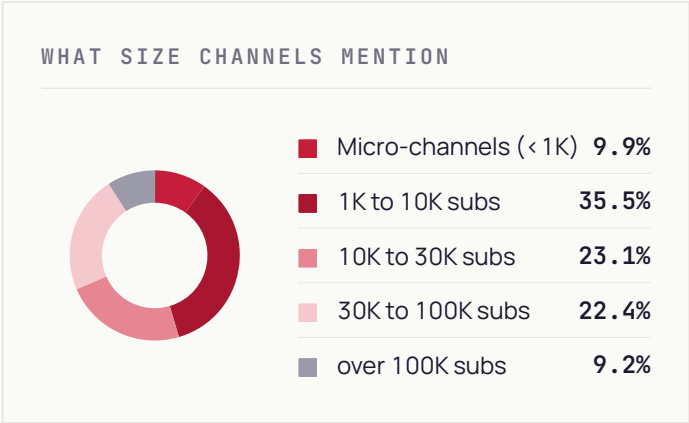
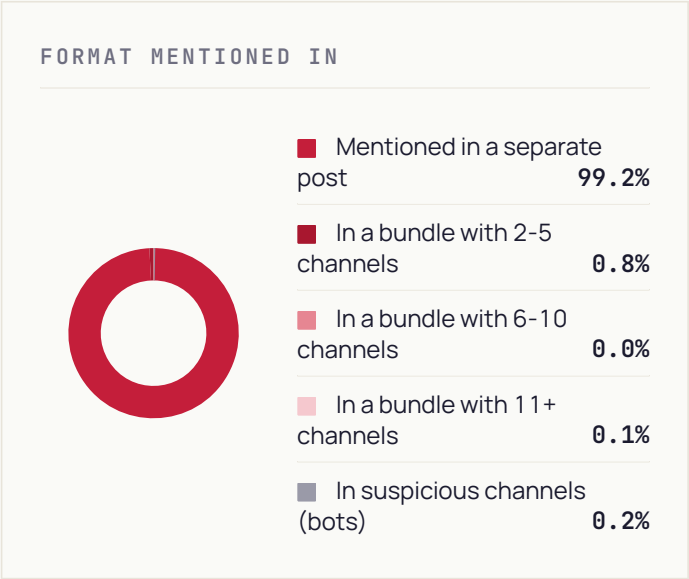
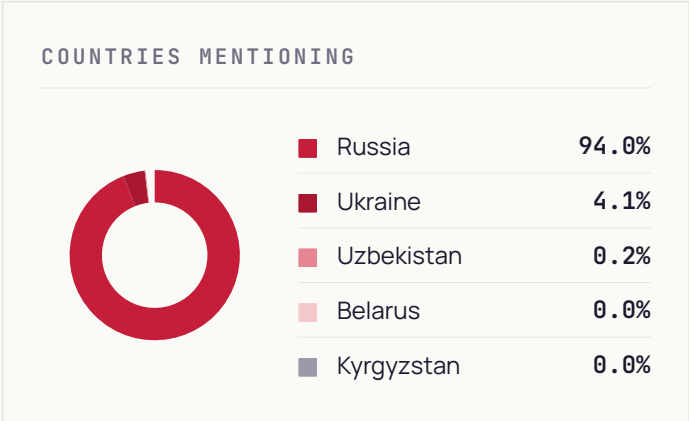
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

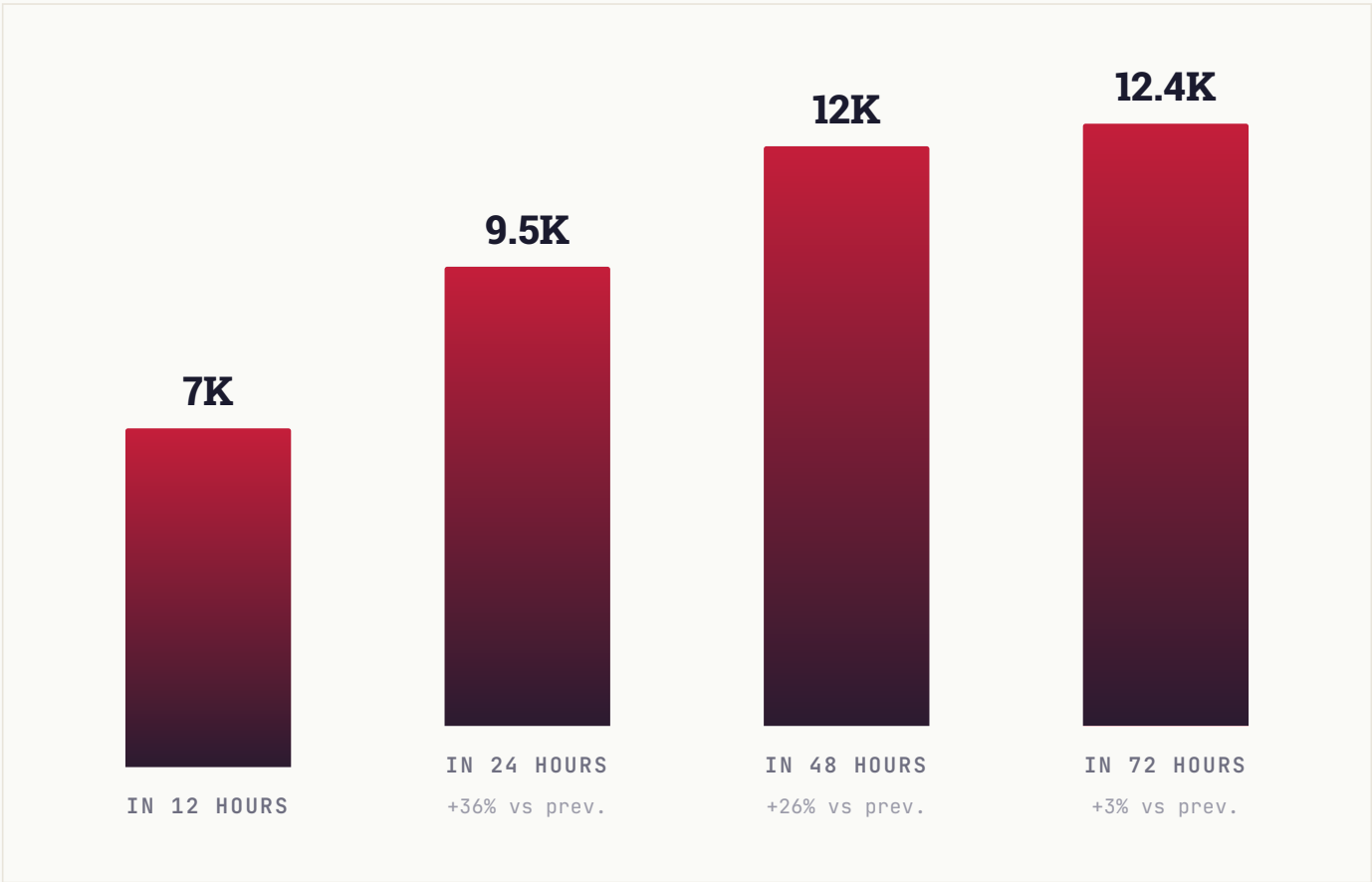
Citation index **2 094** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 715** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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 Behind the Wheel	473.8K
AB Driving instructor	466.8K
GI Traffic Police All about laws and rights	228.6K

COMPARATIVE CONCLUSION

Channel intop half of niche (#39 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aiming for top quartile is realistic within 6-12 months.

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 **161**, they brought **115** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	10	6	0	
Nov 2025	16	11	0	
Oct 2025	11	6	0	
Sep 2025	18	6	0	
August 2025	22	6	0	
July 2025	84	71	115	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
161	6	115

SECTION 08 · NICHE COMPARISON

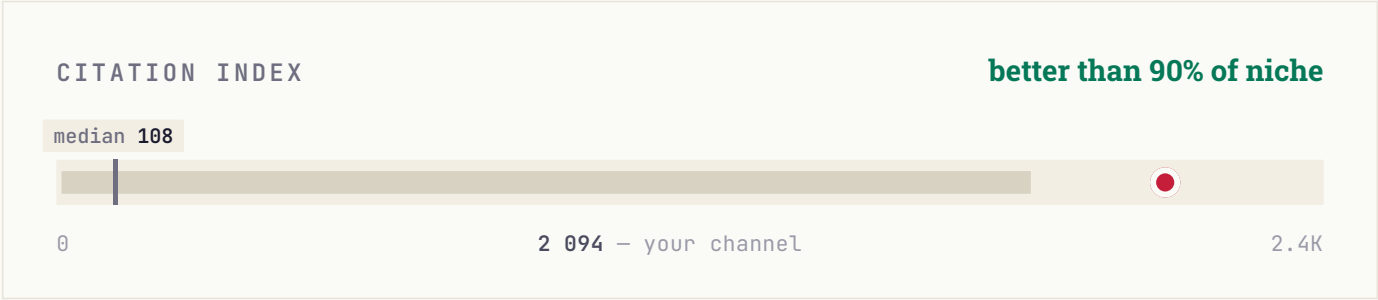
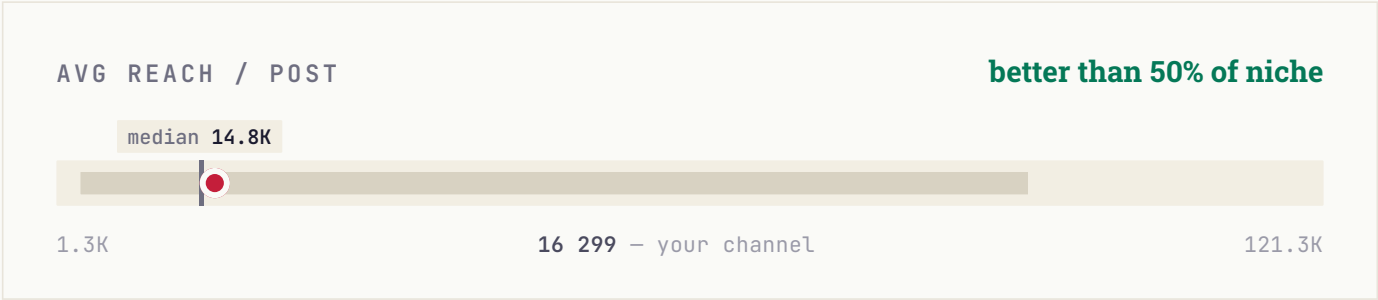
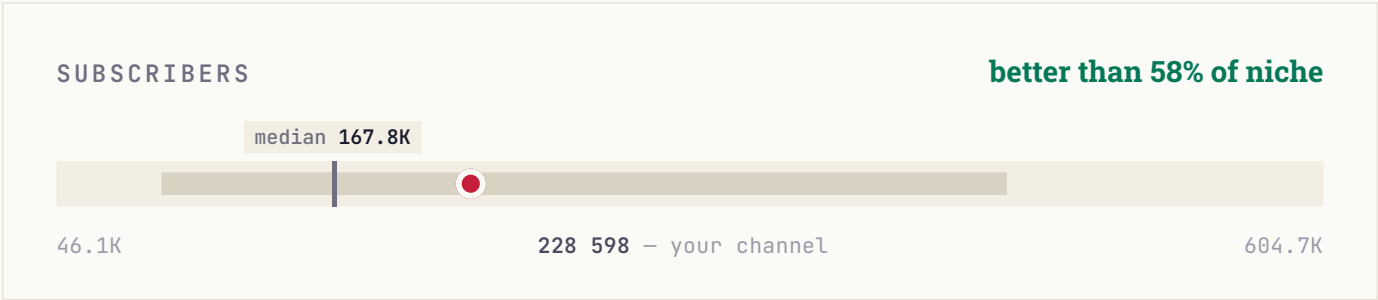
Where the channel stands in its league

Top-100 channels in category «Transport» (Russia) and compared your channel against them. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#39/100

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 this report in a month.

- 01

Main post of the week — on Thursday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best time for important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend a share of 15-25%.

EFFECT

Video retains audience better
- 03

System traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighbor channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — launch ads through us and close your growth plan in a month.

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