

PUBLIC REPORT BY PROMTPRESS

Channel audit

Glavnaya Doroga



@glavdoroga

Top aggregator of viral road incidents from Russia and CIS. ☒ VK:
vk.com/glavdoroga ☒ Chat: @glavdorogachat ☒ Submit video:
 @glavdorogabot ☒ Ad rates:...

SUBSCRIBERS

134 217

-682 per month

ERR (% SEE POSTS)

10.0%

Per day 4.1%

REACH/POST

11.3K

Ad reach 5.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Transport»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 134 217 —	 SUBSCRIBER REACH 8.43% Avg % subs see post	 VIEWS/POST 11.3K Median 11.8K · 29 days	 POSTS/WEEK 11.9 Over period
 7D TREND -21.0% vs previous week	 REACTIONS/POST 120.7 Total 6,035 reactions, 439 reposts, 1,395 comments	 POST LENGTH 490 chars Median 462 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 5.5K 24h avg	 CHURN / MONTH -682 Last month	 CITATION RATE 374 Citation index · 418 channels mentioned ever	 CHANNEL AGE 6 years 3 months Created 27.02.2020

AI EDITOR SUMMARY

Channel «Glavnaya Doroga» – 134 217 subs. Each post avg views 11.3K People (8% From subs), reach low – should expand audience. Publishes 12 Posts per week (~2/day) – regular schedule. Week 8–14 Jun reach dropped -21.0% To week 1–7 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 50 Posts over 29 days.
- 02 Dominant format — Video (46/50 posts).
- 03 Avg post length — 490 chars (median 462).
- 04 Audience peak activity — Friday, 12:00 MSK.
- 05 Top posts get 2x More views than weakest (18.5K avg top vs 8.5K worst) — among 50 posts in 29 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 15:05 VIDEO In Novosibirsk a teenager crossed the road and was hit by a car The accident occurred on June 3 in Novosibirsk on Zabalueva Street. The driver...	VIEWS 19 542 REP. 10	REACTIONS 106 ER 14.6%
Nº2 05.06 · 09:06 VIDEO In Minsk a driver ran a red light and caused a crash with another car The accident occurred on June 3 in Minsk at the intersection of Odintsova...	VIEWS 18 450 REP. 6	REACTIONS 99 ER 13.7%
Nº3 04.06 · 15:05 VIDEO In St. Petersburg, driver ran yellow light, caused intersection crash Accident occurred June 2 in St. Petersburg at the intersection of...	VIEWS 17 436 REP. 4	REACTIONS 97 ER 13.0%

Nº4 04.06 · 08:05 VIDEO In Ufa, teens on e-scooter hit elderly woman on sidewalk Accident occurred June 1 in Ufa on Yuri Gagarin Street. A 14-year-old teen with...	VIEWS 16 026 REP. 15	REACTIONS 249 ER 11.9%
---	--	--

Nº5 30.05 · 15:05 VIDEO In Sevastopol, motorcyclist hit one car, then run over by another Accident occurred May 29 in Sevastopol on Kamyshovoye Highway...	VIEWS 15 985 REP. 6	REACTIONS 112 ER 11.9%
--	---	--

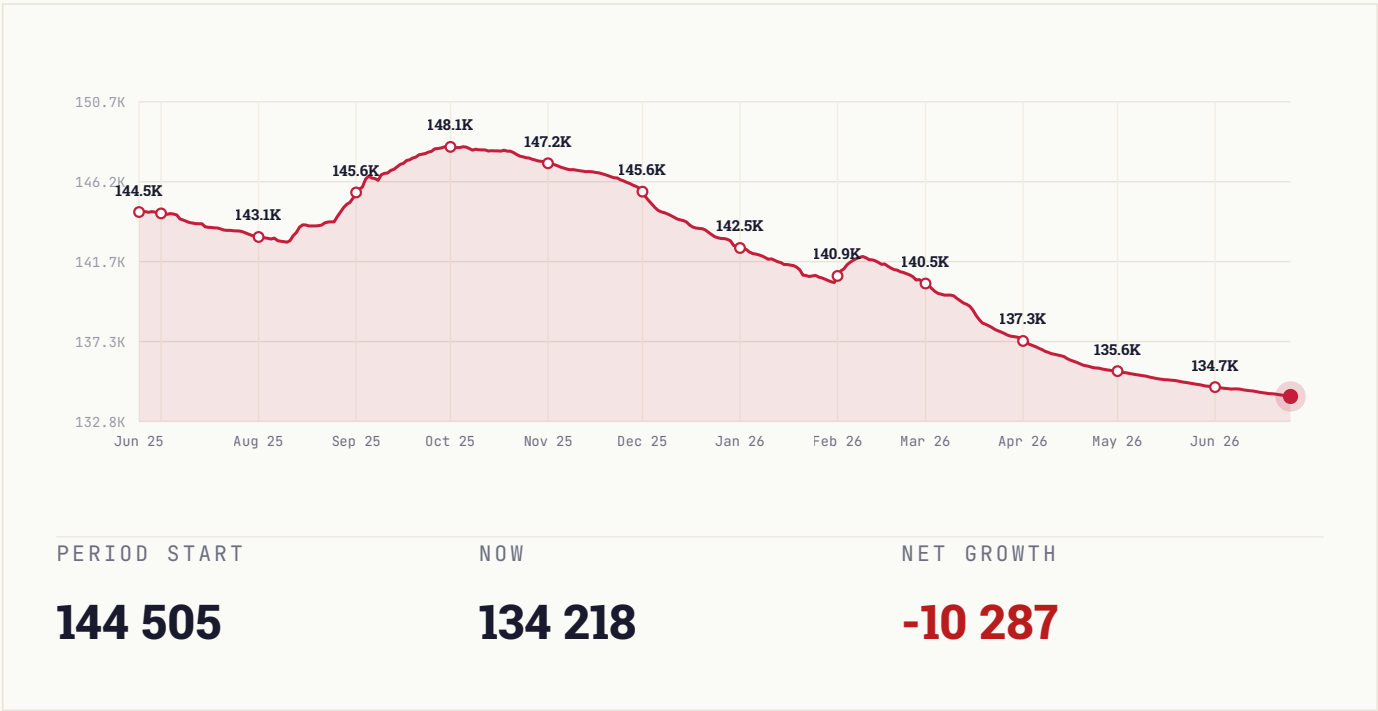
WORST 3

↓ 21.06 · 15:05 VIDEO Near Orenburg, a driver caused a truck crash The accident occurred on June 18 near Orenburg on Nezhinskoye Highway. A 60-year-old driver...	VIEWS 8 892 REP. 6	REACTIONS 109 ER 6.6%
↓ 22.06 · 07:05 VIDEO In Tver, drivers caused multi-car pileup at traffic light Accident occurred June 20 in Tver on Shishkova Street. Driver of a Belgee...	VIEWS 8 425 REP. 5	REACTIONS 95 ER 6.3%
↓ 22.06 · 15:05 VIDEO In Minsk a young motorcyclist ran a red light and caused a crash The accident occurred on June 22 in Minsk at the intersection of Olshevskogo and Glebki...	VIEWS 8 114 REP. 5	REACTIONS 109 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

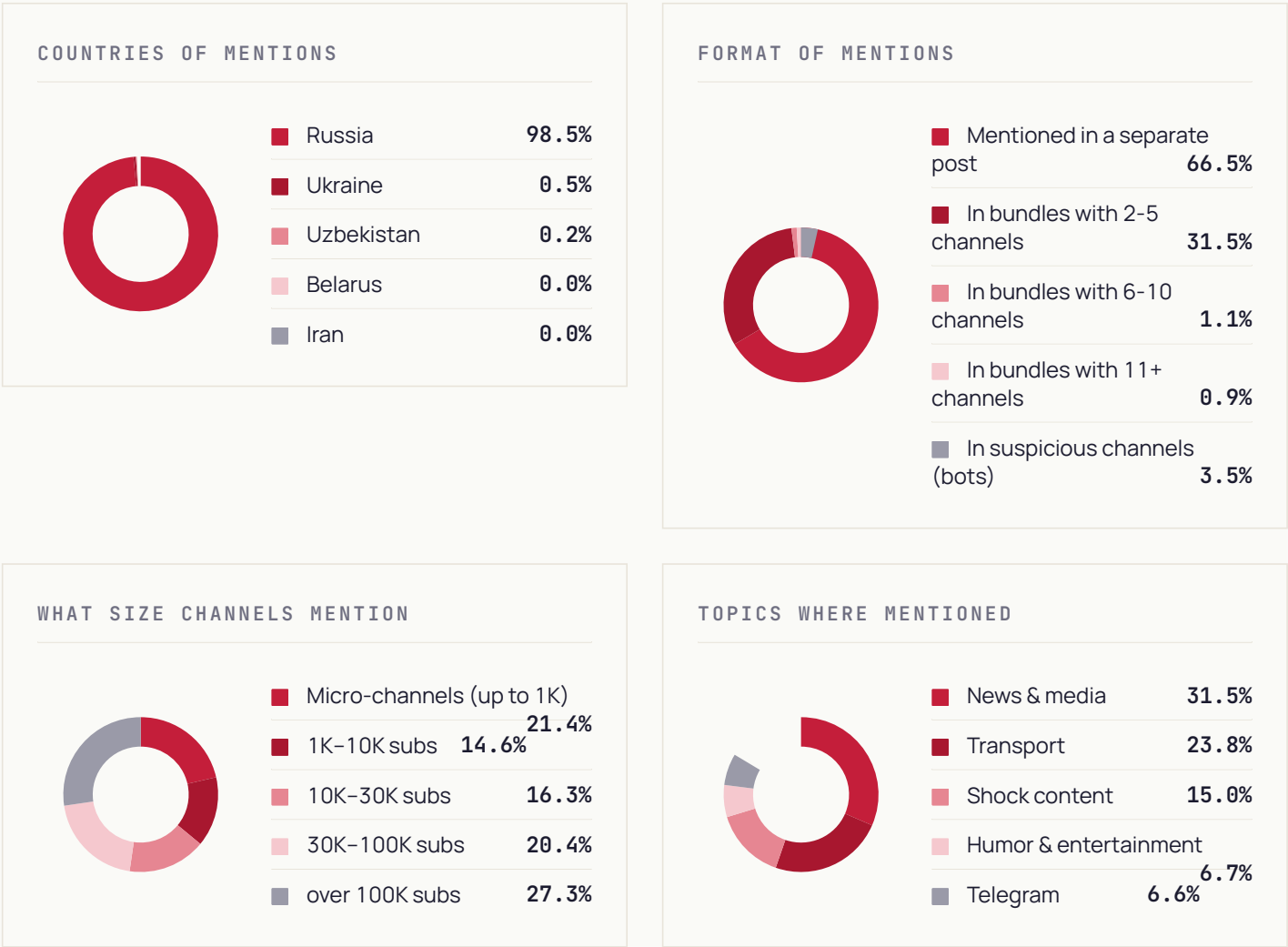
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who & how mentions the channel

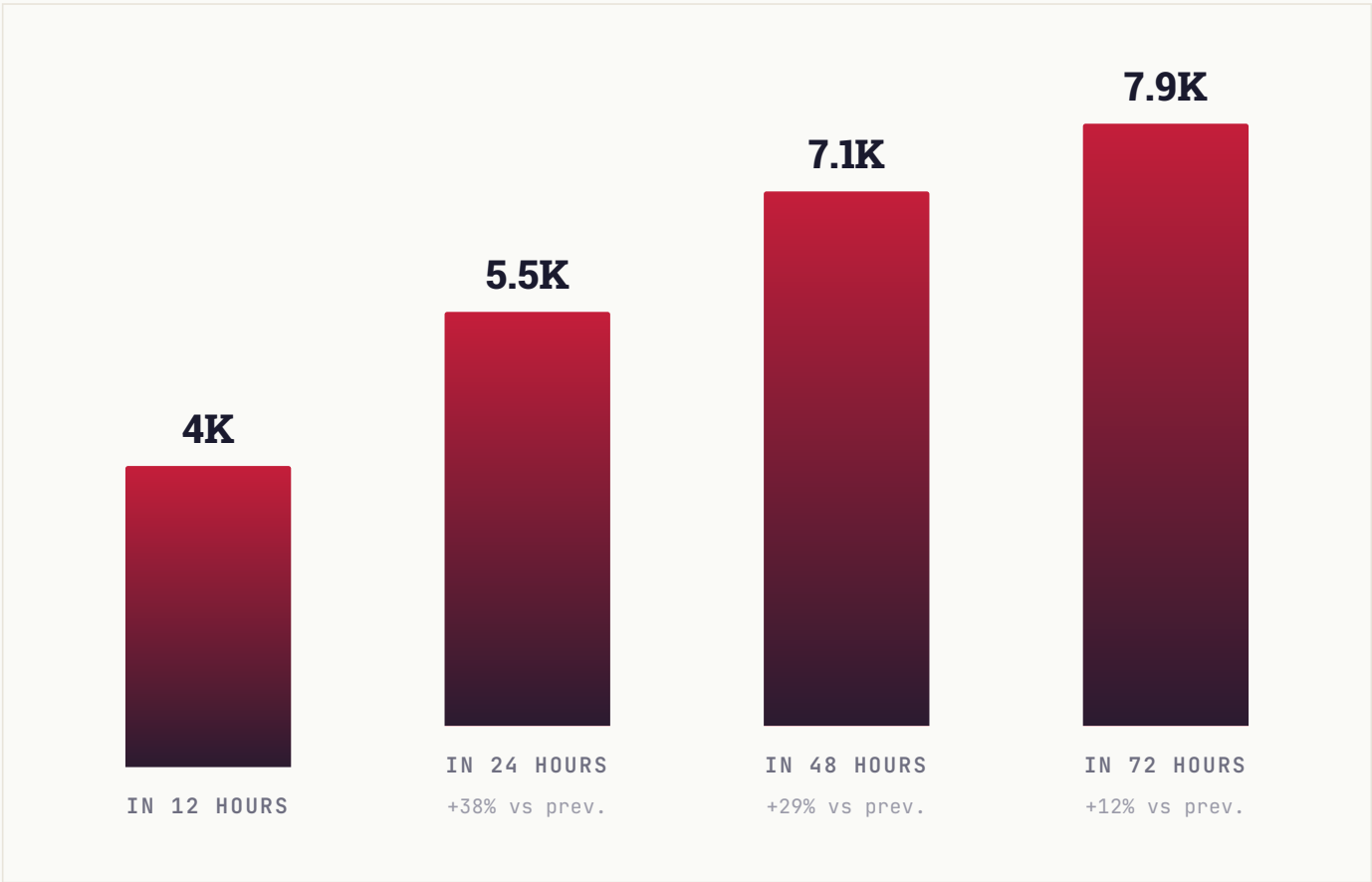
Citation index **374** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **418** Different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post over time since publication. Helps estimate how long a placement stays relevant.



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 & 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 Za Rulem	473.8K
AB Driving instructor	466.8K
GD Glavnaya Doroga YOU	134.2K

COMPARATIVE INSIGHT

Channel in Bottom half of top-100 niche (#67 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

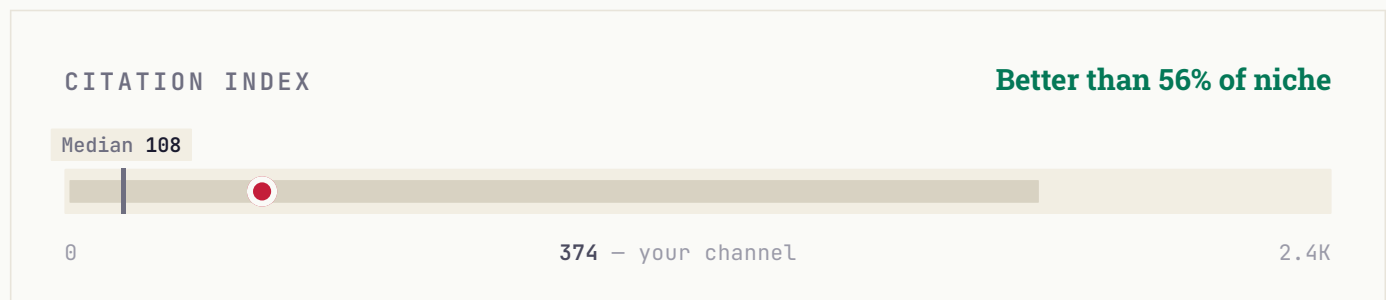
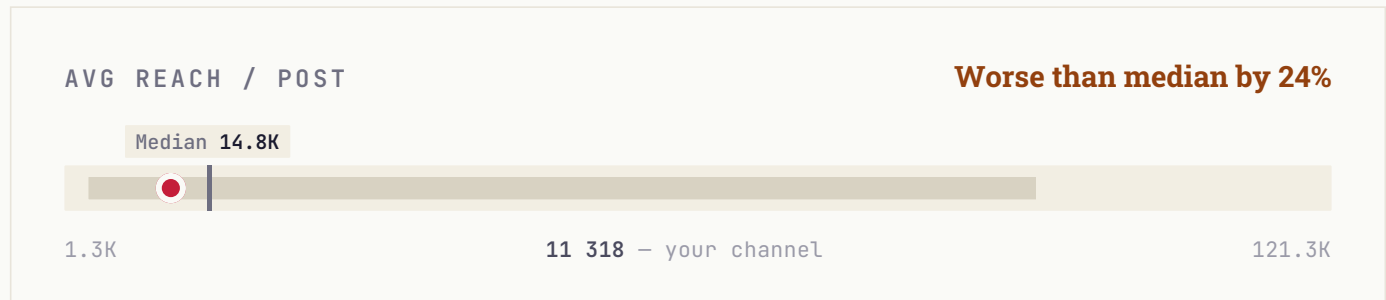
How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** Such mentions were **86**, they brought **5 904** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	16	3	0	
November 2025	13	4	22	
October 2025	10	3	174	
September 2025	31	21	3 092	
August 2025	15	11	2 576	
July 2025	1	1	40	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
86		6	5 904	

Where channel stands in its league

#67 /100 POSITION IN NICHE
Channel in bottom half of 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

Top post of the week — on Friday

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

EFFECT

**Best window
for important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
