

PUBLIC REPORT BY PROMTPRESS

Channel audit

Main Road



@glavnayadoroga_tg

■ Top auto channel! Traffic rules, accidents, humor & road situation analysis. ■ Ads: @MacFrolov Assistant: @tamila_24_05 On exchange: <https://telega.in/?r=zDdyYjR2> RKN: <https://rkn.link/7Ms>

SUBSCRIBERS

210 318

+446 per month

ERR (% SEE POSTS)

6.0%

daily 3.3%

REACH/POST

11K

ad reach 7K/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 period it covers.

 SUBSCRIBERS 210 318 —	 SUBS REACH 5.24% avg % subs see post	 VIEWS/POST 11K median 11.3K · 29 days	 POSTS/WEEK 48.9 for period
 7D TREND -0.6% vs previous week	 REACT./POST 79.9 total 16,467 reactions, 6,678 reposts, 0 comments	 POST LENGTH 97 chars median 58 · 29 days	 POSTS ANALYZED 206 29 days
 AD REACH 7K 24h avg	 CHURN / MONTH +446 last month	 CITATION RATE 1 256 citation index · 532 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 19.07.2022

AI EDITOR SUMMARY

Channel «Main Road» — 210 318 subs. Each post averages 11K people (5% from subs), reach is low — consider expanding audience. Publishes 49 posts per week (~7/day) — active publishing. For week Jun 8–14, reach stable (-0.6% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **206** posts in 29 days.
- 02 Dominant format — **Video** (140/206 posts).
- 03 Avg post length — **97** chars (median 58).
- 04 Peak audience activity — **Saturday**, 20:00 MSK.
- 05 Top posts get **1x** more views than the weakest (13.4K avg top vs 9.4K worst) — among 206 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 17:53 TEXT Russians banned from talking on phone at gas stations? Besides, the 'violator' may be blacklisted. In EMERCOM this...	VIEWS 13 707 REP. 18	REACTIONS 61 ER 6.5%
Nº2 01.06 · 18:07 TEXT Russia won't raise speed limits to 150 km/h Ministry says many roads already capped at 130 km/h (in...	VIEWS 13 356 REP. 9	REACTIONS 122 ER 6.4%
Nº3 29.05 · 10:00 VIDEO Like this parking spot? Main Road ☒ We're on Max	VIEWS 13 099 REP. 51	REACTIONS 288 ER 6.2%

Nº4 10.06 · 15:51 VIDEO Better not argue with a car controlled by voice & screen Main Road 📺 We're on Max	VIEWS 13 079 REP. 93	REACTIONS 89 ER 6.2%
Nº5 27.05 · 16:07 VIDEO Snow melted in Kamchatka — turned into art object Main Road 📺 We're on Max	VIEWS 12 960 REP. 94	REACTIONS 151 ER 6.2%

WORST 3		
↓ 22.06 · 06:06 PHOTO Main Road 📺 We're on Max	VIEWS 9 577 REP. 12	REACTIONS 11 ER 4.6%
↓ 22.06 · 11:25 VIDEO In millimeters from apartment sale Main Road 📺 We're on Max	VIEWS 9 403 REP. 24	REACTIONS 111 ER 4.5%
↓ 17.06 · 16:30 VIDEO How boring my life is Main Road 📺 We're on Max	VIEWS 9 248 REP. 15	REACTIONS 43 ER 4.4%

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 the channel gained and lost subs.



START OF PERIOD

NOW

NET GROWTH

191 776

210 318

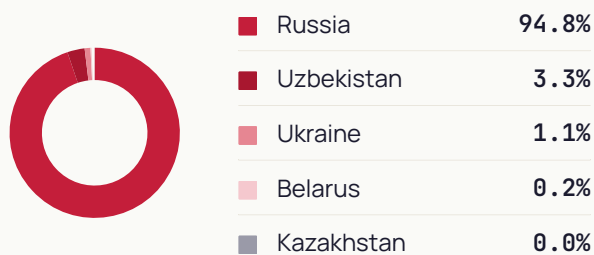
+18 542

— SECTION 04 • MENTIONS

Who & how mentions the channel

Citation index **1 256** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **532** different channels.

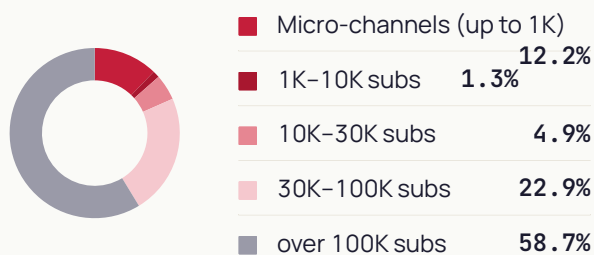
COUNTRIES MENTIONING



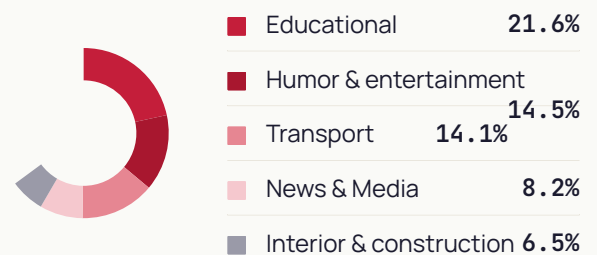
FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



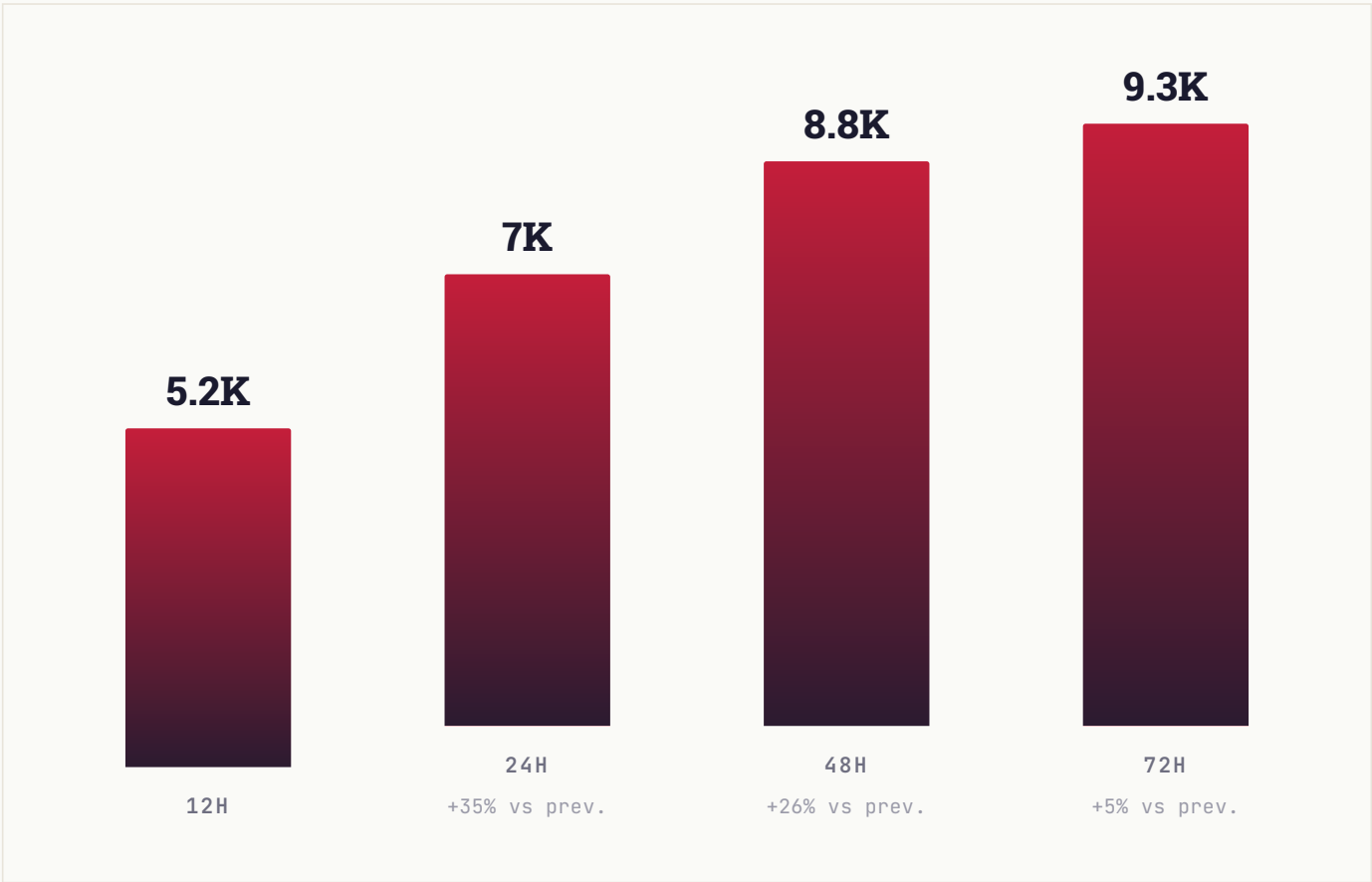
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of 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 rank among niche peers.

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 Auto Instructor	466.8K
GD Main Road YOU	210.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#43 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 **459**, they brought **43 924** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	55	43	982
November 2025	63	49	1 006
October 2025	49	33	1 281
September 2025	40	14	20 660
August 2025	104	82	15 365
July 2025	148	118	4 630
TOTAL MENTIONS			
459			
MONTHS OF DATA			
6			
ATTRACTED SUBSCRIBERS			
43 924			

SECTION 08 · NICHE COMPARISON

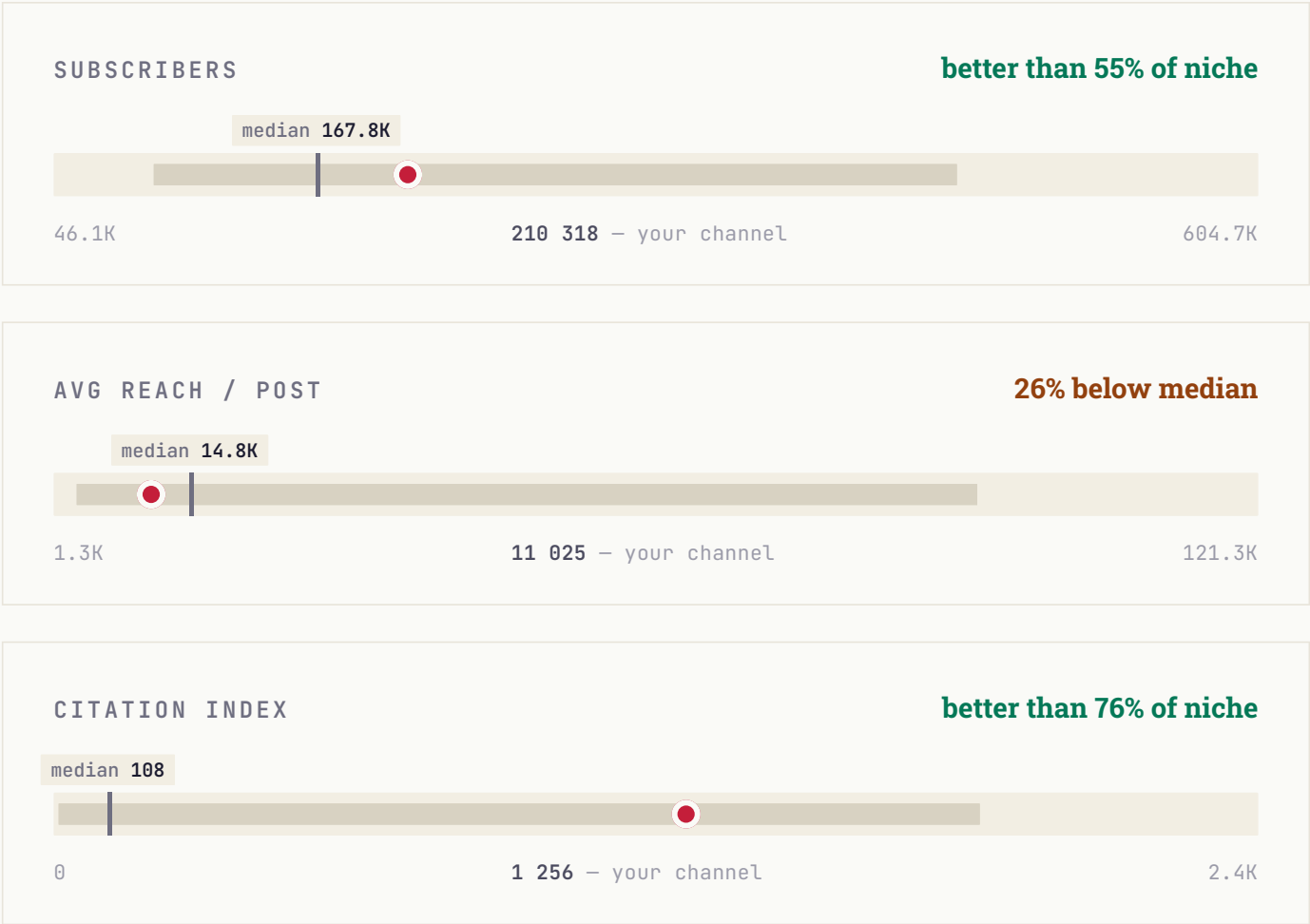
Where the channel stands in its league

Top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

#43/100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Top post of the week — on Saturday

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

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 5.24% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.3pp 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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with nearby 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 minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager