

PUBLIC REPORT BY PROMTPRESS

Channel audit

A3C

«Газпромнефть»



@gpnbonus

Official channel of Gazpromneft gas station chain Our web app:
<https://gpnbonus.ru/pwa/> We are on MAH: <https://max.ru/gpnbonus>
 Customer care: <https://vk.me/gpnbonus> №4868378840

SUBSCRIBERS

49 679

-112 per month

ERR (% SEE POSTS)

30.0%

in 24h **6.6%**

REACH/POST

12.9K

ad reach **3.3K**/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 49 679 —	 SUBS REACH 25.93% avg % subs see post	 VIEWS/POST 12.9K median 13.7K · 29 days	 POSTS/WEEK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 72.0 total 288 reactions, 132 reposts, 124 comments	 POST LENGTH 846 chars median 854 · 29 days	 POSTS ANALYZED 4 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -112 for the last month	 CITATION RATE 211 citation index · 345 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 03.03.2022

AI EDITOR SUMMARY

Channel «Gazpromneft Gas Station» — 49 679 subs. Avg views per post: 12.9K people (26% of subs), good reach. Posts 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 29 days.
- 02 Dominant format – Photo (3/4 posts).
- 03 Avg post length – 846 chars (median 854).
- 04 Peak audience activity – Friday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (15.4K avg for top vs 10.9K for worst) – among 4 posts in 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 4 POSTS

Nº1 12.06 · 14:18 PHOTO Russia's roads – thousands of km of changing landscapes outside the window The upcoming long weekend is a great chance for a trip. We...	VIEWS 18 916 REPOSTS 14	REACTIONS 43 ER 38.1%
Nº2 10.06 · 16:20 VIDEO Win a limited edition set for the EVGENIYA KANAEVA CUP 2026 tournament in our channel on Max🏆 Right now, Omsk's G-Drive Arena – home...	VIEWS 15 541 REPOSTS 21	REACTIONS 46 ER 31.3%
Nº3 01.07 · 11:35 PHOTO We kept our status in the loyalty program 'On the Way' for our clients. Also, bonuses expiring in July are extended...	VIEWS 11 813 REPOSTS 29	REACTIONS 142 ER 23.8%

Nº4 09.07 · 18:23 PHOTO How the customer service system for disabled people works at gas stations Disabled groups I and II, disabled children and their escorts are entitled to...	VIEWS	REACTIONS
	5 262	57
	REPOSTS	ER
	68	10.6%

WORST 3

↓ 10.06 · 16:20 VIDEO Win a limited edition set for the EVGENIYA KANAEVA CUP 2026 tournament in our channel on Max🏆 Right now, Omsk's G-Drive Arena – home...	VIEWS	REACTIONS
	15 541	46
	REPOSTS	ER
	21	31.3%
↓ 01.07 · 11:35 PHOTO We kept our status in the loyalty program 'On the Way' for our clients. Also, bonuses expiring in July are extended...	VIEWS	REACTIONS
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	REPOSTS	ER
	68	10.6%

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.

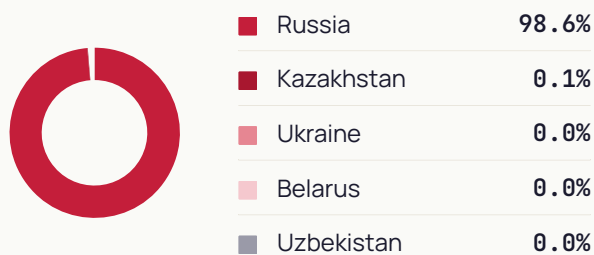


— SECTION 04 · MENTIONS

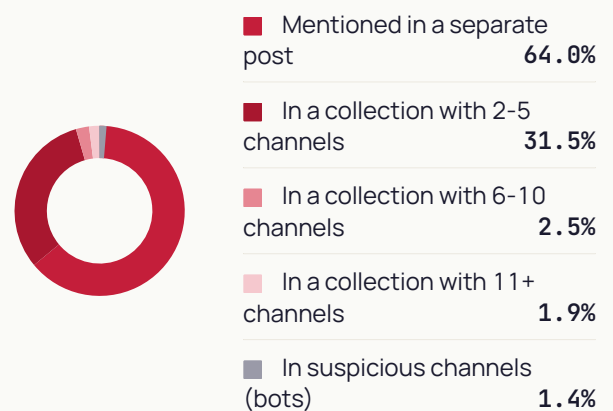
Who mentions the channel and how

Citation index **211** — 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 mentions: **345** different channels.

COUNTRIES MENTIONING



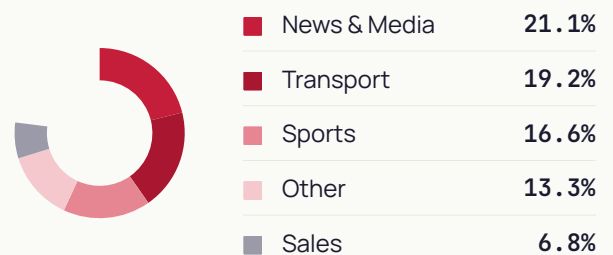
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



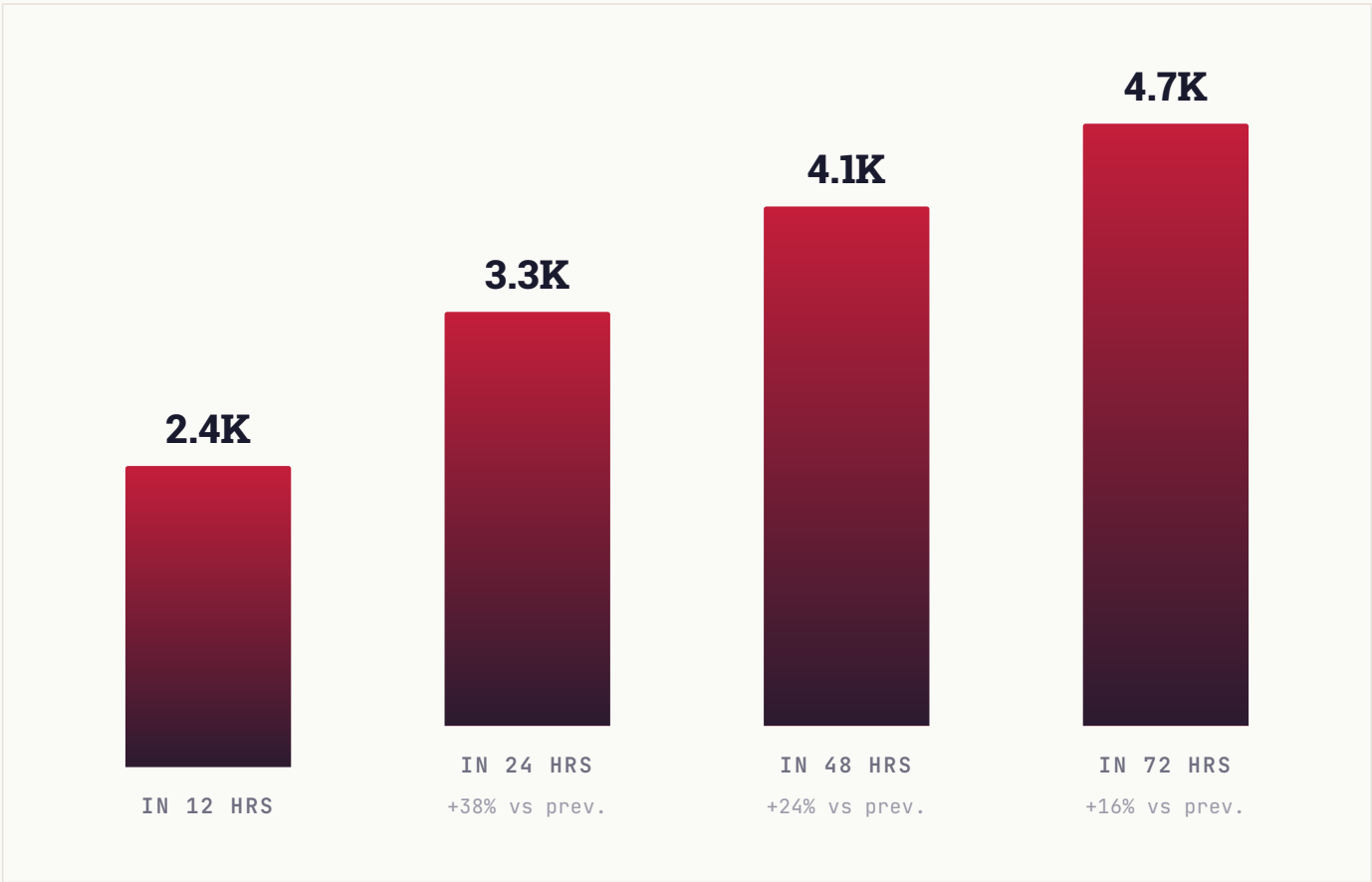
TOPICS MENTIONED IN



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 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.5M
AB	Avtomanya	1.9M
VM	Vodiy Moshina Bozor	1M
WE	WENGALLBI	998.7K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN	Un Normal	588.6K
FI	Fighterbomber	521.2K
AB	Auto.ru	498.5K
GA	Garage	482.5K
AB	AVTOZAKAZ.RU	480K
A«	АЗС «Газпромнефть»	YOU 49.7K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal — enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

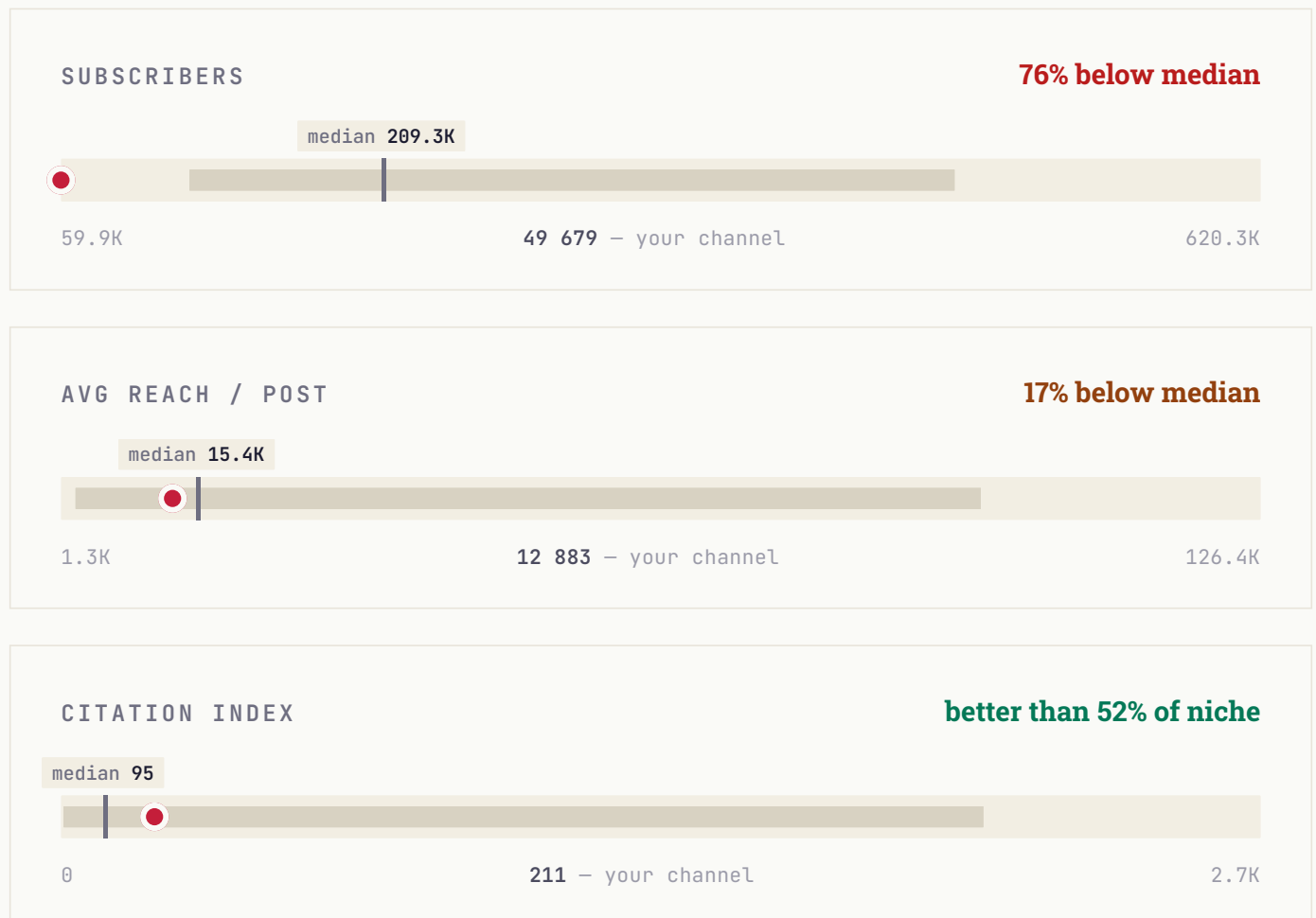
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **72**, they brought **1 204** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	10	7	0	
December 2025	11	10	4	
Nov 2025	12	12	120	
Oct 2025	13	12	869	
Sep 2025	14	10	190	
August 2025	12	8	21	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBS
72		6		1 204

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 — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Currently 1.0 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

03

System 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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