

PROMTPRESS PUBLIC REPORT

Channel audit

ZAVOZIN



@gri_zavozin

№ 4984487654 YouTube channel: <https://www.youtube.com/>
ZAVOZIN Music from video <https://vk.com/gri.zavozin> We'll buy
your car, write here: +7 985 401 7301 For collaboration by email
...

SUBSCRIBERS

135 172

-1416 per month

ERR (% SEE POSTS)

24.0%

last day 11.5%

REACH/POST

31.1K

ad reach 15.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 135 172 —	 SUBS REACH 23.02% avg % subs see post	 VIEWS/POST 31.1K median 30.5K · 26 days	 POSTS/WEEK 7.3 for period
 7D TREND — no data for period	 REACTIONS/POST 422.7 total 11,835 reactions, 478 reposts, 363 comments	 POST LENGTH 322 chars median 176 · 26 days	 POSTS ANALYZED 28 26 days
 AD REACH 15.6K 24h avg	 CHURN / MONTH -1416 last month	 CITATION RATE 22 citation index · 112 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «ZAVOZIN» – 135 172 subs. Each post avg views 31.1K people (23% of subs), this is avg reach – room to grow. Posts 7 posts/week (~1/day) – regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts over 26 days.
- 02 Dominant format — **Photo** (18/28 posts).
- 03 Avg post length — **322** chars (median 176).
- 04 Peak audience activity — **Thursday**, 18:00 MSK.
- 05 Top posts get **2×** more views than the weakest (49.2K avg for top vs 22.1K for worst) — among 28 posts over 26 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 15:59 PHOTO In the latest episode, bought a Golf in China — we'll make a project! Why Golf? Told in the last episode, but ahead of us...	VIEWS 56 105 REPOSTS 24	REACTIONS 364 ER 41.5%
Nº2 27.05 · 17:26 PHOTO All cars with photos cost 100k-230k! Why such prices? Watch the latest video! And don't forget to support the video with a like on YouTube! This...	VIEWS 46 227 REPOSTS 46	REACTIONS 197 ER 34.2%
Nº3 10.06 · 12:23 PHOTO Lots of messages wanting to buy these cars! Before that happens, please watch the latest episode! Everything is there...	VIEWS 45 130 REPOSTS 15	REACTIONS 281 ER 33.4%

Nº4 01.06 · 11:11 PHOTO Wow, I have a wife now ♥	VIEWS	REACTIONS
	43 249	3 013
	REPOSTS	ER
	57	32.0%

Nº5 27.05 · 17:52 VIDEO Briefly about why we need a car from China ☒ What do you say?) Shall we go with Evgeny Pavlovich together?)	VIEWS	REACTIONS
	43 110	383
	REPOSTS	ER
	9	31.9%

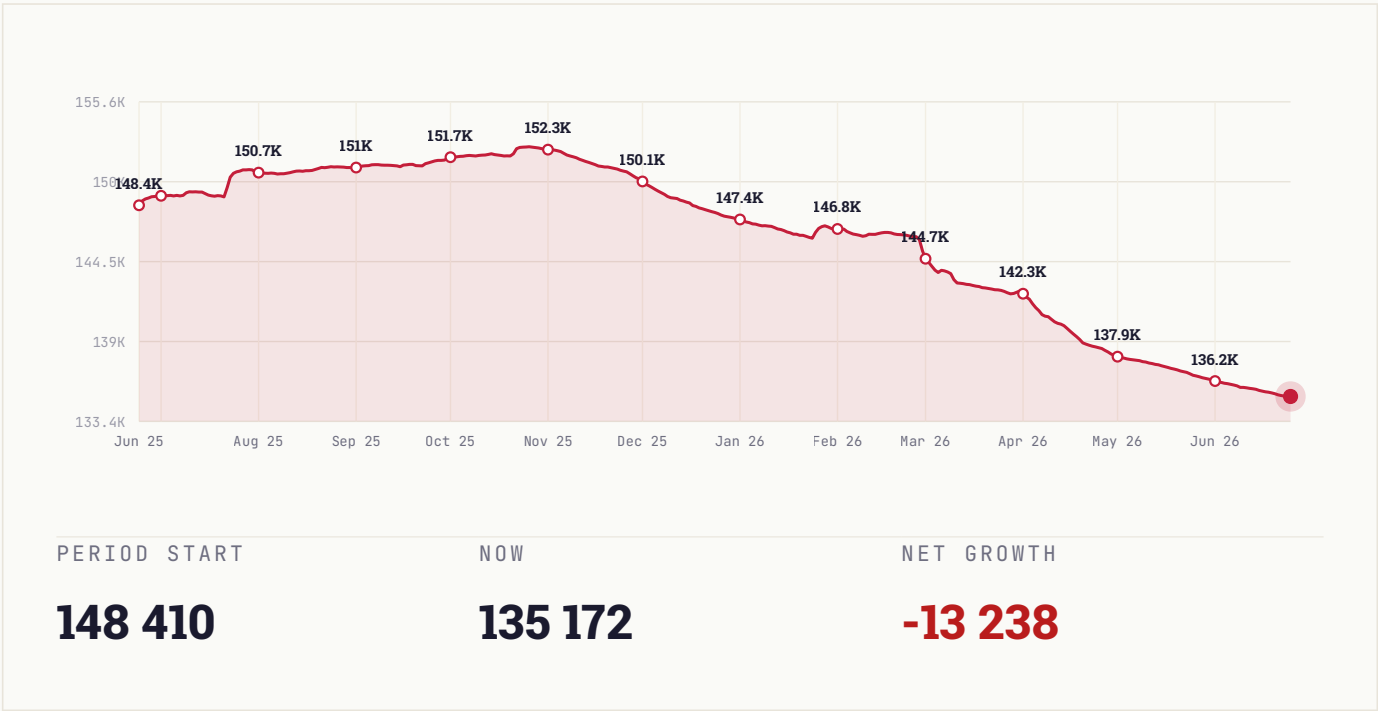
WORST 3

↓ 20.06 · 15:44 VIDEO (captionless post – video)	VIEWS	REACTIONS
	22 977	466
	REPOSTS	ER
	25	17.0%
↓ 21.06 · 12:40 PHOTO I'd like to thank everyone who helped restore the red Marusya! Lots of work ahead, but Marusya «Beeline»...	VIEWS	REACTIONS
	21 964	472
	REPOSTS	ER
	8	16.2%
↓ 21.06 · 20:25 TEXT Less than an hour left!	VIEWS	REACTIONS
	21 451	105
	REPOSTS	ER
	—	15.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

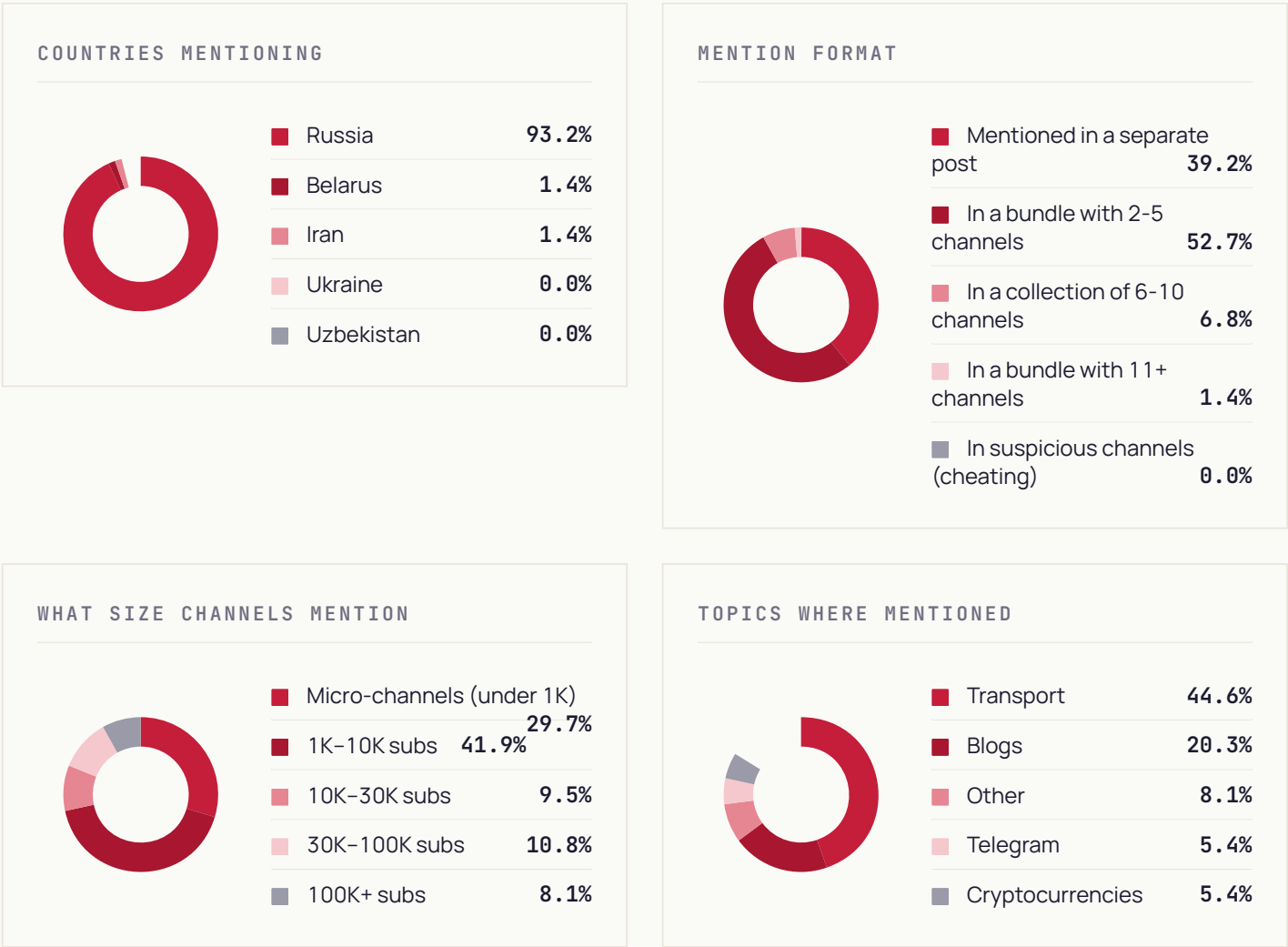
Subscriber growth chart for the year. On key months exact subscriber count is shown. It shows which months the channel gained and which lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel & how

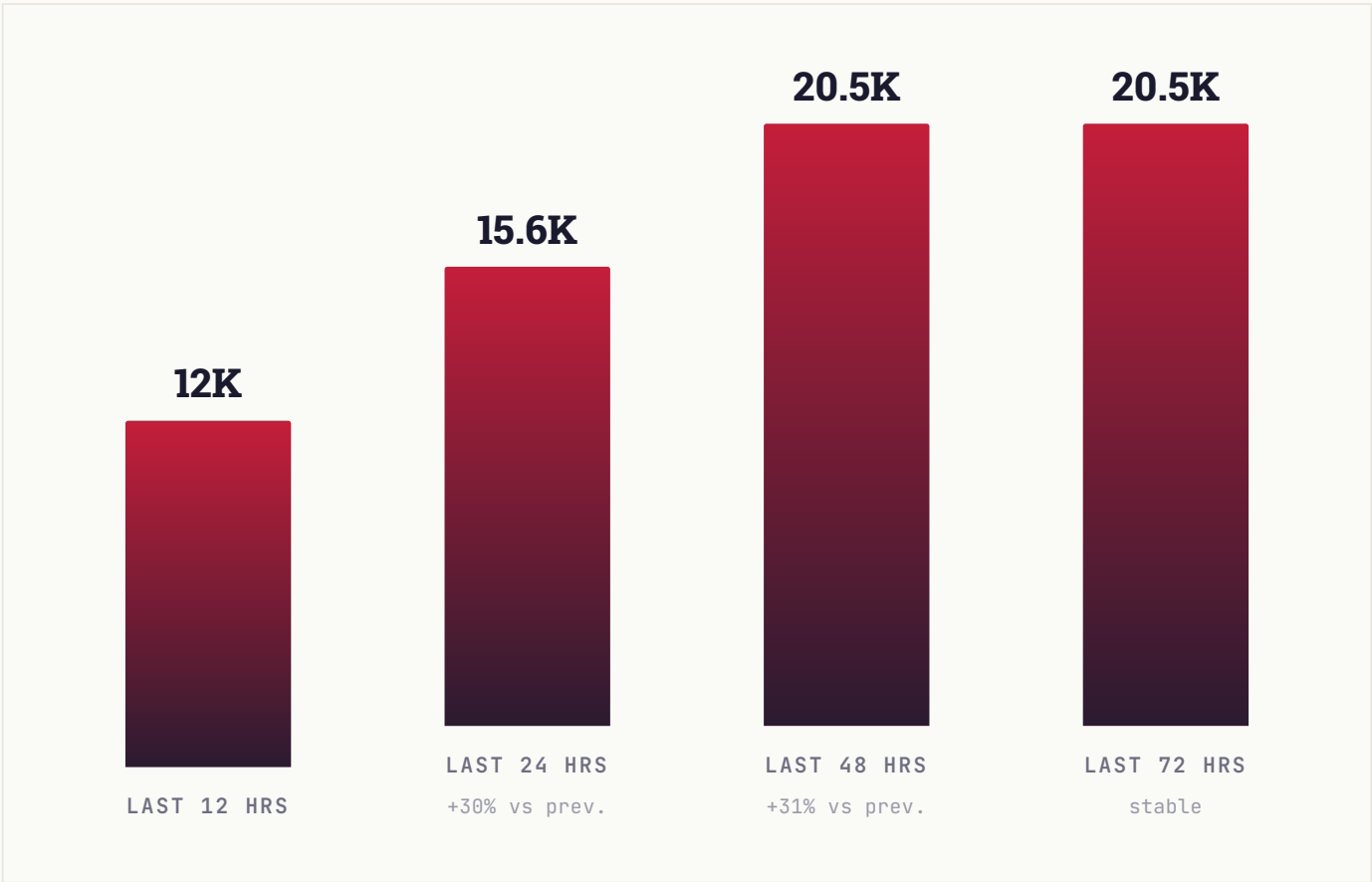
Citation index **22** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **112** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad 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 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
ZA ZAVOZIN YOU	135.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#65 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION TRENDS

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 **7**, they brought **4 820** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	2	2	4
Oct 2025	2	2	1 047
Sep 2025	0	0	876
August 2025	3	2	560
July 2025	0	0	2 333

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
7	6	4 820

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

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

#65/100

RANK IN NICHE

Channel in bottom half of rating



— 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

On this day at 18:00 MSK audience is most active.

EFFECT

**Best time for
important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts with channels in the same segment 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 — what we can do in minutes using 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
