

PUBLIC PROMTPRESS REPORT

# Channel audit

## State Traffic Inspectorate of Russia



@guobddrus

Official site: <https://госавтоинспекция.рф/> Registered in RKN list:  
<https://clck.ru/3GJk7y> ...

| SUBSCRIBERS                             | ERR (% SEE POSTS)       | REACH/POST                |
|-----------------------------------------|-------------------------|---------------------------|
| <b>35 575</b>                           | <b>19.0%</b>            | <b>10K</b>                |
| 18.07.2026 <small>-90 per month</small> | in 24 hours <b>4.6%</b> | ad reach <b>1.6K</b> /24h |
| HTTPS: //PROMTPRESS.COM/AUDIT/GUOBDDRUS |                         |                           |

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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.

|                                                                                                                                                  |                                                                                                                                                                                  |                                                                                                                                                                                           |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>35 575</div> <div>—</div>          | <div> SUBSCRIBER REACH</div> <div>28.12%</div> <div>avg % subs see post</div>                   | <div> VIEWS/POST</div> <div>10K</div> <div>median 4.7K · 2 days</div>                                    | <div> POSTS/WEEK</div> <div>24.2</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>7.0</div> <div>only 56 reactions, 279 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>826 chars</div> <div>median 940 · 2 days</div>                              | <div> POSTS ANALYZED</div> <div>8</div> <div>2 days</div>                           |
| <div> AD REACH</div> <div>1.6K</div> <div>24h avg</div>       | <div> CHURN / MONTH</div> <div>-90</div> <div>over last month</div>                           | <div> CITATION RATE</div> <div>921</div> <div>citation index · 3,184 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 11.03.2022</div> |

AI EDITOR SUMMARY

Channel «State Traffic Inspectorate of Russia» — 35 575 subs. Each post averages 10K people (28% of subs), that's good reach. Publishes 24 posts per week (~3 per day) — active posting.

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 8 posts over 2 days.
- 02 Dominant format – Photo (4/8 posts).
- 03 Avg post length – 826 chars (median 940).
- 04 Peak audience activity – Wednesday, 16:00 MSK.
- 05 Top posts get 7x more views than the weakest (20.7K avg for top vs 2.9K for worst) – among 8 posts over 2 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                              |                                                                      |                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>24.06 · 13:08</div><div>PHOTO</div></div> <div><div></div><div>Don't Teach, Show: Secret of Road Literacy for Child and Adult Nearly every third child accident occurs within 'two...</div></div> | <div>VIEWS</div> <div>28 334</div> <div>REPOSTS</div> <div>104</div> | <div>REACTIONS</div> <div>15</div> <div>ER</div> <div>79.6%</div> |
| <div><div>Nº2</div><div>23.06 · 08:49</div><div>PHOTO</div></div> <div><div></div><div>Traffic Police Warn of Misinformation Spread Information circulating in media, the internet and social networks...</div></div>     | <div>VIEWS</div> <div>27 011</div> <div>REPOSTS</div> <div>107</div> | <div>REACTIONS</div> <div>11</div> <div>ER</div> <div>75.9%</div> |
| <div><div>Nº3</div><div>22.06 · 07:03</div><div>TEXT</div></div> <div><div></div><div>Russia Develops New Approach to Speed Limits on Roads New methodological recommendations for setting...</div></div>                 | <div>VIEWS</div> <div>6 742</div> <div>REPOSTS</div> <div>19</div>   | <div>REACTIONS</div> <div>3</div> <div>ER</div> <div>19.0%</div>  |

Nº4

22.06 · 08:28

TEXT

 'Golden Hour' Rule: How Traffic Inspectors Save Lives  
Russia is systematically working to reduce mortality...

VIEWS

5 608

REACTIONS

8

REPOSTS

11

ER

15.8%

Nº5

22.06 · 09:10

VIDEO

 A driver previously deprived of license came to retake the theory exam with «spy equipment» in Mordovia  The fact of using...

VIEWS

3 764

REACTIONS

7

REPOSTS

20

ER

10.6%

WORST 3

↓

23.06 · 08:05

PHOTO

 Results of dangerous drunk driver races with traffic police:  
 In Vladikavkaz, a drunk female driver collided with...

VIEWS

3 153

REACTIONS

3

REPOSTS

4

ER

8.9%

↓

22.06 · 07:48

PHOTO

 Road to Health: Russia Updates Routes to Hospitals & Clinics Every day, thousands of ambulances race along Russia's roads...

VIEWS

3 008

REACTIONS

4

REPOSTS

9

ER

8.5%

↓

22.06 · 05:41

VIDEO

 Russian Interior Ministry employees took part in the All-Russian memorial action «Candle of Memory» On the night of June 21-22, 2026, Russian...

VIEWS

2 399

REACTIONS

5

REPOSTS

5

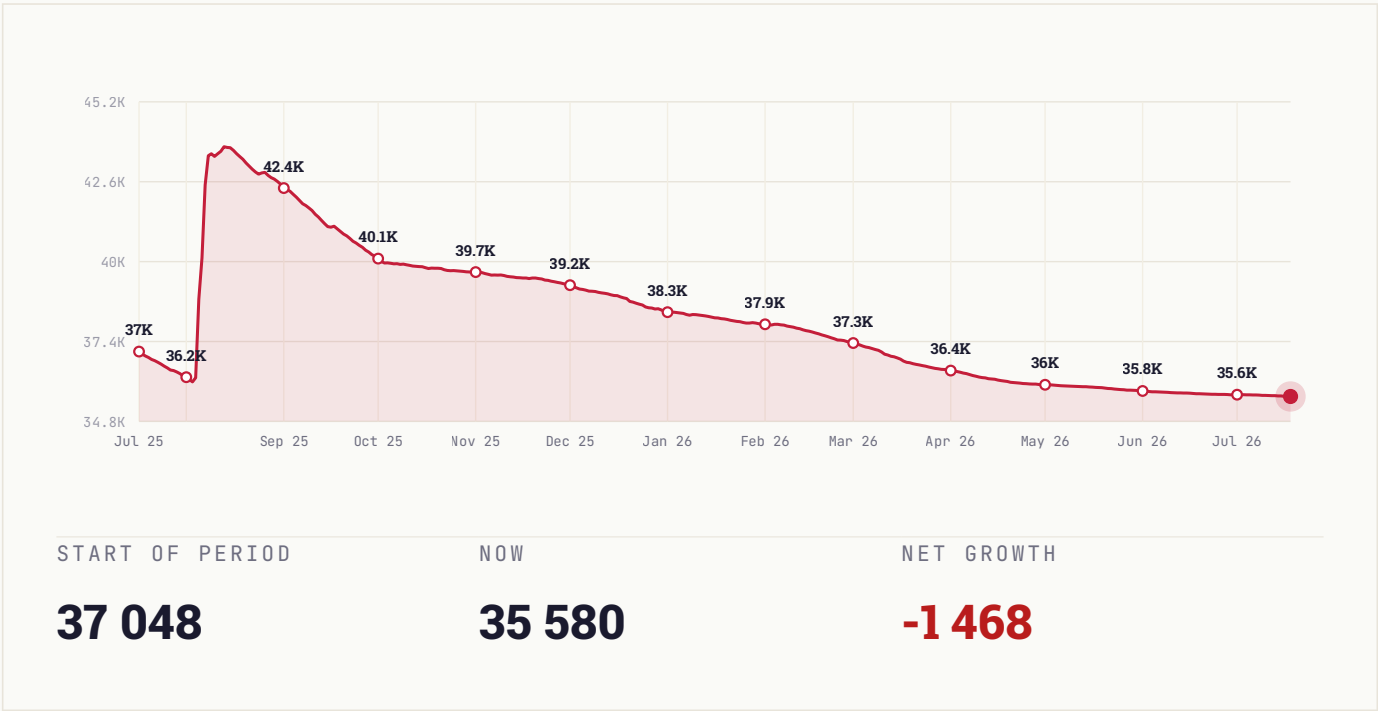
ER

6.7%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

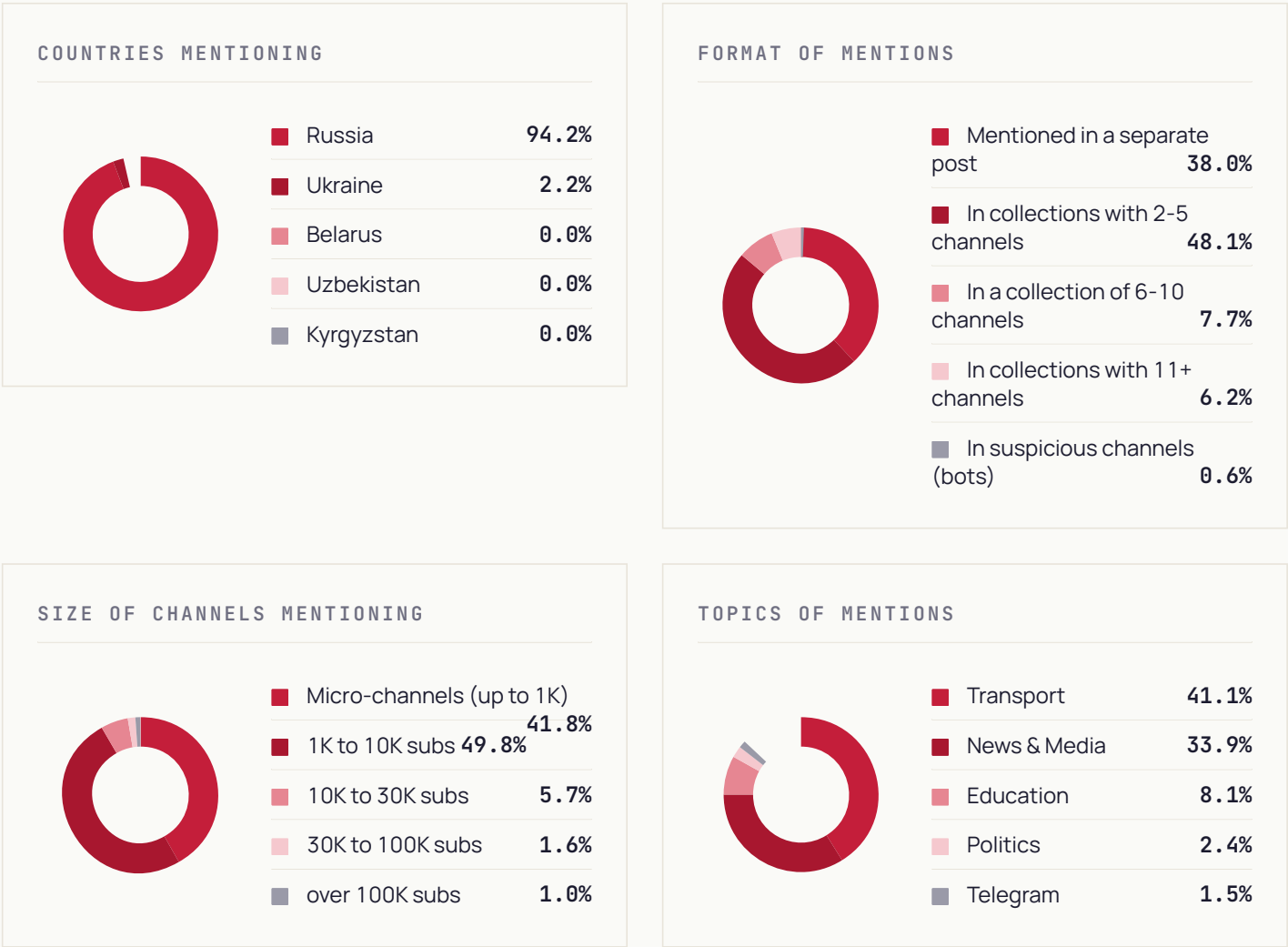
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

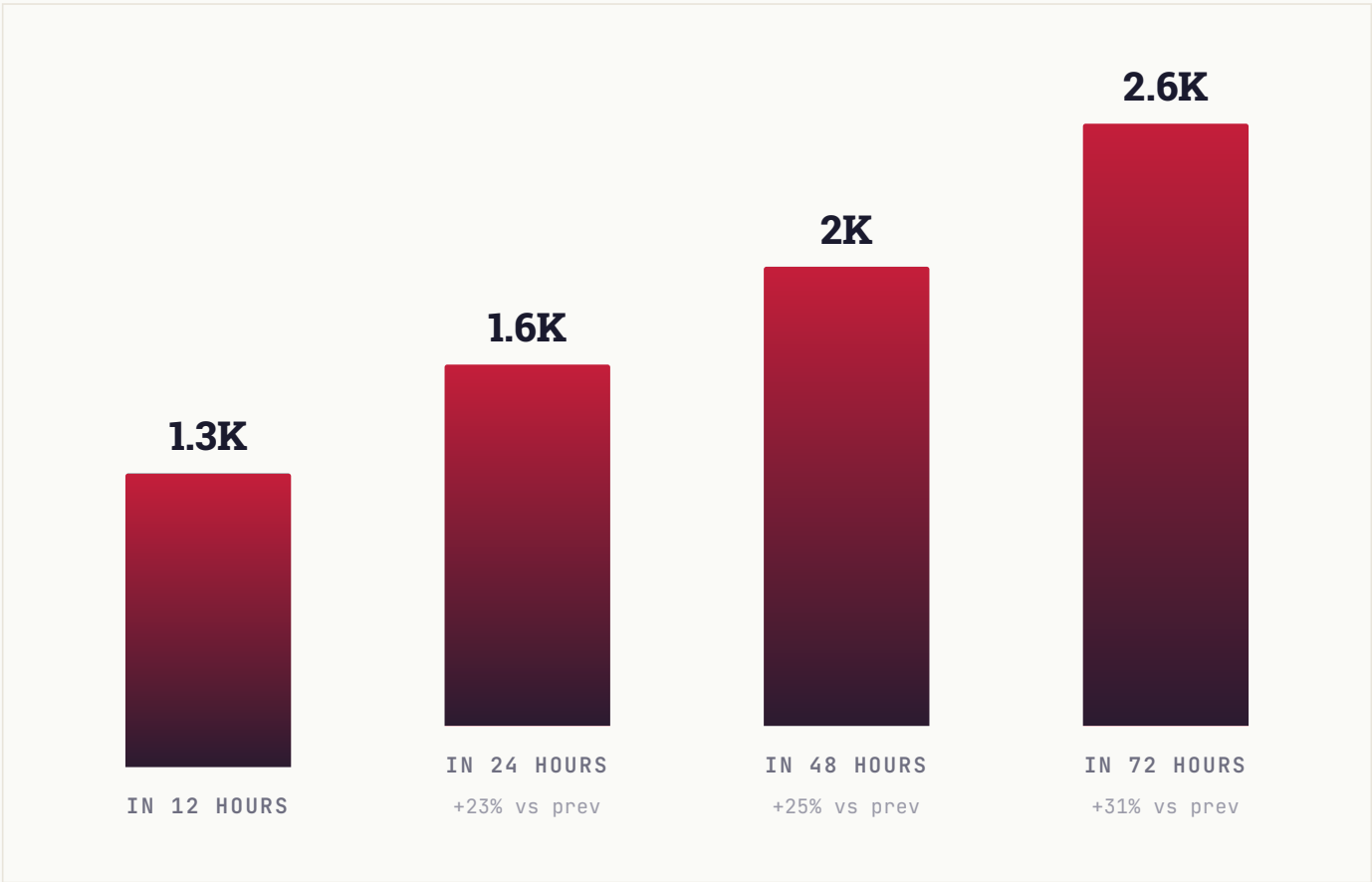
Citation index **921** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 184** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL |                                         | SUBSCRIBERS |
|---------|-----------------------------------------|-------------|
| TI      | Cars & Point                            | 3.5M        |
| AB      | Avtomanya                               | 1.9M        |
| WE      | WENGALLBI                               | 1M          |
| VM      | Vodiy Moshina Bozor                     | 996.3K      |
| DS      | Dubrovsky Syndicate   Zhekich Dubrovsky | 689.3K      |
| UN      | Un Normal                               | 583.6K      |
| FI      | Fighterbomber                           | 521.6K      |
| AB      | Auto.ru                                 | 500K        |
| AB      | AVTOZAKAZ.RU                            | 481.4K      |
| GA      | Garage                                  | 481.4K      |
| GR      | State Traffic Inspectorate of Russia    | YOU 35.6K   |

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 through systematic traffic & 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 were **987**, they brought **7 993** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| Jan 2026      | 124      | 63       | 45                  |
| December 2025 | 201      | 152      | 6                   |
| Nov 2025      | 118      | 80       | 37                  |
| Oct 2025      | 250      | 193      | 29                  |
| Sep 2025      | 128      | 87       | 31                  |
| August 2025   | 166      | 108      | 7 845               |

|                |                |                      |
|----------------|----------------|----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBSCRIBERS |
| 987            | 6              | 7 993                |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

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 sorted by expected impact. Check them off and revisit this report in a month.

**01**

## Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window  
for an  
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 poll per week on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**

**04**

## Cross-promo with neighboring channels

Cross-post with similar channels quarterly. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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