

PUBLIC REPORT BY PROMTPRESS

Channel audit

GWM | HAVAL

Russia



@havalrussiaofficial

Official GWM app <https://clck.ru/3S2iXh> Registered with RKN [clck.to/gQLdiA](https://clck.ru/3S2iXh) <https://vk.com/havalrussia> LLC «Great Wall Motor Rus»
129226, Moscow, Wilhelm Pieck St., 16 8 (800)...

SUBSCRIBERS

91 929

-133 per month

ERR (% SEE POSTS)

12.0%

per day 5.0%

REACH/POST

10.7K

ad reach 4.6K/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 91 929 —	 SUBSCRIBER REACH 11.64% avg % subs see post	 VIEWS/POST 10.7K median 10.4K · 29 days	 POSTS/WEEK 7.0 over period
 7D TREND -14.4% vs previous week	 REACTIONS/POST 238.1 total 6,905 reactions, 449 reposts, 489 comments	 POST LENGTH 524 chars median 536 · 29 days	 POSTS ANALYZED 29 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH -133 last month	 CITATION RATE 71 citation index · 279 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 31.03.2022

AI EDITOR SUMMARY

Channel «GWM | HAVAL Russia» — 91 929 subs. Each post avg views 10.7K people (12% from subs), reach is low — need to grow audience. Publishes 7 posts/week (~1/day) — regular schedule. Week Jun 8–14 reach dropped -14.4% vs week Jun 1–7 — 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 29 posts in 29 days.
- 02 Dominant format — Photo (16/29 posts).
- 03 Avg post length — 524 chars (median 536).
- 04 Audience peak activity — Friday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.9K avg top vs 7.6K worst) — among 29 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 15:04 PHOTO Our plant turns 7! 🎉 Today HAVAL's production complex in Tula region celebrates its birthday. It was the first...	VIEWS 19 234 REP. 37	REACTIONS 496 ER 20.9%
Nº2 03.06 · 14:23 PHOTO 🎉 The "Wild Mint" festival is getting closer, and we are looking forward to three days of celebration. We hope you have also decided on your plans! We already...	VIEWS 15 978 REP. 71	REACTIONS 260 ER 17.4%
Nº3 28.05 · 14:05 PHOTO 🎉🎉🎉 Well, friends, we are already actively preparing for "Wild Mint". Are you with us? Remember, we recently promised to delight you with cool prizes?...	VIEWS 15 592 REP. 21	REACTIONS 388 ER 17.0%

Nº4 04.06 • 14:01 VIDEO On one hand, HAVAL H9 feels like a true off-roader. On the other – also 😊	VIEWS 14 841 REACTIONS 308 REP. 13 ER 16.1%
Nº5 29.05 • 15:59 VIDEO We just unveiled our stylish city newcomers – the updated HAVAL F7 and F7x 🚗 We dived into the F-series history and, of course...	VIEWS 14 276 REACTIONS 267 REP. 26 ER 15.5%

WORST 3

↓ 20.06 • 11:55 VIDEO (captionless post – video)	VIEWS 7 889 REACTIONS 145 REP. 4 ER 8.6%
↓ 20.06 • 11:55 TEXT Test drives in full swing 🚗 Two routes await guests: a forest trail with light off-road and an artificial obstacle course...	VIEWS 7 493 REACTIONS 113 REP. 4 ER 8.2%
↓ 22.06 • 14:00 PHOTO Even before launch, it's clear: the updated HAVAL F7x is all about dynamics 🚗 Everything speaks of drive: sporty profile, swift lines and...	VIEWS 7 484 REACTIONS 65 REP. 13 ER 8.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

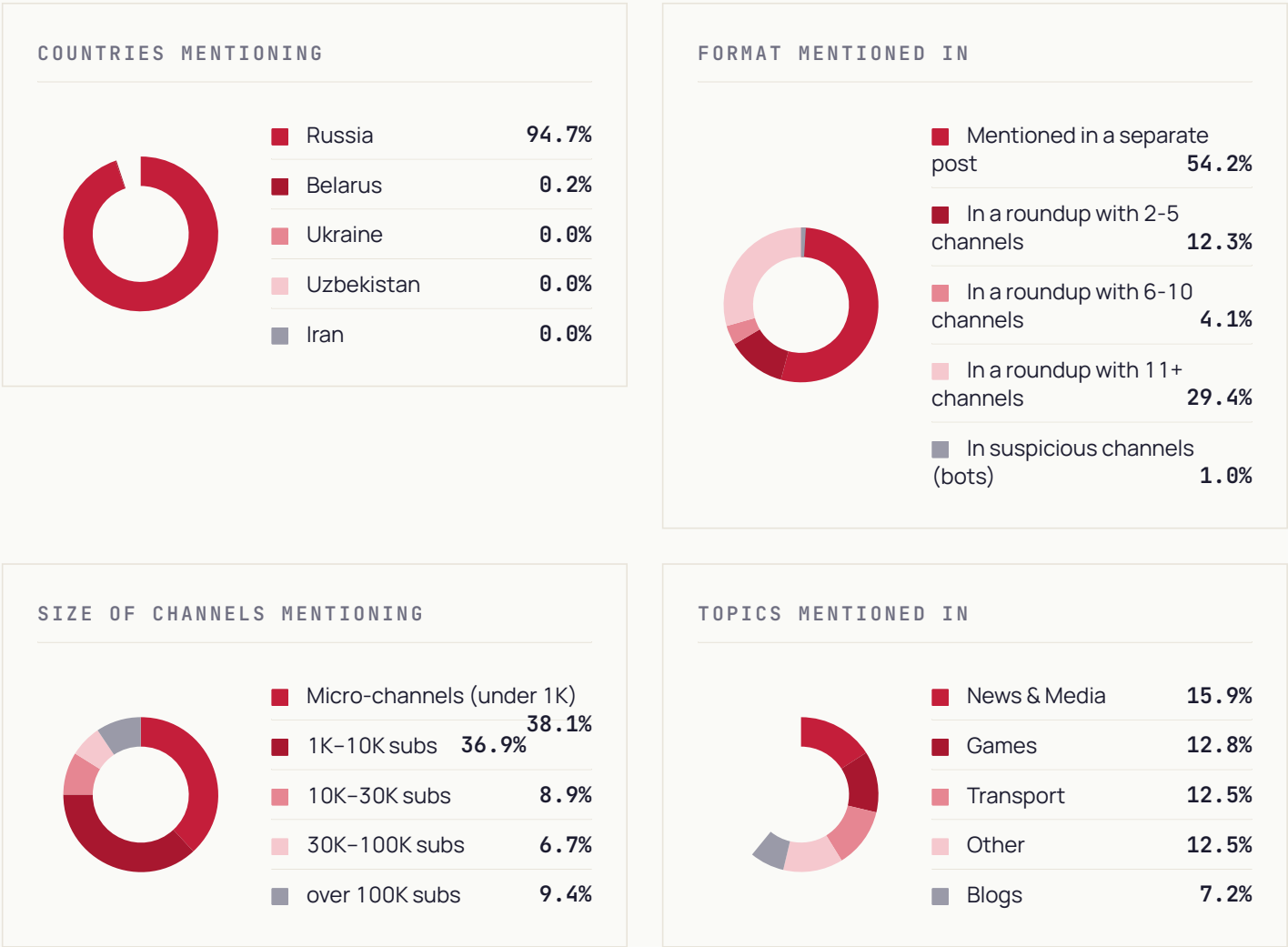
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

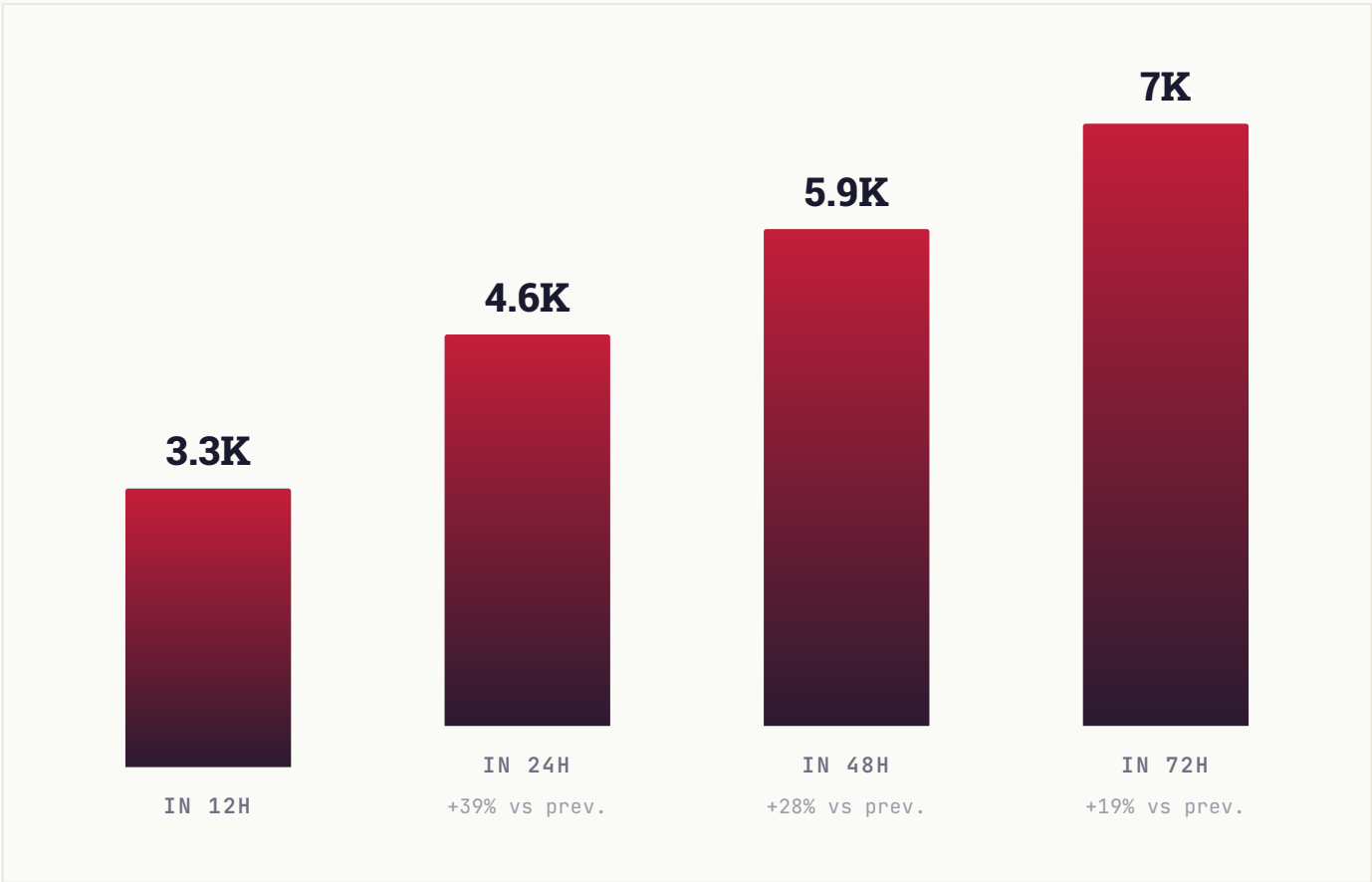
Citation index **71** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentioned **279** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand 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 Behind the Wheel	473.8K
AB Driving Instructor	466.8K
GI GWM Haval Russia	91.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 of 98). Niche median — 166K subs. First KPI to hit — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION TRENDS

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 **35**, they brought **29 089** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	5	4	8 010
Nov 2025	3	3	3 381
Oct 2025	4	2	6 472
September 2025	0	0	4 572
August 2025	7	6	4 746
July 2025	16	9	1 908

TOTAL MENTIONS	MONTHS OF DATA	SUBS GAINED
35	6	29 089

SECTION 08 · NICHE COMPARISON

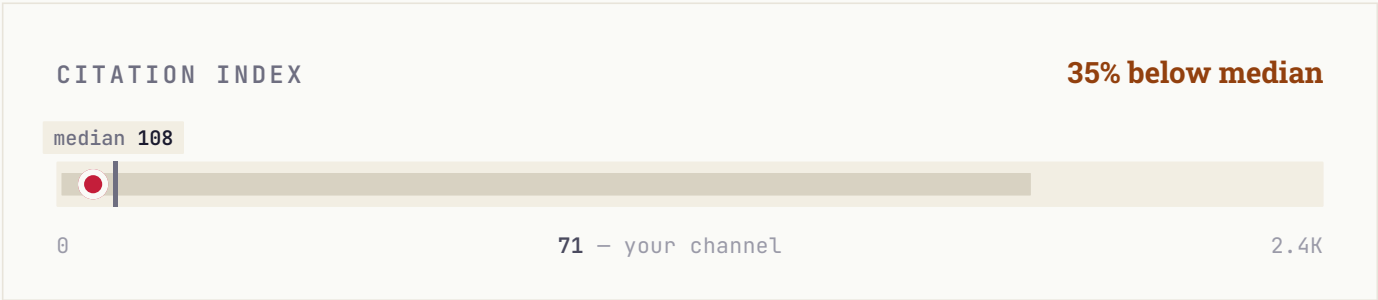
Where the channel stands in its league

Took 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 vertical — median. Red dot — your channel.

#90/100

RANK IN NICHE

Channel in the bottom half of the 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 18:00 MSK.

EFFECT
Best time for important posts

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 give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT
+5-15% ER

04

Cross-promo with similar channels
Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs bring 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 us to do this **PromptPress?**

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

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
