

PUBLIC REPORT BY PROMTPRESS

Channel audit

MECHANIC



@imehanik

Tech loves reason and skilled hands. Submit news: @imehanik_bot
Ads: @Mihail_Stroev @iamehanik_bot Mechanic in MAH -...

SUBSCRIBERS

325 853

-2023 per month

ERR (% SEE POSTS)

6.0%

per day 3.8%

REACH/POST

18.7K

ad reach 12.4K/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 325 853 —	 SUBSCRIBER REACH 5.74% avg % subs see post	 VIEWS/POST 18.7K median 19.3K · 29 days	 POSTS/WEEK 49.2 for period
 7D TREND -0.3% vs previous week	 REACTIONS/POST 170.7 total 35,509 reactions, 18,477 reposts, 2,296 comments	 POST LENGTH 49 chars. median 26 · 29 days	 POSTS ANALYZED 208 29 days
 AD REACH 12.4K 24h avg	 CHURN / MONTH -2023 last month	 QUOTABILITY 2 072 citation index · 1,631 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 15.07.2019

AI EDITOR SUMMARY

Channel «MECHANIC» — 325 853 subs. Each post averages 18.7K people (6% from subs), reach is low — expand audience. Publishes 49 posts per week (~7/day) — active posting. Week of Jun 8–14 reach stable (-0.3% vs week Jun 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **208** posts in 29 days.
- 02 Dominant format – **Video** (145/208 posts).
- 03 Avg post length – **49** chars (median 26).
- 04 Peak audience activity – **Friday**, 17:00 MSK.
- 05 Top posts get **1x** more views than the weakest (22.5K avg top vs 16.2K worst) – among 208 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 16:08 PHOTO 10 toxic wheels that destroy a driver's psyche.	VIEWS 22 988 REP. 110	REACTIONS 121 ER 7.1%
Nº2 27.05 · 19:33 VIDEO Good, not spikes	VIEWS 22 402 REP. 113	REACTIONS 158 ER 6.9%
Nº3 03.06 · 05:07 VIDEO Tuning in 2 min 😊	VIEWS 22 203 REP. 230	REACTIONS 260 ER 6.8%

Nº4 01.06 · 10:07 PHOTO When I decided to build a swallow without loans	VIEWS 22 180 REP. 37	REACTIONS 98 ER 6.8%
Nº5 29.05 · 19:07 VIDEO Panel can be tweaked	VIEWS 21 764 REP. 197	REACTIONS 292 ER 6.7%

|

WORST 3

↓ 22.06 · 19:07 VIDEO How to properly tie a cable	VIEWS 16 502 REP. 213	REACTIONS 130 ER 5.1%
↓ 22.06 · 10:07 VIDEO They understand each other without words	VIEWS 16 184 REP. 53	REACTIONS 166 ER 5.0%
↓ 22.06 · 13:07 VIDEO Caterpillar victory	VIEWS 15 807 REP. 30	REACTIONS 161 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

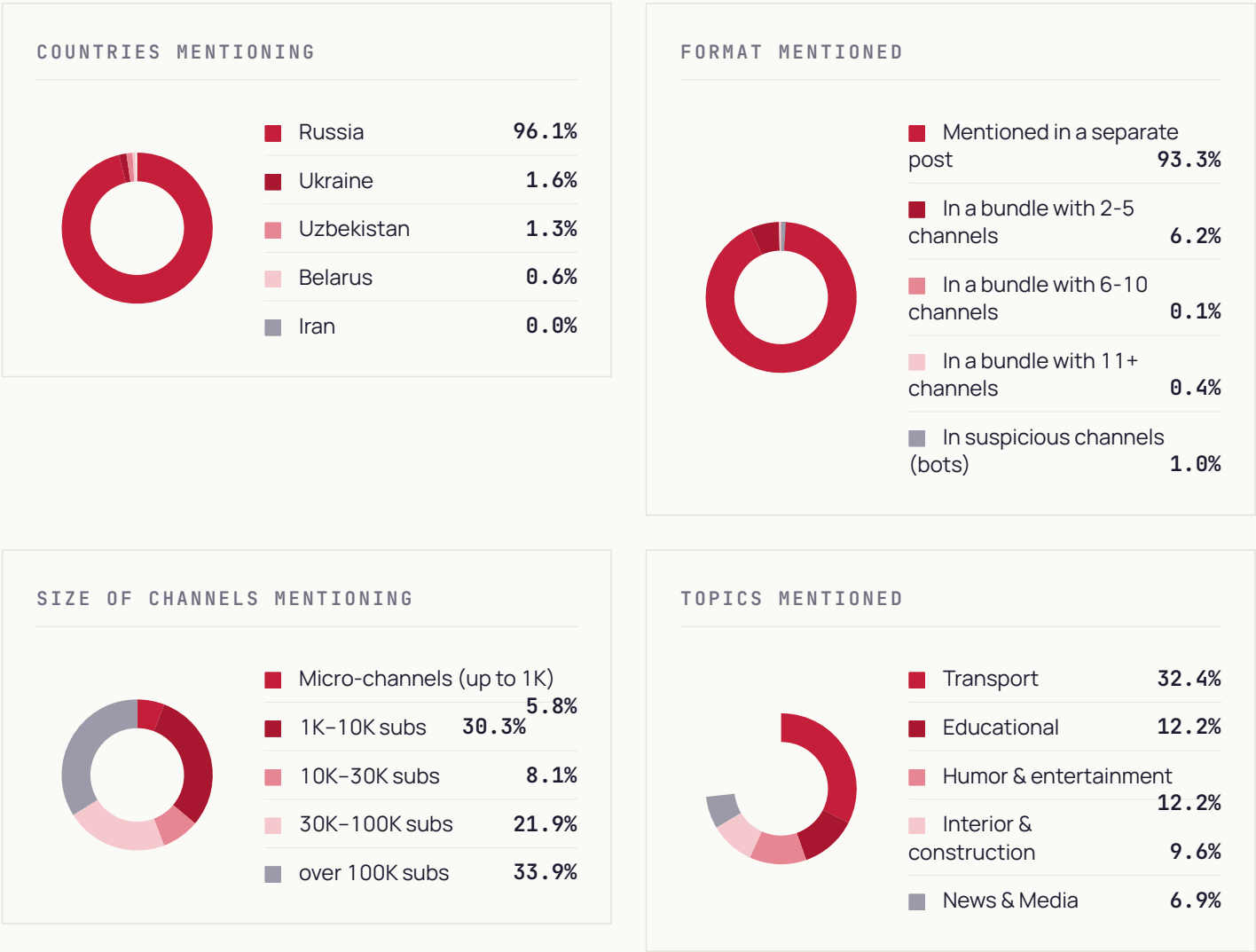
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

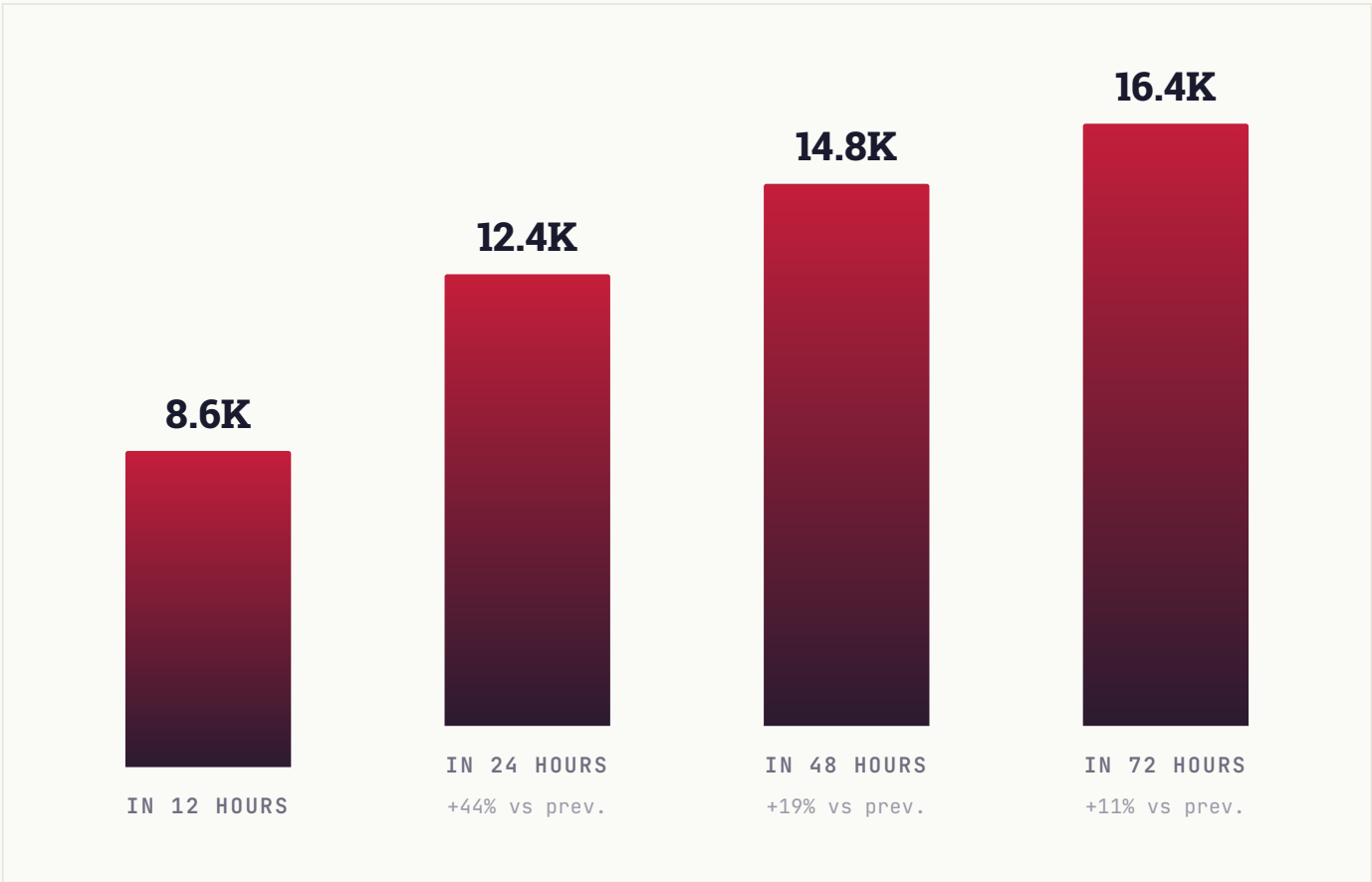
Citation index **2 072** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **1 631** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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	Driving instructor	466.8K
ME	MECHANIC YOU	325.9K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#23 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top 10 through systematic traffic 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 **231**, they brought **8 437** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	18	17	654
November 2025	55	55	1 245
October 2025	27	27	641
September 2025	36	31	1 682
August 2025	44	42	1 174
July 2025	51	42	3 041

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
231	6	8 437

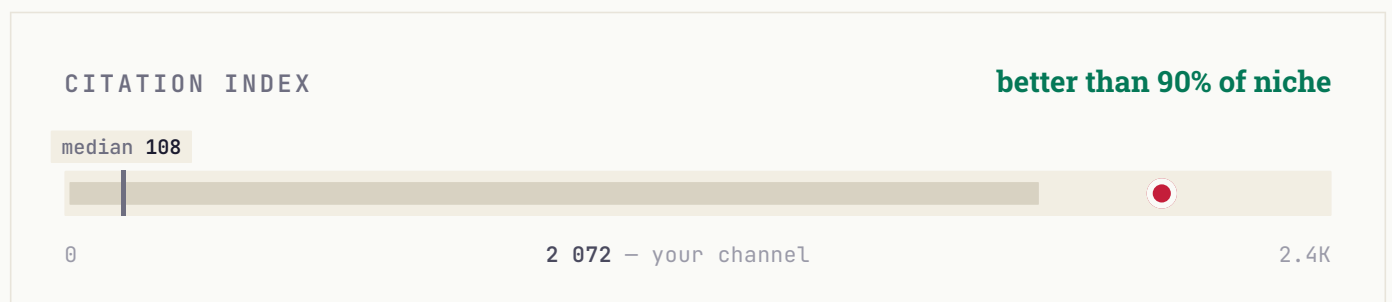
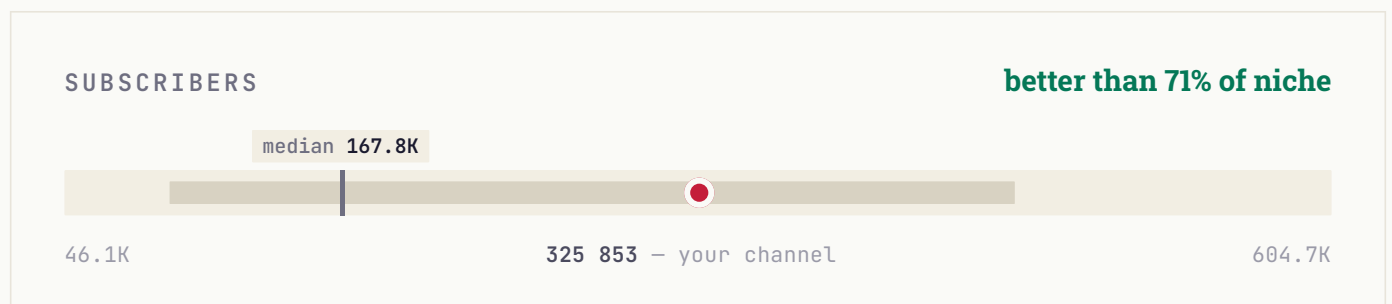
— SECTION 08 • NICHE COMPARISON

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.

#23 /100

POSITION IN NICHE
Channel in top 23% – strong position



— 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 Friday

Audience is most active on this day at 17:00 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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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