

PUBLIC REPORT BY PROMTPRESS

Channel audit

WHERE GAS? | KAZAN



@kazan_by

Mutual aid channel: subs report which gas stations have fuel and which don't. People help people. Contact: @plinusa 7692085064

SUBSCRIBERS

35 516

972 posts 7 days

ERR (% SEE POSTS)

25.0%

per day 40.7%

REACH/POST

8.7K

ad reach 14.5K/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 35 516 —	 SUBSCRIBER REACH 24.48% avg % of subs see post	 VIEWS/POST 8.7K median 8.9K · 7 days	 POSTS/DAY 132.3 ~926/week
 7D TREND — no data for period	 REACTIONS/POST 10.4 only 10,110 reactions, 14,151 reposts, 0 comments	 POST LENGTH 142 chars median 136 · 7 days	 POSTS ANALYZED 972 7 days
 AD REACH 14.5K 24h avg	 MENTIONS 1 citation index · 9 channels mentioned it ever	 CHANNEL AGE 16 days created 06.07.2026	

AI EDITOR SUMMARY

Channel «WHERE GAS? | KAZAN» — 35 516 subs. Each post averages 8.7K people (24% of subs), average reach — room to grow. Publishes 926 posts per week (~132/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What performs best

Top posts by engagement and underperformers – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **972** posts over 7 days.
- 02 Dominant format – **Text** (475/972 posts).
- 03 Avg post length – **142** chars (median 136).
- 04 Audience peak activity – **Tuesday**, 23:00 MSK.
- 05 Top posts get **4x** more views than the weakest (16.7K avg for top vs 4.2K for worst) – among 972 posts over 7 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

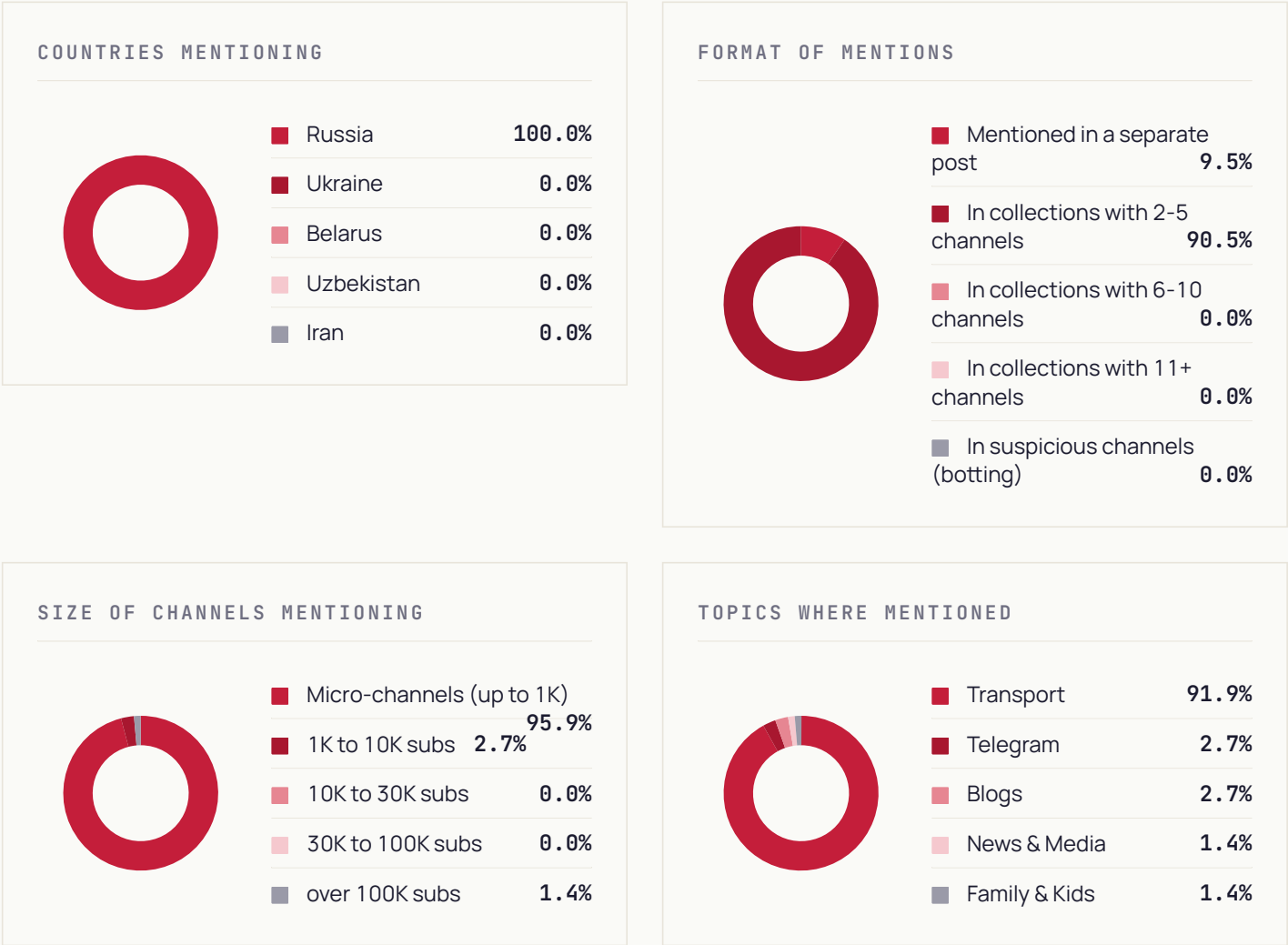
Nº1 14.07 · 19:51 TEXT #ilikom 791 km, M-7 highway, ✓ 92 129.99 - per liter 🕒 22:48 virtually no queue. 😄 No limits on fill 😊 iPhones at low...	VIEWS 16 806 REPOSTS 218	REACTIONS 100 ER 47.3%
Nº2 14.07 · 20:27 TEXT 🌙 Going to sleep We're already over 30k. Thanks for this day, Kazan 🙏 At night we only post urgent news and if 100-octane appears...	VIEWS 16 704 REPOSTS 18	REACTIONS 1 151 ER 47.0%
Nº3 14.07 · 19:58 TEXT 📞 #taif Dubravnaya 2A ✓ 95 🕒 22:57 queue ~3 hrs ! 30 liter limit Thanks to sub for the info 🙏 ➡️ 📱 WE ARE IN MAKH Saw gas? 👉 ...	VIEWS 16 595 REPOSTS 55	REACTIONS 23 ER 46.7%

Nº4 14.07 • 23:32 PHOTO #tatneft MEGA 92,95,100,DT 02:31 queue ~100 cars iPhones at low prices? At rebro! (Ad) Saw gas? Report	VIEWS 16 509 REACTIONS 49 REPOSTS 139 ER 46.5%
Nº5 16.07 • 14:00 PHOTO GIVEAWAY: 100 LITERS OF 100-OCTANE GAS We're 35k, and we want to say thanks. We're giving away 100 liters of AI-100 - or any other fuel...	VIEWS 15 618 REACTIONS 821 REPOSTS 2 115 ER 44.0%
WORST 3	
↓ 18.07 • 15:25 PHOTO #tatneft prospect pobedy 72G 92,95,DT 18:24 queue 20-30 min iPhones at low prices? At rebro! (Ad) WE ARE IN MAKH Saw...	VIEWS 4 227 REACTIONS 2 REPOSTS 2 ER 11.9%
↓ 18.07 • 15:21 PHOTO #teboil Mamadyshsky trakt 92, 95, 95+, 100, dt 18:21 queue 7-10 cars iPhones at low prices? At rebro! (Ad) WE ARE IN...	VIEWS 4 211 REACTIONS 2 REPOSTS 16 ER 11.9%
↓ 18.07 • 15:23 PHOTO #taif amirkhana 38a 92,95,DT 18:21 queue ~40 min Tyubetey gives promo code «ДОЗАПРАВКА» - free Solyanka soup with purchase of 599+...	VIEWS 4 180 REACTIONS 3 REPOSTS 2 ER 11.8%

SECTION 03 · MENTIONS

Who mentions the channel and how

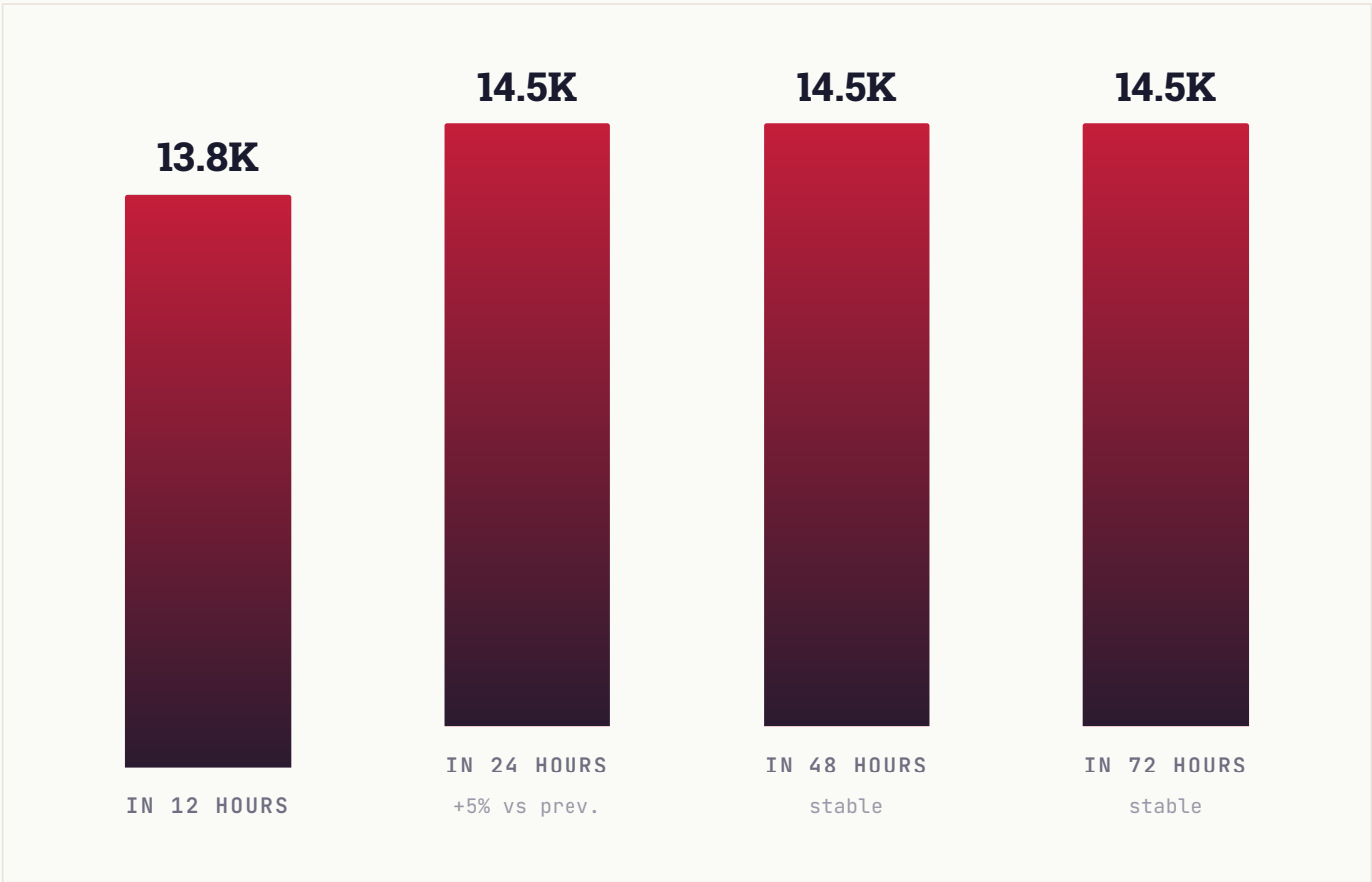
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 9 different channels.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · 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	3.5M
AB	Avtomanya	1.9M
WE	WENGALLBI	1M
VM	Vodiy Moshina Bozor	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	687.4K
UN	Un Normal	577.8K
FI	Fighterbomber	521K
AB	Auto.ru	493.4K
AB	AVTOZAKAZ.RU	481.4K
GA	Garage	479.8K
GB	WHERE GAS? KAZAN YOU	35.5K

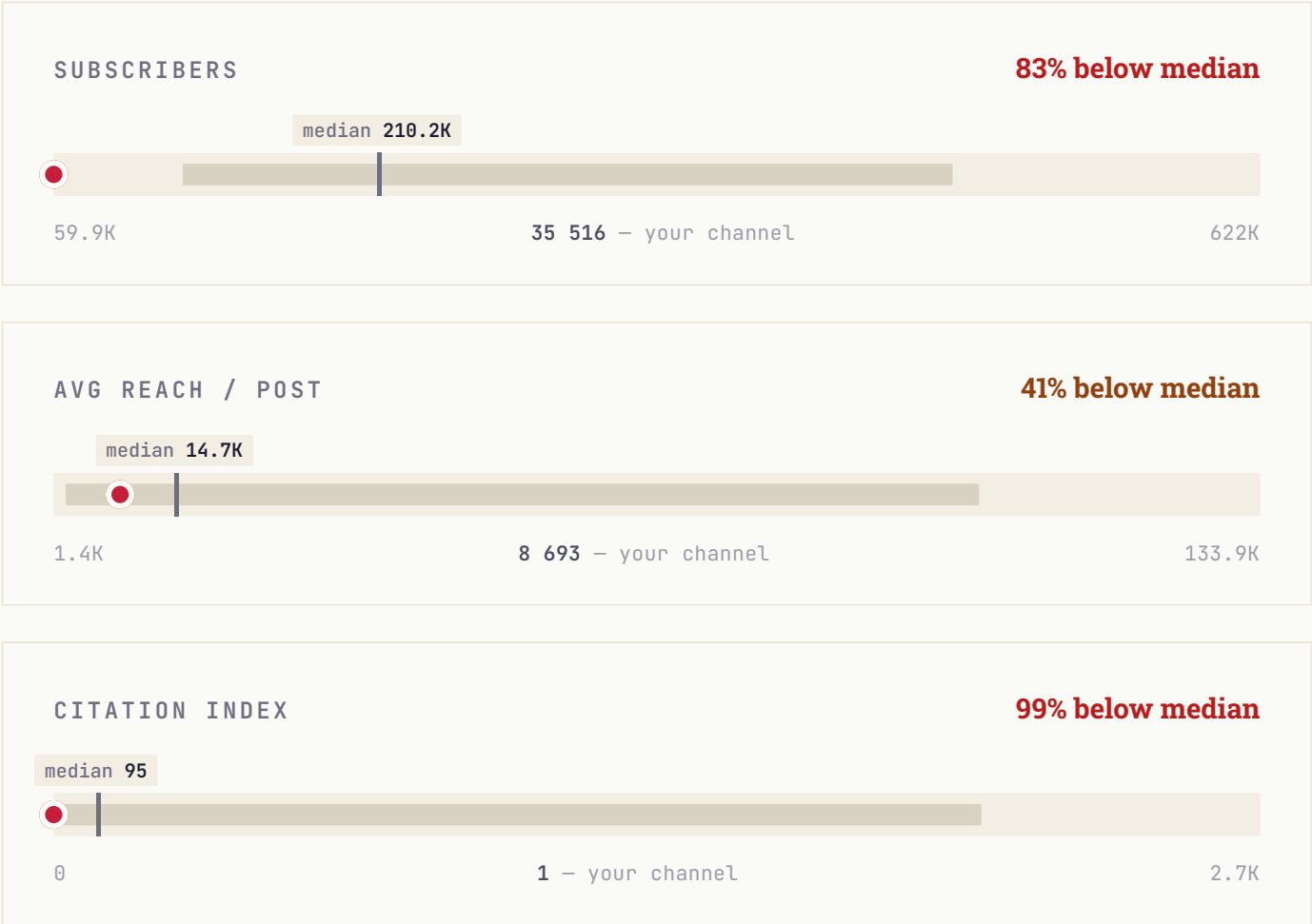
COMPARATIVE INSIGHT

Channel is still outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 06 · 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 07 · 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 Tuesday

Audience most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better.**

03

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**

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 neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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 using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
