

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kchau!



@kchau

Cars, gadgets, speed, style. Collab: @todaycast RKN: <https://clck.ru/3N7BNs> #RT09D

SUBSCRIBERS

152 627

-3252 per month

ERR (% SEE POSTS)

3.0%

daily 2.0%

REACH/POST

4.5K

ad reach 3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 152 627 —	 SUBSCRIBER REACH 2.92% avg % subs see post	 VIEWS/POST 4.5K median 4.3K · 29 days	 POSTS/WEEK 43.3 over period
 7D TREND -13.8% vs previous week	 REACTIONS/POST 63.6 11,636 reactions, 16,774 reposts, 0 comments	 POST LENGTH 497 chars median 470 · 29 days	 POSTS ANALYZED 183 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -3252 last month	 CITATION RATE 28 citation index · 145 channels mentioned ever	 CHANNEL AGE 1 year 17 days created 09.06.2025

AI EDITOR SUMMARY

Channel 'Kchau!' – 152 627 subs. Each post avg views 4.5K people (3% from subs), reach low – expand audience. Publishes 43 posts/week (~6/day) – active. Week Jun 8–14 reach dropped -13.8% to week Jun 1–7 – find reasons.

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 **183** posts in 29 days.
- 02 Dominant format — **Photo** (103/183 posts).
- 03 Avg post length — **497** chars (median 470).
- 04 Peak audience activity — **Monday**, 13:00 MSK.
- 05 Strongest posts get **4x** more views than weakest (top avg 15.2K vs bottom 3.6K) — across 183 posts in 29 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 10:02 VIDEO France held the most 'crazy' race of the year — on tiny electric cars the size of a golf cart. The standard mini Citroën Ami goes...	VIEWS 34 267 REP. 523	REACTIONS 64 ER 22.5%
Nº2 27.05 · 08:29 VIDEO Dad was one of the first to test the new Ferrari EV and... declined to comment. Leo XIV personally tested the Ferrari Luce. Meeting...	VIEWS 5 795 REP. 89	REACTIONS 68 ER 3.8%
Nº3 28.05 · 11:46 VIDEO Kids cleaning car goes viral on social media — a lifesaver for parents. Electric car Kids Cleaner rides around the apartment and...	VIEWS 5 391 REP. 116	REACTIONS 47 ER 3.5%

Nº4 28.05 · 07:37 VIDEO GTA: Vice City playable in browser — retro game site goes viral. Besides the legend, Quenq has Minecraft...	VIEWS 5 364 REP. 127	REACTIONS 51 ER 3.5%
Nº5 27.05 · 21:52 PHOTO «Patriot» gets a major upgrade — first-ever 9-inch screen and USB-C. Previously the model had a modest 7...	VIEWS 5 356 REP. 101	REACTIONS 110 ER 3.5%

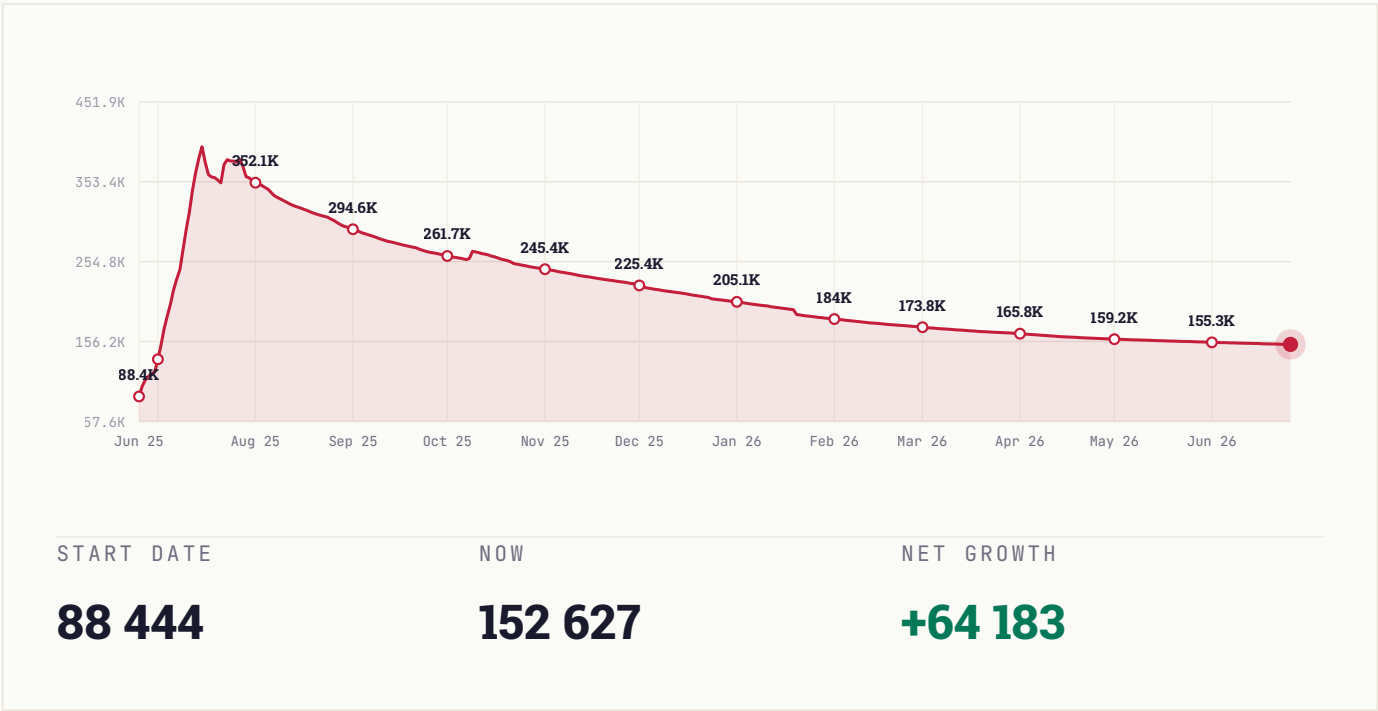
WORST 3

↓ 16.06 · 08:27 VIDEO Cutest taxi driver found in Rostov region — Uncle Misha put all his vibes right on the dashboard 😊	VIEWS 3 704 REP. 73	REACTIONS 77 ER 2.4%
↓ 10.06 · 14:27 VIDEO A super cozy co-op about gnome burglars is out. In Burglin' Gnomes you and your buddies play as gnome thieves. Goal: break into a house and...	VIEWS 3 560 REP. 83	REACTIONS 54 ER 2.3%
↓ 08.06 · 17:38 VIDEO Apple showed iOS 27 — Tim Cook's last keynote WWDC 2026 will be remembered. Apple unveiled iOS 27, and it's full of surprises...	VIEWS 3 488 REP. 82	REACTIONS 40 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

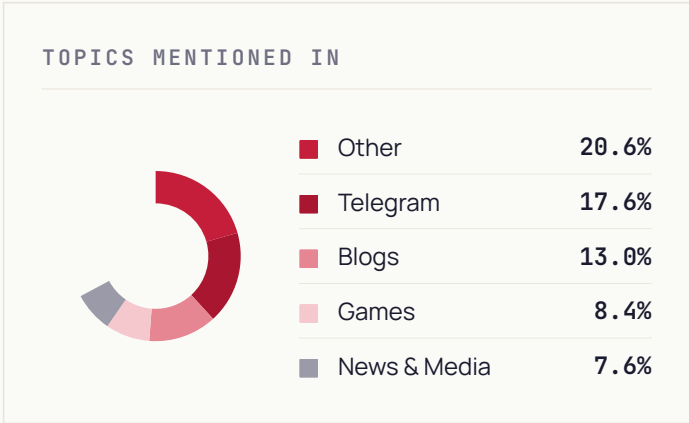
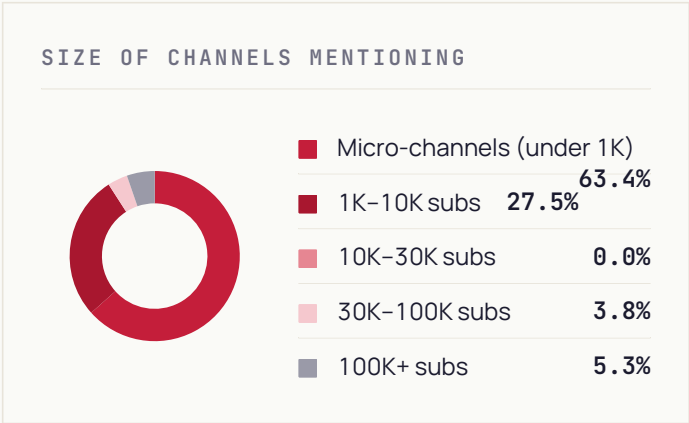
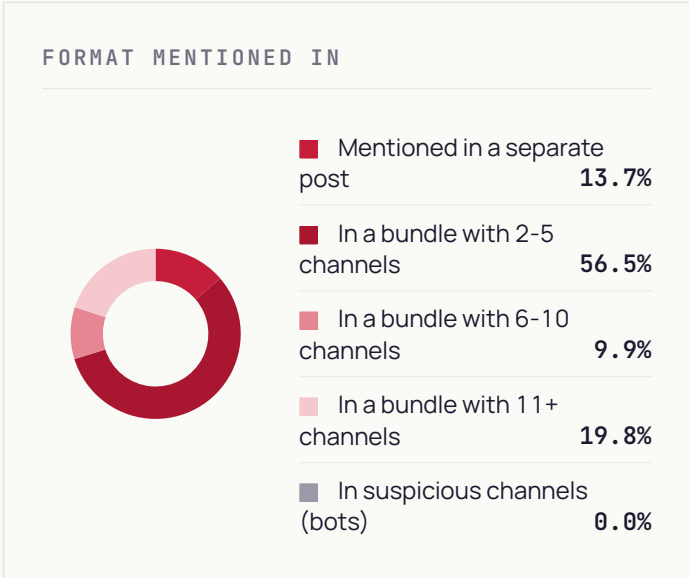
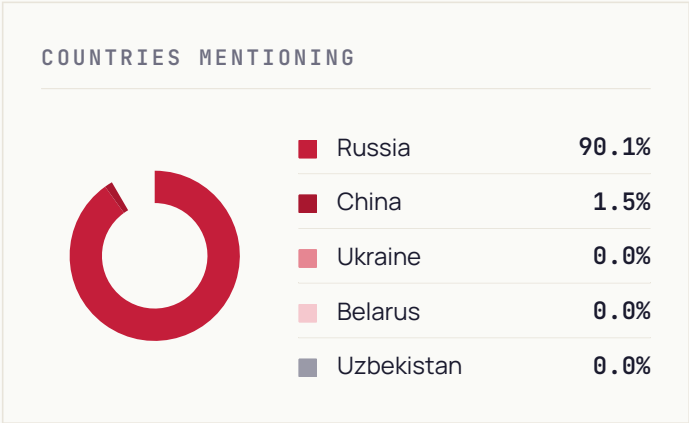
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

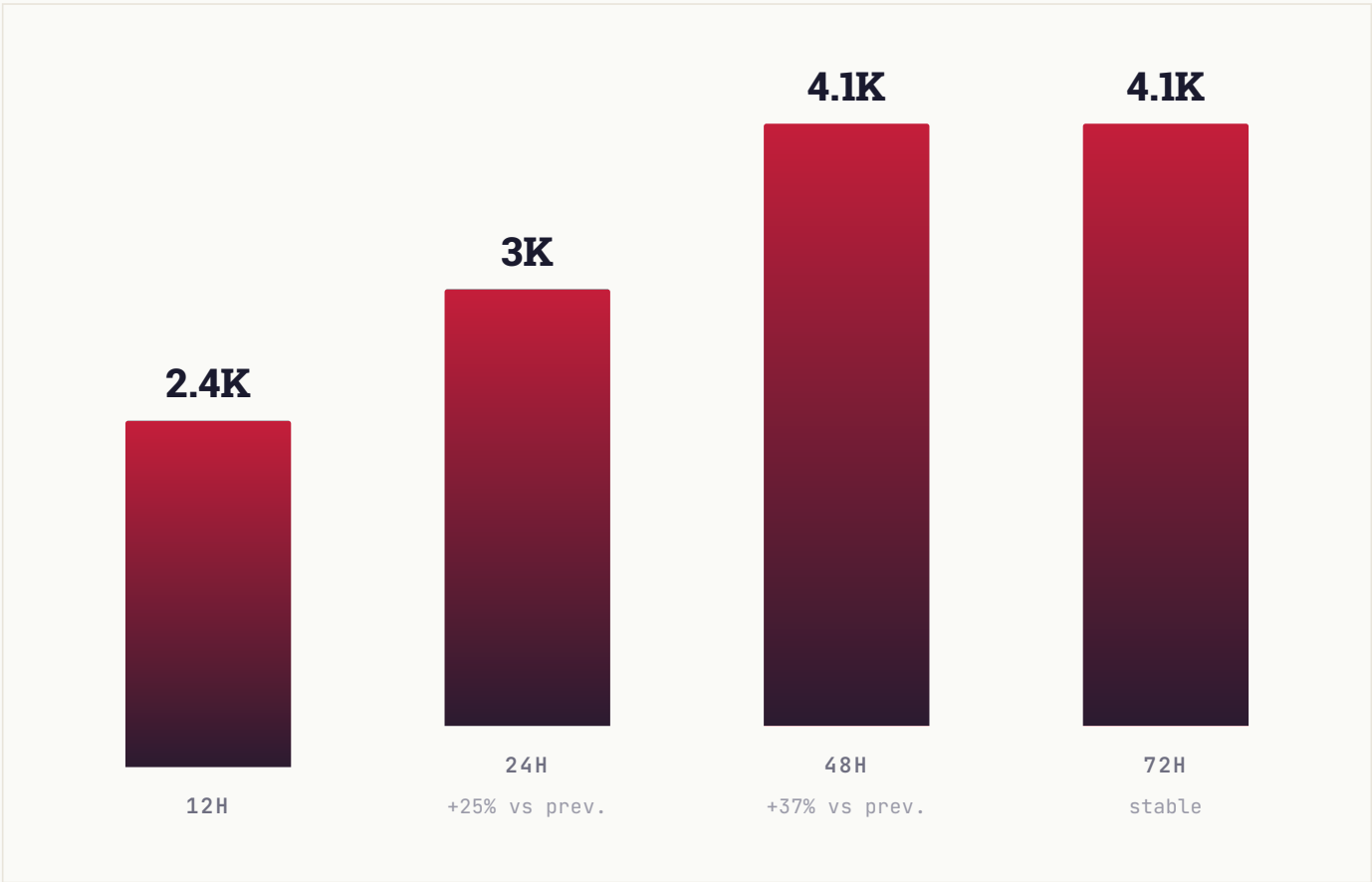
Citation index **28** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **145** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 — shows its place 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
KCh Kchau! YOU	152.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#57 of 98). Niche median — 166K subs.
First growth KPI — 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 **74**, they brought **319 858** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	0	0	0	
Nov 2025	18	18	0	
Oct 2025	0	0	10 151	
September 2025	3	3	0	
August 2025	5	3	0	
July 2025	48	23	309 707	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
74	6	319 858

— 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.

#57

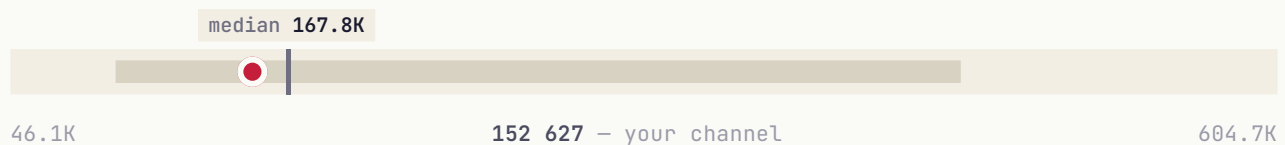
/100

NICHE RANK

Channel in the lower half of the ranking

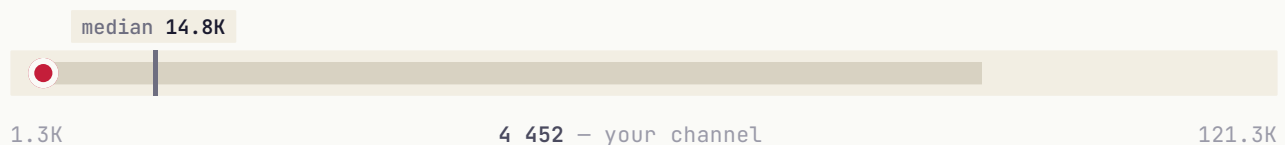
SUBSCRIBERS

worse than median by 9%



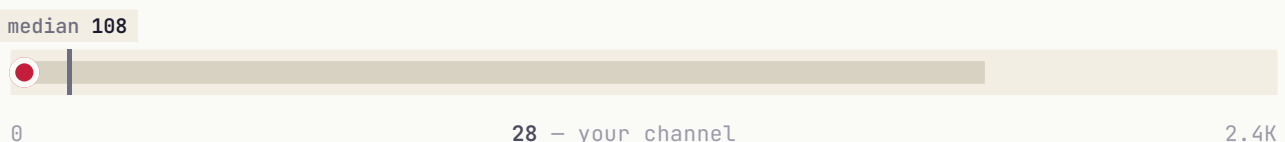
AVG REACH / POST

70% below median



CITATION INDEX

74% below median



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Monday
 Audience is most active on this day at 1:00 PM MSK.

EFFECT
Best time for key posts
- 02

ER below niche benchmark — rethink formats
 Current ER 2.92% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+2.6pp ER
- 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 and 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 same-segment channels quarterly.
 2-3 collabs give relevant growth — no need for daily.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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