

PROMTPRESS PUBLIC REPORT

Channel audit

Ilya KICKDOWN



@kickdown88

My channel — my rules № 4983021013 Included in the list of registered personal pages and channels: <https://clck.ru/3Hqyor> #GXONK

SUBSCRIBERS

146 820

-5977 per month

ERR (% SEE POSTS)

8.0%

Daily **3.2%**

REACH/POST

11.8K

Ad reach **4.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in 'Transport' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 146 820 —	 SUBSCRIBER REACH 8.01% Avg % subs see post	 VIEWS/POST 11.8K Median 11.7K · 24 days	 POSTS/WEEK 3.1 For period
 7D TREND — No data for period	 REACTIONS/POST 174.2 Total 1,916 reactions, 168 reposts, 70 comments.	 POST LENGTH 332 chars. Median 305 · 24 days	 POSTS ANALYZED 11 24 days
 AD REACH 4.7K 24h avg	 CHURN / MONTH -5977 Last month	 CITATION RATE 24 Citation index · 61 channels mentioned ever	 CHANNEL AGE 6 years 2 months Created 07.04.2020

AI EDITOR SUMMARY

Channel «Ilya KICKDOWN» — 146 820 subs. Each post avg views 11.8K people (8% From subs), reach low — expand audience. Publishes 3 posts/week (~0/day) — rare posts.

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 11 posts over 24 days.
- 02 Dominant format — **Photo** (9/11 posts).
- 03 Avg post length — **332** chars (median 305).
- 04 Peak audience activity — **Friday, 20:00 MSK**.
- 05 Top posts get **2x** More views than weakest (16.7K avg top vs 7.3K worst) — among 11 posts over 24 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 17:08 PHOTO How's it going, folks? 📷	VIEWS 17 997 REP. 7	REACTIONS 450 ER 12.3%
Nº2 28.05 · 13:02 TEXT (captionless post — text)	VIEWS 17 778 REP. 39	REACTIONS 363 ER 12.1%
Nº3 28.05 · 13:01 PHOTO For everyone who watched KickCast with Zhekich Dubrovsky and wanted to ride a G-Wagon: GIVEAWAY OF TWO DAYS FREE RENTAL OF G63 AMG. On...	VIEWS 14 441 REP. 21	REACTIONS 227 ER 9.8%

Nº4 07.06 • 09:14 PHOTO If someone had told me 10–15 years ago that in 2026 the fastest car in its class would be the Panamera Turbo S, I would have...	VIEWS 12 808 REACTIONS 145 REP. 16 ER 8.7%
Nº5 08.06 • 15:50 PHOTO And another episode urgently!!! ☒ Recently Ilya Makarov bought his ideal BMW from us... ☒ YouTube ☒ VK Video Emotions from the first car...	VIEWS 12 328 REACTIONS 65 REP. 7 ER 8.4%

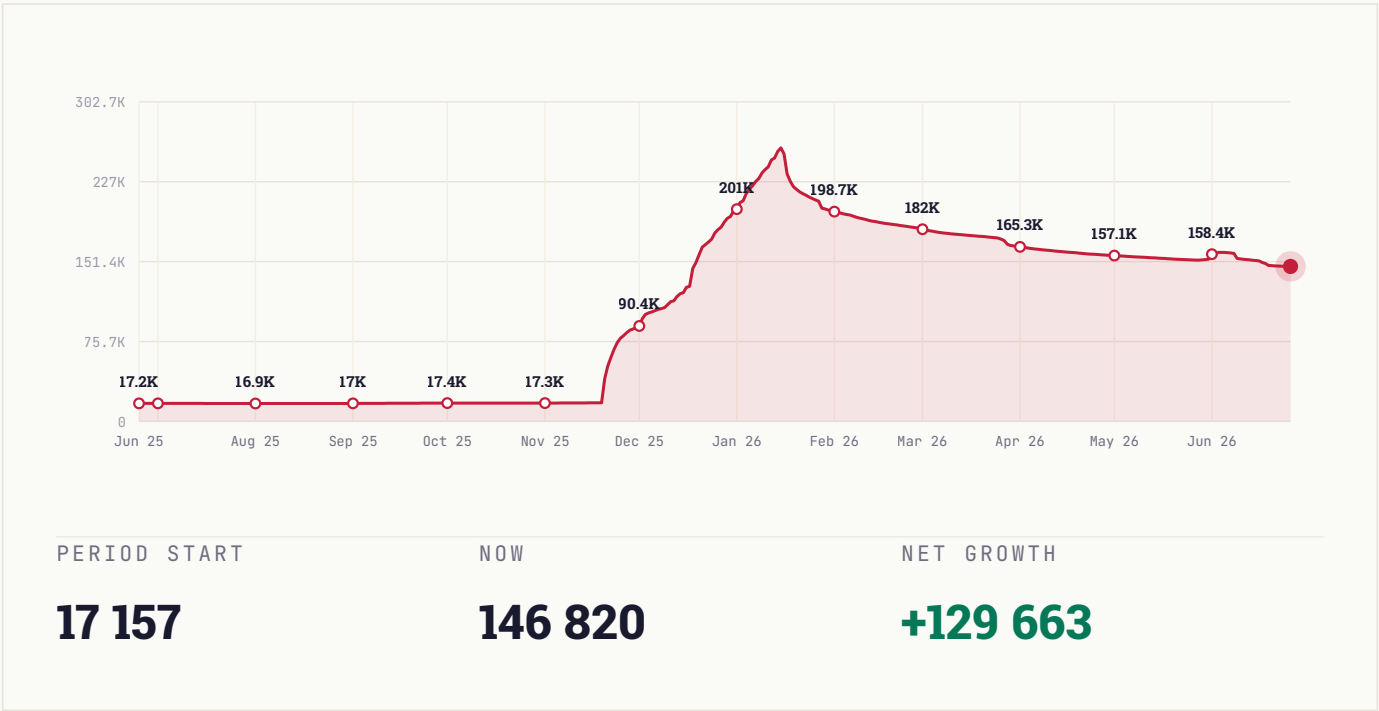
WORST 3

↓ 20.06 • 14:37 VIDEO (captionless post – video)	VIEWS 7 605 REACTIONS 87 REP. 13 ER 5.2%
↓ 21.06 • 09:23 PHOTO The guy who once 'stole' a Lamborghini for a video shoot became one of the country's most famous auto bloggers – admit it, sounds like...	VIEWS 7 243 REACTIONS 117 REP. 11 ER 4.9%
↓ 20.06 • 13:30 PHOTO Tomorrow on the channel – new KickCast! Very strong (in every sense) and very automotive! And there are even questions from comments...	VIEWS 7 116 REACTIONS 123 REP. 3 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

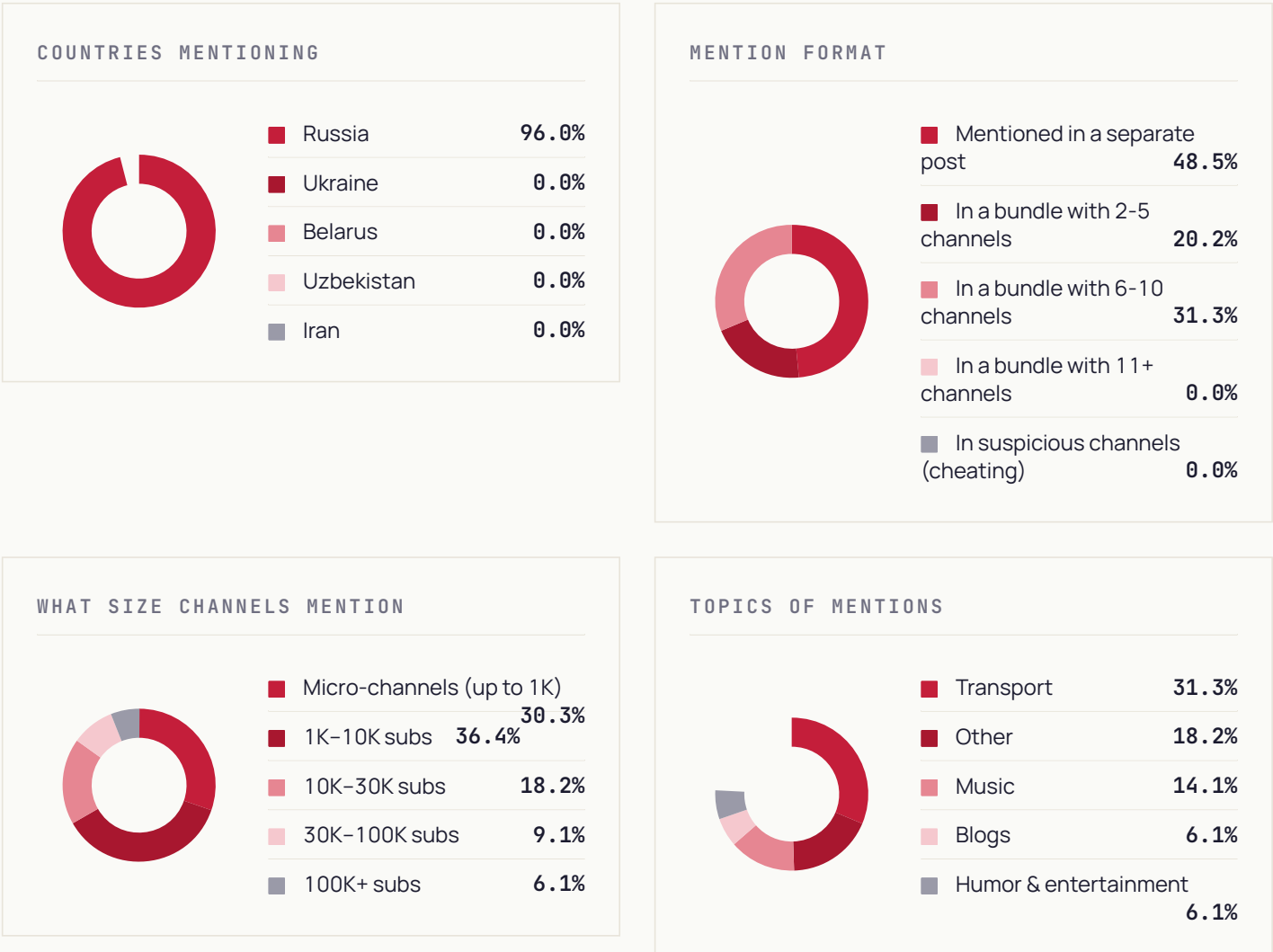
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

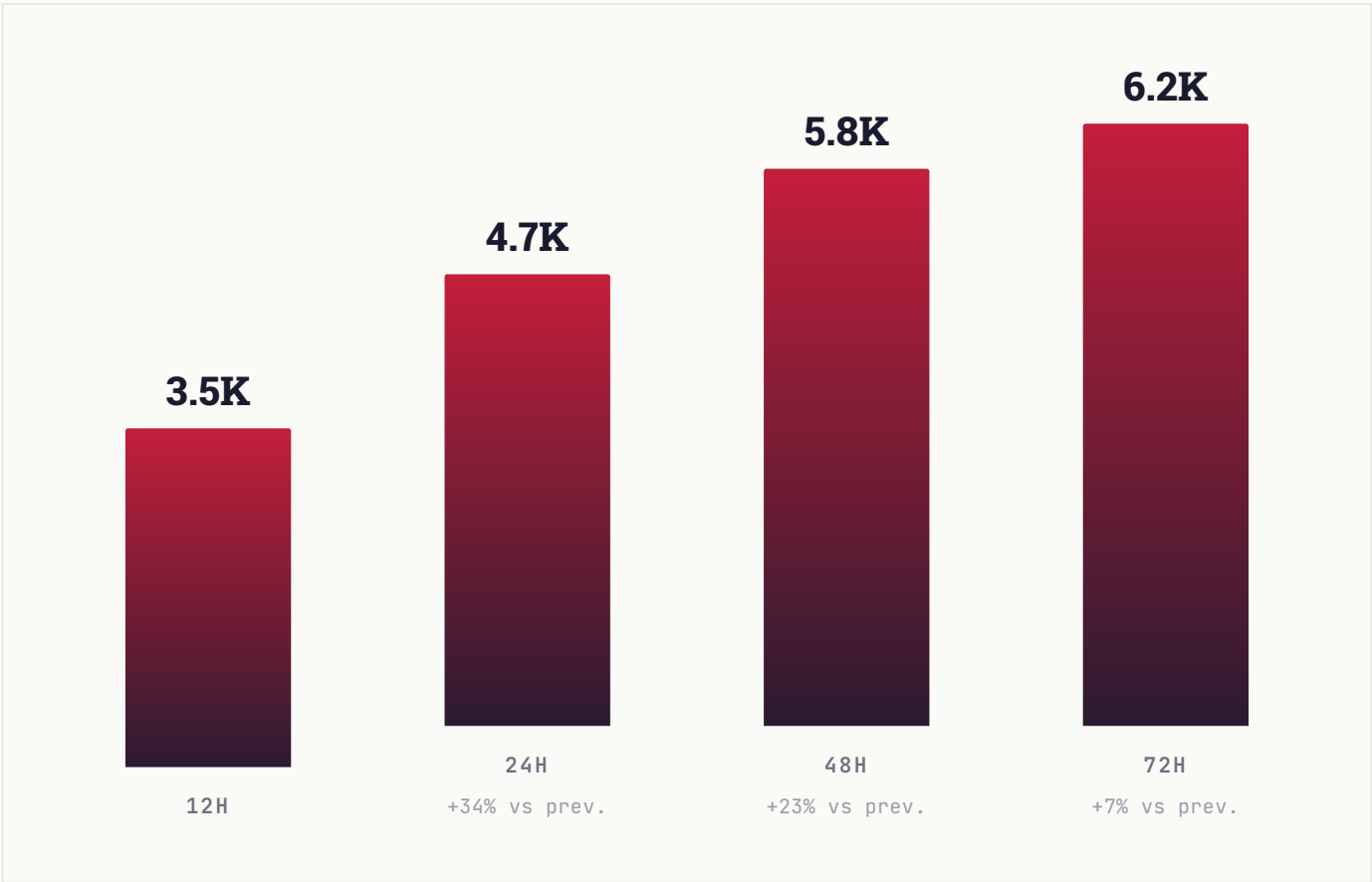
Citation index **24** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **61** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Automania	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
IK Ilya KICKDOWN 	146.8K

COMPARATIVE CONCLUSION

Channel in Bottom half of niche top-100 (#60 of 98). Niche median — 166K subs. First KPI goal — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

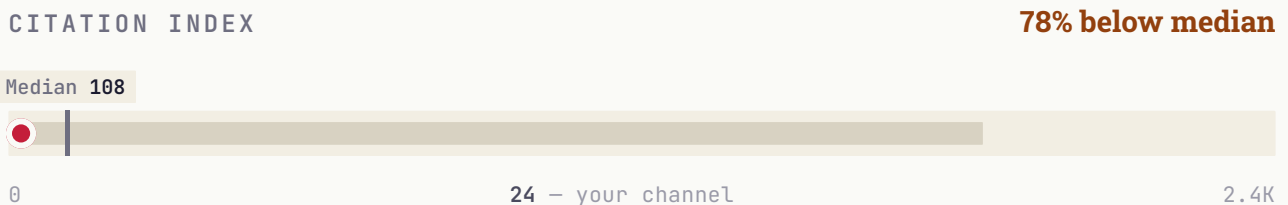
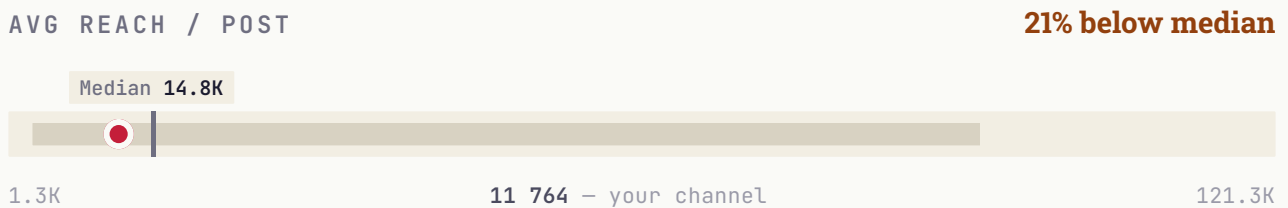
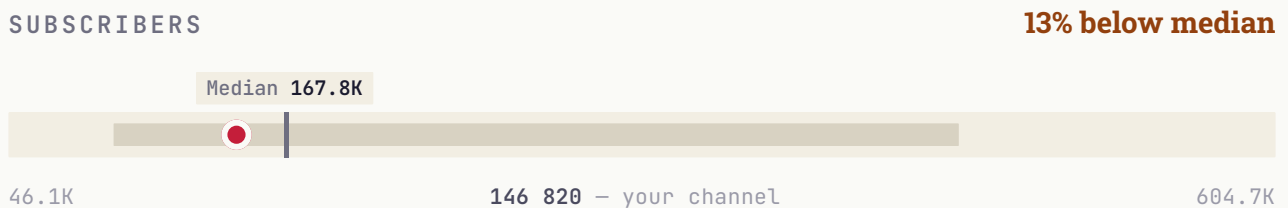
Every month we record posts in other channels that mention your channel. Over the last **6 months** Such mentions: **42**, they brought **182 697** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	17	15	110 574
November 2025	18	18	71 508
October 2025	7	4	92
Sep 2025	0	0	352
August 2025	0	0	163
July 2025	0	0	8

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
42	6	182 697

Where the channel stands in its league

Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 3.1 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Friday**

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****03****Increase video posts share**

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better****04****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****05****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do it PromptPress?

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

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager