

PROMTPRESS PUBLIC REPORT

Channel audit

Club Service



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Gentlemen! This is the Club Service representative in Telegram.

Welcome! <https://knd.gov.ru/license?>

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SUBSCRIBERS

190 658

+76 per month

ERR (% SEE POSTS)

19.0%

per day **18.6%**

REACH/POST

34.5K

ad reach **35.5K/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 190 658 —	 SUBSCRIBER REACH 18.11% avg % subs see post	 VIEWS/POST 34.5K median 34.2K · 16 days	 POSTS/DAY 58.0 ~406 per week
 7D TREND — no data for period	 REACT./POST 592.7 total 558,322 reactions, 56,723 reposts, 26,842 comments	 POST LENGTH 167 chars median 117 · 16 days	 POSTS ANALYZED 942 16 days
 AD REACH 35.5K 24h avg	 CHURN / MONTH +76 last month	 CITATION RATE 496 citation index · 1,589 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Club Service» — 190 658 subs. Each post averages 34.5K people (18% from subs), average reach — room to grow. Posts 406 posts/week (~58/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **942** posts over 16 days.
- 02 Dominant format – **Text** (545/942 posts).
- 03 Avg post length – **167** chars (median 117).
- 04 Audience peak activity – **Tuesday**, 06:00 MSK.
- 05 Top posts get **3x** more views than the weakest (95.6K avg top vs 27.9K worst) – among 942 posts over 16 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 19:25 TEXT About gasoline. As you know, Muscovites live hard. Tough. That's why I have two cars, not new, but V8s. These engines have...	VIEWS 97 712 REP. 408	REACT. 2 456 ER 51.2%
Nº2 17.06 · 16:41 TEXT Well, you just have to start. First, special requirements for cars thirty years old, then for those fifteen years old... And then...	VIEWS 95 969 REP. 235	REACT. 1 067 ER 50.3%
Nº3 17.06 · 08:11 VIDEO Minor differences: Japan vs China	VIEWS 93 073 REP. 154	REACT. 278 ER 48.8%

Nº4 20.06 • 13:35 **VIDEO**
(post without caption – video)

VIEWS
92 647

REACT.
508

REP.
170

ER
48.6%

Nº5 21.06 • 18:54 **PHOTO**
Grandpa must not lose weight. 5cm of fat stops a PM bullet :)))

VIEWS
70 989

REACT.
802

REP.
32

ER
37.2%

WORST 3

↓ 12.06 • 06:39 **TEXT**
And the Highlander, of course. Absolute sales leader in price/quality. Order. 5.1M. I think the exchange rate will rise and...

VIEWS
27 910

REACT.
119

REP.
—

ER
14.6%

↓ 12.06 • 06:58 **PHOTO**
About good deeds and great ideas.

VIEWS
27 895

REACT.
1 032

REP.
12

ER
14.6%

↓ 12.06 • 06:35 **TEXT**
Mazda CX-5. Great choice if you want a reliable brand with classic hydraulic automatic. At this price, you won't find...

VIEWS
27 765

REACT.
117

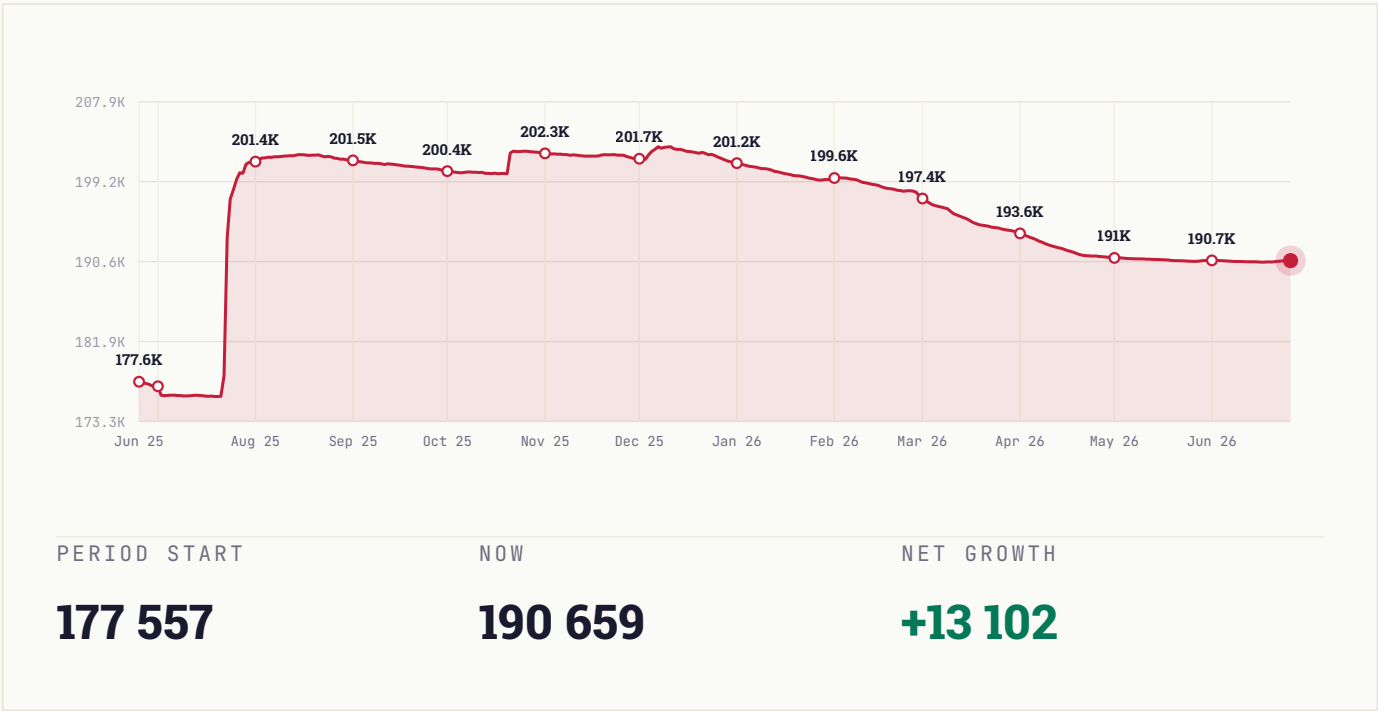
REP.
14

ER
14.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

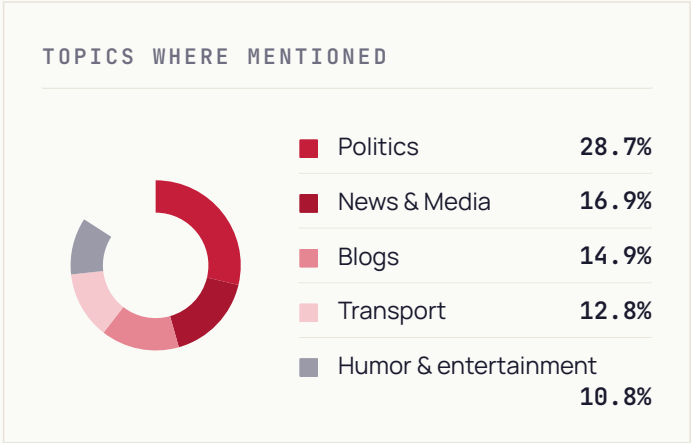
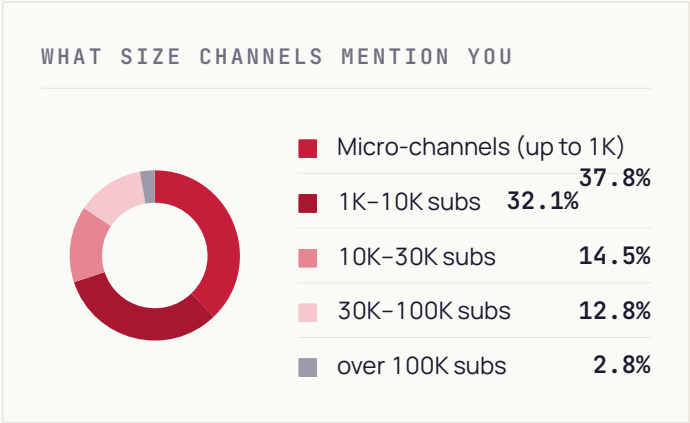
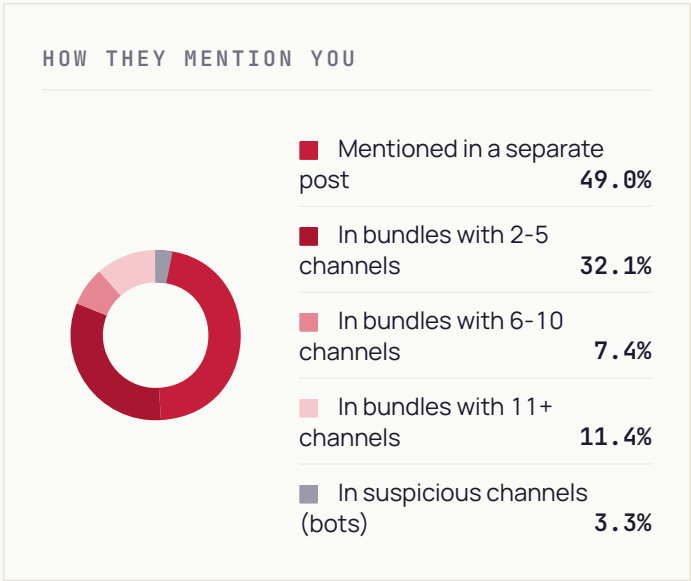
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

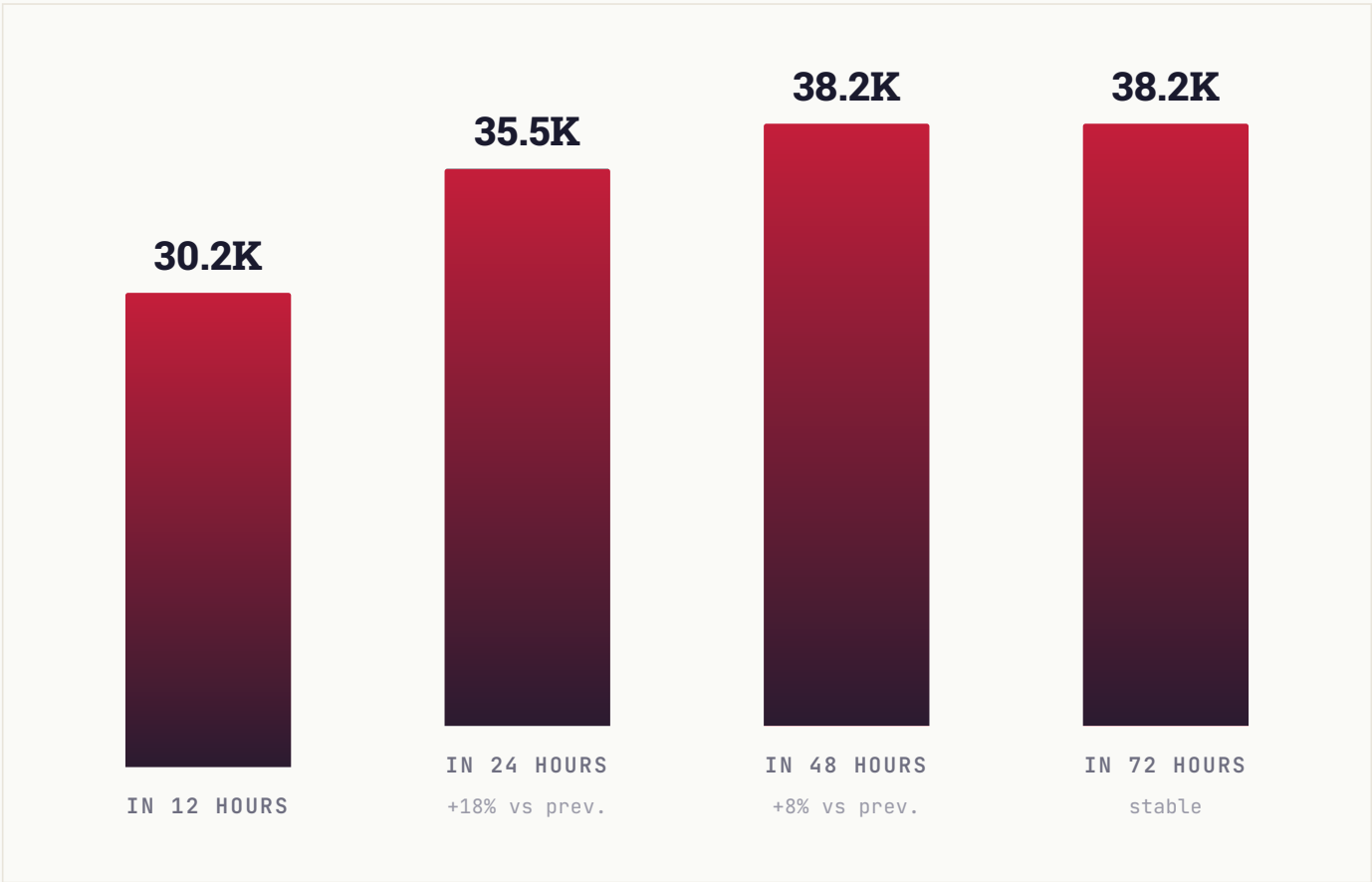
Citation index **496** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 589** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank 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
KS Club Service YOU	190.7K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aim for the top quarter — a realistic 6-12 month horizon.

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 **659**, they brought **31 270** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	93	27	1 682
November 2025	147	85	274
October 2025	113	53	2 665
Sep 2025	83	14	84
August 2025	114	25	999
July 2025	109	32	25 566

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
659	6	31 270

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

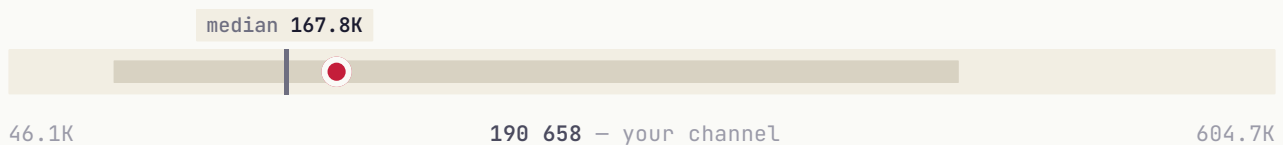
#46/100

POSITION IN NICHE

Channel in the top half of the ranking

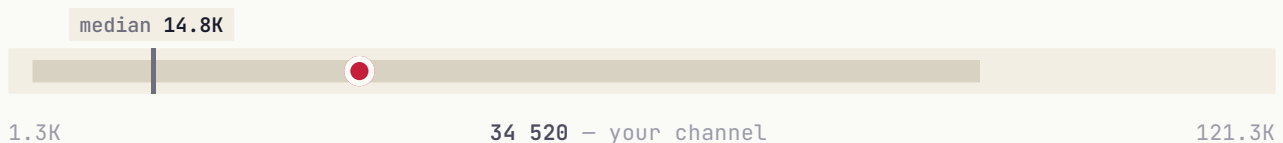
SUBSCRIBERS

better than 53% of niche



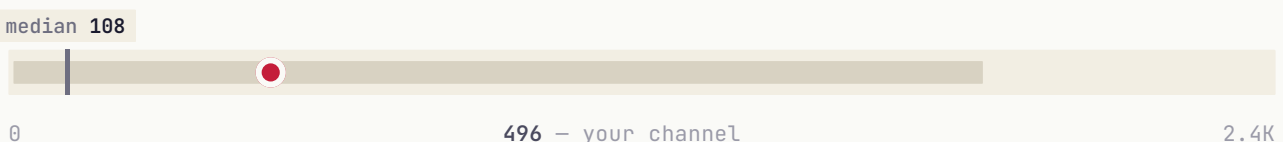
AVG REACH / POST

better than 60% of niche



CITATION INDEX

better than 58% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 06:00 MSK.

EFFECT

Best time for important posts
- 02

System traffic buy

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

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. 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 — a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want 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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