

PROMTPRESS PUBLIC REPORT

Channel audit

Lada Auto



@lada_1234567

Club of AvtoVAZ enthusiasts and owners. Discuss, test, admire, and share useful tips. Not an official page. RKN - No. 6357807942
#KXLVV Link for...

SUBSCRIBERS

26 039

-461 per month

ERR (% SEE POSTS)

6.0%

last 24 hrs 2.3%

REACH/POST

1.3K

ad reach 597/24h

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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 26 039 —	 SUBSCRIBER REACH 5.0% avg % of subs see post	 VIEWS/POST 1.3K median 1.4K · 29 days	 POSTS/WEEK 16.1 for the period
 7D TREND -29.8% vs previous week	 REACTIONS/POST 14.7 only 1,017 reactions, 390 reposts, 62 comments	 POST LENGTH 301 chars median 282 · 29 days	 POSTS ANALYZED 69 29 days
 AD REACH 597 24h avg	 CHURN / MONTH -461 last month	 CITATION RATE 248 citation index · 4,633 channels mentioned all time	 CHANNEL AGE 1 year 9 months created 04.10.2024

AI EDITOR SUMMARY

Channel «Lada Auto» — 26 039 subs. Each post averages 1.3K people (5% of subs), low reach — need to expand audience. Publishes 16 posts/week (~2/day) — regular schedule. For week Jul 6–12, reach dropped -29.8% to week Jun 29 – Jul 5 — worth analyzing 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 69 posts over 29 days.
- 02 Dominant format — Photo (36/69 posts).
- 03 Avg post length — 301 chars (median 282).
- 04 Audience peak — Saturday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (2K avg for top vs 822 for worst) — among 69 posts over 29 days. Analyze what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 28.06 · 05:29 PHOTO Lada preparing new minivan to replace Largus AvtoVAZ continues work on B-VAN project, which should become a new family...	VIEWS 2 092 REPOSTS 18	REACTIONS 28 ER 8.0%
Nº2 24.06 · 05:31 PHOTO One Euro-3 fill won't kill the engine. Constant use — might. Experts remind how Euro-3 fuel differs from regular...	VIEWS 2 029 REPOSTS 10	REACTIONS 20 ER 7.8%
Nº3 27.06 · 14:52 VIDEO British engineer builds steam motorcycle that hits 100 km/h in 0.4 seconds Yes, not a typo. The bike runs not on...	VIEWS 1 950 REPOSTS 11	REACTIONS 12 ER 7.5%

Nº4

26.06 · 14:54

VIDEO

Like time, like taxi 😊

VIEWS	REACTIONS
1 917	21
REPOSTS	ER
27	7.4%

Nº5

20.06 · 15:58

PHOTO

Unbelievable: Russia now sells gasoline via classifieds Amid restrictions at some gas stations and fuel supply disruptions...

VIEWS	REACTIONS
1 900	15
REPOSTS	ER
8	7.3%

WORST 3

↓

13.07 · 05:33

PHOTO

Gasoline in Russia up 32% in a year According to Check Index, median price of AI-92 rose 20% to 70.5 rubles per liter, AI-95...

VIEWS	REACTIONS
855	13
REPOSTS	ER
2	3.3%

↓

13.07 · 07:00

VIDEO

When men were being handed out, he watched: a man locked a girl in the parking lot and wouldn't let her out. 🚗 Lada Auto

VIEWS	REACTIONS
816	10
REPOSTS	ER
3	3.1%

↓

15.07 · 05:15

VIDEO

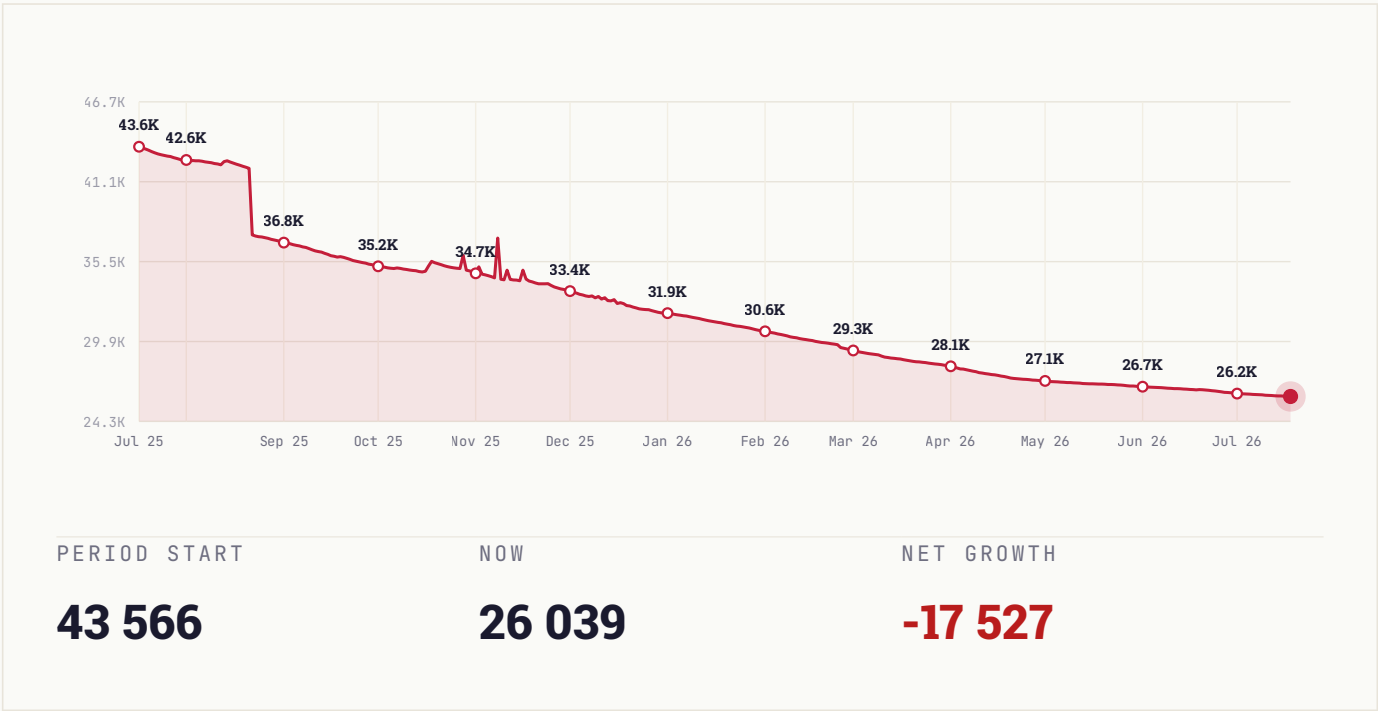
Painful to watch: In Moscow, a man with an axe smashed someone's Nissan GT-R, then got in his car and drove off. 🔥 PORSCHE! 💜...

VIEWS	REACTIONS
796	19
REPOSTS	ER
5	3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

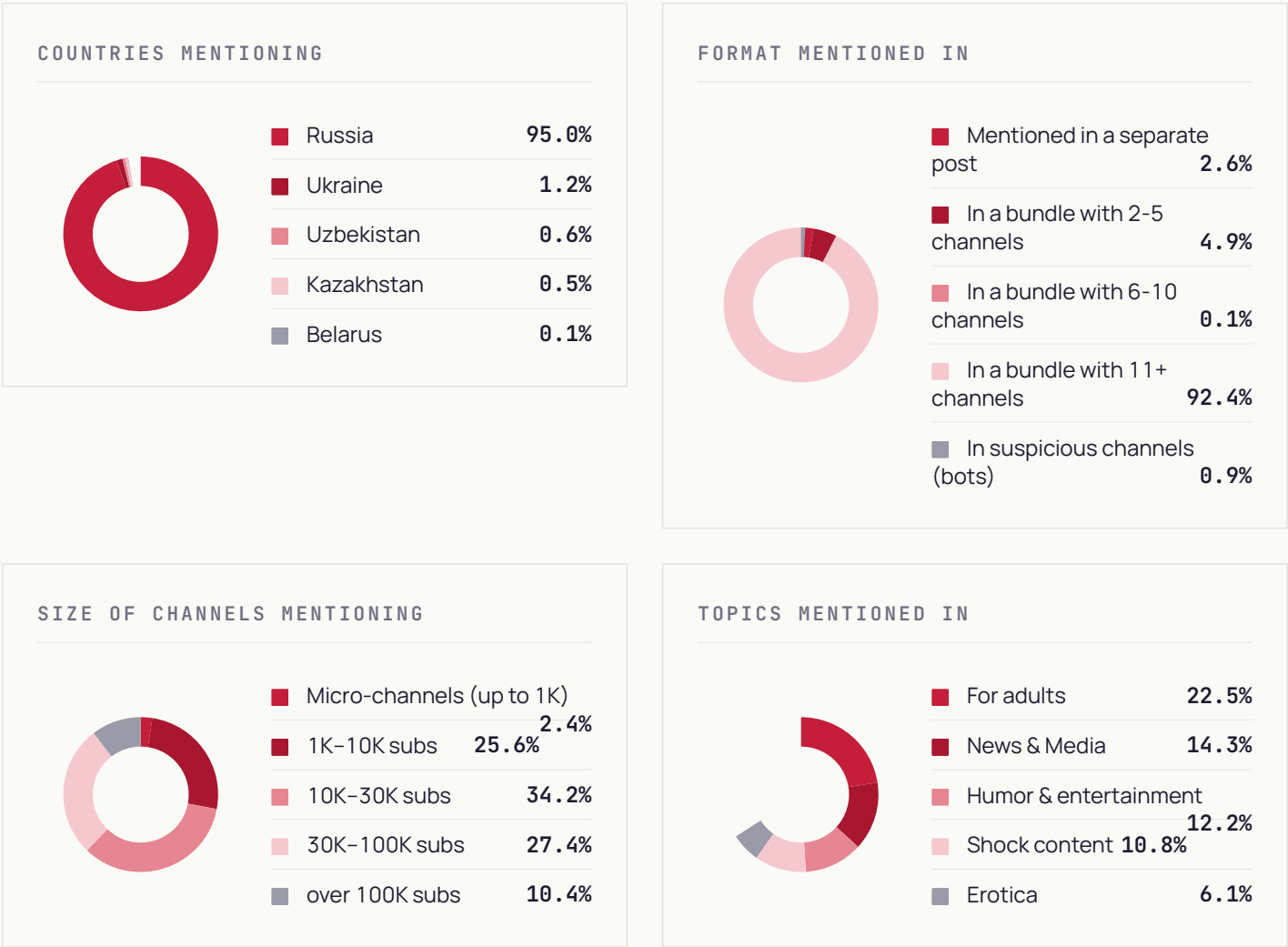
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

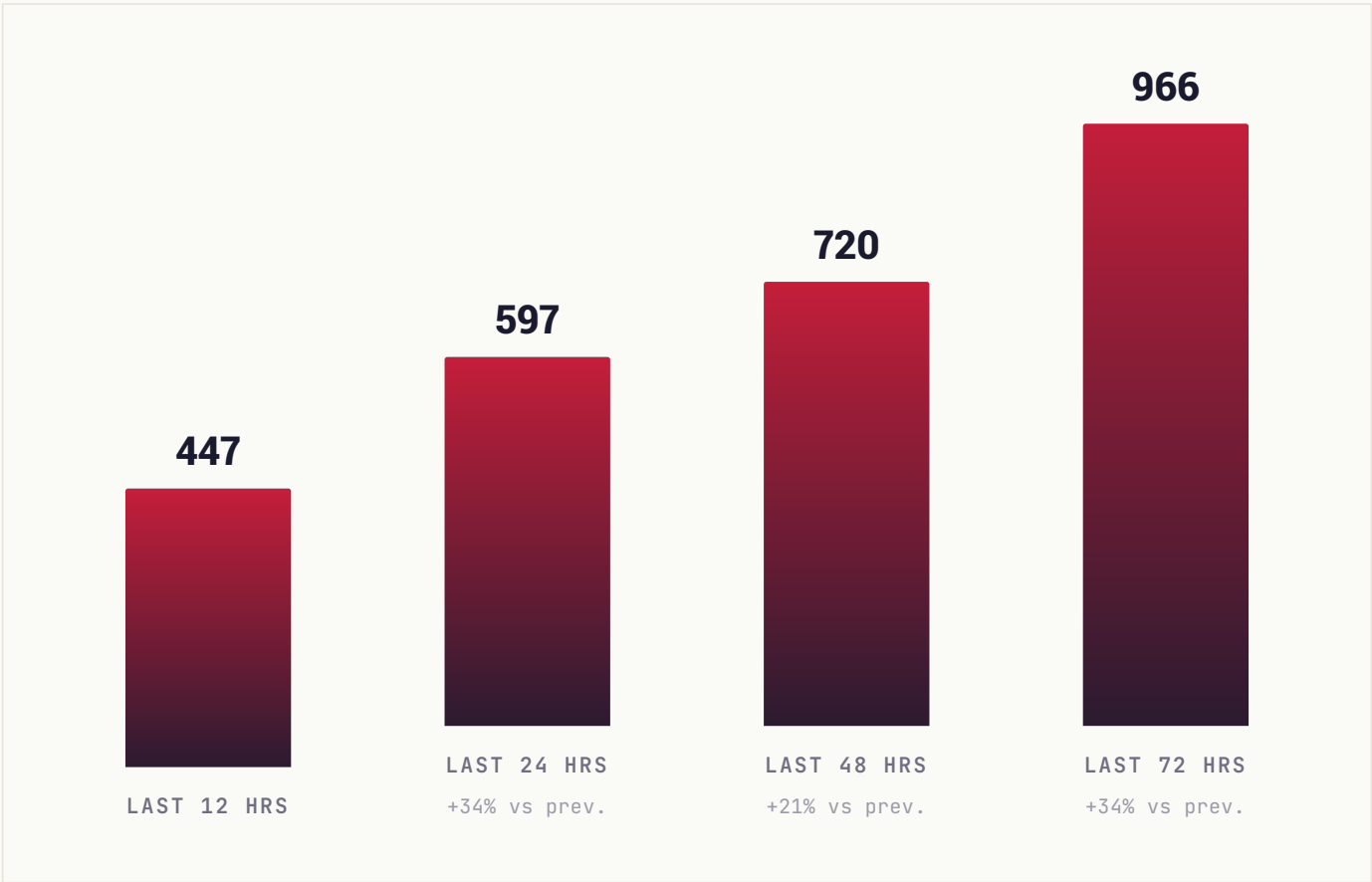
Citation index **248** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **4 633** different channels.



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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
LA Lada Auto YOU	26K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **3 409**, they brought **7 151** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	72	72	0	
December 2025	313	226	375	
November 2025	594	517	4 674	
October 2025	869	824	1 700	
September 2025	91	91	33	
August 2025	1 470	551	369	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 409	6	7 151

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Post of the week — on Saturday**

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
key posts****02****ER below niche benchmark — rethink formats**

Current ER 5.0% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.5pp ER**03****System 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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give 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 based on public data. If you 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
