

PROMTPRESS PUBLIC REPORT

# Channel audit

## Lisarulit Sales



@lisarulitsales

+7 (909) 999-08-70 buy in stock +7 980 402-44-47 order #V3UUG  
<https://gosuslugi.ru/snet/67acae9c75b36e054e01290e>

SUBSCRIBERS

**327 146**

-1340 per month

ERR (% SEE POSTS)

**10.0%**

in 24 hrs 6.6%

REACH/POST

**30.9K**

ad reach 21.5K/24h

— CONTENTS · 2026

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12 key metrics · AI summary

## 02 Content Analysis

Top 5 posts · worst 3 · takeaways

## 03 Subscriber dynamics

Year chart · growth

## 04 Citation rate

Who mentions the channel & how

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## 07 Mention dynamics

6 months · monthly

## 08 Niche comparison

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## 09 Strategy

5 priority actions

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.

|                                                                                        |                                                                                                      |                                                                                                                          |                                                                                               |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>327 146</div> <div>—</div>           | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>9.45%</div> <div>avg % of subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>30.9K</div> <div>median 30.7K · 29 days</div>                           | <div><div></div><div>POSTS/DAY</div></div> <div>10.0</div> <div>~70 per week</div>            |
| <div><div></div><div>7D TREND</div></div> <div>-1.5%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>                 | <div><div></div><div>POST LENGTH</div></div> <div>888 chars</div> <div>median 986 · 29 days</div>                        | <div><div></div><div>POSTS ANALYZED</div></div> <div>294</div> <div>29 days</div>             |
| <div><div></div><div>AD REACH</div></div> <div>21.5K</div> <div>24h avg</div>          | <div><div></div><div>CHURN / MONTH</div></div> <div>-1340</div> <div>last month</div>                | <div><div></div><div>CITATION RATE</div></div> <div>40</div> <div>citation index · 196 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>4 years</div> <div>created 26.06.2022</div> |

AI EDITOR SUMMARY

Channel «Lisarulit Sales» — 327 146 subs. Each post averages 30.9K people (9% of subs), reach is low — consider expanding audience. Publishes 70 posts per week (~10/day) — very active posting. For week Jun 15–21, reach stable (-1.5% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **294** posts over 29 days.
- 02 Dominant format – **Video** (250/294 posts).
- 03 Avg post length – **888** chars (median 986).
- 04 Peak audience activity – **Thursday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (49.8K avg for top vs 26.4K for worst) – among 294 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                              |                                                                     |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>18.06 · 07:03</div><div>TEXT</div></div> <div>📄 CURRENT ASSORTMENT MOSCOW <a href="https://docs.google.com/document/d/1-BrIj9iw5WM2G6M0mBw1licJMDsNAfPe-HadP2tKzGA/edit">https://docs.google.com/document/d/1-BrIj9iw5WM2G6M0mBw1licJMDsNAfPe-HadP2tKzGA/edit</a> 📄 CURRENT...</div> | <div>VIEWS</div> <div>52 392</div> <div>REPOSTS</div> <div>13</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>16.0%</div> |
| <div><div>Nº2</div><div>06.06 · 07:10</div><div>VIDEO</div></div> <div>📄 🤔🤔🤔🤔🤔🤔 SAINT PETERSBURG 🤔🤔🤔🤔🤔🤔🤔 NEW CAR ----- 📄 Volkswagen TAVENDOR R-Line Black Pack TOP 2025 🤔 2.0 L...</div>                                                                                                                     | <div>VIEWS</div> <div>51 373</div> <div>REPOSTS</div> <div>29</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>15.7%</div> |
| <div><div>Nº3</div><div>27.05 · 15:02</div><div>PHOTO</div></div> <div>📄 🤔🤔🤔🤔🤔🤔 ORDER 🤔🤔🤔🤔🤔🤔🤔 CUSTOM ORDER ----- ON OUR EXTERNAL LOT WE HAVE Opel Crossland X 📄 Opel...</div>                                                                                                                                | <div>VIEWS</div> <div>45 519</div> <div>REPOSTS</div> <div>17</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>13.9%</div> |

|                                                                                                                                                                                                                                            |                                                                      |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>03.06 · 15:02</div><div>PHOTO</div></div> <div><div>👤 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ ORDER 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ CUSTOM ORDER</div><div>----- CUSTOM ORDER AND CHINA</div><div>AVAILABLE Changan UNI-Z 🗣️ Changan...</div></div> | <div>VIEWS</div> <div>44 250</div> <div>REPOSTS</div> <div>113</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>13.5%</div> |
| <div><div>Nº5</div><div>30.05 · 15:02</div><div>PHOTO</div></div> <div><div>👤 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ ORDER 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ CUSTOM ORDER</div><div>----- ON OUR EXTERNAL LOT WE</div><div>HAVE Opel Crossland X 🗣️ Opel...</div></div>      | <div>VIEWS</div> <div>43 816</div> <div>REPOSTS</div> <div>18</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>13.4%</div> |

WORST 3

|                                                                                                                                                                                                                                               |                                                                      |                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>20.06 · 10:02</div><div>VIDEO</div></div> <div><div>👤 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ MOSCOW 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ USED CARS</div><div>----- 🗣️ Mileage 89367 km 🗣️ Hyundai</div><div>SANTA FE 1 owner 🗣️ 2023...</div></div>          | <div>VIEWS</div> <div>26 486</div> <div>REPOSTS</div> <div>22</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.1%</div> |
| <div><div>↓</div><div>21.06 · 07:10</div><div>VIDEO</div></div> <div><div>👤 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ MOSCOW 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ NEW CAR</div><div>----- 🗣️ Audi Q5L Quattro S-Line Premax</div><div>2026 🗣️ 2.0 L (204 hp) petrol 🗣️...</div></div> | <div>VIEWS</div> <div>26 443</div> <div>REPOSTS</div> <div>29</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.1%</div> |
| <div><div>↓</div><div>22.06 · 07:18</div><div>VIDEO</div></div> <div><div>👤 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ ORDER 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ 🗣️ CUSTOM ORDER</div><div>----- 🗣️ Mazda CX-5 Smart (mid trim)</div><div>New, no...</div></div>                         | <div>VIEWS</div> <div>26 304</div> <div>REPOSTS</div> <div>136</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

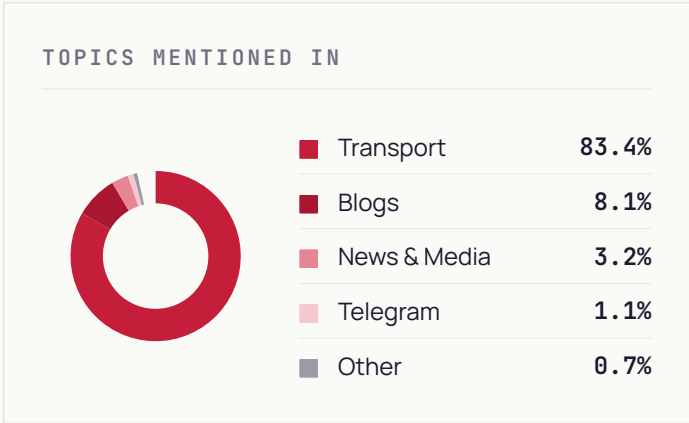
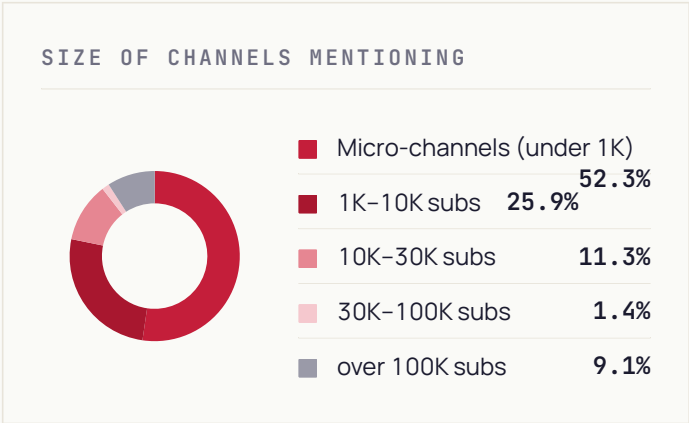
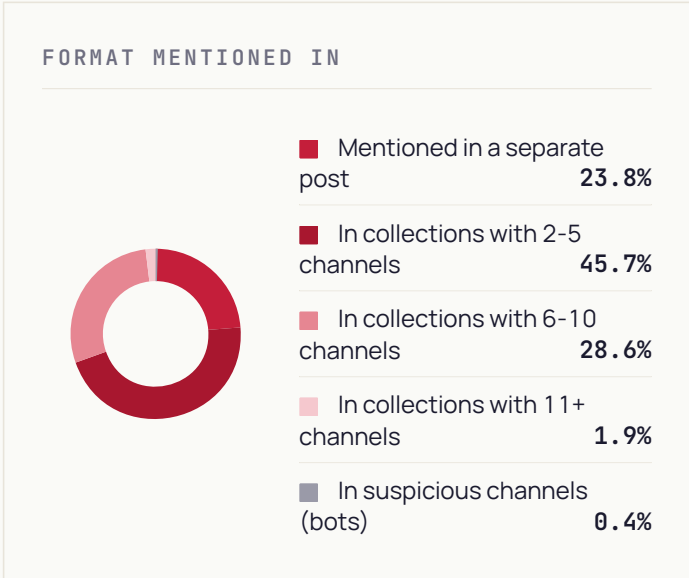
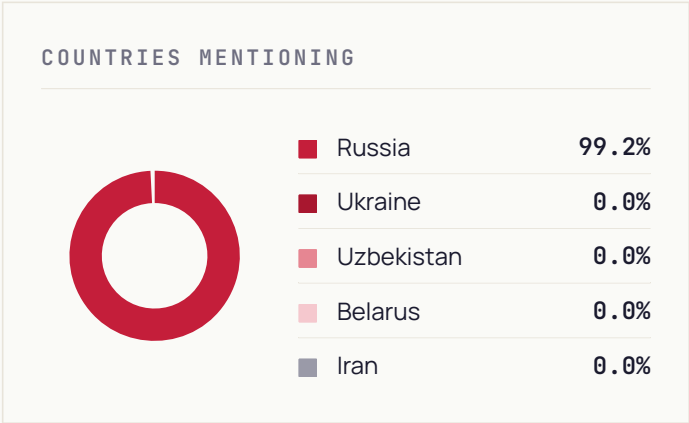
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel & how

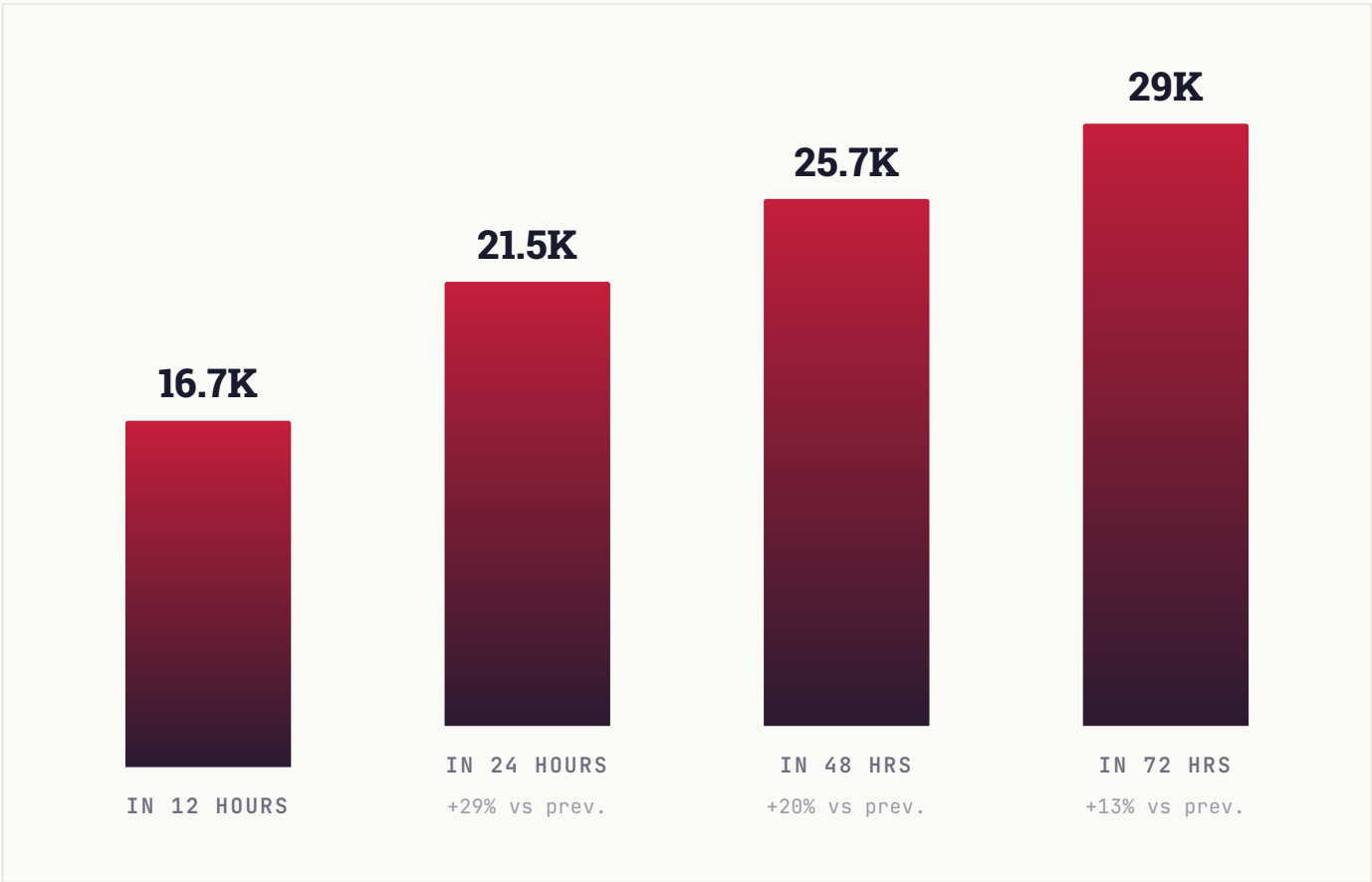
Citation index **40** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **196** different channels.



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 — see its rank among niche peers.

| 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      |
| LS Lisarulit Sales YOU                     | 327.1K      |

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#22 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top 10 through systematic traffic work.

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 **444**, they brought **24 355** new subs.

| PERIOD        | MENTIONS | CHANNELS | SUBS ACQUIRED |
|---------------|----------|----------|---------------|
| December 2025 | 64       | 5        | 869           |
| Nov 2025      | 72       | 21       | 3 508         |
| Oct 2025      | 79       | 6        | 4 243         |
| Sep 2025      | 92       | 8        | 7 078         |
| August 2025   | 76       | 4        | 5 121         |
| July 2025     | 61       | 2        | 3 536         |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | SUBS ATTRACTED |
| 444            | 6              | 24 355         |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

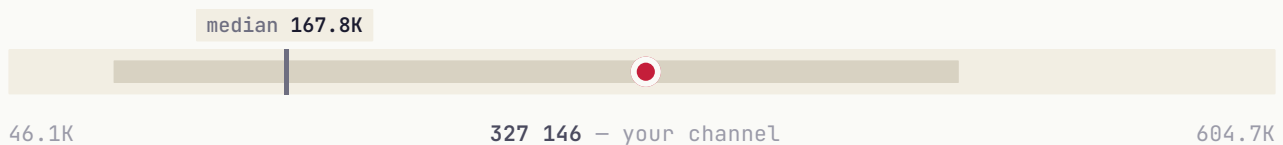
Took top-100 channels in category «Transport» (Russia) and compared your channel. Gray band: range of 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

# #22 /100

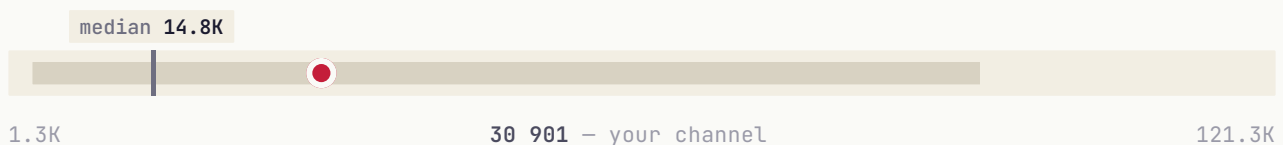
RANK IN NICHE

## Channel in top 22% – strong position

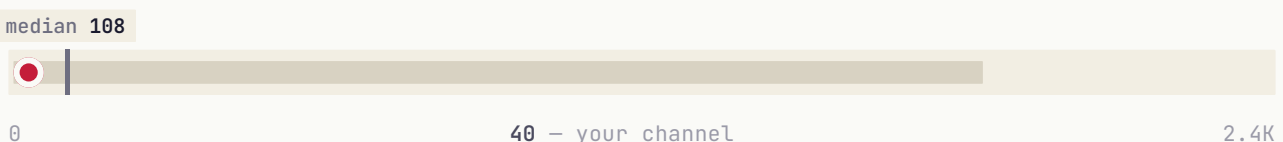
### SUBSCRIBERS

**better than 71% of niche**


### AVG REACH / POST

**better than 58% of niche**


### CITATION INDEX

**63% below median**


## — SECTION 09 · STRATEGY

# What to do right now

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

**01**

## Main post of the week — on Thursday

Audience is most active on this day at 19:00 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 picks sources for your niche.

EFFECT

**+1000-3000  
subs****03**

## Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.  
One poll per week on a hot topic is an easy win.

EFFECT

**+5-15% ER****04**

## Cross-promo with nearby channels

Exchange posts quarterly with same-segment channels. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from  
relevant  
audience****05**

## Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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**01**      **Launch ads in Telegram**      <https://panel.promptpress.com/register>

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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