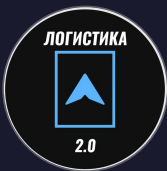


PUBLIC REPORT BY PROMTPRESS

Channel Audit

Logistics 2.0



@logistica_2_0

Market insights. Facts for decision-making and supplier selection.
Latest logistics news. Insights, offers, exclusives:
newsroom_log@proton.me

SUBSCRIBERS

60 174

+9582 this month

ERR (% WHO SEE
POSTS)

4.0%

last 24 hrs 2.0%

REACH/POST

2.1K

ad reach 1.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 60 174 —	 SUBSCRIBER REACH 3.42% avg % subs see post	 VIEWS/POST 2.1K median 2.1K · 29 days	 POSTS/WEEK 15.5 for period
 7D TREND -14.3% vs previous week	 REACTIONS/POST 4.7 total 306 reactions, 423 reposts, 0 comments	 POST LENGTH 597 chars. median 581 · 29 days	 POSTS ANALYZED 65 29 days
 AD REACH 1.2K avg per 24h	 CHURN / MONTH +9582 last month	 CITATION RATE 24 citation index · 156 channels mentioned all time	 CHANNEL AGE 5 years 9 months created 21.09.2020

AI EDITOR SUMMARY

Channel «Logistics 2.0» — 60 174 subs. Avg views per post: 2.1K people (3% of subs), reach is low — consider expanding audience. Publishes 16 posts/week (~2/day) — consistent. Week Jul 6–12 reach dropped -14.3% by week Jun 29 – Jul 5 — worth analyzing.

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 TOP POSTS SHARE

- 01 Analysis based on 65 posts over 29 days.
- 02 Dominant format — Text (65/65 posts).
- 03 Avg post length — 597 chars (median 581).
- 04 Peak audience activity — Monday, 13:00 MSK.
- 05 Top-performing posts get 2× more views than the weakest (2.7K avg for top vs 1.6K for worst) — among 65 posts in 29 days. Analyze what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 03.07 · 08:17 TEXT #News 🚚🛒 Food trucks may get priority at gas stations — retailers proposed measures to support carriers. 🙌 It includes...	VIEWS 2 953 REPOSTS 10	REACTIONS 20 ER 4.9%
Nº2 22.06 · 10:45 TEXT #News 💰👁️ More carriers are filing for bankruptcy: 🚚 In Ryazan, mid-June, Sberbank sued a local carrier into bankruptcy...	VIEWS 2 593 REPOSTS 28	REACTIONS 4 ER 4.3%
Nº3 19.06 · 12:51 TEXT #News 🧑🏻⚖️ Supreme Court clarifies when goods imported by individuals can be deemed commercial consignments...	VIEWS 2 576 REPOSTS 1	REACTIONS 2 ER 4.3%

Nº4 19.06 · 18:32 TEXT #Incidents 🚚💥 A fatal truck crash occurred in Novosibirsk region. On June 18, at km 1122 of the highway...	VIEWS 2 534 REPOSTS 3	REACTIONS 2 ER 4.2%
Nº5 22.06 · 12:56 TEXT #Incidents 🍏🚚 In Kuban, a businessman stole 14 trucks of apples worth over 18M rubles: the 43-year-old signed a contract for...	VIEWS 2 496 REPOSTS 7	REACTIONS 9 ER 4.1%

|

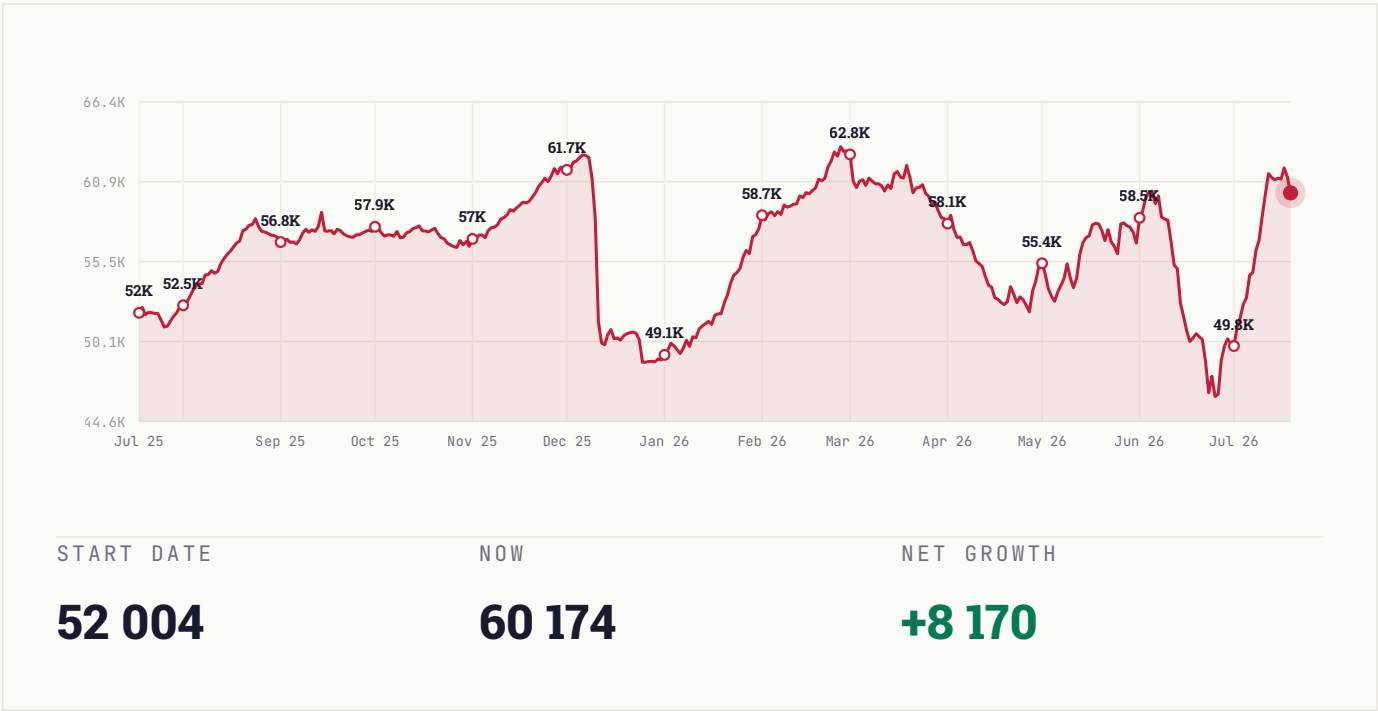
BOTTOM 3

↓ 15.07 · 12:18 TEXT #Trends 🚚👁️ According to a freight exchange, trucking rates for top 100 routes...	VIEWS 1 661 REPOSTS 25	REACTIONS 4 ER 2.8%
↓ 15.07 · 13:51 TEXT #News 🏢🤖 In Tula, AI system 'Strazh' flagged 100+ violations in bulk cargo transport. The algorithm analyzes body images...	VIEWS 1 632 REPOSTS 3	REACTIONS 4 ER 2.7%
↓ 15.07 · 13:12 TEXT #Trends 📦👤 Warehouse staff are among the most in-demand specialists — H1 results. 💰 Salaries have also risen...	VIEWS 1 540 REPOSTS 7	REACTIONS 4 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

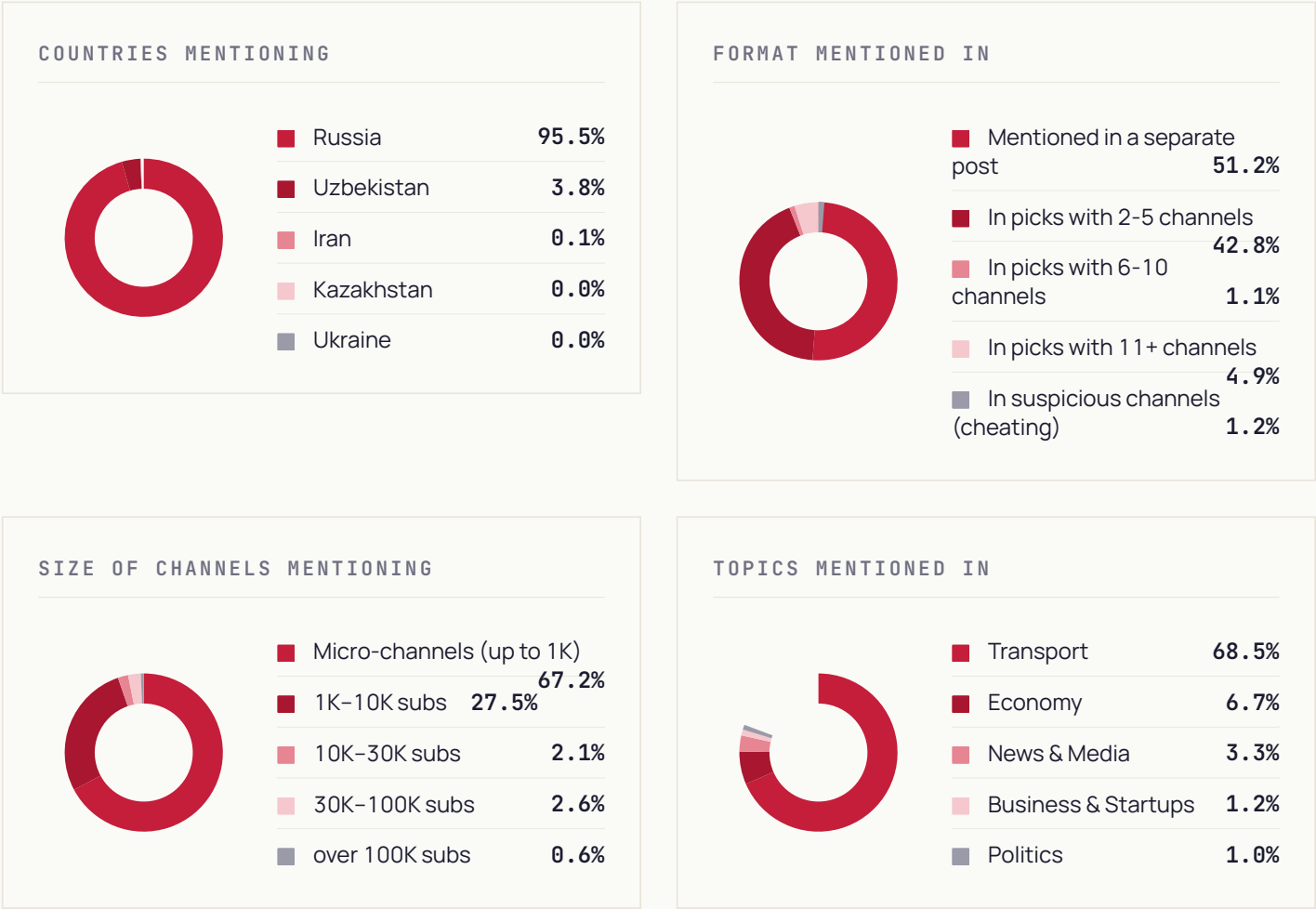
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

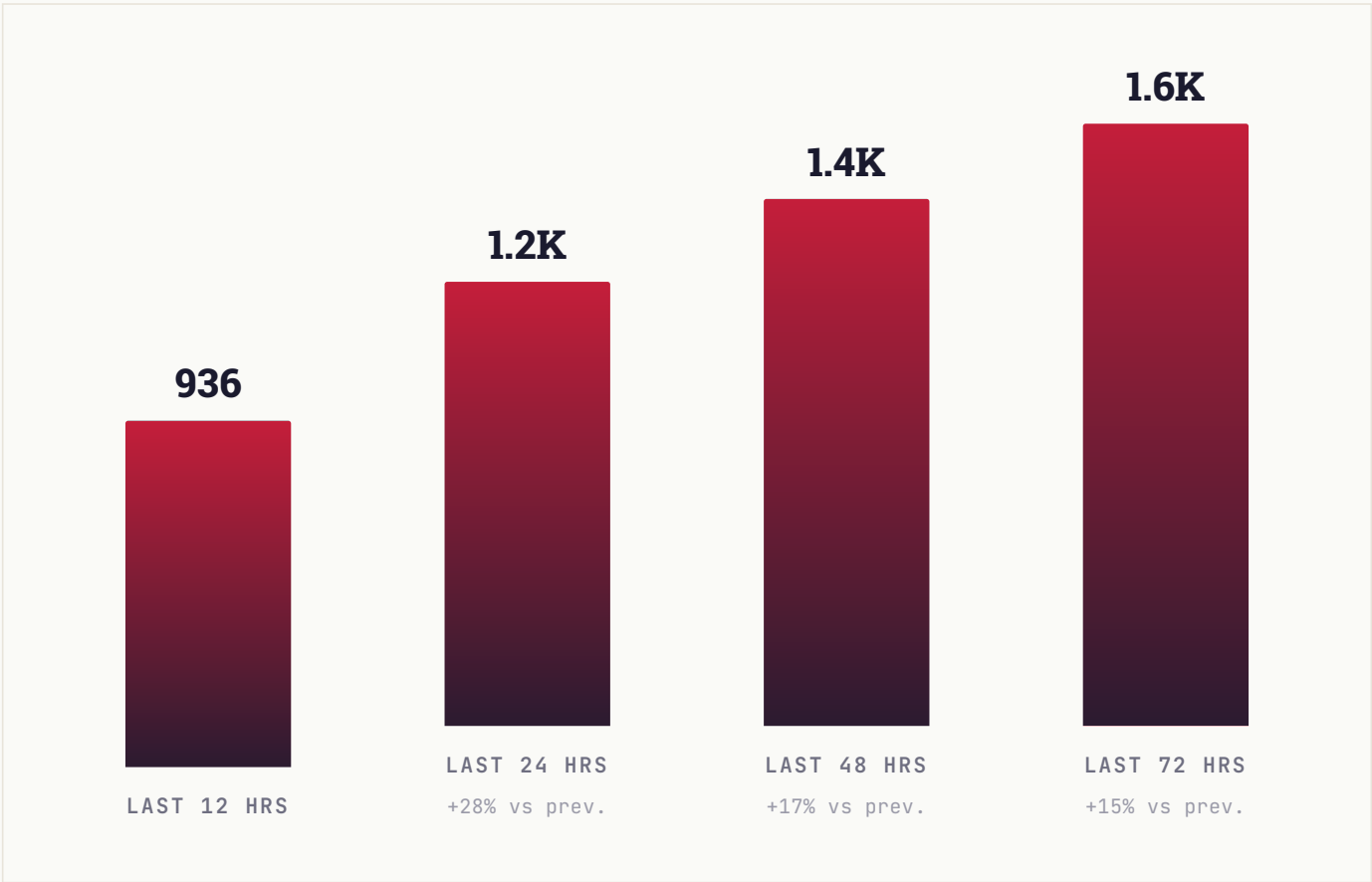
Citation index **24** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **156** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.5M
AB	Automania	1.9M
VM	Vodiy Moshina Bozor	1M
WE	WENGALLBI	943.9K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	688.5K
UN	Un Normal	580.5K
FI	Fighterbomber	521.3K
AB	Auto.ru	498.4K
AB	AVTOZAKAZ.RU	481.5K
GA	Garage	480.5K
L2	Logistics 2.0 YOU	60.2K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), median of top 98: 208.5K. First goal: enter top 98 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **128**, they brought **31 991** new subs.

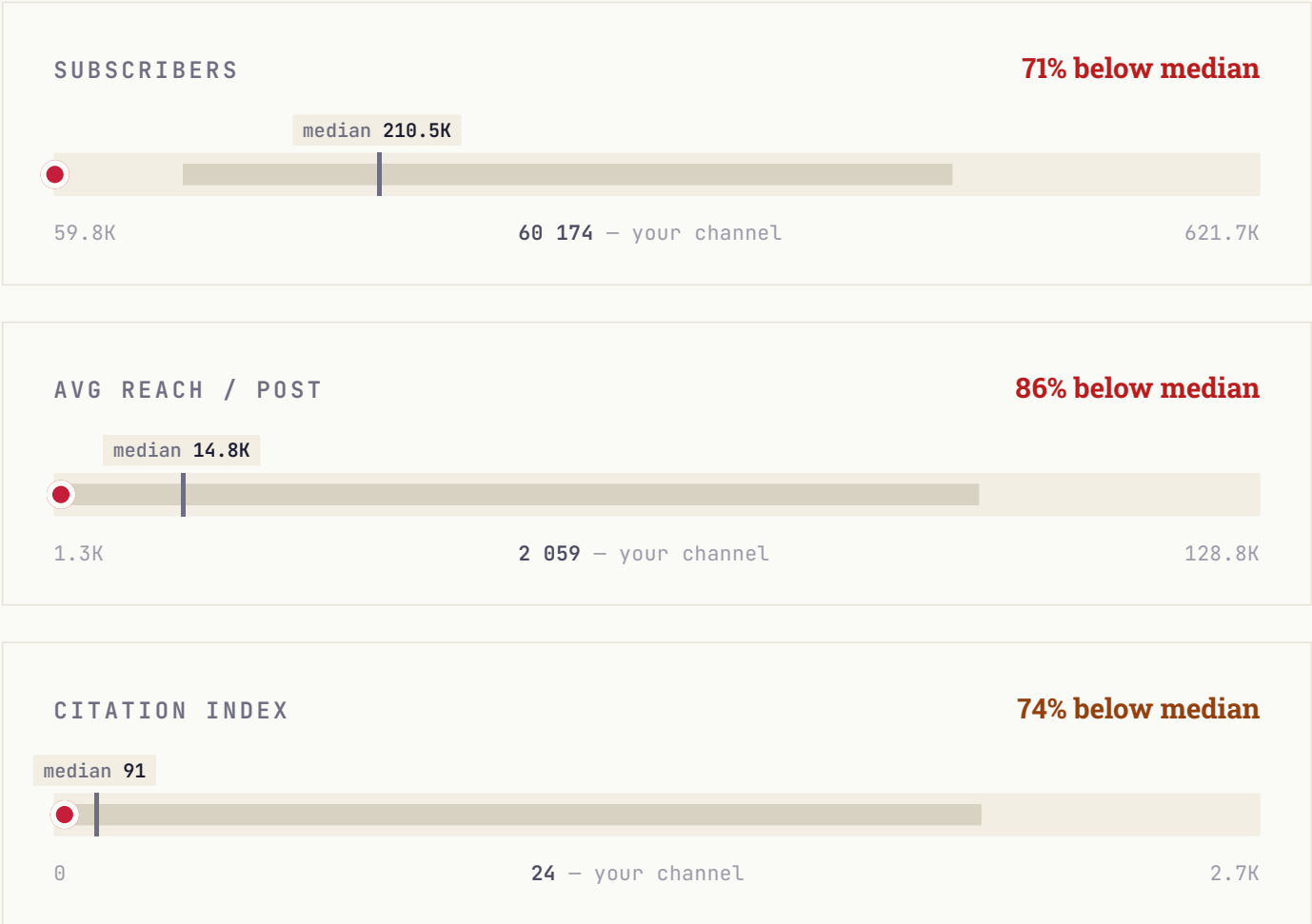
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	6	2	10 547	
December 2025	20	2	2 906	
Nov 2025	23	3	6 336	
Oct 2025	19	7	2 472	
September 2025	32	4	3 549	
August 2025	28	6	6 181	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
128	6	31 991

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Transport» (Russia) and compared your channel against them. Gray band = range for 80% of niche channels (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 this report in a month.

01

Main post of the week — on Monday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.42% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.1pp ER

04

System traffic purchase

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
