

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Lucky Club: ABTO



@lucky\_club\_ru

Official Telegram channel LUCKY CLUB For collaboration:  
@LUCKY\_MESSAGE Registration in the RKN list: [clck.ru/3LgyoE](https://clck.ru/3LgyoE)

SUBSCRIBERS

**127 414**

-2053 per month

ERR (% SEE POSTS)

**7.0%**

per day 4.0%

REACH/POST

**8.1K**

ad reach 5.1K/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.

|                                                                                                                                                 |                                                                                                                                                                                             |                                                                                                                                                                                       |                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>127 414</div> <div>—</div>        | <div> SUBS REACH</div> <div>6.38%</div> <div>avg % of subs see post</div>                                  | <div> VIEWS/POST</div> <div>8.1K</div> <div>median 8.4K · 29 days</div>                              | <div> POSTS/WEEK</div> <div>25.8</div> <div>over period</div>                        |
| <div> 7D TREND</div> <div>+17.4%</div> <div>vs prev week</div> | <div> REACTIONS/POST</div> <div>147.9</div> <div>total 15,978 reactions, 570 reposts, 1,151 comments</div> | <div> POST LENGTH</div> <div>261 chars</div> <div>median 243 · 29 days</div>                         | <div> POSTS ANALYZED</div> <div>108</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>5.1K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>-2053</div> <div>over last month</div>                                    | <div> CITATION RATE</div> <div>22</div> <div>citation index · 76 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>2 years 10 months</div> <div>created 01.08.2023</div> |

AI EDITOR SUMMARY

Channel «Lucky Club: Auto» – 127 414 subs. Each post averages 8.1K people (6% from subs), reach is low – consider expanding audience. Publishes 26 posts per week (~4/day) – active posting mode. For the week of June 15–21, reach up +17.4% vs week Jun 8–14 – positive trend.

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 **108** posts over 29 days.
- 02 Dominant format – **Video** (73/108 posts).
- 03 Avg post length – **261** chars (median 243).
- 04 Peak audience activity – **Monday**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (10.6K avg for top vs 6.3K for worst) – among 108 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                   |                                                                     |                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>27.05 · 09:45</div><div>PHOTO</div></div> <div>Gave away a Mercedes C-Class to Tatyana and Igor from Tayshet! 📺 Tatyana won the recent flash giveaway! 📺 Congrats and...</div>            | <div>VIEWS</div> <div>10 753</div> <div>REPOSTS</div> <div>3</div>  | <div>REACTIONS</div> <div>187</div> <div>ER</div> <div>8.4%</div> |
| <div><div>Nº2</div><div>15.06 · 06:55</div><div>VIDEO</div></div> <div>📺MASSIVE PROMO LAUNCH📺 5+1 promo is live!! Type «WANT» in ➡@LUCKY_MESSAGE◀ and we'll send all the details! The promo runs 12...</div>      | <div>VIEWS</div> <div>10 673</div> <div>REPOSTS</div> <div>41</div> | <div>REACTIONS</div> <div>262</div> <div>ER</div> <div>8.4%</div> |
| <div><div>Nº3</div><div>19.06 · 04:36</div><div>VIDEO</div></div> <div>Review of SUZUKI JIMNY SIERRA ♥ Year: 2021 Engine: 1.5L Petrol Power: 102 hp Manual Drive: 4WD Mileage: 40,000 km This customized...</div> | <div>VIEWS</div> <div>10 471</div> <div>REPOSTS</div> <div>6</div>  | <div>REACTIONS</div> <div>227</div> <div>ER</div> <div>8.2%</div> |

|                                                                                                                                                                                                       |                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <b>Nº4</b> 27.05 · 14:52 VIDEO </div> <div> Review of Toyota Levin ☒ Year: 2021 Engine: 1.2L Turbo Petrol Power: 116 hp Transmission: CVT Drive: Front Mileage: 38,000... </div>                | <div> VIEWS<br/> <b>10 375</b> </div> <div> REPOSTS<br/> <b>2</b> </div> <div> REACTIONS<br/> <b>167</b> </div> <div> ER<br/> <b>8.1%</b> </div>   |
| <div> <b>Nº5</b> 15.06 · 05:01 PHOTO </div> <div> ☒We're giving away 5 coupons for a Mercedes-Benz G63 AMG and other cars for free 😊 Among those who: 1☒ Subscribe to our groups Lucky Club... </div> | <div> VIEWS<br/> <b>10 280</b> </div> <div> REPOSTS<br/> <b>120</b> </div> <div> REACTIONS<br/> <b>540</b> </div> <div> ER<br/> <b>8.1%</b> </div> |

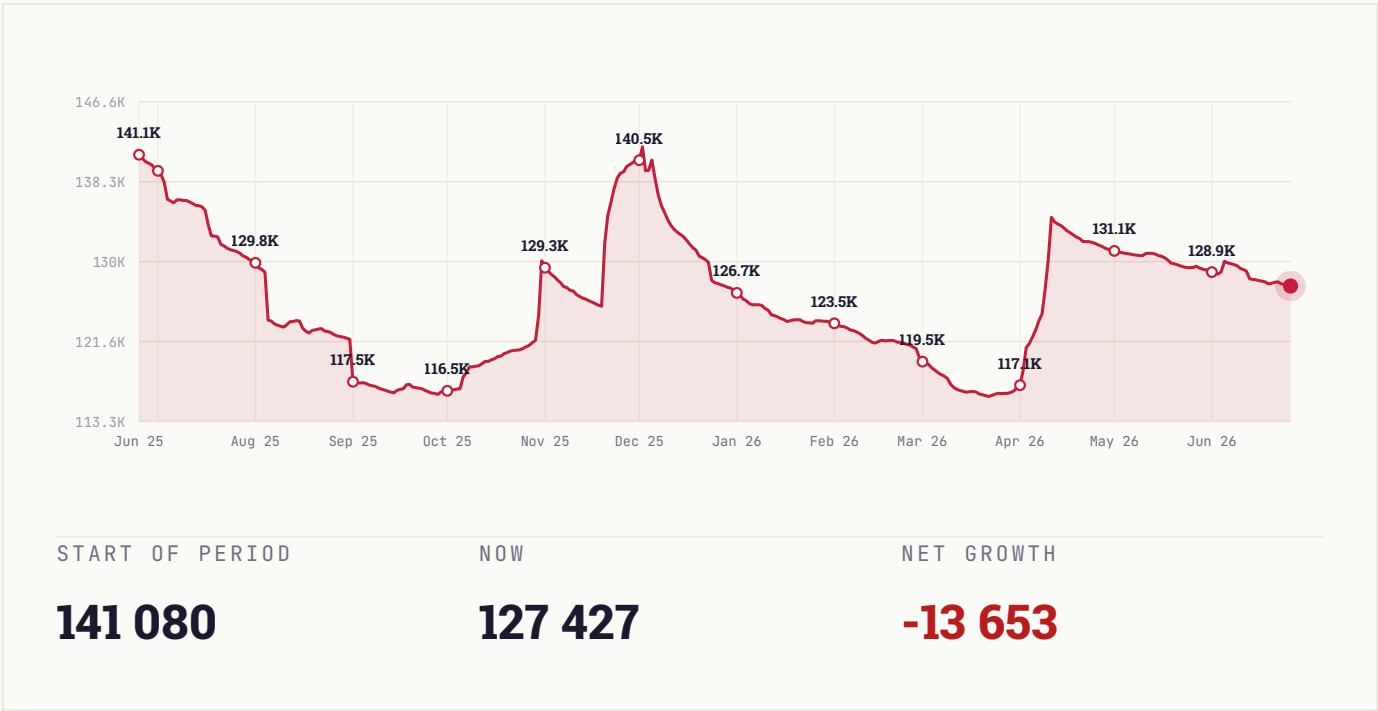
## WORST 3

|                                                                                                                                                                                                                             |                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> ↓ 12.06 · 08:13 PHOTO </div> <div> STOP ☒ NO SPOTS !! We'll announce the results today at 13:00 MSK live on VK: <a href="https://vk.ru/lucky_club_car">https://vk.ru/lucky_club_car</a> ◀Good luck everyone! ☒ </div> | <div> VIEWS<br/> <b>6 446</b> </div> <div> REPOSTS<br/> <b>1</b> </div> <div> REACTIONS<br/> <b>62</b> </div> <div> ER<br/> <b>5.1%</b> </div> |
| <div> ↓ 10.06 · 08:47 VIDEO </div> <div> (post without caption – video) </div>                                                                                                                                              | <div> VIEWS<br/> <b>6 426</b> </div> <div> REPOSTS<br/> <b>1</b> </div> <div> REACTIONS<br/> <b>78</b> </div> <div> ER<br/> <b>5.0%</b> </div> |
| <div> ↓ 12.06 · 09:55 PHOTO </div> <div> Join the live stream!! Two Cars ☒ ☒ <a href="https://vk.ru/video-232906056_456239635">https://vk.ru/video-232906056_456239635</a> ☒ Good luck everyone! ☒ </div>                   | <div> VIEWS<br/> <b>5 994</b> </div> <div> REPOSTS<br/> <b>1</b> </div> <div> REACTIONS<br/> <b>51</b> </div> <div> ER<br/> <b>4.7%</b> </div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

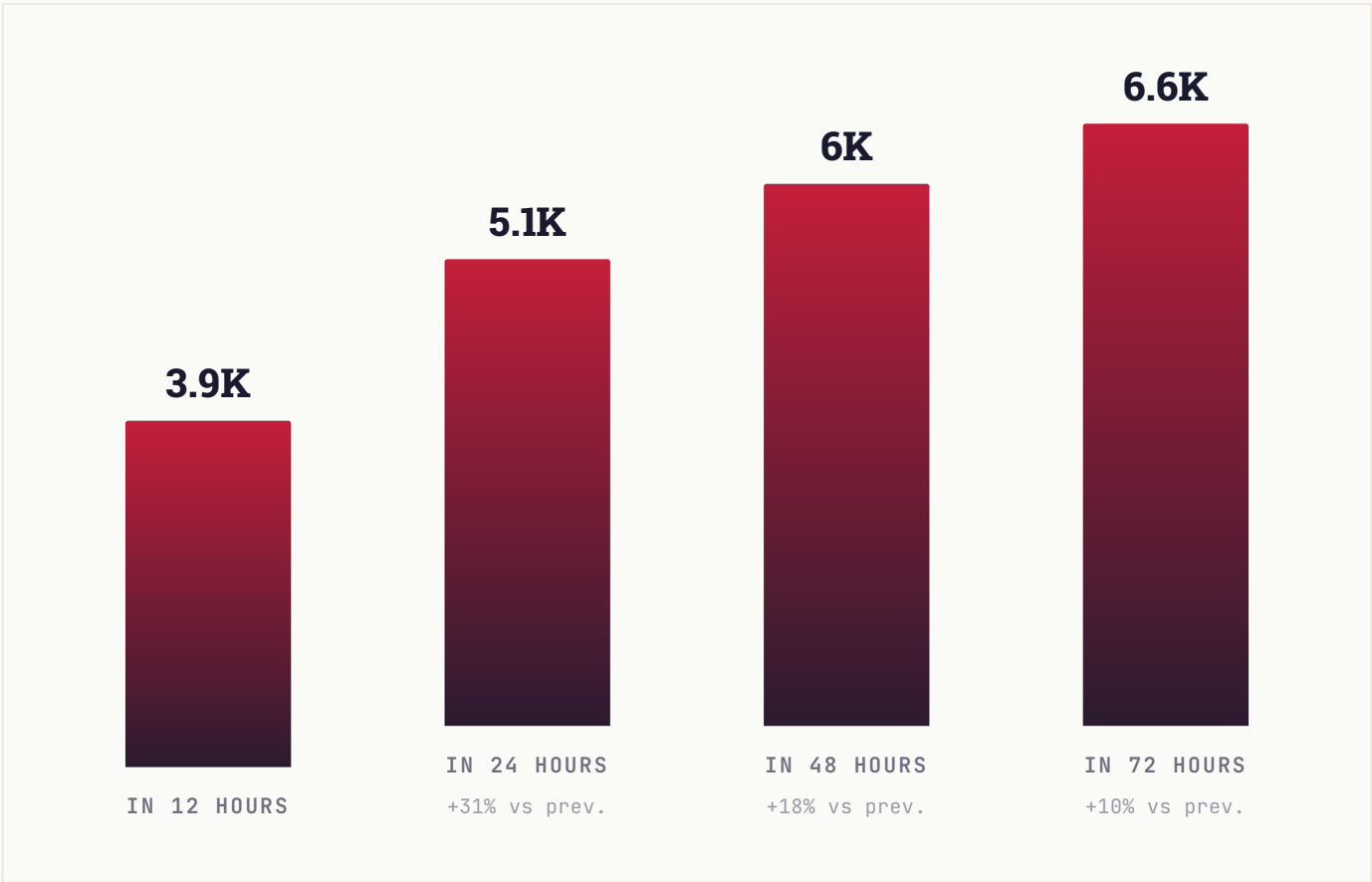
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

# How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 05 · 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      |
| LC      | Lucky Club: Авто <span>YOU</span>       | 127.4K      |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#71 of 98). Niche median — 166K subs.  
First KPI: reach median. Leader: Cars & Point (3.4M).

SECTION 06 · MENTION DYNAMICS

# 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 **53**, they brought **34 062** new subs.

| PERIOD               | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------------|----------|----------|---------------------|
| December 2025        | 15       | 7        | 2 501               |
| November 2025        | 27       | 15       | 15 278              |
| October 2025         | 11       | 9        | 13 578              |
| September 2025       | 0        | 0        | 1 252               |
| August 2025          | 0        | 0        | 1 133               |
| July 2025            | 0        | 0        | 320                 |
| TOTAL MENTIONS       |          |          | 53                  |
| MONTHS OF DATA       |          |          | 6                   |
| ACQUIRED SUBSCRIBERS |          |          | 34 062              |

## — SECTION 07 · NICHE COMPARISON

# Where the channel stands in its league

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

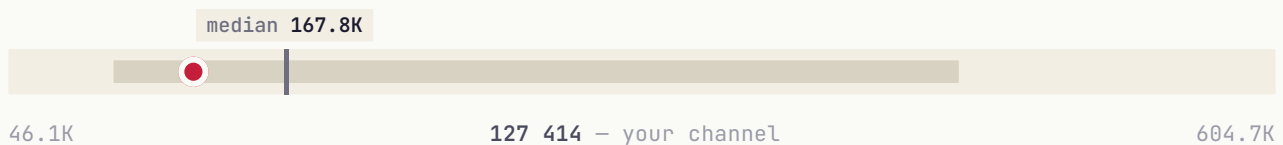
#71/100

RANK IN NICHE

Channel in the bottom half of the ranking

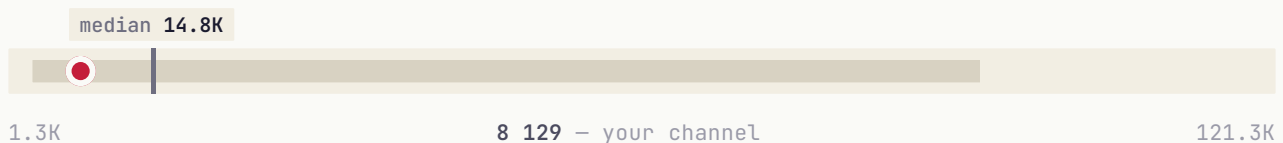
## SUBSCRIBERS

24% below median



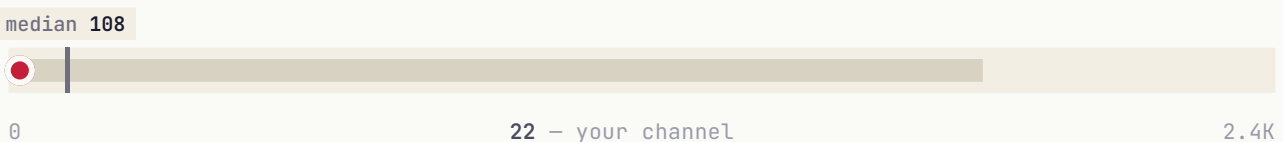
## AVG REACH / POST

45% below median



## CITATION INDEX

80% below median



## — SECTION 08 · STRATEGY

# What to do right now

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

- 01

**Main post of the week — on Monday**  
Audience most active on this day at 09:00 MSK.

EFFECT  
**Best window for an important post**
- 02

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

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

**Test polls & interactive formats**  
Posts with polls/reactions usually boost ER by +5-15%.  
One poll per week on a hot topic — easy growth lever.

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

**Cross-promo with neighboring channels**  
Exchange posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT  
**Organic traffic source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in a few minutes using 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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