

PUBLIC REPORT BY PROMTPRESS

Channel audit

MAJOR



@major_auto_official

Largest auto holding in Russia: <https://www.ma.ru> Buy a car with help from Major Auto manager: Kirill @KirStar96 For partnerships: pr@ma.ru #LPS2Y

SUBSCRIBERS

118 257

-8446 per month

ERR (% WHO SEE POSTS)

3.0%

last 24h 1.5%

REACH/POST

2.7K

ad reach 1.8K/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 118 257 —	 SUBS REACH 2.3% avg % subs see post	 VIEWS/POST 2.7K median 2.7K · 29 days	 POSTS/WEEK 27.3 for period
 7D TREND -9.2% vs previous week	 REACTIONS/POST 33.4 total 3,807 reactions, 598 reposts, 1,425 comments	 POST LENGTH 522 chars median 532 · 29 days	 POSTS ANALYZED 114 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -8446 last month	 CITATION RATE 20 citation index · 72 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 06.07.2020

AI EDITOR SUMMARY

Channel «MAJOR» — 118 257 subs. Each post averages 2.7K people (2% of subs), low reach — consider expanding audience. Publishes 27 posts/week (~4/day) — active posting. Week Jun 15–21 reach dropped -9.2% by week Jun 8–14 — worth analyzing why.

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 114 posts over 29 days.
- 02 Dominant format — Photo (70/114 posts).
- 03 Avg post length — 522 chars (median 532).
- 04 Audience peak — Saturday, 13:00 MSK.
- 05 Top posts drive 2× more views than the weakest (3.9K avg for top vs 2.2K for worst) — among 114 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 02.06 · 12:24 VIDEO About the new Changan UNI-V Sport. Our experienced correspondent Denis sneaked into a closed event in Myachkovo and tried the UNI-V with a 2L turbo...	VIEWS 3 969 REPOSTS 17	REACTIONS 9 ER 3.4%
Nº2 28.05 · 07:05 PHOTO A universal cargo platform for commercial vehicles was unexpectedly unveiled by GAZ at the COMvex exhibition in Moscow...	VIEWS 3 933 REPOSTS 13	REACTIONS 54 ER 3.3%
Nº3 11.06 · 07:00 PHOTO Growing concern over the ATOM project. It's Russia's first monodrive EV, 200 hp, 4 m long...	VIEWS 3 820 REPOSTS 9	REACTIONS 53 ER 3.2%

Nº4 30.05 · 10:38 PHOTO Unexpected support for Russian car owners came from Belarus President Lukashenko, who criticized the recycling fee in the EAEU. At the dawn of the union...	VIEWS 3 773 REPOSTS 5	REACTIONS 159 ER 3.2%
Nº5 08.06 · 07:01 PHOTO Hongqi finally chose a name for its large SUV. It was shown at auto shows for two years under different names, e.g. "1927" - in...	VIEWS 3 728 REPOSTS 13	REACTIONS 32 ER 3.2%

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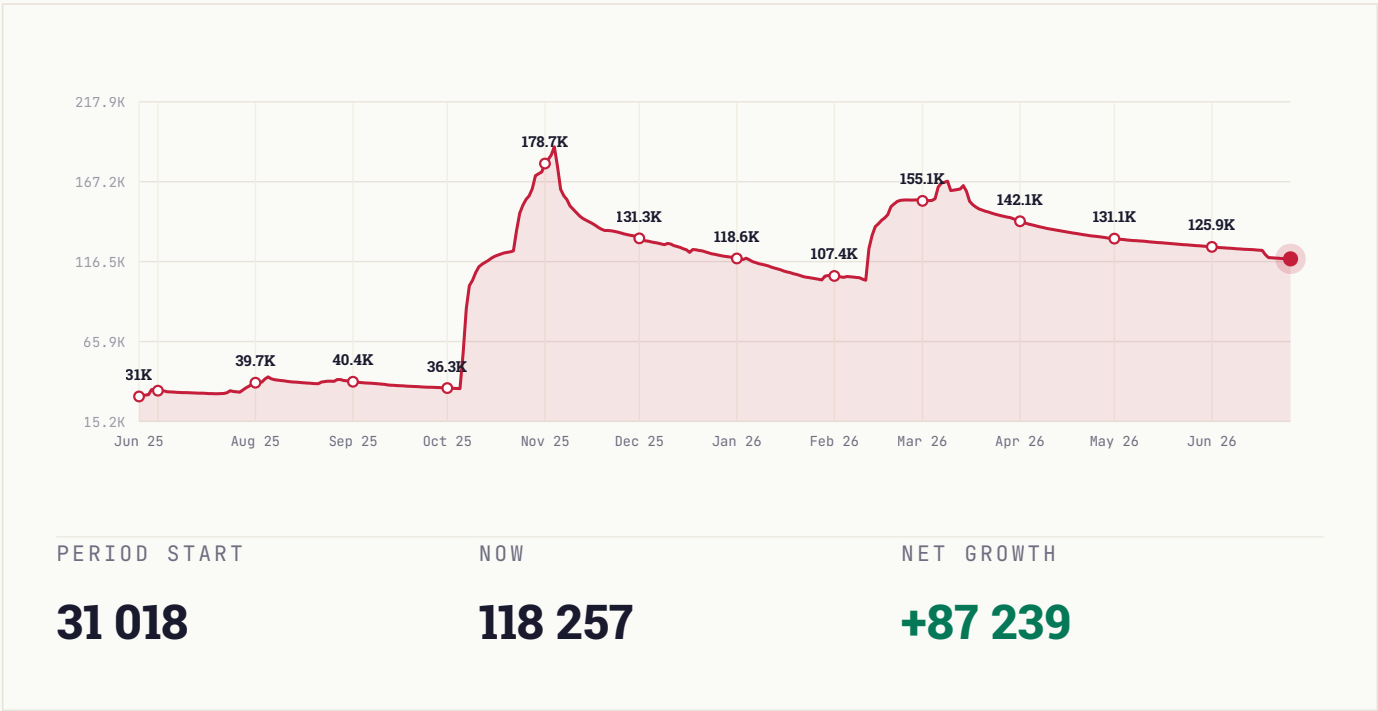
WORST 3

↓ 19.06 · 08:01 VIDEO (post without caption – video)	VIEWS 2 195 REPOSTS 1	REACTIONS 1 ER 1.9%
↓ 22.06 · 08:04 VIDEO (post without caption – video)	VIEWS 2 195 REPOSTS —	REACTIONS 9 ER 1.9%
↓ 09.06 · 07:59 VIDEO (post without caption – video)	VIEWS 2 186 REPOSTS 1	REACTIONS 7 ER 1.8%

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 gained or lost subs.



— SECTION 04 • MENTIONS

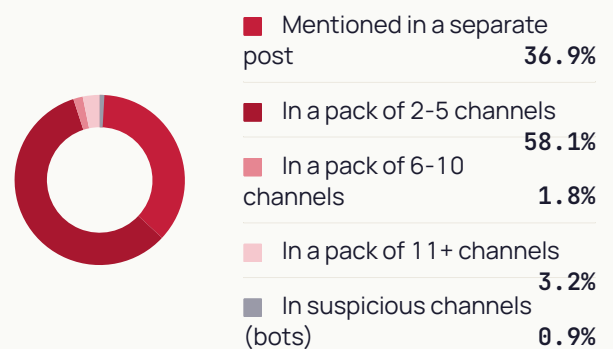
Who mentions the channel & how

Citation index **20** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time channel mentions: **72** different channels.

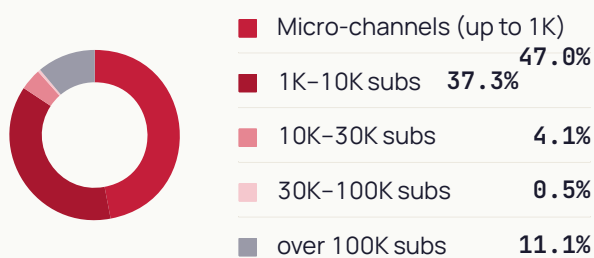
COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



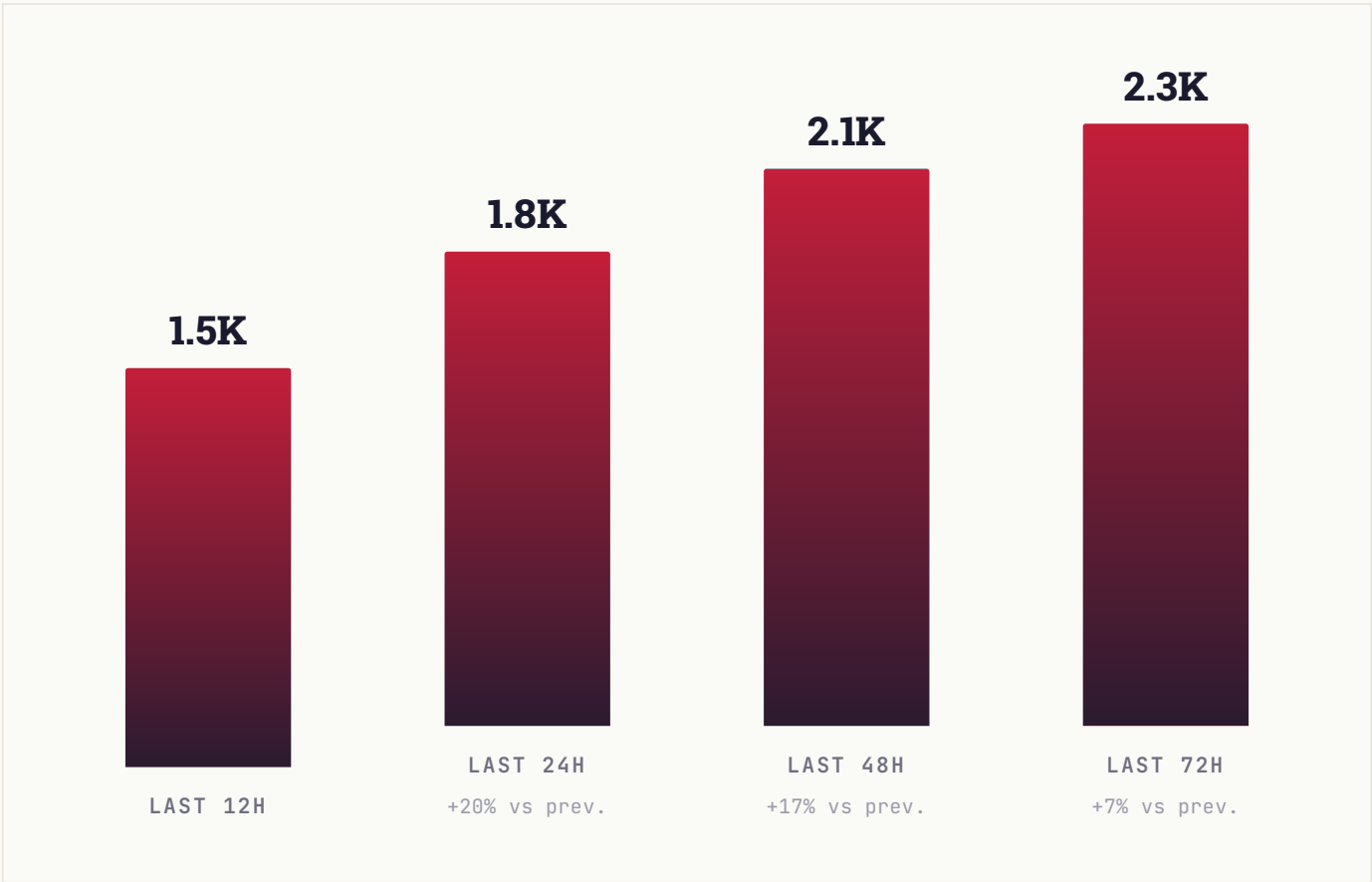
TOPICS MENTIONED IN



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	3.4M
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 Auto Instructor	466.8K
MA MAJOR YOU	118.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#75 of 98). Niche median — 166K subs. First growth KPI — reach the median. Leader: Cars & Point (3.4M).

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 **80**, they brought **170 371** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	12	2 615
Nov 2025	18	17	15 989
Oct 2025	13	12	137 440
September 2025	0	0	0
August 2025	16	14	7 162
July 2025	21	15	7 165
TOTAL MENTIONS			
80			
MONTHS OF DATA			
6			
ACQUIRED SUBSCRIBERS			
170 371			

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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#75/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best time for
an important
post**

02

ER below niche benchmark — rethink formats

Current ER 2.3% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.2pp ER

03

Systematic 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 — an easy growth lever.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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