

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ya Zhe Mekhanik!



@mechanictg

Channel for car enthusiasts! We help you with repairs and modifications. Partnership: @zasada95 , @LunaticTG and @zloradny_new Invite link: t.me/+XLoBkzgFnul4ZTg6 Agency:...

SUBSCRIBERS

65 699

+94 per month

ERR (% SEE POSTS)

4.0%

in 24h **2.0%**

REACH / POST

2.2K

ad reach **1.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 65 699 —	 SUBS REACH 3.3% avg % subs see post	 VIEWS / POST 2.2K median 2.2K · 29 days	 POSTS / DAY 12.9 ~90 per week
 7D TREND -7.2% vs previous week	 REACTIONS / POST 4.5 total 1,751 reactions, 4,454 reposts, 1 comment	 POST LENGTH 91 chars median 68 · 29 days	 POSTS ANALYZED 387 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +94 last month	 CITATION RATE 1 289 citation index · 1,304 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 02.10.2020

AI EDITOR SUMMARY

Channel «I'm a Mechanic!» — 65 699 subs. Avg views per post: 2.2K people (3% of subs), low reach — need to grow audience. Publishes 90 posts/week (~13/day) — very active. Week Jul 6–12 reach dropped -7.2% by week Jun 29 — Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **387** posts in 29 days.
- 02 Dominant format – **Video** (370/387 posts).
- 03 Avg post length – **91** chars (median 68).
- 04 Peak audience activity – **Sun, 23:00** MSK.
- 05 Strongest posts get **2×** more views than the weakest (3.2K avg for top vs 1.7K for worst) – among 387 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 19:05 VIDEO Blonde on TO 📍 Ya Zhe Mekhanik! We are in MAX Our VPN	VIEWS	REACTIONS
	3 167	10
	REPOSTS	ER
	6	4.8%
Nº2 22.06 · 20:15 VIDEO A couple ways to open a car if you forgot the keys. 📍 I'm a Mechanic! We're on MAX Our VPN	VIEWS	REACTIONS
	3 161	5
	REPOSTS	ER
	23	4.8%
Nº3 22.06 · 04:08 VIDEO Stuck for a minute 📍 I'm a Mechanic! We're in MAX Our VPN	VIEWS	REACTIONS
	3 155	11
	REPOSTS	ER
	15	4.8%

Nº4 23.06 · 04:08 VIDEO When the car is really happy to see its owner 😂📌 I'm a Mechanic! We're in MAX Our VPN	VIEWS 3 138 REPOSTS 8	REACTIONS 14 ER 4.8%
Nº5 21.06 · 20:30 VIDEO See what I can... 📌 Ya Zhe Mekhanik! We in MAX Our VPN	VIEWS 3 045 REPOSTS 20	REACTIONS 1 ER 4.6%

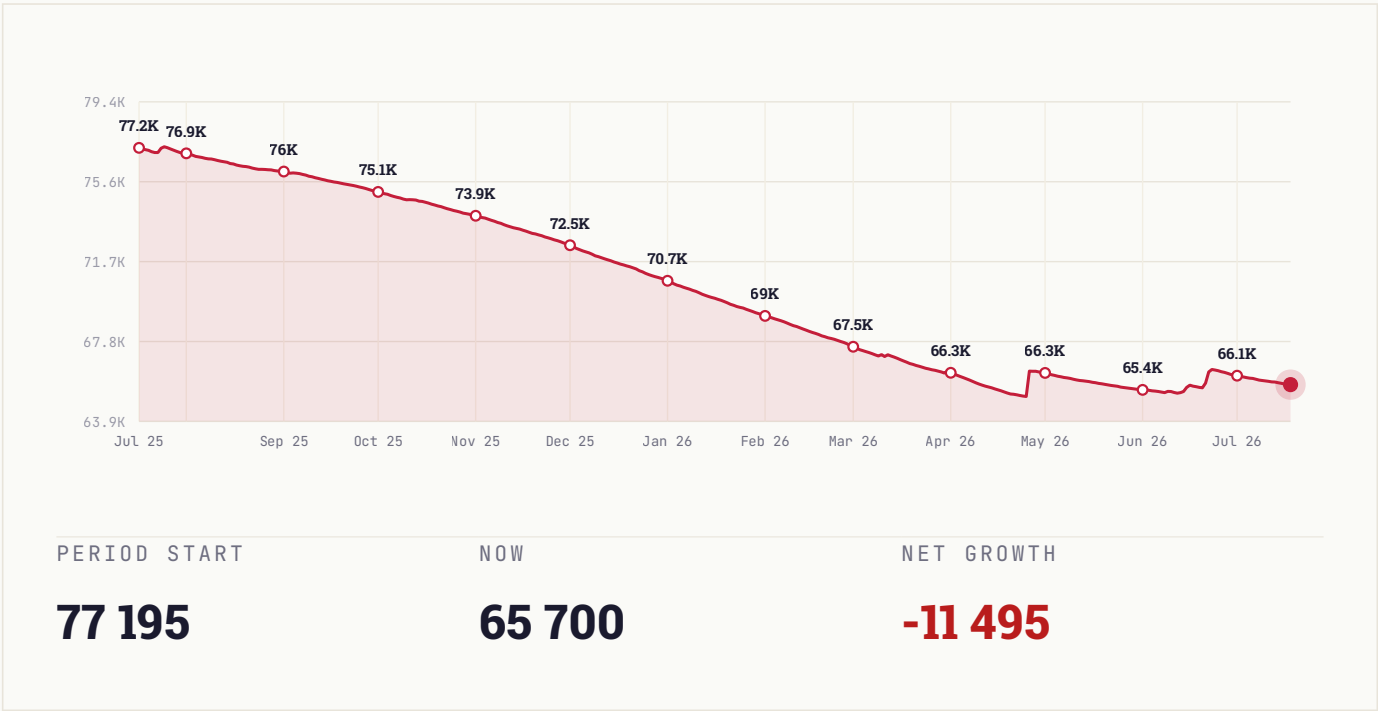
WORST 3

↓ 15.07 · 08:00 VIDEO Creative ad TOYOTA HIGHLANDER Video showcases car's spaciousness 📌 I'm a Mechanic! We're in MAX Our VPN	VIEWS 1 677 REPOSTS 9	REACTIONS — ER 2.6%
↓ 15.07 · 09:05 VIDEO Half past nine 📌 I'm a Mechanic! We're on MAX Our VPN	VIEWS 1 671 REPOSTS 13	REACTIONS — ER 2.5%
↓ 14.07 · 14:55 VIDEO Cool garage invention. Patent it 📌 I'm a Mechanic! We're in MAX Our VPN	VIEWS 1 606 REPOSTS 9	REACTIONS 6 ER 2.4%

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 gained or lost subs.

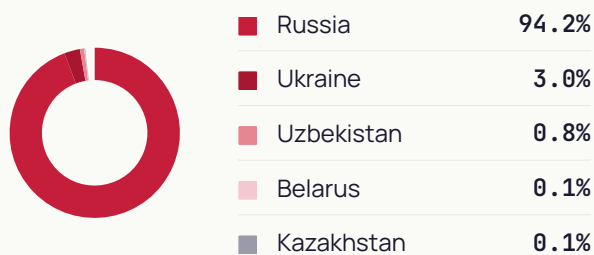


SECTION 04 • MENTIONS

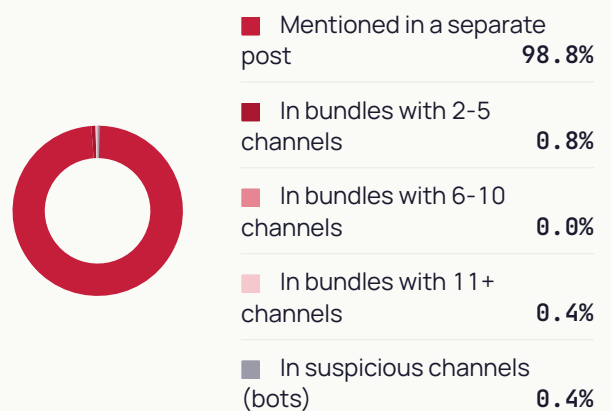
Who mentions the channel and how

Citation index **1 289** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 304** different channels.

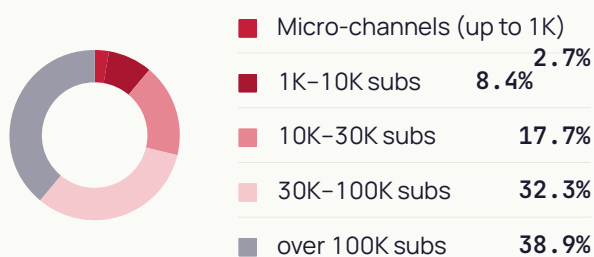
COUNTRIES MENTIONING



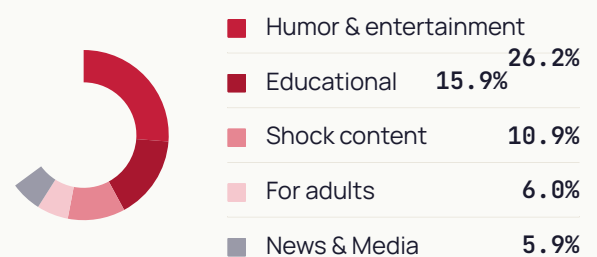
FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



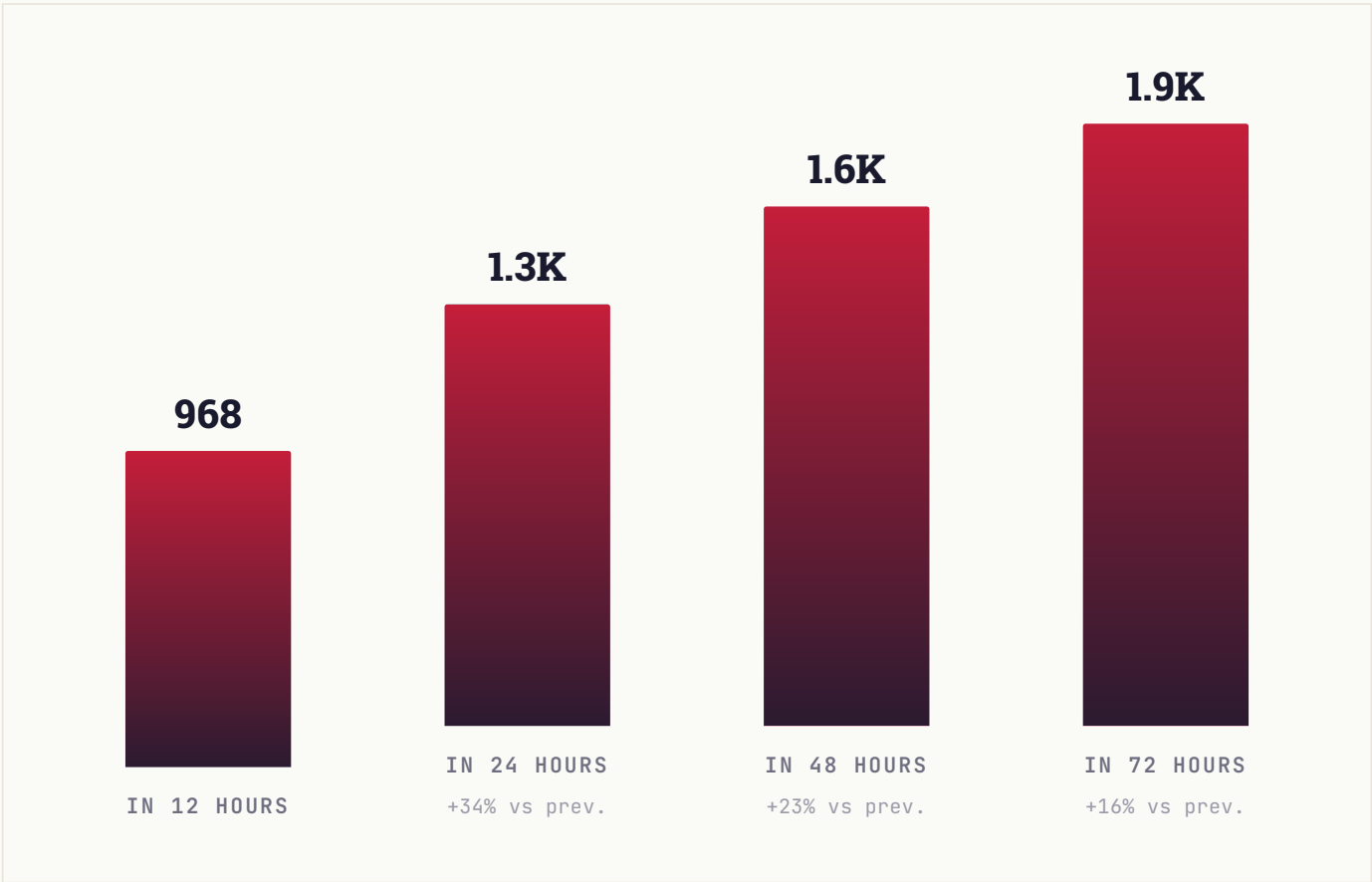
TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel highlighted — 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
YaZh	Ya Zhe Mekhanik! YOU	65.7K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **18**, they brought **20** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	9	1	0	
December 2025	5	2	0	
November 2025	3	2	0	
October 2025	0	0	8	
Sep 2025	0	0	11	
August 2025	1	1	1	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
18		6	20	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

Audience is most active on this day at 23:00 MSK.

EFFECT

Best time for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 3.3% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
To go further — run ads with 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
