

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian Ministry of Transport



@mintrans_russia

Official channel of the Russian Ministry of Transport Contact us:
@MintransRussia_bot

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
44 166	9.0%	4.5K
-553 per month 18.07.2026	last day 4.0%	ad reach 1.8K/24h

HTTPS://PROMTPRESS.COM/AUDIT/MINTRANS_RUSSIA

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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 44 166 —	 SUBSCRIBER REACH 10.11% avg % subs see post	 VIEWS/POST 4.5K median 2.8K · 29 days	 POSTS/WEEK 31.4 for period
 7D TREND +86.3% vs previous week	 REACTIONS/POST 19.5 only 2,611 reactions, 3,033 reposts, 0 comments	 POST LENGTH 920 chars median 1000 · 29 days	 POSTS ANALYZED 134 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -553 last month	 CITATION RATE 1 646 citation index · 5 861 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 24.03.2022

AI EDITOR SUMMARY

Channel «Mintrans Russia» – 44 166 subs. Each post averages 4.5K people (10% of subs), reach is low – consider expanding audience. Publishes 31 posts per week (~4/day) – active publishing. For week Jul 6–12, reach up +86.3% by week Jun 29 – Jul 5 – positive trend.

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 **134** posts over 29 days.
- 02 Dominant format – **Photo** (101/134 posts).
- 03 Avg post length – **920** chars (median 1000).
- 04 Peak audience activity – **Thursday**, 22:00 MSK.
- 05 Top-performing posts get **18×** more views than the weakest (33.7K avg for top vs 1.8K for worst) – among 134 posts in 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 19:30 PHOTO Rain, showers, thunderstorms, and gusty winds up to 15–20 m/s expected in Moscow from Friday night, July 10, through the weekend...	VIEWS	REACTIONS
	35 114	15
	REPOSTS	ER
	296	79.5%
Nº2 05.07 · 08:23 VIDEO Minister of Transport Andrey Nikitin's greeting on Day of Maritime and River Fleet Workers Dear colleagues! Congratulations on...	VIEWS	REACTIONS
	33 565	26
	REPOSTS	ER
	41	76.0%
Nº3 08.07 · 17:15 VIDEO Russia's transport system withstands peak loads and remains stable At a meeting of the President with Government members...	VIEWS	REACTIONS
	32 515	19
	REPOSTS	ER
	63	73.6%

Nº4 12.07 · 17:48 PHOTO ! Since the start of the day, Sheremetyevo, Vnukovo, Domodedovo and Zhukovsky airports, amid severe weather (thunderstorms) and periodically imposed...	VIEWS 29 799 REPOSTS 116	REACTIONS 15 ER 67.5%
Nº5 09.07 · 07:01 VIDEO 👁👁 The world's first cable car between Russia and China is being built here Between Blagoveshchensk and China's Heihe, a new...	VIEWS 22 252 REPOSTS 265	REACTIONS 44 ER 50.4%

|

WORST 3

↓ 01.07 · 14:33 VIDEO Russian Ministry of Transport and Association of Ports and Shipowners sign cooperation agreement Ceremony held at the "River" forum...	VIEWS 1 880 REPOSTS 10	REACTIONS 12 ER 4.3%
↓ 30.06 · 13:40 VIDEO (post without caption – video)	VIEWS 1 846 REPOSTS 7	REACTIONS 13 ER 4.2%
↓ 30.06 · 13:40 VIDEO (post without caption – video)	VIEWS 1 773 REPOSTS 3	REACTIONS 12 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

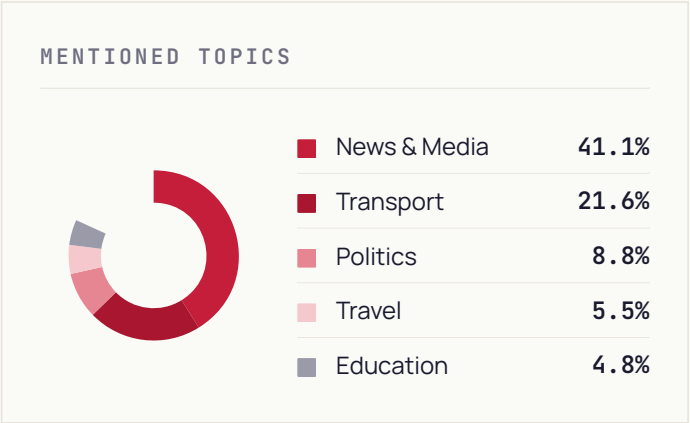
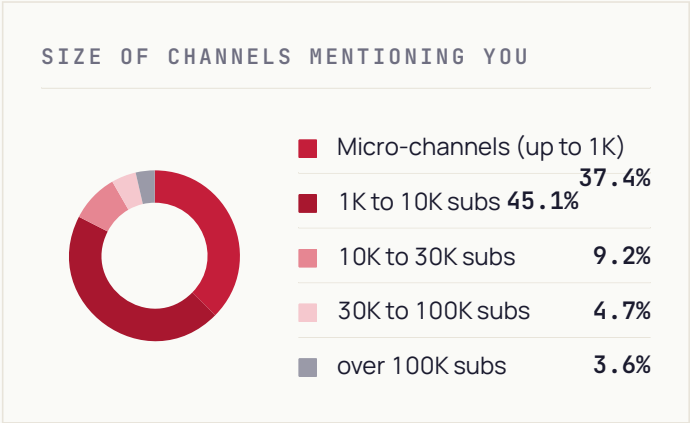
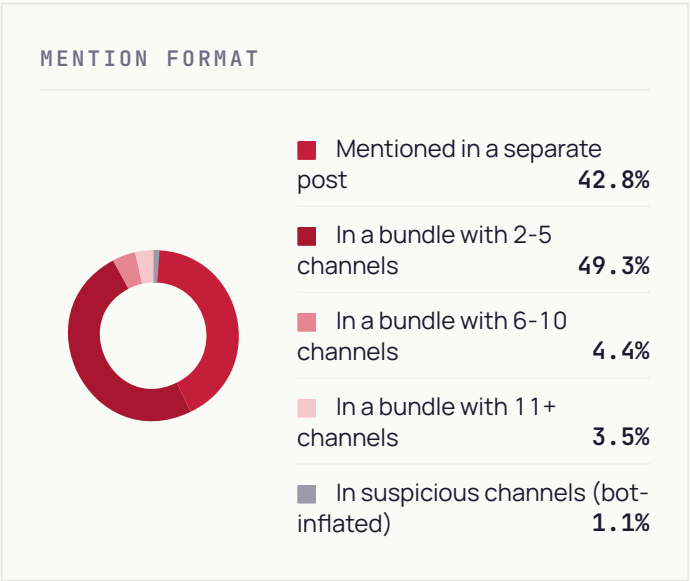
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

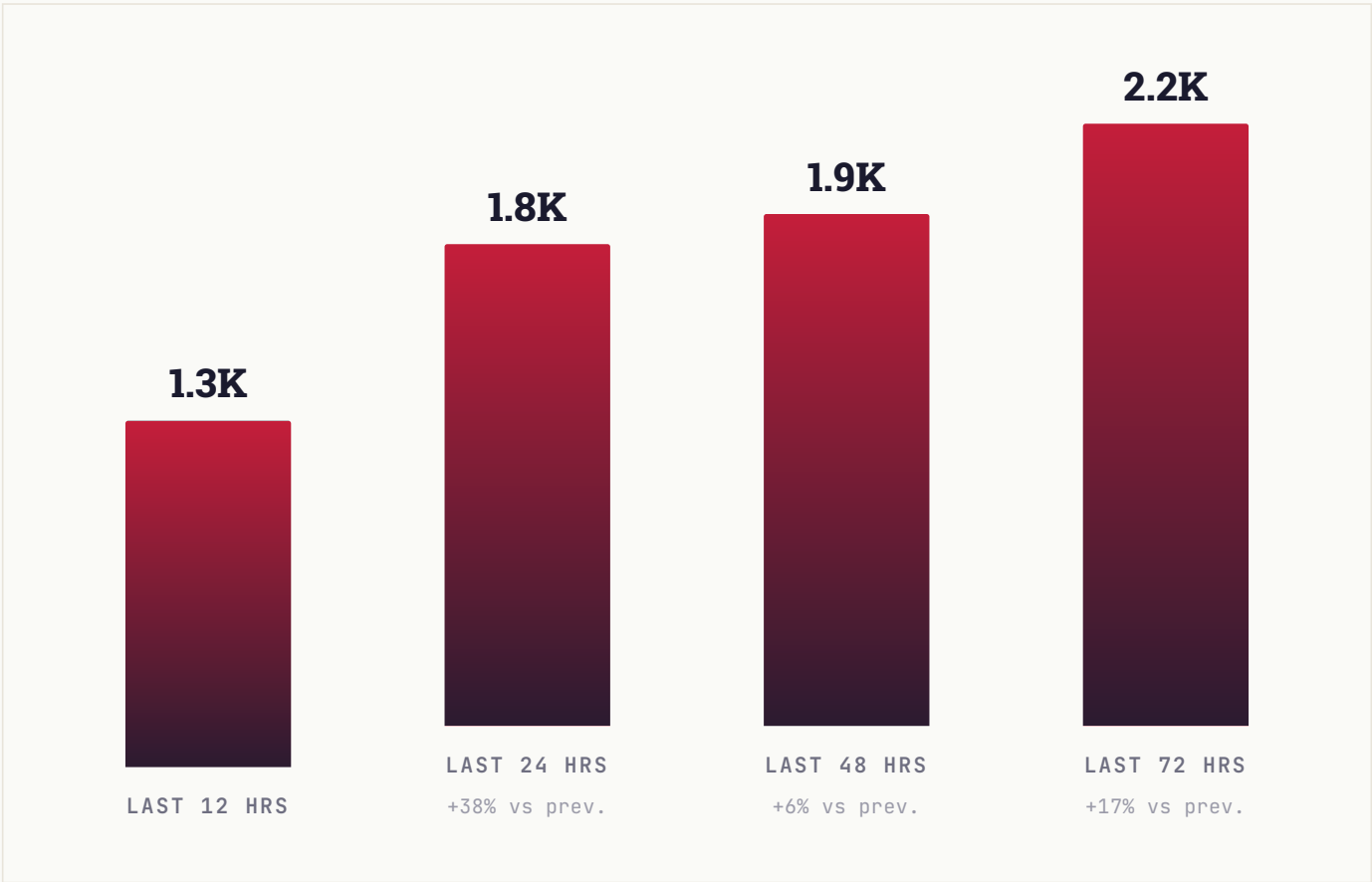
Citation index **1 646** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **5 861** different channels.



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 is highlighted — see its rank among niche peers.

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
MR	Russian Ministry of Transport	44.2K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

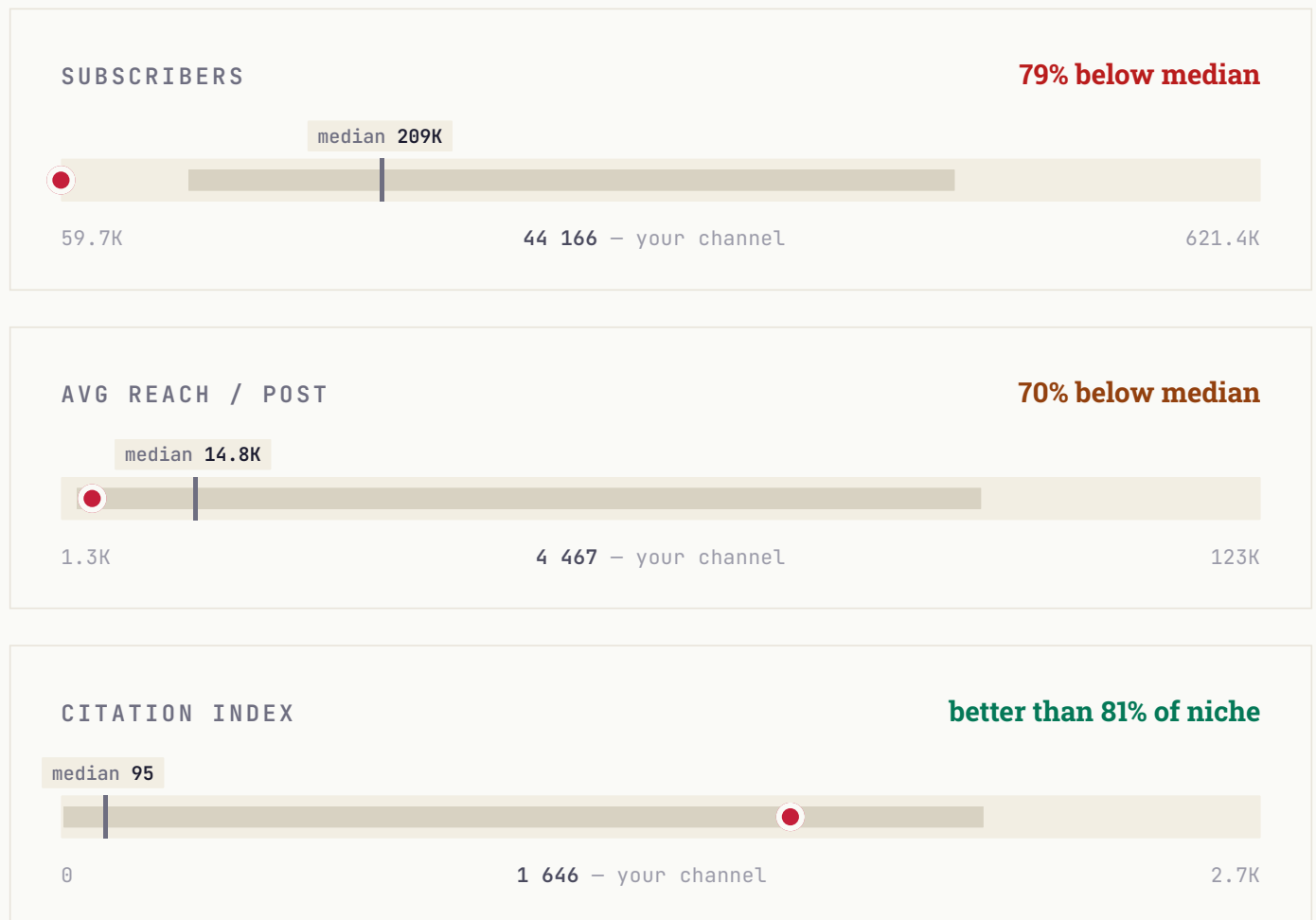
Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **4 402**, they brought **3 341** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	819	424	1 342
December 2025	888	363	764
November 2025	891	339	130
October 2025	584	278	555
Sep 2025	491	388	338
August 2025	729	387	212
TOTAL MENTIONS			4 402
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			3 341

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.



— 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 and at 22:00 MSK.

EFFECT

**Best window
for an
important post**

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 usually boost ER by 5-15%.
One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with channels in the same niche once a quarter. 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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it **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.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
