

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mikhail Kuldyaev



@mkuldiaev

I'll invite you to tests, post polls-questions-videos, something very important and useful. But no promises! Collaboration
@SemenyukAnn Order a car from us @Clickoncarimport Service...

SUBSCRIBERS

52 483

+373 per month

ERR (% SEE POSTS)

42.0%

last day 17.1%

REACH/POST

20.9K

ad reach 9K/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 52 483 —	 SUBSCRIBER REACH 39.85% avg % subs see post	 VIEWS/POST 20.9K median 20.9K · 29 days	 POSTS/WEEK 7.7 for period
 7D TREND -11.1% vs prev week	 REACTIONS/POST 138.3 total 4,425 reactions, 787 reposts, 1,538 comments	 POST LENGTH 394 chars median 332 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 9K 24h avg	 CHURN / MONTH +373 last month	 CITATION RATE 16 citation index · 93 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 10.03.2022

AI EDITOR SUMMARY

Channel «Mikhail Kuldyayev» — 52 483 subs. Each post avg views 20.9K people (40% of subs), good reach. Publishes 8 posts per week (~1/day) — regular schedule. Week Jun 29 – Jul 5 reach dropped -11.1% by week 22–28 Jun — worth analyzing reasons.

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 **32** posts over 29 days.
- 02 Dominant format – **Photo** (22/32 posts).
- 03 Avg post length – **394** chars (median 332).
- 04 Peak audience activity – **Friday, 21:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (29.5K avg for top vs 16.8K for worst) – among 32 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 23.06 · 15:09 PHOTO So, the new Monjaro is still king, especially considering the already announced full prices for Volga...) Extraneous sounds - the issue is known and...	VIEWS 29 785 REPOSTS 26	REACTIONS 153 ER 56.8%
Nº2 19.06 · 18:23 PHOTO On my way home from the shoot, snapped some gas prices. M4 towards Moscow and MKAD South outer side How's it looking for you?😂	VIEWS 29 542 REPOSTS 69	REACTIONS 164 ER 56.3%
Nº3 22.06 · 18:11 PHOTO TOP 70+ hybrids JUNE 2026: 1 Li L9 Livis 2026 (preliminary) 🟢 2 Zeekr 8X (preliminary) 🟢 3 Li L7 Ultra 2025 4 LI L7 PRO 2023 +...	VIEWS 29 031 REPOSTS 112	REACTIONS 140 ER 55.3%

Nº4 20.06 · 14:52 PHOTO A bit about spare parts from China! Helped fix a Hyundai Santa Fe MX5 that was sad without a body control module. None in Russia...)	VIEWS 27 009 REPOSTS 10	REACTIONS 190 ER 51.5%
Nº5 10.06 · 15:40 PHOTO This was a good test for all crossovers! Just need to close the question with the current official Monjaro and everything will be clear. But here we...	VIEWS 25 871 REPOSTS 36	REACTIONS 140 ER 49.3%

|

WORST 3

↓ 16.06 · 10:48 PHOTO Here it is, Changan Qiyuan Day! 🔥 June 17 - RUSSIANIZATION OF CHANGAN QIYUAN A06 and Qiyuan Q05 Ultra+ 🔥 Friends, we are excited to announce an event that...	VIEWS 18 166 REPOSTS 19	REACTIONS 115 ER 34.6%
↓ 05.07 · 16:44 PHOTO Super Hot TOP 50 ELECTRO July 2026: 1 Xiaomi YU7 Max 2025 + range test vs Zeekr 001 and 007 2 Zeekr 001 Z Sport 2024 and...	VIEWS 16 837 REPOSTS 53	REACTIONS 81 ER 32.1%
↓ 05.07 · 07:11 TEXT A car with a rich backstory we followed for 2 years before it went on sale) And it wasn't in vain? Will...	VIEWS 15 472 REPOSTS 10	REACTIONS 74 ER 29.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

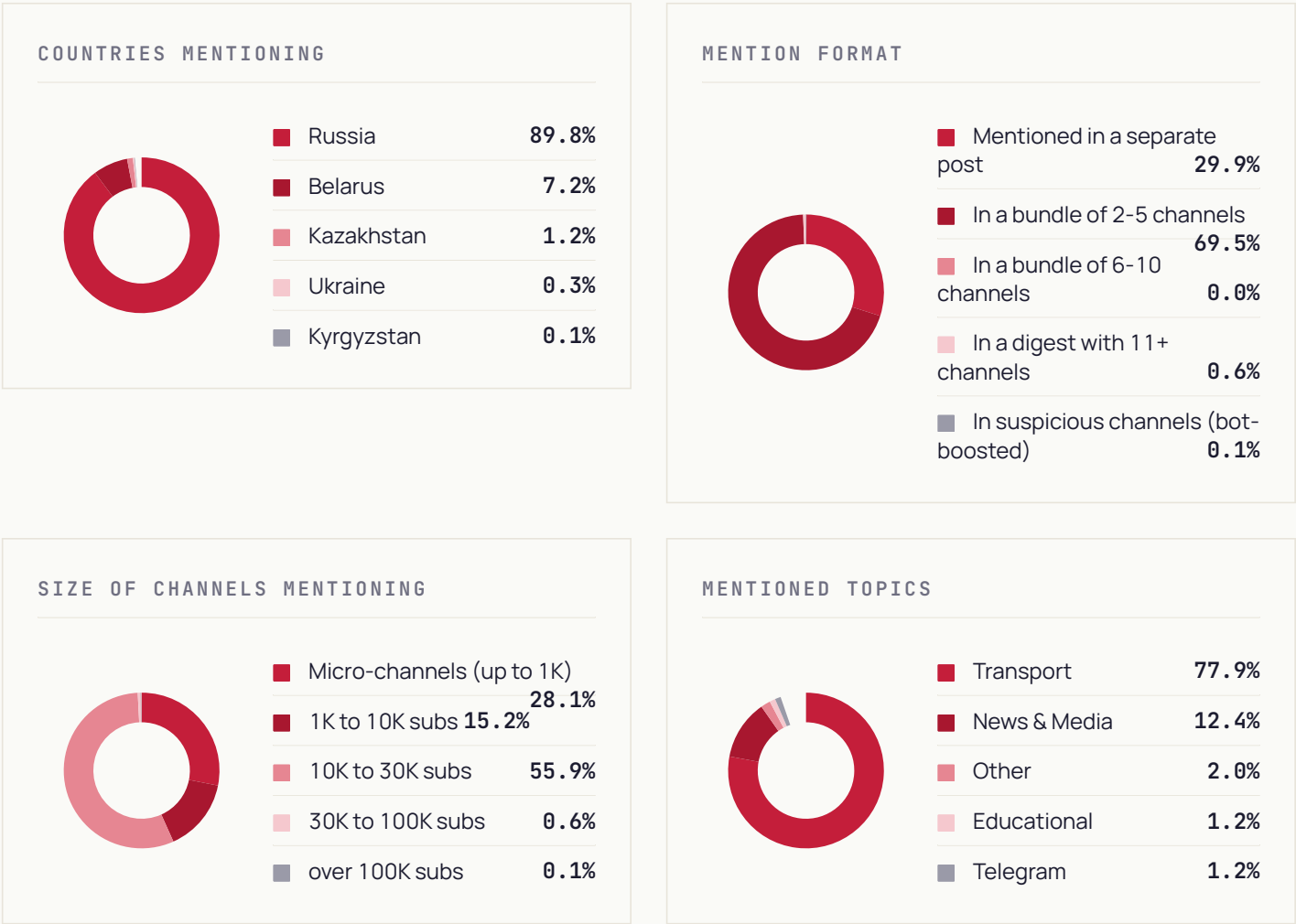
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

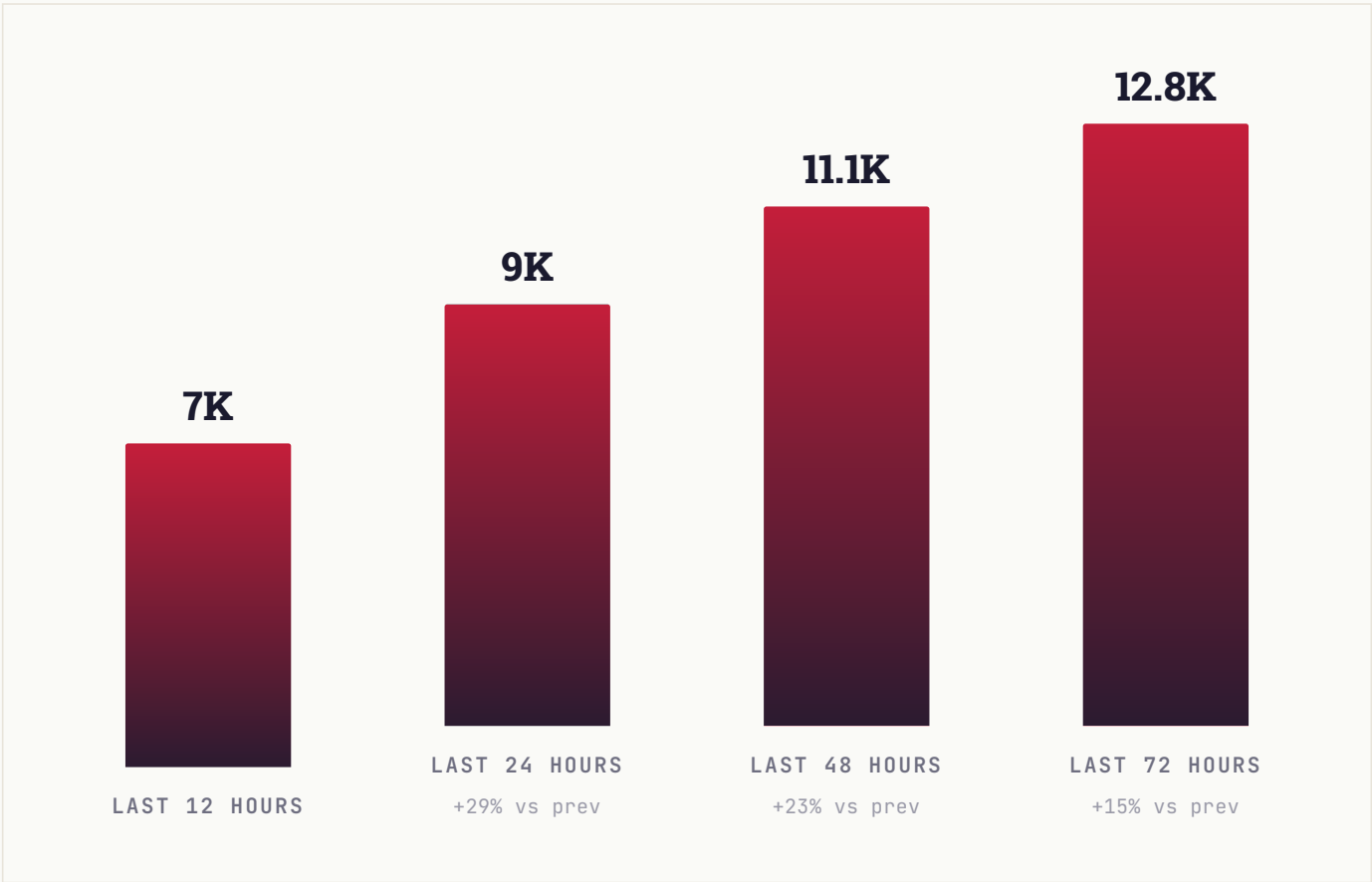
Citation index **16** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **93** different channels.



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

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
VM Vodiy Moshina Bozor	1M
WE WENGALLBI	998.7K
DS Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN Un Normal	588.6K
FI Fighterbomber	521.2K
AB Auto.ru	498.5K
GA Garage	482.5K
AB AVTOZAKAZ.RU	480K
MK Mikhail Kuldyayev YOU	52.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal — enter top-98 through systematic traffic & content work.

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 **28**, they brought **5 723** new subs.

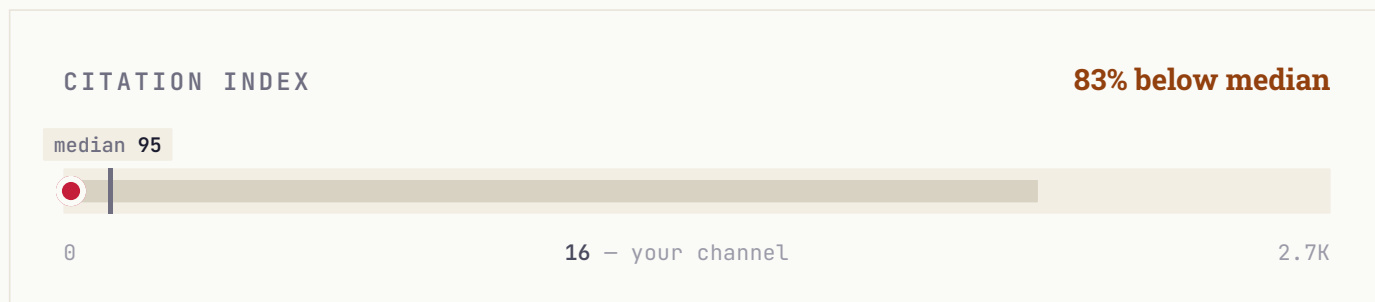
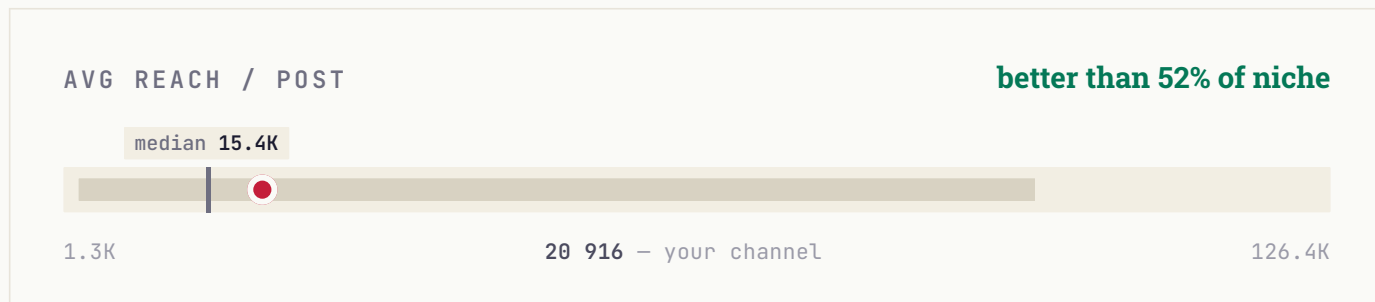
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	9	8	656
December 2025	4	1	68
November 2025	4	1	426
October 2025	3	3	526
September 2025	1	1	518
August 2025	7	3	3 529

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
28	6	5 723

— 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 covering 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 ranked by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Friday

On this day at 21:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

Increase video post share

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

System 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 — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring 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 based on public data. If you 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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