

— PROMTPRESS PUBLIC REPORT

Channel audit

MM CARS

official



@mmcarsofficial

№ 5151775702 This is my official channel 🚗 All projects here 📌
<https://gosuslugi.ru/snet/67b4284d8ca76f0bdfabb472>

SUBSCRIBERS

75 843

+25 per month

ERR (% SEE POSTS)

22.0%

per day **12.9%**

REACH/POST

16.5K

ad reach **9.8K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 75 843 —	 SUBS REACH 21.73% avg % subs see post	 VIEWS/POST 16.5K median 15.3K · 29 days	 POSTS/WEEK 29.3 over period
 7D TREND -32.3% vs previous week	 REACTIONS/POST 380.3 total 46,391 reactions, 545 reposts, 3,361 comments	 POST LENGTH 126 chars median 72 · 29 days	 POSTS ANALYZED 122 29 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH +25 last month	 QUOTABILITY 18 citation index · 22 channels mentioned ever	 CHANNEL AGE 2 years 10 months created 09.09.2023

AI EDITOR SUMMARY

Channel «MM CARS official» — 75 843 subs. Each post gets avg 16.5K people (22% of subs), average reach — room to grow. Publishes 29 posts per week (~4/day) — active posting. Week Jun 29 — Jul 5 reach dropped -32.3% by week 22–28 Jun — worth analyzing the reasons.

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 122 posts over 29 days.
- 02 Dominant format — Video (99/122 posts).
- 03 Avg post length — 126 chars (median 72).
- 04 Peak audience activity — Tuesday, 18:00 MSK.
- 05 Top posts get 3x more views than the weakest (36.4K avg for top vs 11.5K for worst) — among 122 posts in 29 days. Worth analyzing what top posts have in common — topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 15:28 TEXT 🕶️Let's go🥰 Enjoy the watch👉👉 https://m.youtube.com/watch?v=20YnGtLIW4g&t=228s&ra=m		VIEWS	REACTIONS
		59 900	444
		REPOSTS	ER
		21	79.0%
Nº2 24.06 · 14:33 VIDEO 😁Maybe someone can help👤 Word of mouth😁👍 I remember about Ram's price, will announce soon👍		VIEWS	REACTIONS
		24 907	549
		REPOSTS	ER
		5	32.8%
Nº3 19.06 · 10:13 VIDEO 😁Li 7 primed👊 Painting next week🔥		VIEWS	REACTIONS
		24 450	569
		REPOSTS	ER
		2	32.2%

Nº4 17.06 · 18:57 VIDEO  Now I'll move on it  How do you like the device overall??	VIEWS 23 885 REACTIONS 505 REPOSTS 4 ER 31.5%
Nº5 19.06 · 08:30 VIDEO  Sandblasting next week  How do you like the platform overall??	VIEWS 23 597 REACTIONS 472 REPOSTS 2 ER 31.1%

WORST 3

↓ 07.07 · 10:21 VIDEO  That's from yesterday  The main thing is motivation  Now we're going to buy out  Feel free to DM options if any  ...	VIEWS 11 726 REACTIONS 224 REPOSTS 3 ER 15.5%
↓ 06.07 · 16:39 VIDEO  How do you like this custom?? Be honest   	VIEWS 11 504 REACTIONS 402 REPOSTS 2 ER 15.2%
↓ 04.07 · 10:44 PHOTO  Our Detailing Celebrates Birthday Today   Exactly two years ago we opened and welcomed our first clients  Over these two years we...	VIEWS 11 411 REACTIONS 340 REPOSTS 1 ER 15.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

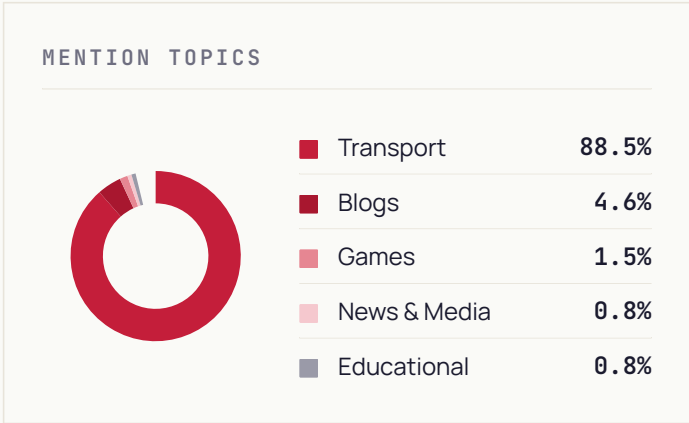
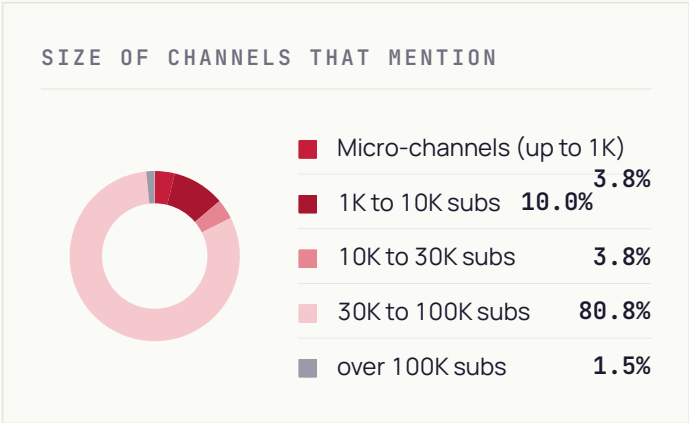
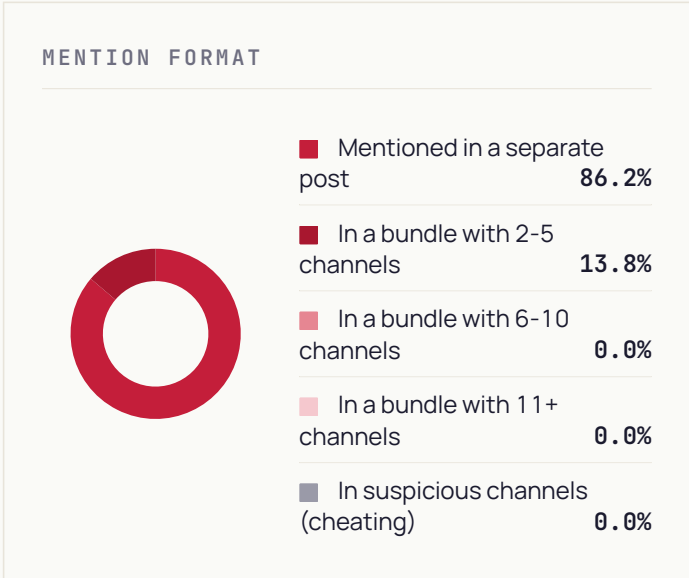
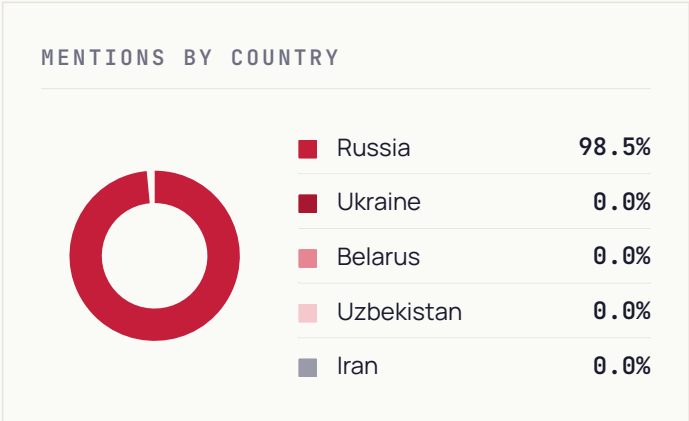


START OF PERIOD	NOW	NET GROWTH
73 568	75 843	+2 275

SECTION 04 · MENTIONS

Who mentions the channel and how

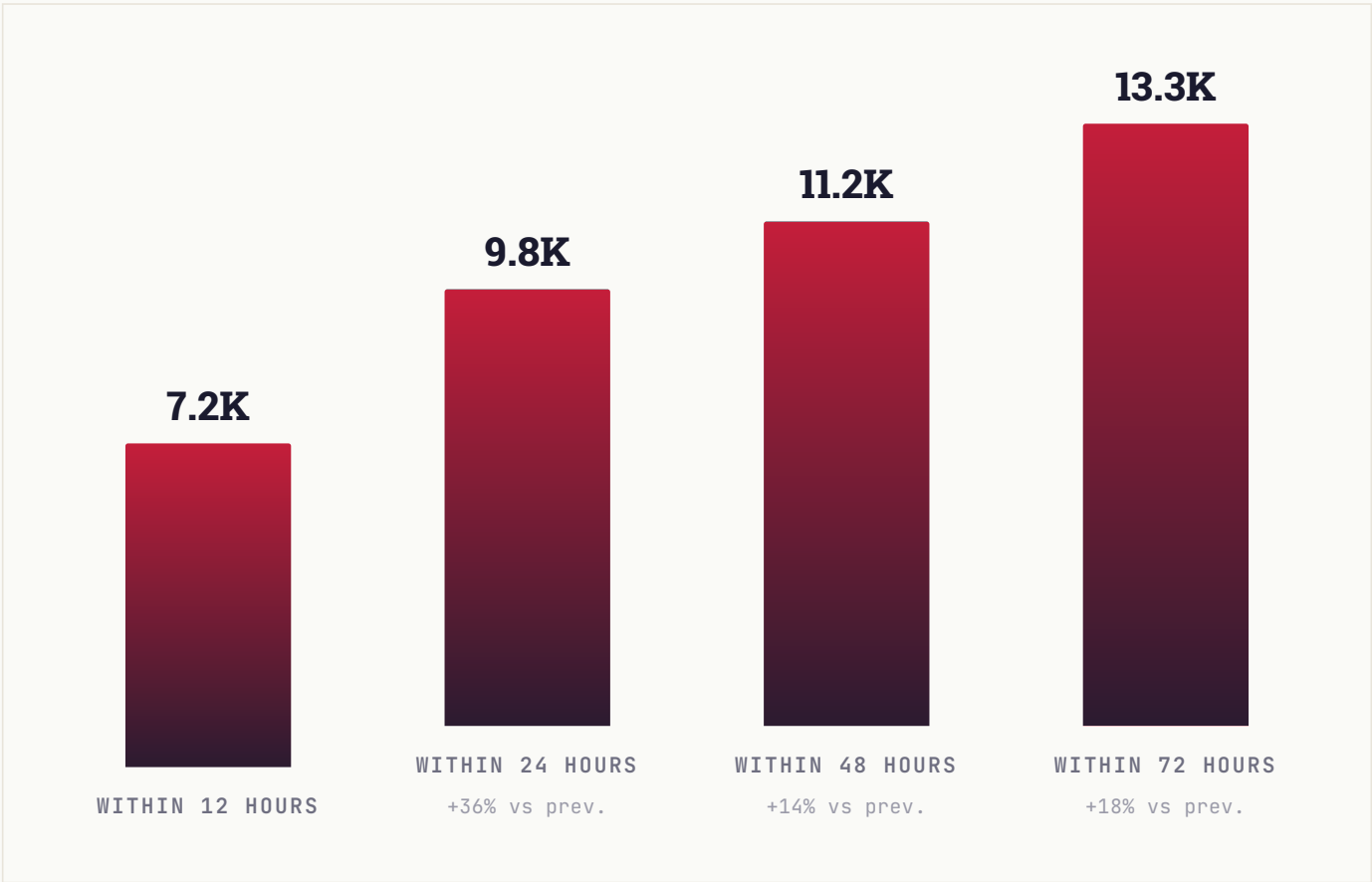
Citation index **18** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **22** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

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
MC	MM CARS official	75.8K

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 and content work.

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 **18**, they brought **4 870** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	1	1 311
December 2025	6	2	653
Nov 2025	3	2	158
Oct 2025	3	2	1 165
Sep 2025	1	1	768
August 2025	1	1	815

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
18	6	4 870

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A red dot indicates the channel's position, and a vertical line marks the niche median.

- SUBSCRIBERS:** The channel has 75,843 subscribers, which is 64% below the niche median of 209.3K. The range of other channels is from 59.9K to 620.3K.
- AVG REACH / POST:** The channel has 16,480 average reach per post, which is better than 50% of the niche. The niche median is 15.4K. The range of other channels is from 1.3K to 126.4K.
- CITATION INDEX:** The channel has a citation index of 18, which is 81% below the niche median of 95. The range of other channels is from 0 to 2.7K.

Metric	Channel Value	Niche Median	Comparison	Other Channels Range
SUBSCRIBERS	75,843	209.3K	64% below median	59.9K - 620.3K
AVG REACH / POST	16,480	15.4K	better than 50% of niche	1.3K - 126.4K
CITATION INDEX	18	95	81% below median	0 - 2.7K

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Post of the week — on Tuesday
 Audience is most active on this day at 18:00 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). 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 weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts with same-segment channels quarterly. 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 — it's a source of organic traffic.

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.
To go further — run ads with us and close your growth plan in a
month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager