

PUBLIC REPORT BY PROMTPRESS

Channel Audit

Moscowauto



@moscowauto

Original media about car culture and transport of the capital. Editor:
@moscowauto_bot Partnerships: @magicdennis Ads: <https://telega.in/c/moscowauto> Channel included in registry:...

SUBSCRIBERS

211 052

-3729 per month

ERR (% SEE POSTS)

6.0%

daily 3.3%

REACH/POST

11.4K

ad reach 7K/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 211 052 —	 SUBSCRIBER REACH 5.39% avg % subs see post	 VIEWS/POST 11.4K median 11K · 29 days	 POSTS/DAY 8.0 ~56 per week
 7D TREND +2.3% vs previous week	 REACTIONS/POST 178.5 total 42,483 reactions, 27,382 reposts, 0 comments	 POST LENGTH 295 chars. median 288 · 29 days	 POSTS ANALYZED 238 29 days
 AD REACH 7K 24h avg	 CHURN / MONTH -3729 last month	 QUOTABILITY 118 citation index · 910 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 27.12.2023

AI EDITOR SUMMARY

Channel «Moskowauto» — 211 052 subs. Each post avg views 11.4K people (5% from subs), reach low — expand audience. Publishes 56 posts/week (~8/day) — active. Week Jun 15–21 reach stable (+2.3% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **238** posts in 29 days.
- 02 Dominant format — **Photo** (141/238 posts).
- 03 Avg post length — **295** chars (median 288).
- 04 Peak audience activity — **Wednesday**, 11:00 MSK.
- 05 Top posts get **2x** more views than weakest (top avg 16.9K vs worst 8.5K) — among 238 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 08:11 PHOTO ⚡Gas stations in Moscow and the Moscow region introduce limits on GASOLINE sales — an announcement was captured in Troitsk, media report. Max per person...	VIEWS 18 150 REP. 355	REACTIONS 196 ER 8.6%
Nº2 03.06 · 06:45 PHOTO AvtoVAZ showed the updated Niva Legend — first photos of the modernized SUV. The interior gets a new steering wheel with driver...	VIEWS 16 396 REP. 187	REACTIONS 415 ER 7.8%
Nº3 06.06 · 22:05 VIDEO Lada Vesta conquered the Nürburgring — driver Mikhail Sharudin got behind the wheel of the Russian swallow and hit the track alongside Porsche and BMW. In...	VIEWS 16 133 REP. 470	REACTIONS 368 ER 7.6%

Nº4 03.06 · 13:00 PHOTO BMW first released M2 with all-wheel drive — now the coupe does 0-100 km/h in 3.4 seconds. The front axle only engages when...	VIEWS 15 954 REP. 151	REACTIONS 469 ER 7.6%
Nº5 31.05 · 11:58 VIDEO Li Auto owner decided not to sit in Moscow traffic and turned on autopilot, then went for soda and chips. Driver's face...	VIEWS 15 866 REP. 294	REACTIONS 345 ER 7.5%

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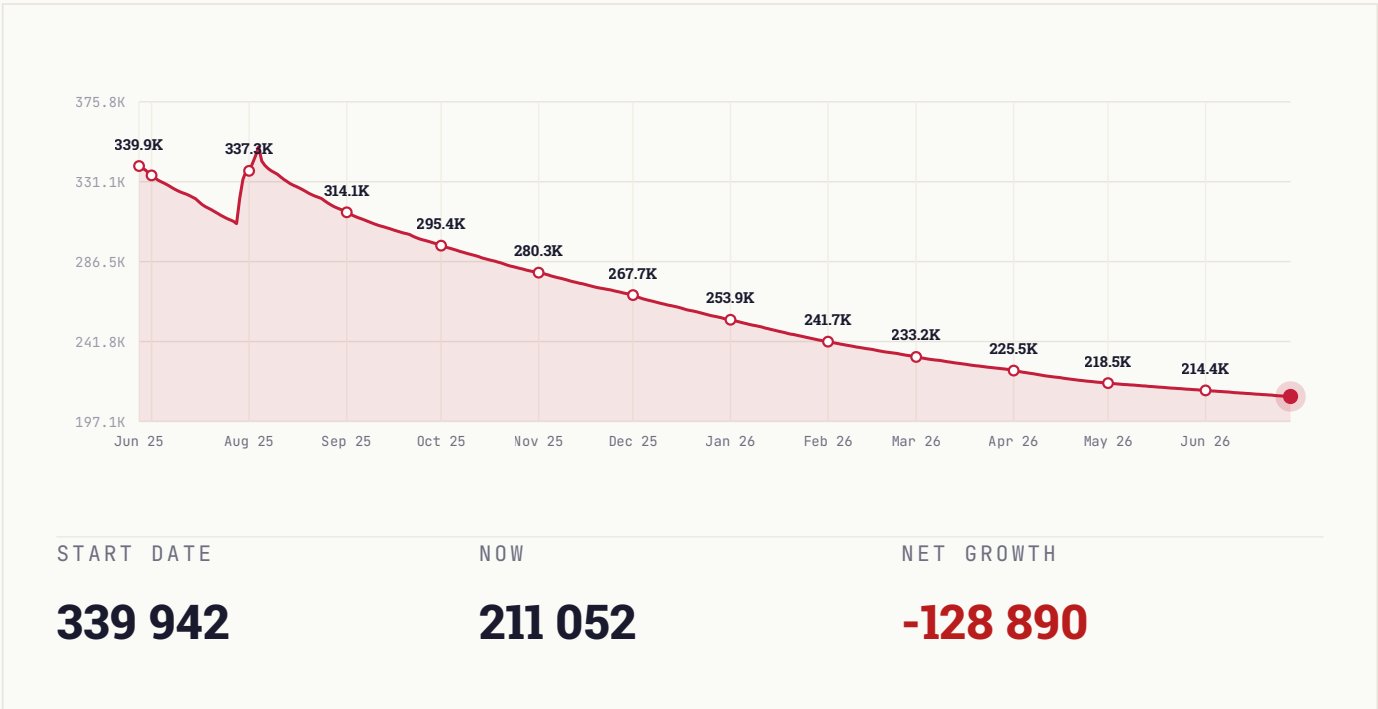
WORST 3

↓ 11.06 · 14:56 VIDEO Chinese showed a road vacuum that cleans highways at up to 80 km/h. It picks up trash on the go without causing traffic jams and...	VIEWS 8 504 REP. 80	REACTIONS 153 ER 4.0%
↓ 11.06 · 12:56 VIDEO Buddhist monks blessed a Porsche GT3RS — the guy met them on his way to the mountains and asked to protect his most prized possession. Best...	VIEWS 8 482 REP. 38	REACTIONS 117 ER 4.0%
↓ 15.06 · 11:09 PHOTO Heavy downpours in Moscow continue today — Dept of Transport urges drivers to switch to metro. Peak weather expected 3–5 PM. In...	VIEWS 8 411 REP. 28	REACTIONS 18 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

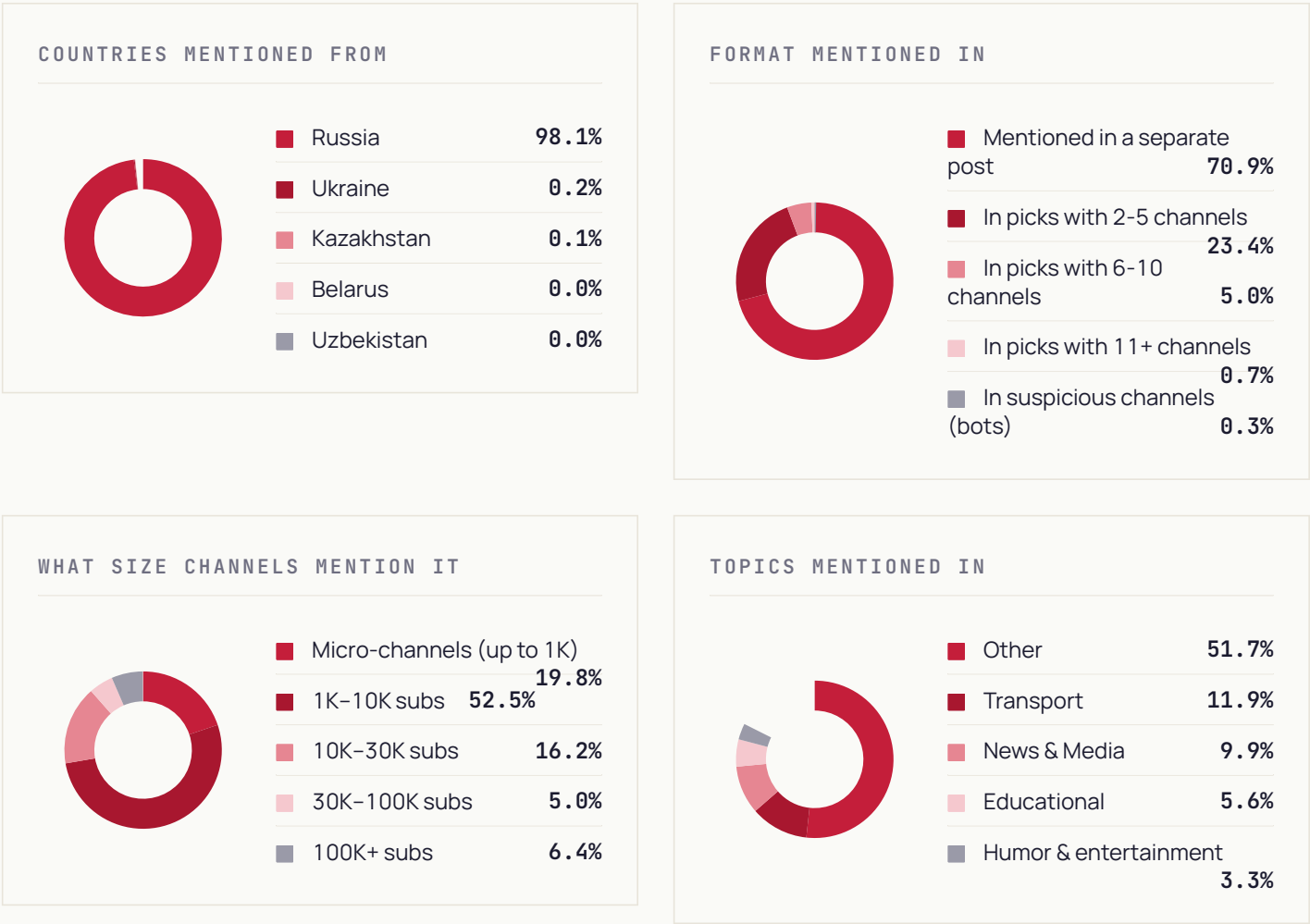
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

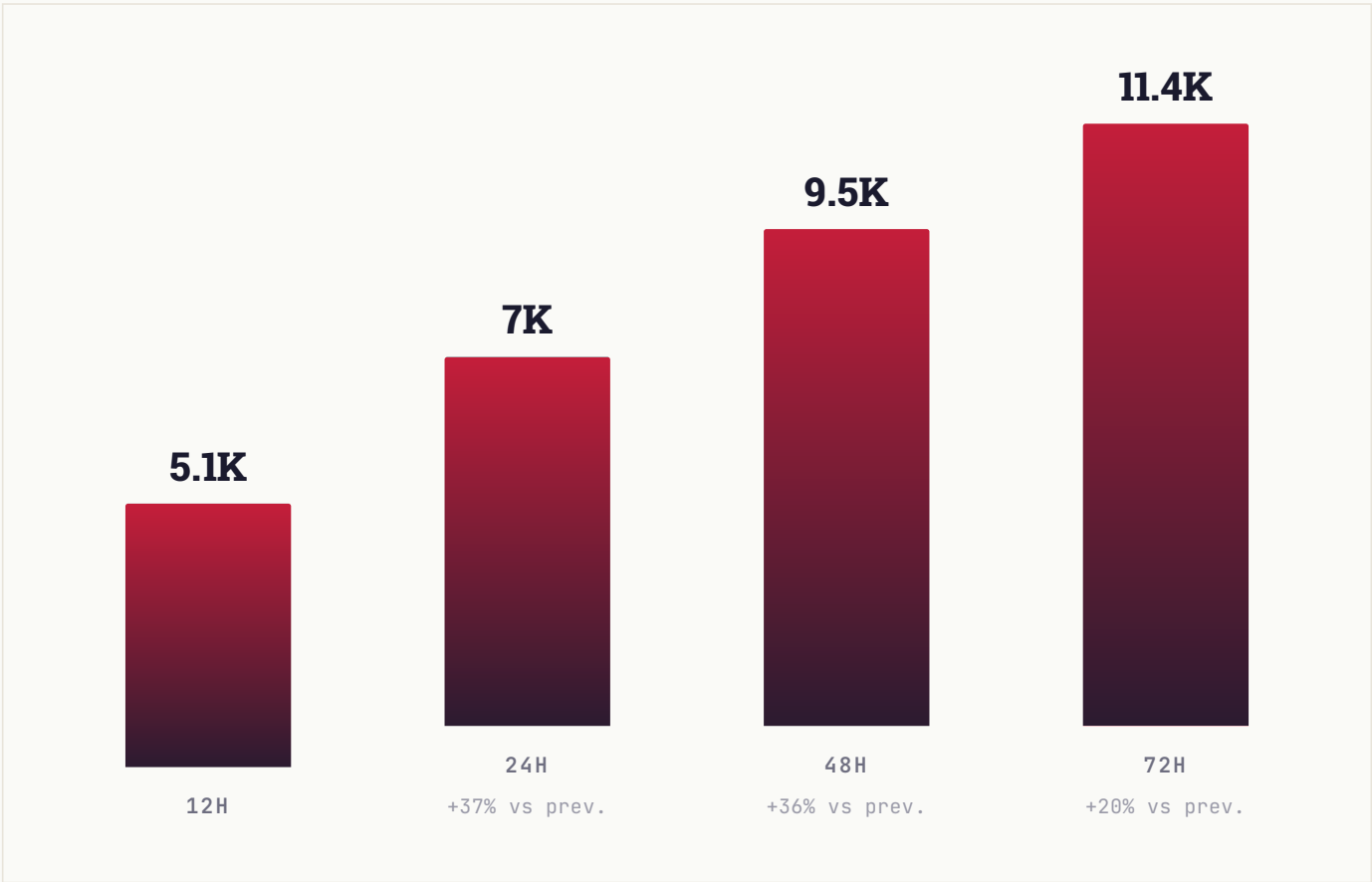
Citation index **118** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **910** different channels.



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 is highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.4M
AB	Avtomanya	1.8M
WE	WENGALLBI	1M
VM	Vodiy Moshina Bozor	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	692.9K
UN	Un Normal	602.4K
FI	Fighterbomber	520.5K
AB	Auto.ru	495.8K
GA	Garage	485.6K
AB	AVTOZAKAZ.RU	480.7K
MO	Moscowauto YOU	211.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#48 of 98). Niche leader — Cars & Point (3.4M), median subs 203.3K. Aim for the first quartile — a realistic 6-12 month horizon.

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 **993**, they brought **42 956** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED	SUBSCRIBERS
December 2025	89	17	0	
November 2025	113	26	0	
October 2025	157	35	0	
Sep 2025	121	21	0	
August 2025	227	19	13 591	
July 2025	286	33	29 365	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
993	6	42 956

SECTION 08 · NICHE COMPARISON

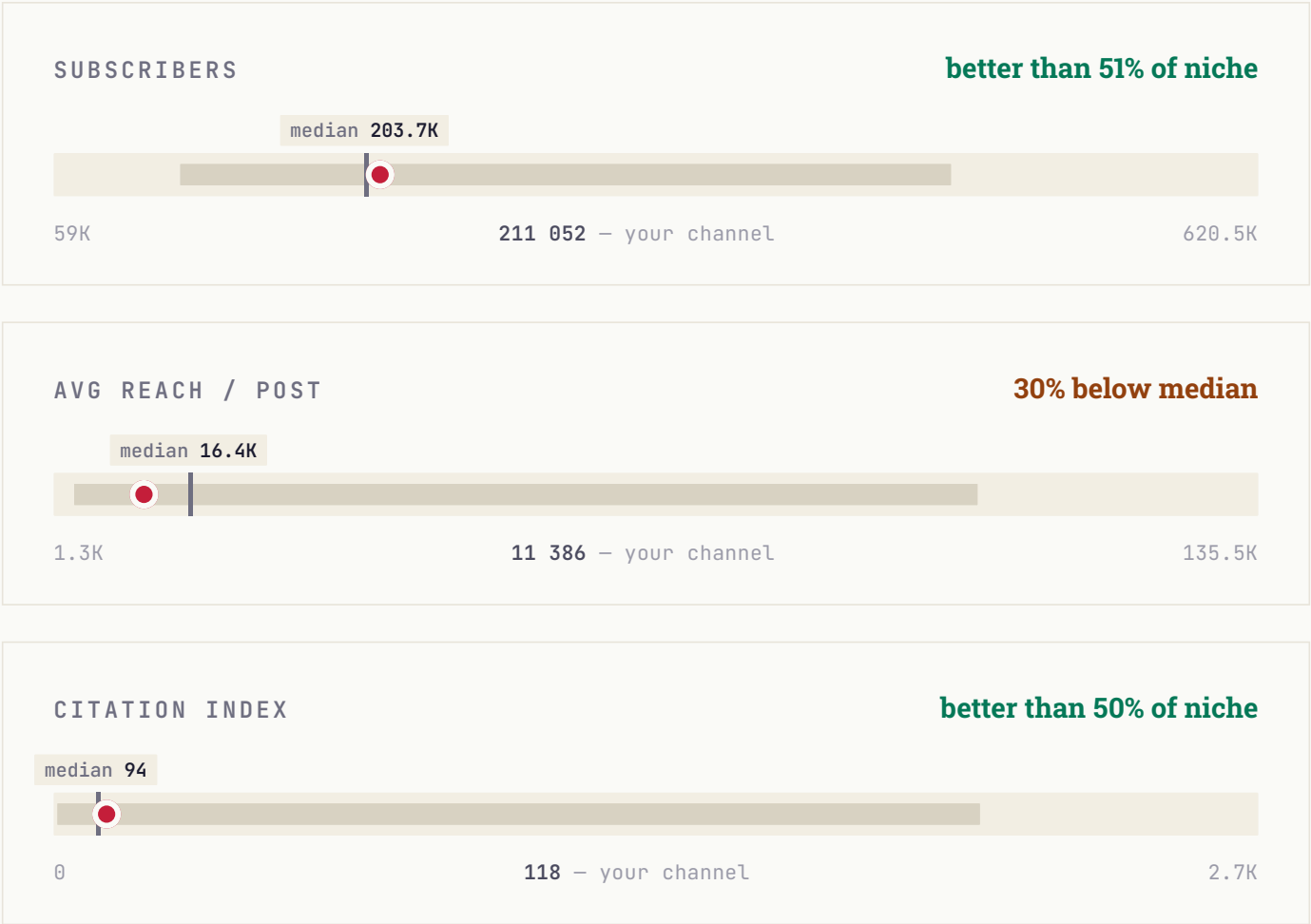
Where the channel stands in its league

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.

#48/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best time for
important
posts**

02

ER below niche benchmark — rethink formats

Current ER 5.39% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.1pp 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

+1K-3K subs

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts with similar 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 — what we can do in minutes using public data. To go further — run ads through 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
