

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moskvich on Moskvich



@moskvichonmoskvich

Channel about Moskvich cars. Contact: akmoskvich@yandex.ru

SUBSCRIBERS

37 721

+67 per month

ERR (% SEE POSTS)

57.0%

last 24 hrs **21.5%**

REACH/POST

20.5K

ad reach **8.1K/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 37 721 —	 SUBSCRIBER REACH 54.3% avg % subs see post	 VIEWS/POST 20.5K median 22.9K · 28 days	 POSTS/WEEK 8.9 for period
 7D TREND -19.9% vs prev week	 REACTIONS/POST 1113.9 total 41,214 reactions, 696 reposts, 3,437 comments	 POST LENGTH 100 chars median 25 · 28 days	 POSTS ANALYZED 37 28 days
 AD REACH 8.1K 24h avg	 CHURN / MONTH +67 last month	 CITATION RATE 5 citation index · 37 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 12.03.2022

AI EDITOR SUMMARY

Channel «Moskvich on Moskvichs» – 37 721 subs. Each post avg views 20.5K people (54% of subs), wide reach for a channel this size. Posts 9 posts/week (~1/day) – regular. Week Jun 29–Jul 5 reach dropped -19.9% by week Jun 22–28 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts in 28 days.
- 02 Dominant format – Photo (31/37 posts).
- 03 Avg post length – 100 chars (median 25).
- 04 Peak audience activity – Sunday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (25.8K avg for top vs 13K for worst) – among 37 posts in 28 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

№121.06 · 08:03PHOTO	VIEWS	REACTIONS
	25 905	742
New video on Boosty! This time about our trip to Komi with the Kurbel team and...	REPOSTS	ER
	8	68.7%
№211.06 · 06:18PHOTO	VIEWS	REACTIONS
	25 805	1 166
Good morning, comrades!	REPOSTS	ER
	10	68.4%
№320.06 · 07:03TEXT	VIEWS	REACTIONS
	25 577	999
https://youtu.be/9ky3Wb_GHbg?si=tTGuAIPmBlgD8t9F	REPOSTS	ER
	23	67.8%

Nº4 15.06 · 05:49 PHOTO Good morning, comrades!	VIEWS 25 037 REPOSTS 14	REACTIONS 1 301 ER 66.4%
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Nº5 16.06 · 09:50 VIDEO (no-caption post – video)	VIEWS 24 945 REPOSTS 28	REACTIONS 1 743 ER 66.1%
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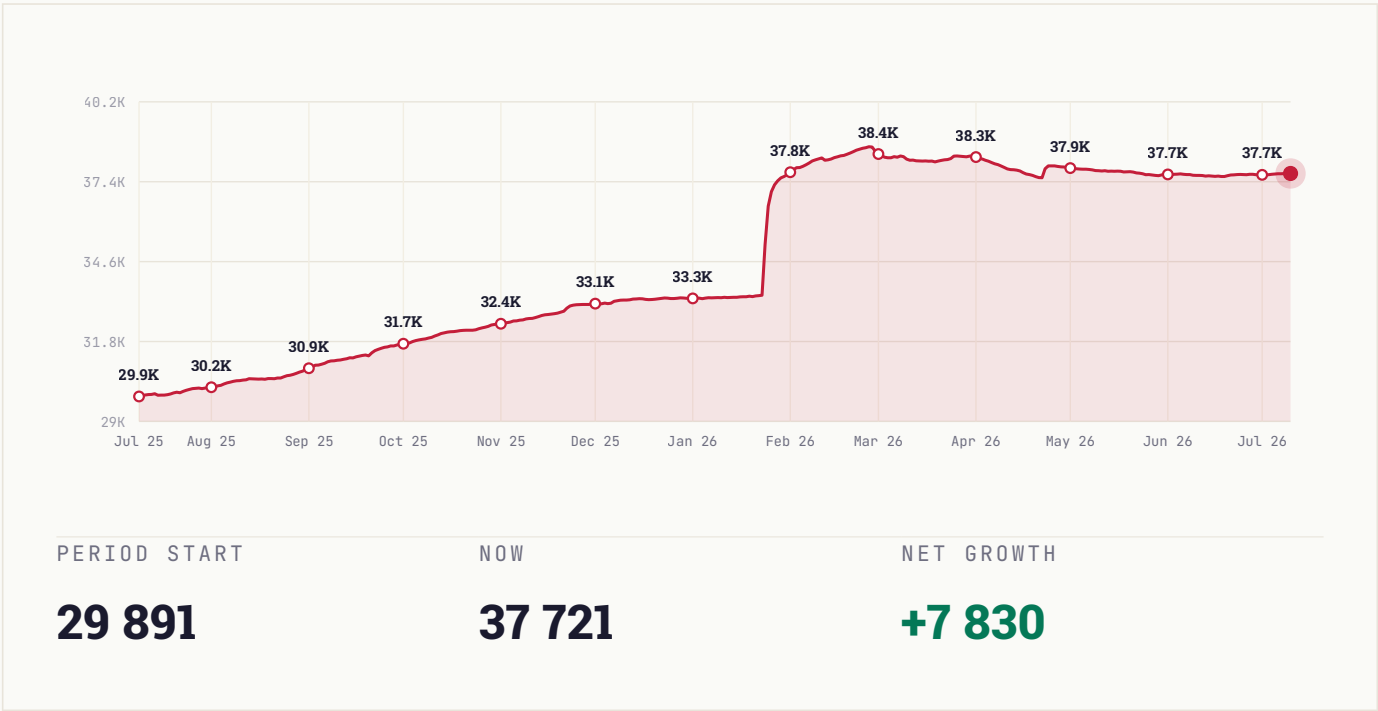
WORST 3

↓ 05.07 · 06:20 PHOTO Good morning, comrades!	VIEWS 14 721 REPOSTS 10	REACTIONS 1 160 ER 39.0%
↓ 06.07 · 06:33 PHOTO Good morning, comrades!	VIEWS 12 577 REPOSTS 10	REACTIONS 1 124 ER 33.3%
↓ 07.07 · 07:24 PHOTO Attention, Attention! Annual Interregional Festival dedicated to the people's car brand Moskvich - "Ural Moskvich Fest" 2026...	VIEWS 11 807 REPOSTS 25	REACTIONS 542 ER 31.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

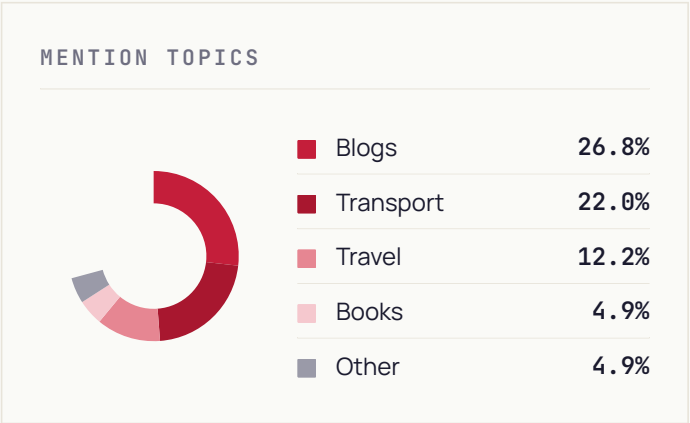
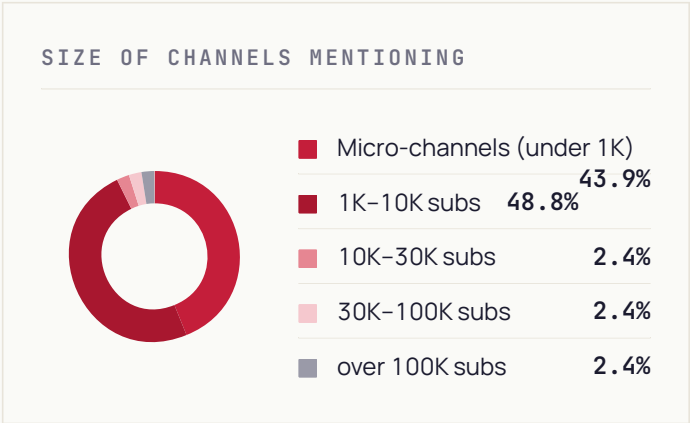
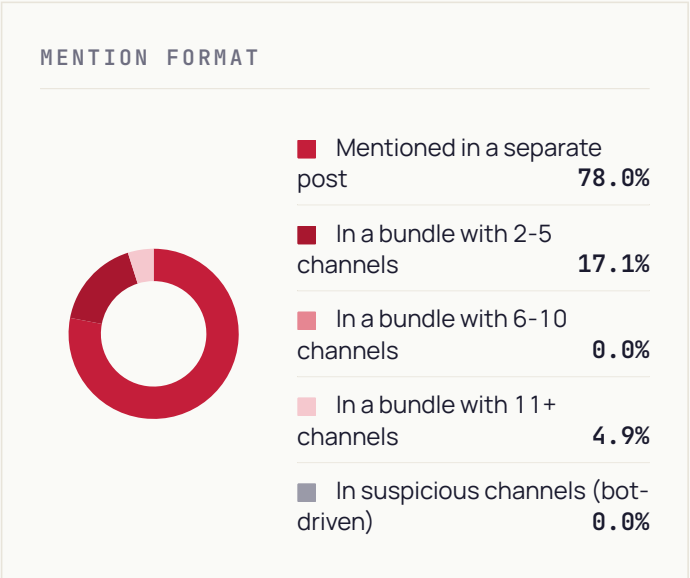
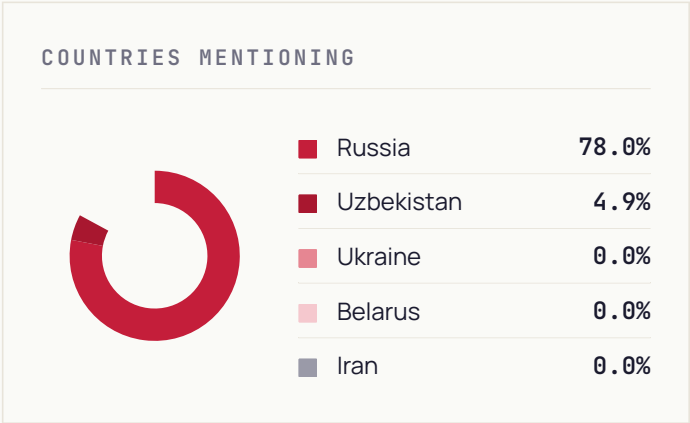
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

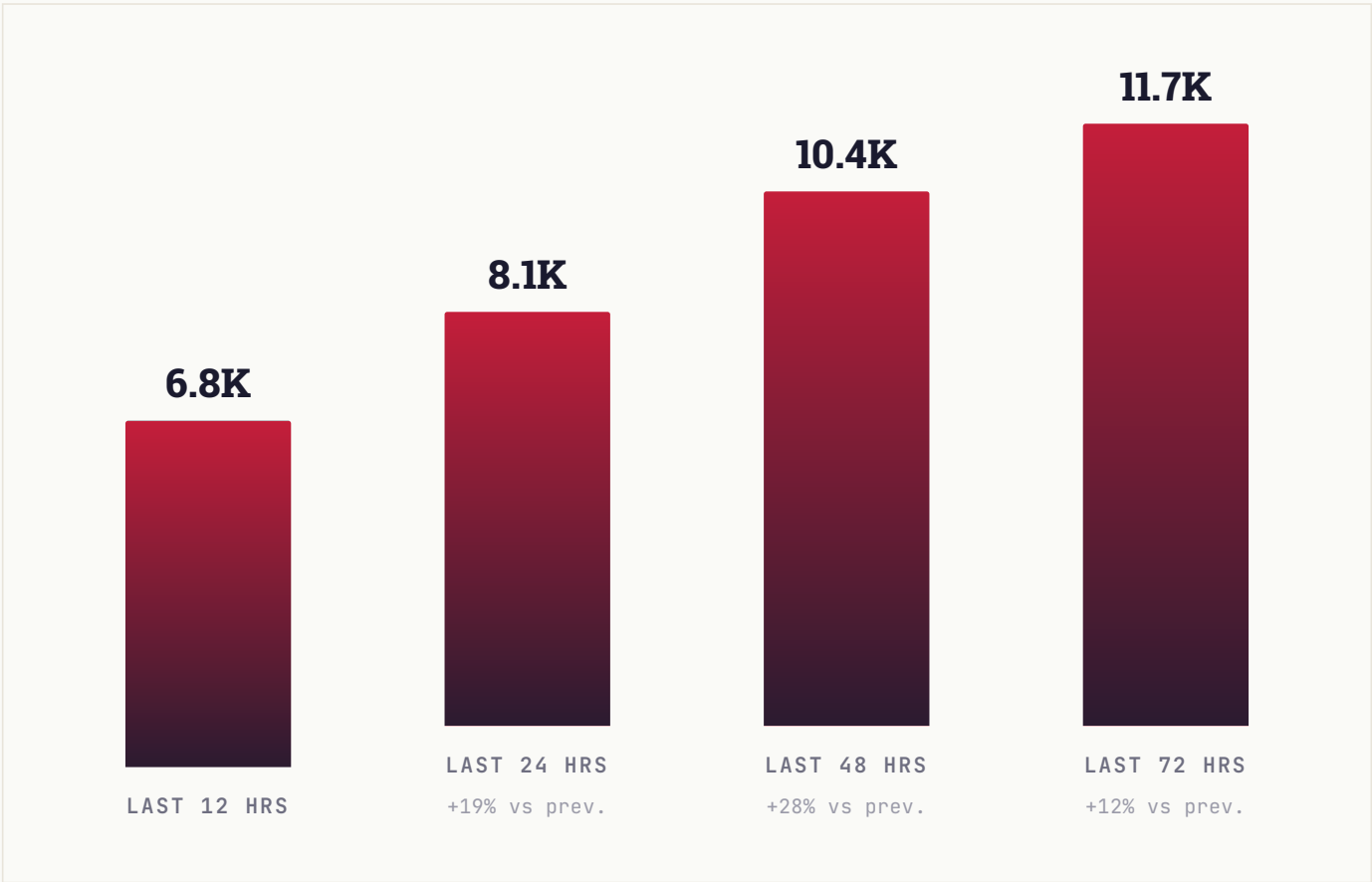
Citation index 5 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 37 different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows 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
MN	Moskvich on Moskvich	37.7K

COMPARATIVE SUMMARY

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 via 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 **2**, they brought **7 703** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	4 397
December 2025	0	0	304
November 2025	2	2	703
October 2025	0	0	716
Sep 2025	0	0	910
August 2025	0	0	673

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
2	6	7 703

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 vertical line marks the median, and a red dot marks the channel's performance. The channel's name and value are displayed below the bar.

SUBSCRIBERS

82% below median

median 209.3K

59.9K 37 721 – your channel 620.3K

AVG REACH / POST

better than 52% of niche

median 15.4K

1.3K 20 484 – your channel 126.4K

CITATION INDEX

95% below median

median 95

0 5 – your channel 2.7K

Metric	Channel Value	Median	Comparison
Subscribers	37,721	209.3K	82% below median
Avg Reach / Post	20,484	15.4K	better than 52% of niche
Citation Index	5	95	95% below median

— 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 Sunday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for key posts**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video holds
audience
better**

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 using public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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