

— PROMTPRESS PUBLIC REPORT

Channel audit

MOSPODBOR - ПОДБОР/ ПРОДАЖА АВТОМОБИЛЕЙ



@mospodbor

CAR SELECTION #1 - new & used car sourcing - import - on-site
inspection - sales assistance ☎ +7 (977) 699-24-76 #
5177569489

SUBS

90 834

ERR (% SEE POSTS)

18.0%

REACH/POST

15.8K

+775 per month

per day 9.4%

ad reach 8.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it's calculated for.

 SUBS 90 834 —	 SUB REACH 17.42% avg % subs see post	 VIEWS/POST 15.8K median 15.4K · 27 days	 POSTS/WEEK 16.7 for period
 7D TREND -15.3% vs previous week	 REACTIONS/POST 52.8 total 3,432 reactions, 1,517 reposts, 300 comments	 POST LENGTH 709 chars median 814 · 27 days	 POSTS ANALYZED 65 27 days
 AD REACH 8.5K 24h avg	 CHURN / MONTH +775 last month	 CITATION RATE 12 citation index · 16 channels mentioned ever	 CHANNEL AGE 4 years 8 months created 28.10.2021

AI EDITOR SUMMARY

Channel «MOSPODBOR - SELECTION/SALE OF CARS» — 90 834 subs. Each post avg views 15.8K people (17% from subs), avg reach — room to grow. Publishes 17 posts per week (~2/day) — steady. Week 15–21 Jun reach dropped -15.3% by week 8–14 Jun — worth analyzing why.

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 65 posts over 27 days.
- 02 Dominant format — Video (37/65 posts).
- 03 Avg post length — 709 chars (median 814).
- 04 Peak audience activity — Sun, 15:00 MSK.
- 05 Top posts drive 2x more views than the weakest (25.9K avg for top vs 11.3K for worst) — among 65 posts over 27 days. Worth analyzing what the top has in common — topic, format, posting time.

TOP 5 POSTS

Nº1 31.05 · 12:34 TEXT Urgent, urgent ☒ Everyone invited to watch a short film about BMW M5F90! This video is special to me, I really want you to...	VIEWS 32 902 REACTIONS 78 REPOSTS 40 ER 36.2%
Nº2 31.05 · 06:09 VIDEO Still testing the new Chinese Audi A5! 2.0L, 204 hp, AWD, robot gearbox. Technically...	VIEWS 22 671 REACTIONS 89 REPOSTS 131 ER 25.0%
Nº3 09.06 · 16:08 POLL One more thing I wanted to discuss. Lots of requests for non-core brands, but like Toyota, Hyundai etc. Thinking while we're here...	VIEWS 22 140 REACTIONS 33 REPOSTS 5 ER 24.4%

Nº4

09.06 • 05:49

VIDEO

We arrived at the first car sales lot Quick overview of available models. If you're interested in specific cars...

VIEWS

22 025

REACTIONS

42

REPOSTS

31

ER

24.2%

Nº5

12.06 • 14:24

VIDEO

Continuing to show cars we bought for our subs in Bishkek. Requests grow daily. We still...

VIEWS

21 558

REACTIONS

34

REPOSTS

16

ER

23.7%

WORST 3

↓ 23.06 • 09:28 VIDEO

Gas station fun continues. 30 liters per person, but over what time? Decided to test it 😊 How are things with...

VIEWS

11 890

REACTIONS

85

REPOSTS

79

ER

13.1%

↓ 24.06 • 07:02 VIDEO

I want to show you footage from yesterday's shoot at ADM Myachkovo track! We shot a big episode as part of the 'Madman's Notes' series, where...

VIEWS

11 268

REACTIONS

90

REPOSTS

12

ER

12.4%

↓ 24.06 • 10:58 PHOTO

NEW CARS FROM KYRGYZSTAN AVAILABLE FOR ORDER! 🚗 1. BMW X3 30Li 2026 / 2.0 petrol / 258 hp / AWD Available colors...

VIEWS

10 838

REACTIONS

51

REPOSTS

30

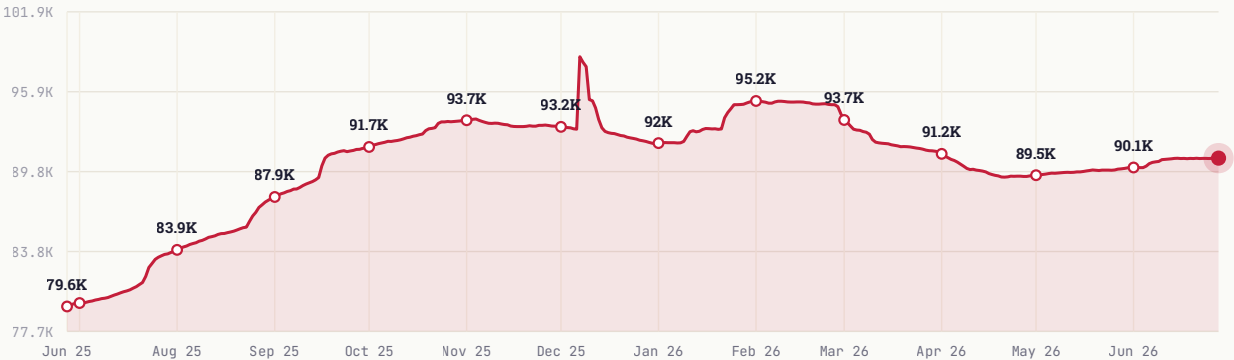
ER

11.9%

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 and decline.

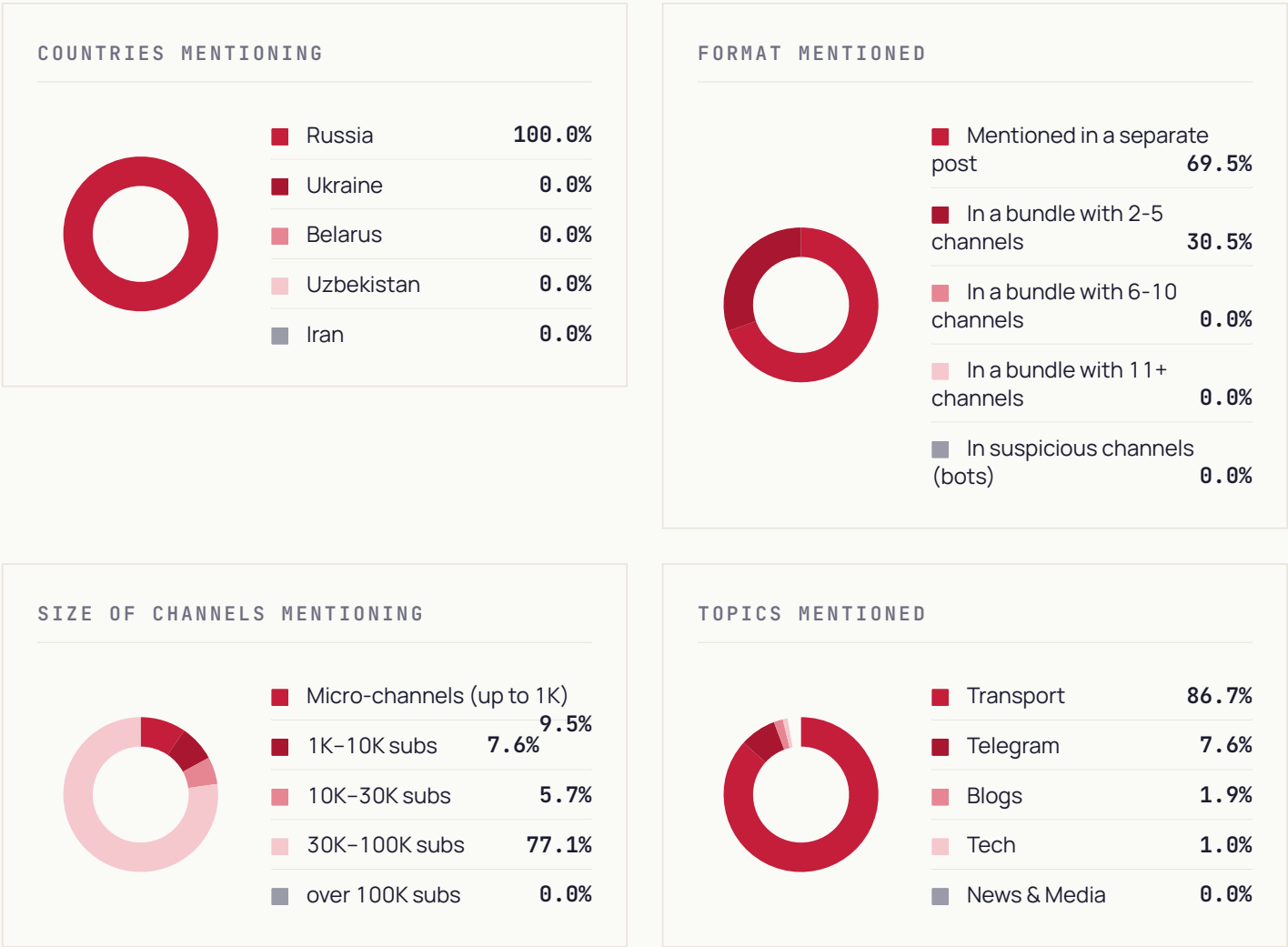


START DATE	NOW	NET GROWTH
79 605	90 834	+11 229

SECTION 04 · MENTIONS

Who mentions the channel and how

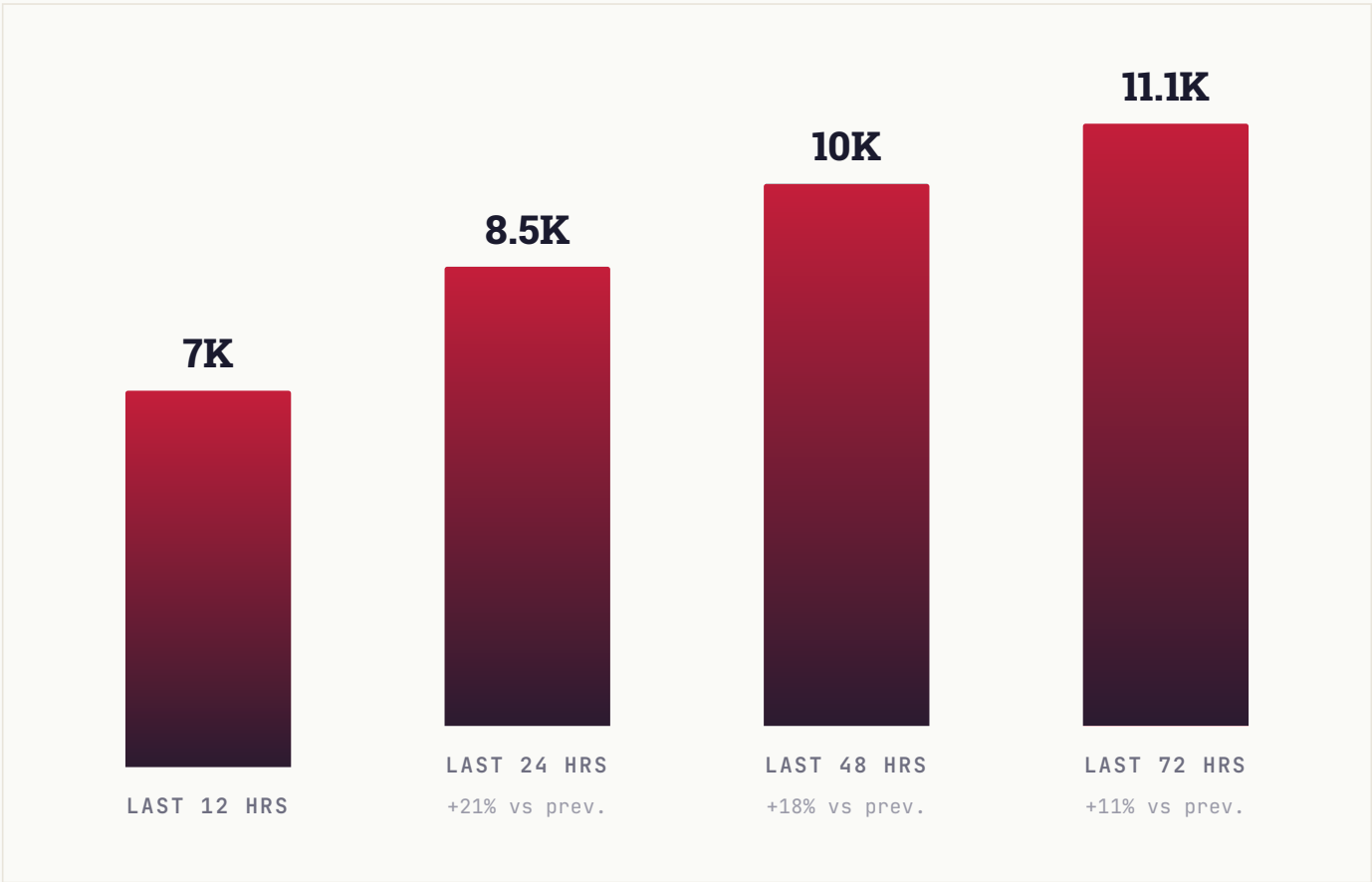
Citation index **12** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **16** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TI Cars & Point	3.4M
AV 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
AV Auto.ru	495.8K
GA Garage	485.6K
AV AVTOZAKAZ.RU	480.7K
M- MOSPODBOR - ПОДБОР/ПРОДАЖА АВТОМОБИЛЕЙ YOU	90.8K

COMPARATIVE CONCLUSION

Channel still outside top-98 niche — early growth stage. Niche leader — Cars & Point (3.4M), top-98 median: 203.3K. First goal: enter top-98 through systematic traffic and 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 **69**, they brought **19 737** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	6	2	5 486
Nov 2025	62	1	266
Oct 2025	0	0	2 167
September 2025	1	1	3 866
August 2025	0	0	4 012
July 2025	0	0	3 940

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
69	6	19 737

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 for 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 them off and revisit this report in a month.

01

Main post of the week — on Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best time for
key posts**

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 give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on 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
----	-------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
