

— PUBLIC REPORT BY PROMTPRESS

Channel audit

NIKITOS



@nikitosteam

<https://youtube.com/c/NIKITOS1> https://vk.com/nikitos_1000
<https://www.twitch.tv/nikitwit> Ads contact: niki.coop@mail.ru / ...

SUBSCRIBERS

324 679

-5106 per month

ERR (% SEE POSTS)

24.0%

per day 11.9%

REACH/POST

76K

ad reach 38.6K/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 & 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. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 324 679 —	 SUBSCRIBER REACH 23.42% avg % subs see post	 VIEWS/POST 76K median 79.5K · 27 days	 POSTS/WEEK 14.7 over period
 7D TREND -10.5% vs previous week	 REACTIONS/POST 1563.4 total 89,113 reactions, 2,300 reposts, 4,498 comments	 POST LENGTH 187 chars median 34 · 27 days	 POSTS ANALYZED 57 27 days
 AD REACH 38.6K 24h avg	 CHURN / MONTH -5106 last month	 CITATION RATE 48 citation index · 190 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «NIKITOS» — 324 679 subs. Each post avg views 76K people (23% of subs), this is avg reach — room to grow. Publishes 15 posts/week (~2/day) — regular pace. For week Jun 15–21, reach dropped -10.5% to week Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 57 posts over 27 days.
- 02 Dominant format – Video (33/57 posts).
- 03 Avg post length – 187 chars (median 34).
- 04 Peak audience activity – Wednesday, 15:00 MSK.
- 05 Top posts get 3x more views than the weakest (149.1K avg for top vs 46.1K for worst) – among 57 posts over 27 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 14:30 TEXT Let's go, gentlemen! 1000 km on a BLOWN-UP BMW with BULKIN! https://youtu.be/z5zghAmBKGg	VIEWS 241 170 REP. 421	REACTIONS 1 552 ER 74.3%
Nº2 12.06 · 13:39 PHOTO Thanks beautiful Krasnodar and Yura, we're heading home))	VIEWS 105 919 REP. 78	REACTIONS 3 674 ER 32.6%
Nº3 01.06 · 08:19 PHOTO You'll never guess what this crowd gathered for 🤔🤔	VIEWS 100 176 REP. 62	REACTIONS 2 699 ER 30.9%

Nº4 03.06 · 12:30 PHOTO Took part in a pretty unusual story. We set off from Moscow to St. Petersburg in a convoy of 10 hybrid cars...	VIEWS 100 014 REP. 17	REACTIONS 747 ER 30.8%
Nº5 12.06 · 08:01 PHOTO Something's coming ☹️	VIEWS 96 027 REP. 90	REACTIONS 2 978 ER 29.6%

|

WORST 3

↓ 24.06 · 10:04 PHOTO I have a quirk: if I find a cool car ad in another city, chances are I'll go...	VIEWS 46 720 REP. 3	REACTIONS 339 ER 14.4%
↓ 22.06 · 10:53 VIDEO (captionless post — video)	VIEWS 46 147 REP. 2	REACTIONS 924 ER 14.2%
↓ 24.06 · 18:49 VIDEO (captionless post — video)	VIEWS 45 556 REP. 7	REACTIONS 1 337 ER 14.0%

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. churn.



— SECTION 04 · MENTIONS

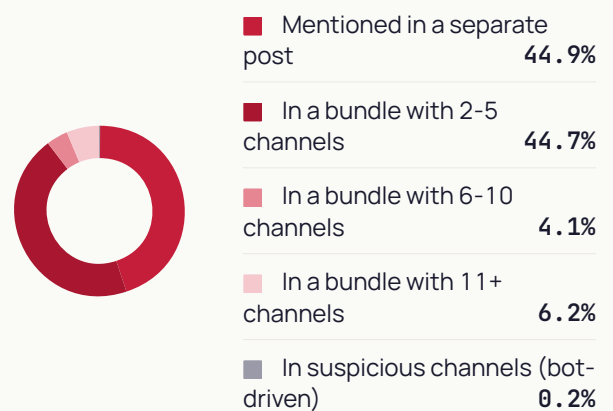
Who mentions the channel & how

Citation index **48** — 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 channel was mentioned **190** different channels.

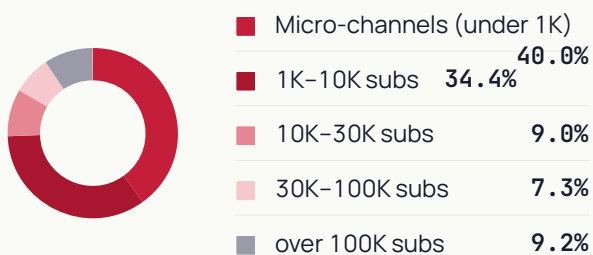
COUNTRIES MENTIONING



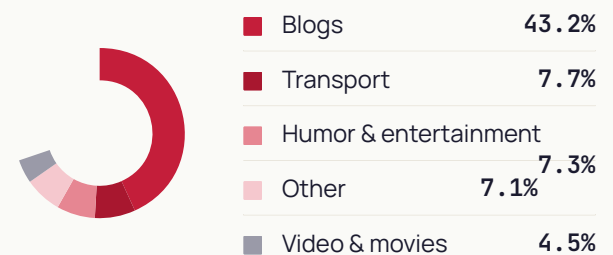
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



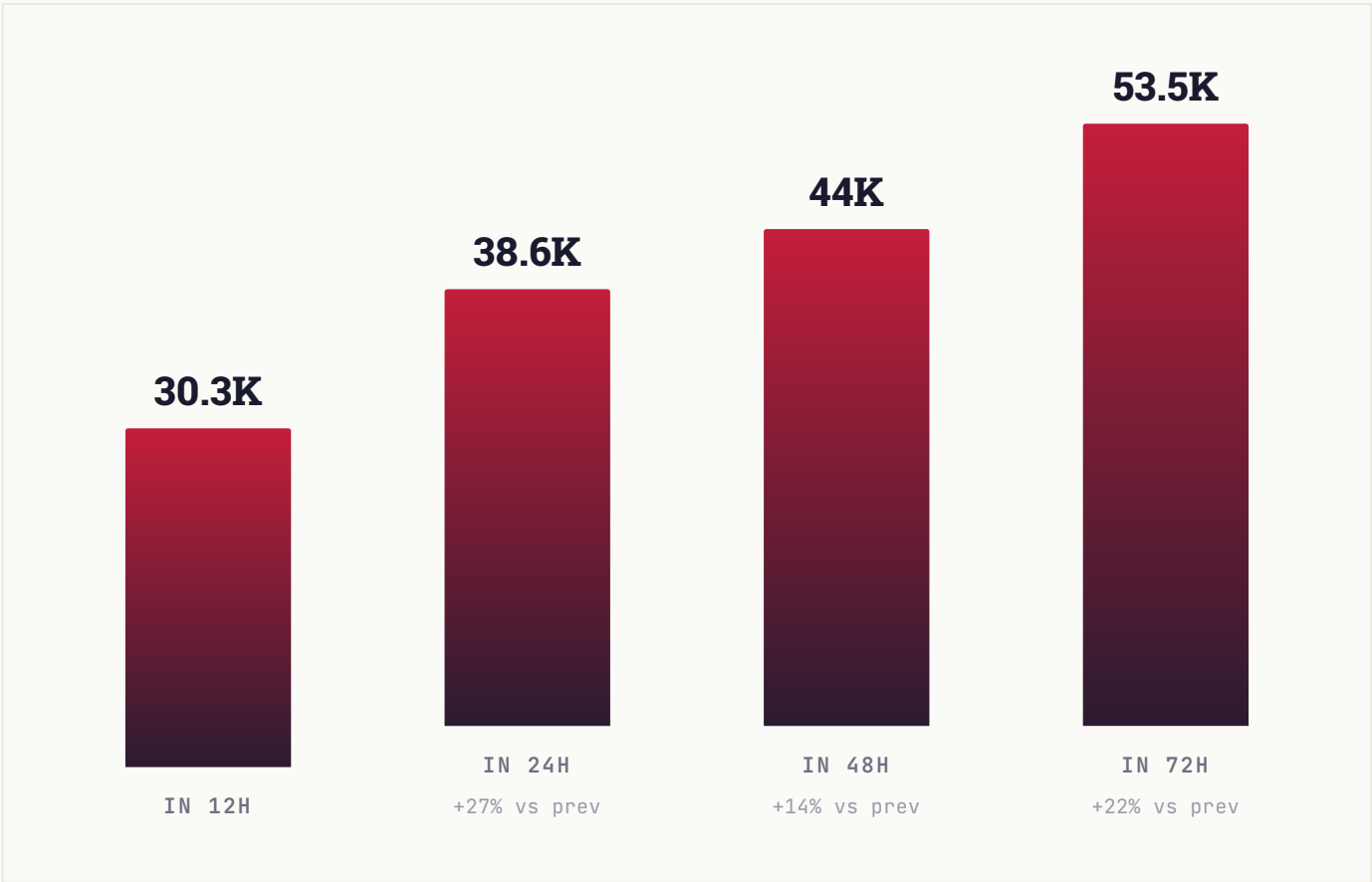
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

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
NI NIKITOS YOU	324.7K

COMPARATIVE CONCLUSION

Channel intop half of niche (#27 of 98). Niche leader — Cars & Point (3.4M), median subs 203.3K. Aim for top quartile — 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 **60**, they brought **102 294** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	20	18	4 085
November 2025	3	3	0
October 2025	2	2	0
September 2025	3	3	38 943
August 2025	25	18	5 804
July 2025	7	5	53 462
TOTAL MENTIONS			
60			
MONTHS OF DATA			
6			
ATTRACTED SUBSCRIBERS			
102 294			

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Transport» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#27

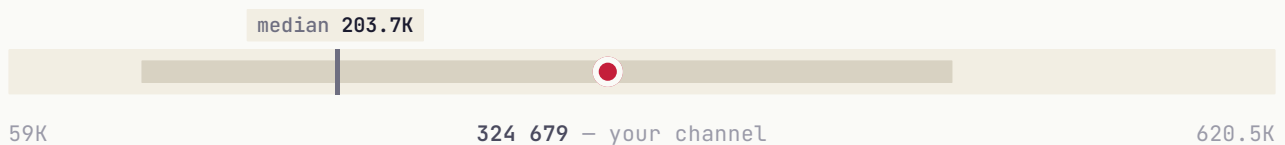
/100

RANK IN NICHE

Channel in the top half of the ranking

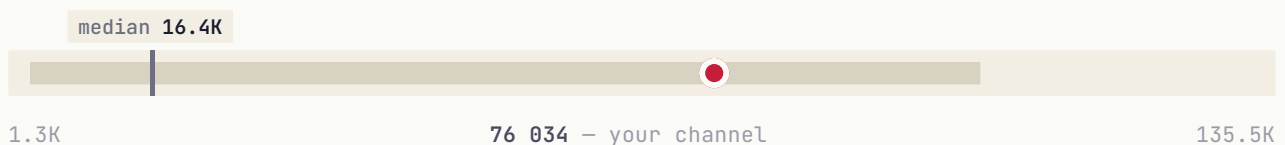
SUBSCRIBERS

better than 67% of niche



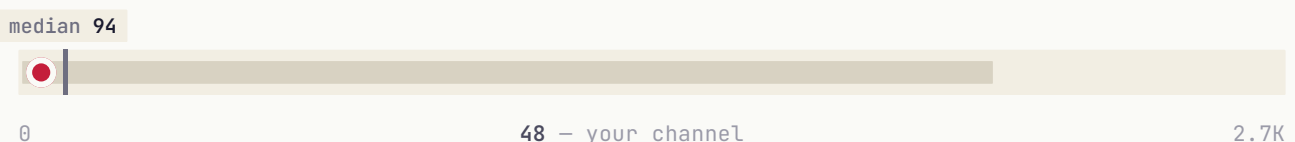
AVG REACH / POST

better than 77% of niche



CITATION INDEX

49% 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

Top post of the week — on Wednesday

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

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager