

PUBLIC REPORT BY PROMTPRESS

Channel audit

BELOW SPB MARKET



@nizherinkaspb1

6987389788 6796039690 Auto at THE LOWEST PRICES SPB! ■Add your car- @lexautospb ■Cooperation/ads- @lexautospb ■CARS UP TO 100k- <https://t.me/autodo100k> ■RKN A+ <https://clck.ru/3Qu3mH>

SUBSCRIBERS

137 348

-1086 per month

ERR (% WHO SEE
POSTS)

2.0%

in 24 hrs **1.9%**

REACH/POST

2K

ad reach **2.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 137 348 —	 SUBSCRIBER REACH 1.49% avg % subs see post	 VIEWS/POST 2K median 2K · 4 days	 POSTS/DAY 45.0 ~315 per week
 7D TREND — no data for period	 REACTIONS/POST 2.0 total 392 reactions, 1,185 reposts, 0 comments	 POST LENGTH 334 chars median 367 · 4 days	 POSTS ANALYZED 196 4 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -1086 over the last month	 CITATION RATE 86 citation index · 216 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 26.03.2020

AI EDITOR SUMMARY

Channel «BELOW MARKET SPB» — 137 348 subs. Each post averages 2K people (1% of subs), reach is low — consider expanding audience. Publishes 315 posts per week (~45/day) — very active posting.

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 196 posts in 4 days.
- 02 Dominant format — Photo (182/196 posts).
- 03 Avg post length — 334 chars (median 367).
- 04 Peak audience activity — Tuesday, 22:00 MSK.
- 05 Top posts get 2× more views than the weakest (3.2K avg for top vs 1.8K for worst) — among 196 posts over 4 days. Analyze what the top has in common — topic, format, time.

TOP 5 POSTS

Nº1 23.06 · 19:54 PHOTO SELLING CARS IN TG? Or planning to create your own auto marketplace? Have a car-related business? DM me, I'll build you a killer...	VIEWS 3 365 REPOSTS 8	REACTIONS 11 ER 2.4%
Nº2 24.06 · 17:09 PHOTO 📄AVITO ESTIMATE FABIA 📄 AUTOTEKA in post above📄	VIEWS 3 114 REPOSTS 1	REACTIONS — ER 2.3%
Nº3 23.06 · 17:19 PHOTO 📄GAP 330K FROM FIRST PRICE! 📄SPB+500 IN GEN!! 📄in gen <ON CALL say from my channel! LEX_AUTO 📄 Audi Q7 2006...	VIEWS 3 063 REPOSTS 26	REACTIONS 5 ER 2.2%

Nº4 24.06 · 17:09 PHOTO 📢GAP 70K FROM FIRST PRICE! 📢SPB+500 IN GEN!! 📢from 1.4 📢ON CALL say from my channel! LEX_AUTO 📢 Let's post Skoda...	VIEWS 3 043 REPOSTS 13	REACTIONS — ER 2.2%
Nº5 23.06 · 19:54 VIDEO (video post without caption)	VIEWS 3 007 REPOSTS —	REACTIONS 4 ER 2.2%

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WORST 3

↓ 23.06 · 13:57 PHOTO 📢AVITO ESTIMATE PASSAT 📢 AUTOTEKA in post above📢	VIEWS 1 764 REPOSTS 3	REACTIONS — ER 1.3%
↓ 23.06 · 14:16 PHOTO 📢AVITO ESTIMATE RIO 📢 AUTOTEKA in post above📢	VIEWS 1 758 REPOSTS —	REACTIONS 1 ER 1.3%
↓ 23.06 · 14:08 PHOTO 📢AVITO ACCORD ASSESSMENT 📢 AUTOTEKA in post above📢	VIEWS 1 750 REPOSTS —	REACTIONS — ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

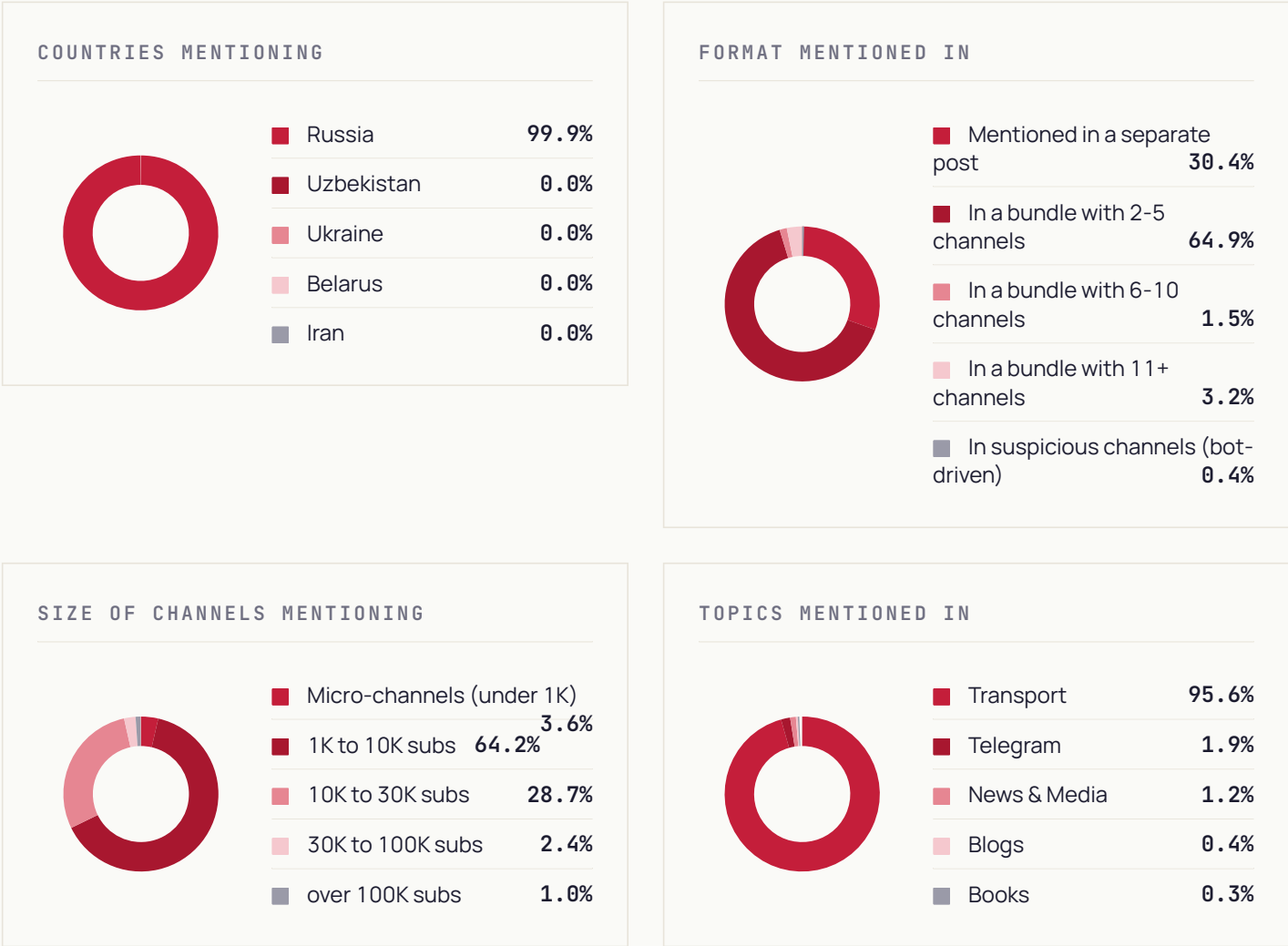
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

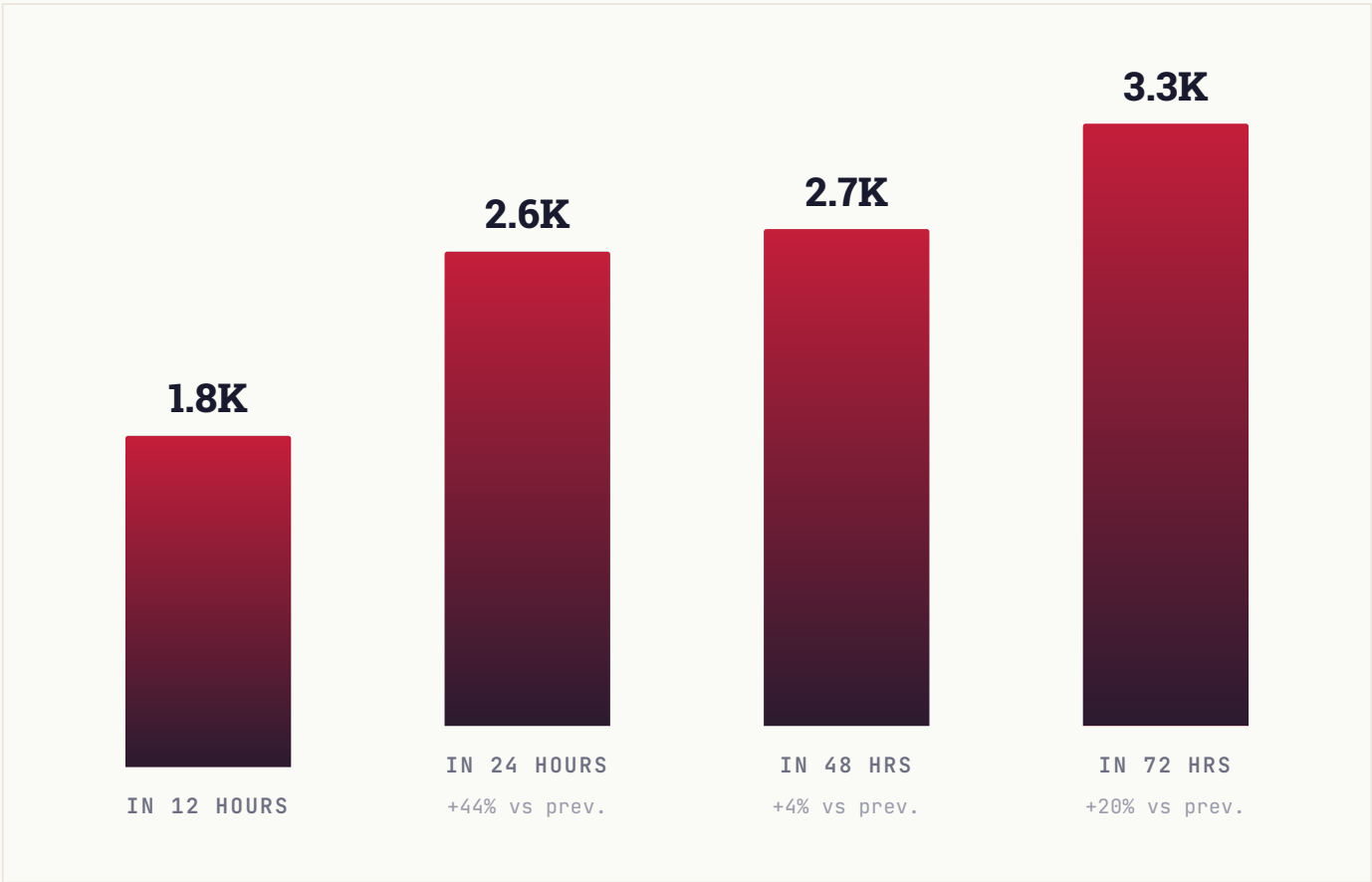
Citation index **86** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **216** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place 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
NR BELOW SPB MARKET YOU	137.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#74 of 98). Niche median — 203.3K subs. First growth KPI — reach median. Leader: Cars & Point (3.4M).

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 **2 687**, they brought **7 280** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	383	1	7 031	
Nov 2025	614	1	0	
Oct 2025	277	1	0	
Sep 2025	491	3	159	
August 2025	472	3	90	
July 2025	450	2	0	
TOTAL MENTIONS		MONTHS OF DATA	SUBS ATTRACTED	
2 687		6	7 280	

SECTION 08 · NICHE COMPARISON

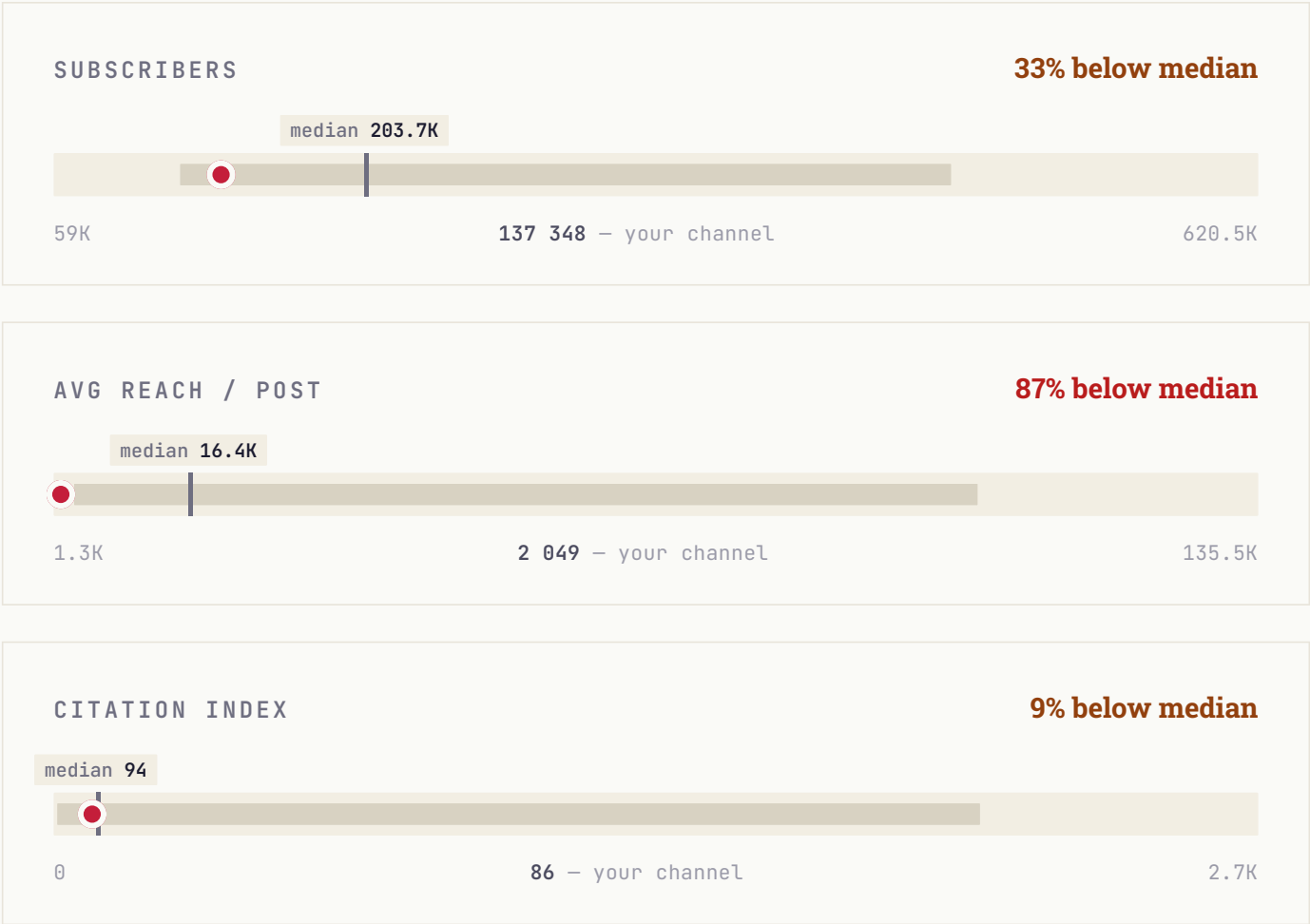
Where the channel stands in its league

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.

#74/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 22:00 MSK.

EFFECT

Best time to post

02

Increase video post share

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

EFFECT

Video retains audience better

03

ER below niche benchmark — rethink formats

Current ER 1.49% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.0pp ER

04

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit 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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