

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lamborghini



@Lamborghini

The official Automobili Lamborghini channel on Telegram. Live from Sant'Agata Bolognese, Italy.

SUBSCRIBERS

72,105

400 posts in the channel

REACH VS BASE

3%

3 views per 100 subscribers

REACH / POST

1 948

median 1 680

— CONTENTS · 2026

What's inside

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top 5 posts · worst 3 · takeaways

03 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The line under the number says which period it covers.

 SUBSCRIBERS 72,105 per Telegram	 REACH VS BASE 3% views per 100 subscribers	 VIEWS / POST 1 948 ↓ -15% vs earlier posts	 POSTS / WEEK 1.7 over 28 days analysed
 7-DAY TREND — not enough data	 REACTIONS / POST — reactions hidden	 POST LENGTH 86 chars average across posts	 POSTS ANALYSED 7 400 in the channel overall

EDITOR'S SUMMARY

Reach is modest — 3 views per 100 subscribers. You post rarely — 1.7 posts a week, which leaves the algorithm little to work with. Over recent weeks reach has fallen by 15% against earlier posts.

SECTION 02 · CONTENT ANALYSIS

What performs best

Top posts by engagement and the weakest ones – so it is clear what to repeat and what to drop from rotation.

WHAT THE BEST POSTS HAVE IN COMMON

- 01 The main format is **text** (100% of posts in the period).
- 02 Average post length – **86 characters**.
- 03 Reading peaks on **Monday**, around 12:00.
- 04 The gap between the best and the weakest posts is **121.7×**: topic and delivery matter more than frequency.
- 05 The analysis covers **7 posts** over the last 30 days.

TOP-5 POSTS

#1	Oct 22 · 11:35	PHOTO	Automobili Lamborghini charges into a new digital frontier: Introducing our first-ever sticker collection on Telegram. The iconic bull now...	VIEWS	REACT.
				117K	—
#2	Oct 16 · 13:00	TEXT	https://www.lamborghini.com/en-en/news/polo-storico-authenticity-certification	FWD.	VS AVG.
				—	60.1×
#3	Oct 20 · 16:03	TEXT	https://www.lamborghini.com/en-en/news/defeat-time-lamborghinis-commitment-to-timeless-excellence	VIEWS	REACT.
				105K	—
#3	Oct 20 · 16:03	TEXT	https://www.lamborghini.com/en-en/news/defeat-time-lamborghinis-commitment-to-timeless-excellence	FWD.	VS AVG.
				—	53.9×

#4 Oct 20 · 11:03 TEXT https://www.lamborghini.com/en-en/news/automobili-lamborghini-and-orlebar-brown-style-hits-the-beach	VIEWS 102K FWD. —	REACT. — VS AVG. 52.4x
#5 Oct 15 · 18:34 TEXT https://www.lamborghini.com/en-en/news/four-hundred-shades-of-lamborghini	VIEWS 91.2K FWD. —	REACT. — VS AVG. 46.8x

|

WORST 3

↓ Jul 23 · 11:00 TEXT https://www.lamborghini.com/en-en/news/lamborghini-appoints-francesco-milicia-marketing-director	VIEWS 1 550 FWD. —	REACT. — VS AVG. 0.8x
↓ Jul 27 · 19:00 TEXT https://www.lamborghini.com/en-en/news/lamborghini-marks-miuras-60th-anniversary	VIEWS 719 FWD. —	REACT. — VS AVG. 0.4x
↓ Jul 28 · 11:00 TEXT https://www.lamborghini.com/en-en/news/origin-super-veloce-legacy	VIEWS 458 FWD. —	REACT. — VS AVG. 0.2x

— SECTION 03 • STRATEGY

What to do right now

5 priority actions, ordered by expected impact. Tick them off as a checklist and come back to this report in a month.

01

Get to 4–5 posts a week

Right now it averages **1.7** publications a week. Telegram pushes a channel harder when the rhythm is even — sparse posting costs reach even with a loyal base.

IMPACT

+20–30% reach

02

Put the week's main post on Monday

This day historically gets the best response, peaking around 12:00. Moving key announcements into that window costs nothing.

IMPACT

+10–15% views

03

Bring reach back to its earlier level

Average views dropped by **15%** (from 4 085 to 3 458 per post). The cause is usually not the content but a base that stopped getting new people.

IMPACT

back to 4 085 / post

04

Turn on reactions and discussion

Reactions aren't visible on posts: the channel loses the cheapest engagement signal there is, and any feedback on topics.

IMPACT

+signal to the algorithm

05

Buy traffic systematically

Without a flow of new subscribers reach falls even with good content: the base burns out. We bring targeted audience from topical channels and ads, with a report on cost per subscriber.

IMPACT

base growth

★ WHAT'S NEXT

Want **PromptPress** to handle this?

This audit is what we can put together in a few minutes from public data. If you want to go further — run ads through us and close the growth plan within a month.

01 **Start advertising on Telegram**

panel.promptpress.com/register

02 **Talk to a manager**

t.me/PromptPress_manager
