

PROMTPRESS PUBLIC REPORT

Channel Audit

OMODA Russia




@omodarussia

Official channel of OMODA auto brand in Russia. Prices, specs & deals: <https://omoda.ru> Official owners club: <https://t.me/omoda5club> OMODA on MAX: <https://max.ru/omodarussia>

SUBSCRIBERS

38 275

-7632 per month

ERR (% SEE POSTS)

4.0%

daily 1.5%

REACH/POST

1.5K

ad reach 573/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 38 275 —	 SUBS REACH 3.85% avg % subs see post	 VIEWS/POST 1.5K median 1.7K · 27 days	 POSTS/WEEK 3.8 for period
 7D TREND -4.0% vs previous week	 REACTIONS/POST 9.3 139 reactions, 76 reposts, 25 comments	 POST LENGTH 424 chars. median 376 · 27 days	 POSTS ANALYZED 15 27 days
 AD REACH 573 24h avg	 CHURN / MONTH -7632 last month	 CITATION RATE 560 citation index · 650 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 24.03.2022

AI EDITOR SUMMARY

Channel «OMODA Russia 🌀» — 38 275 subs. Each post avg views 1.5K people (4% from subs), reach low — consider expanding audience. Publishes 4 posts/week (~1/day) — rare. Week Jul 6–12 reach stable (-4.0% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts in 27 days.
- 02 Dominant format — Photo (7/15 posts).
- 03 Avg post length — 424 chars (median 376).
- 04 Audience peak activity — Friday, 18:00 MSK.
- 05 Top posts drive 2x more views than weakest (1.9K avg top vs 1.1K worst) — among 15 posts over 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 15:15 PHOTO 65 improvements so road noise doesn't drown out your music 🦊 Our engineers worked hard to make the crossover cabin even quieter. In...	VIEWS 2 137 REPOSTS 9	REACTIONS 15 ER 5.6%
Nº2 22.06 · 09:59 PHOTO Small touch, big impact! 🌟 We know it's important to keep up with the times and surround yourself with inspiration. Pixel stretch...	VIEWS 1 819 REPOSTS 7	REACTIONS 13 ER 4.8%
Nº3 24.06 · 15:27 PHOTO Summer sun is blazing 🔥 But OMODA C5 works harder — to cool things down, of course 😎🚗 Our futuristic crossover doesn't...	VIEWS 1 771 REPOSTS 6	REACTIONS 15 ER 4.6%

Nº4 19.06 · 16:34 PHOTO No weekend plans yet? Let's fix that 🏃👁️ We've picked some places to go for new experiences...	VIEWS 1 753 REPOSTS 4 REACTIONS 11 ER 4.6%
Nº5 01.07 · 14:38 VIDEO OMODA C5 — hero of a new automotive era 🔥 The 'Inomarka' exhibition at the Moscow Transport Museum briefly immerses visitors in the times...	VIEWS 1 730 REPOSTS 2 REACTIONS 7 ER 4.5%

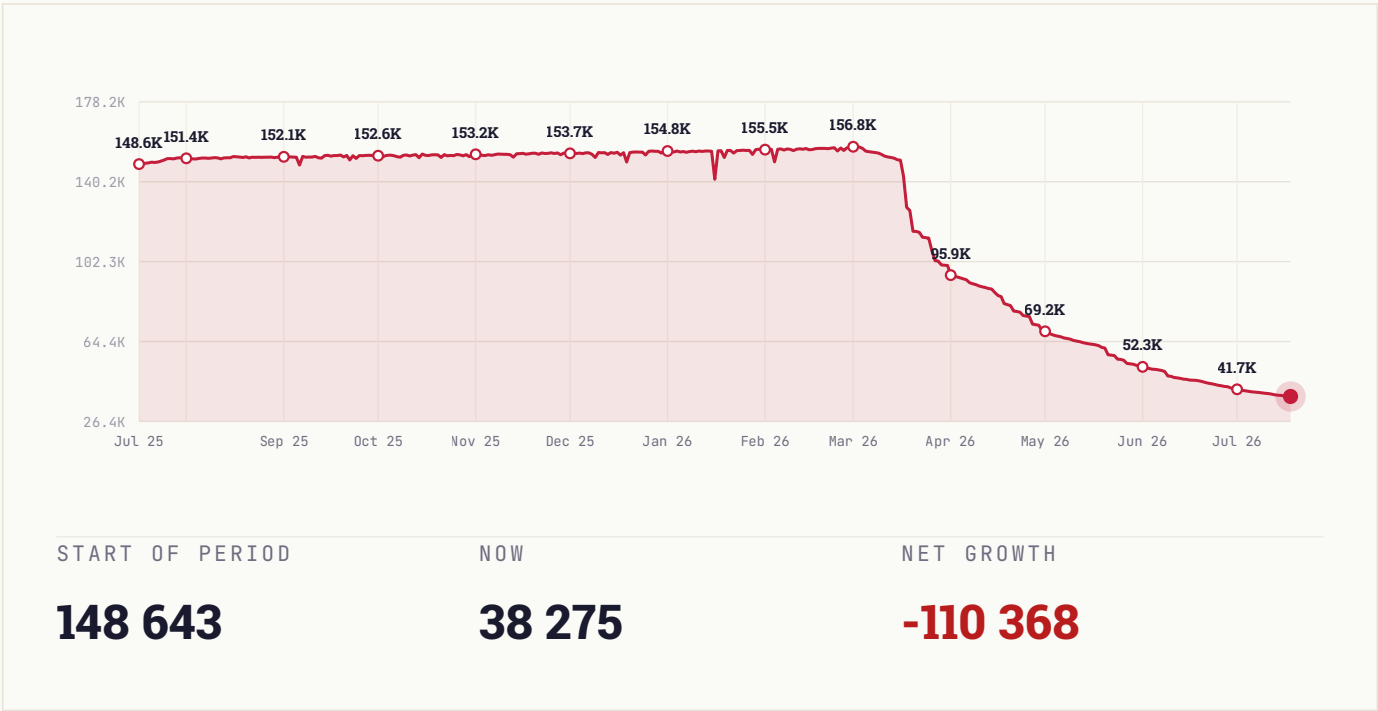
| WORST 3

↓ 20.06 · 08:59 TEXT Join the live stream on June 20 at 15:00! 🕒 Meet us at the expo zone in Aviapark Shopping Center, Moscow. We'll be live...	VIEWS 1 555 REPOSTS 1 REACTIONS 2 ER 4.1%
↓ 15.07 · 09:19 VIDEO (post without caption — video)	VIEWS 902 REPOSTS 4 REACTIONS 3 ER 2.4%
↓ 15.07 · 09:14 TEXT Join the live stream at 12:30 (MSK) 🔥 We'll be waiting at the OMODA expo zone in Aviapark Shopping Center, Moscow. Program includes chatting with guests...	VIEWS 866 REPOSTS 1 REACTIONS 2 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

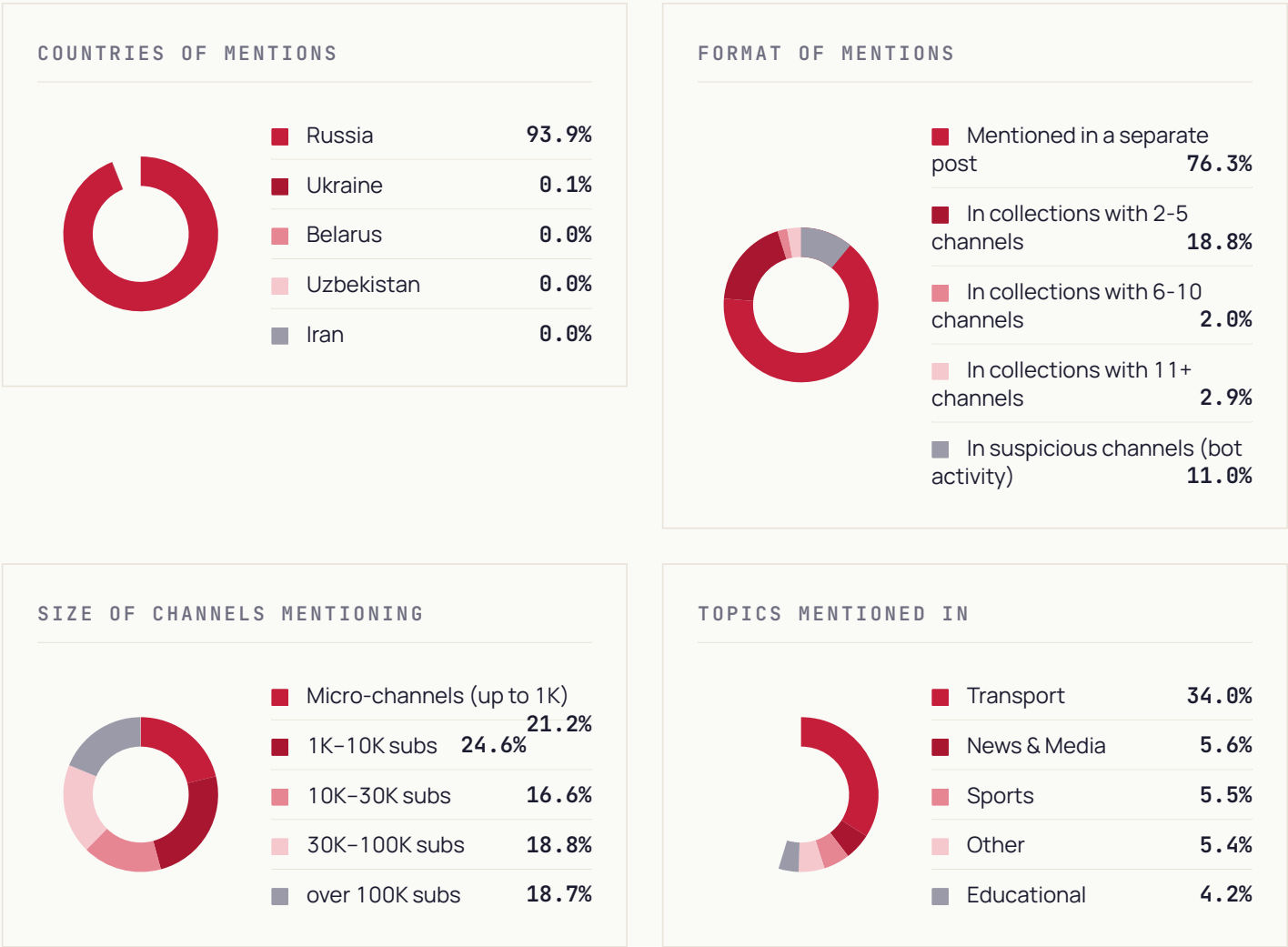
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

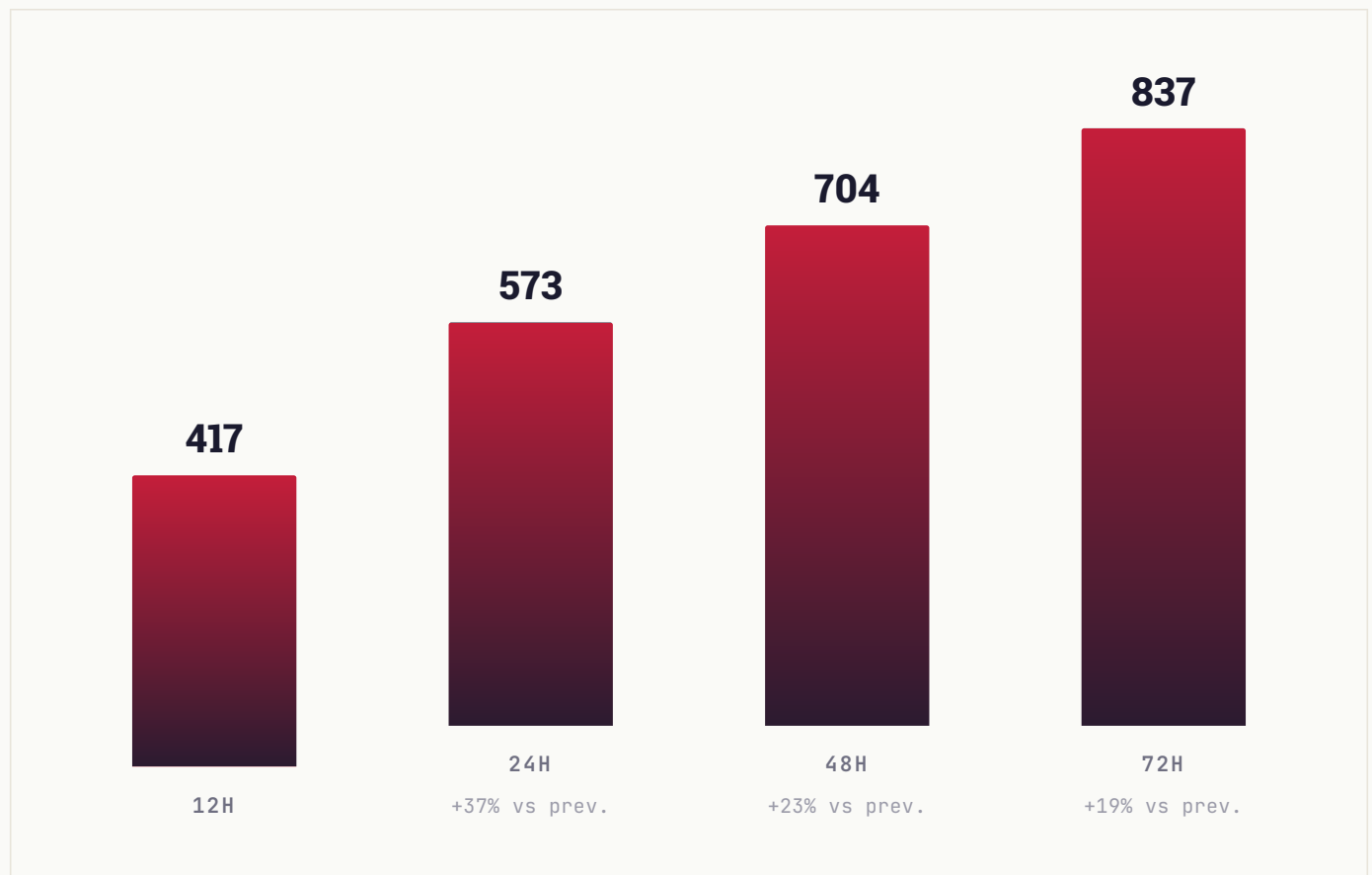
Citation index **560** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **650** different channels.



— SECTION 05 • AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AV Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AV Auto.ru	500K
AV AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
OR OMODA Russia 🍷 YOU	38.3K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), median top-98: 208.1K. First goal — enter top-98 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **20**, they brought **64 135** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	2	2	22 514	
December 2025	3	3	13 173	
Nov 2025	4	4	5 657	
Oct 2025	4	3	8 577	
September 2025	1	1	11 107	
August 2025	6	6	3 107	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
20	6	64 135

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray bar — range where 80% of niche channels fall (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 off and revisit this report in a month.

- | | | |
|-----------|---|---|
| 01 | Increase posting frequency
Now 3.8 posts/wk. Active channels average 7-10.
Consistency is key for retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Friday
Audience most active on this day at 18:00 MSK. | EFFECT
Best window for a key post |
| 03 | ER below niche benchmark — rethink formats
Current ER 3.85% vs norm 5.5%. Try polls & interactive formats. | EFFECT
+1.6pp ER |
| 04 | Systematic 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 give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
