

PUBLIC REPORT BY PROMTPRESS

Channel audit

MAJORKA IMPORT



@parallel_majorka_import

Our car catalog — available & orderable now! YT channel: <https://youtube.com/@majorkaimport> Contact 🇷🇺@zakazautomajorka
Office: Moscow, CAO, Olimpiyskiy Ave 12

SUBSCRIBERS

90 417

+680 per month

ERR (% SEE POSTS)

17.0%

in 24h **8.9%**

REACH/POST

14.8K

ad reach **8K**/24h

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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 90 417 —	 SUBSCRIBER REACH 16.34% avg % subs see post	 VIEWS/POST 14.8K median 15K · 29 days	 POSTS/DAY 8.4 ~59 per week
 7D TREND -15.9% vs previous week	 REACTIONS/POST 112.8 total 28,435 reactions, 12,367 reposts, 0 comments	 POST LENGTH 137 chars median 168 · 29 days	 POSTS ANALYZED 252 29 days
 AD REACH 8K 24h avg	 CHURN / MONTH +680 last month	 QUOTABILITY 16 citation index · 31 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 22.03.2023

AI EDITOR SUMMARY

Channel «MAJORKA IMPORT» — 90 417 subs. Each post avg views 14.8K people (16% of subs), avg reach — room to grow. Posts 59 posts/week (~8/day) — active posting. Week Jun 15–21 reach dropped -15.9% by week Jun 8–14 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **252** posts in 29 days.
- 02 Dominant format – **Video** (160/252 posts).
- 03 Avg post length – **137** chars (median 168).
- 04 Audience peak – **Thursday**, 21:00 MSK.
- 05 Strongest posts gather **2x** more views than the weakest (22.4K avg for top vs 11K for worst) – among 252 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 09:26 VIDEO Available in stock! Mercedes-Benz GLS600 Maybach! 2025 model! 1,400 km mileage! New! Full PPF! Price: 26,900,000₽...	VIEWS 26 904 REPOSTS 190	REACTIONS 58 ER 29.8%
Nº2 16.06 · 09:19 PHOTO Booked!	VIEWS 20 216 REPOSTS 15	REACTIONS 103 ER 22.4%
Nº3 15.06 · 15:33 PHOTO Available to order! Rolls-Royce Ghost Black Badge! 2023 model! 6,900 km mileage! Price: 29,200,000₽ Contact us: Telegram -...	VIEWS 20 170 REPOSTS 81	REACTIONS 87 ER 22.3%

Nº4 31.05 · 07:39 VIDEO Available in stock! Porsche 911 GT3 ! 2023 model! 8,000 km mileage! No accidents! Full PPF! Price: 22,700,000₽ Contact...	VIEWS 19 805 REPOSTS 153	REACTIONS 127 ER 21.9%
Nº5 16.06 · 11:44 VIDEO Launch a promo on our cars? Drop «👍» if you want us to run a cool promo on cars in stock!	VIEWS 19 596 REPOSTS 12	REACTIONS 5 847 ER 21.7%

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WORST 3

↓ 19.06 · 12:43 VIDEO Available in stock! Mercedes-Benz V300 ! 2024 model! Zero mileage! New! Office! TV + partition! Price: 19,000,000₽ New...	VIEWS 11 128 REPOSTS 16	REACTIONS 42 ER 12.3%
↓ 24.06 · 14:16 VIDEO Sold from stock! #review	VIEWS 11 013 REPOSTS 8	REACTIONS 34 ER 12.2%
↓ 19.06 · 12:22 TEXT BOOKED!	VIEWS 10 912 REPOSTS —	REACTIONS 29 ER 12.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

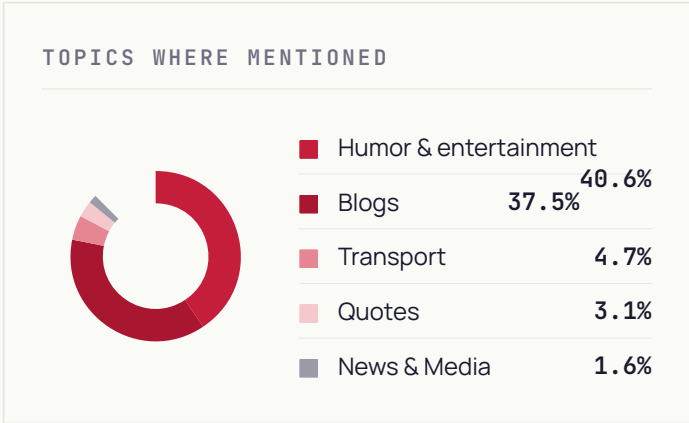
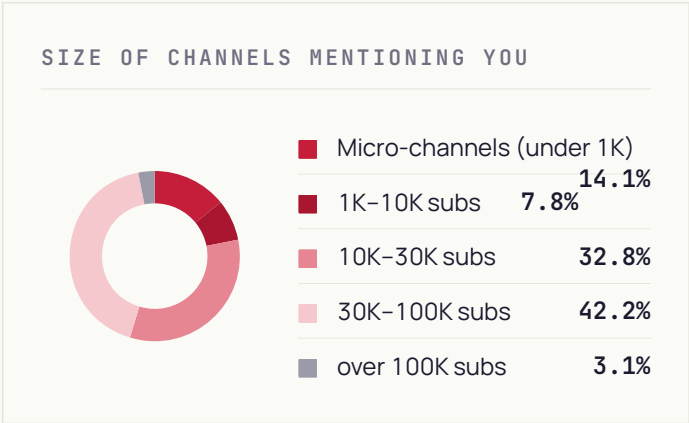
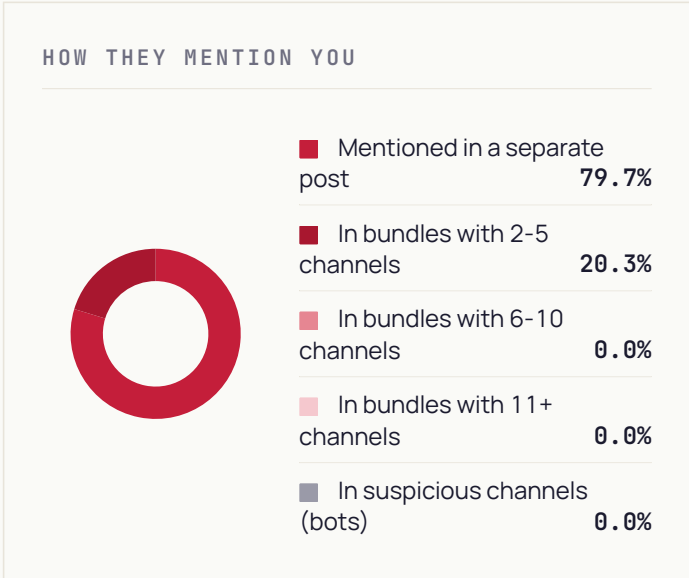
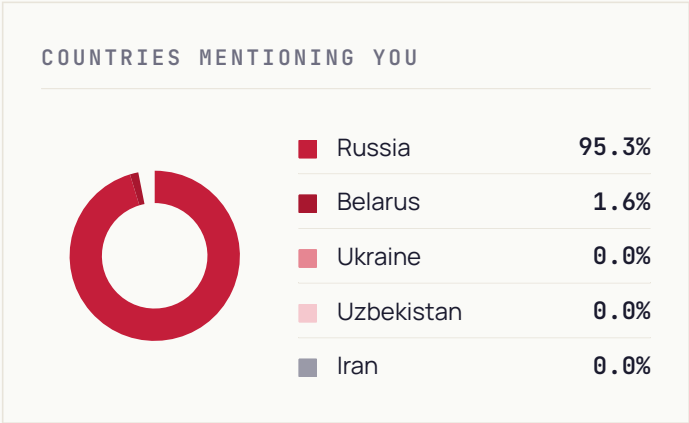
Subscriber growth chart for the year. Key months show exact sub count. Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel & how

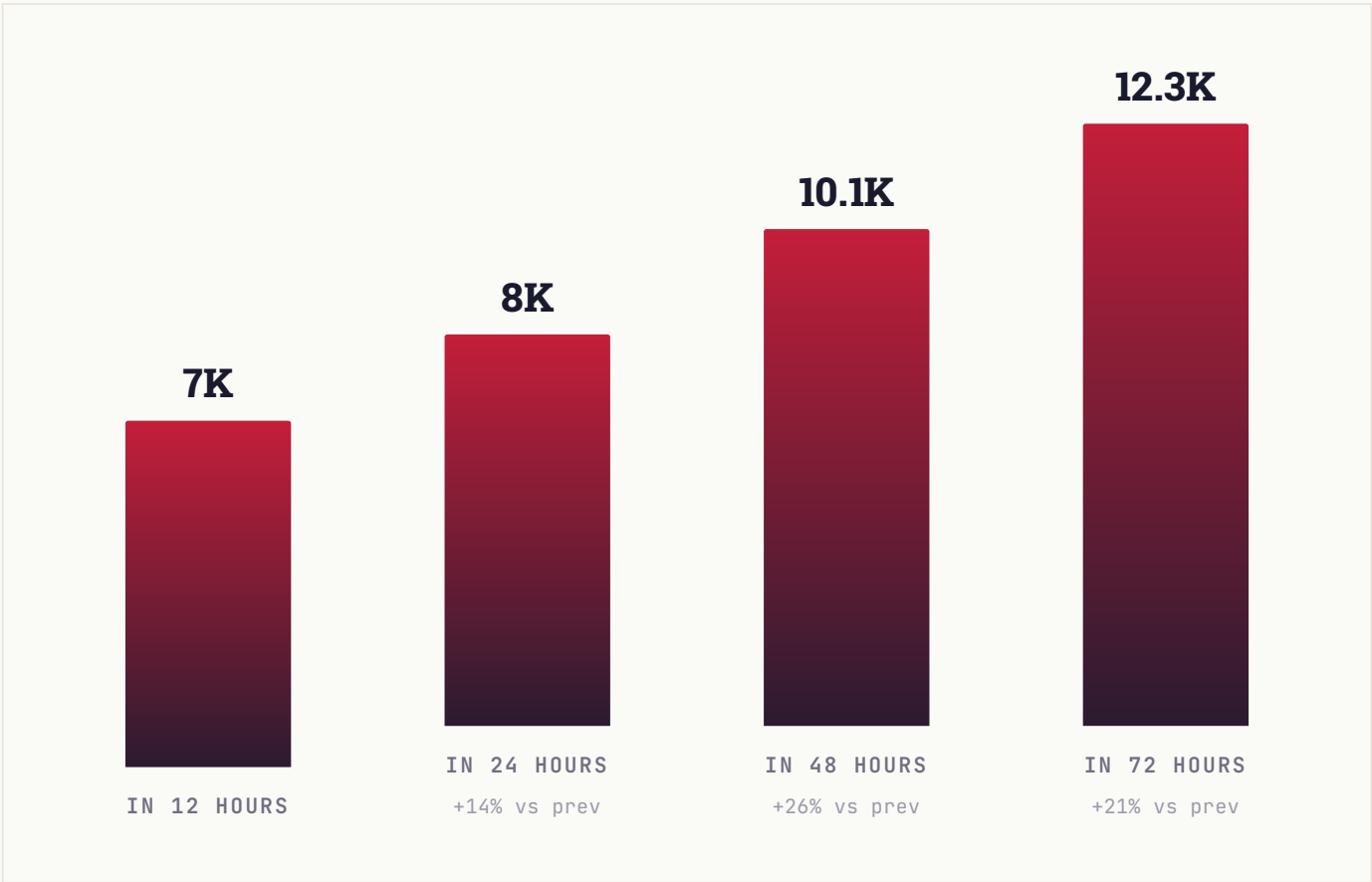
Citation index **16** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **31** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. 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
MI	MAJORKA IMPORT	90.4K

COMPARATIVE SUMMARY

Channel not yet outside top-98 of niche — early growth stage. Niche leader — Cars & Point (3.4M), median top-98: 203.3K. First goal — enter top-98 through systematic work on traffic and content.

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 **13**, they brought **7 888** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	0	0	852
Nov 2025	4	4	662
Oct 2025	3	3	2 859
September 2025	5	2	3 514
August 2025	0	0	1
July 2025	1	1	0

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
13	6	7 888

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 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

Main post of the week — on Thursday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
important
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 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 quarterly with channels in the same segment. No need daily — 2-3 collabs give 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 — what we can do in a few minutes from public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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