

PUBLIC REPORT BY PROMTPRESS

Channel audit

PDD



@pdd_for_all

Largest auto channel on Telegram! Collab: @zasada95, @LunaticTG and @zloradny_new

SUBSCRIBERS

128 680

+1249 per month

ERR (% SEE POSTS)

2.0%

per day 1.3%

REACH/POST

1.6K

ad reach 1.6K/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 128 680 —	 SUBSCRIBER REACH 1.25% avg % subs see post	 VIEWS/POST 1.6K median 1.5K · 28 days	 POSTS/DAY 13.0 ~91 per week
 7D TREND +8.6% vs previous week	 REACTIONS/POST 3.7 only 1,359 reactions, 1,916 reposts, 1 comment	 POST LENGTH 407 chars median 392 · 28 days	 POSTS ANALYZED 364 28 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH +1249 last month	 MENTIONS 2 990 citation index · 2,142 channels mentioned all time	 CHANNEL AGE 5 years 15 days created 13.06.2021

AI EDITOR SUMMARY

Channel «PDD» – 128 680 subs. Each post gets avg 1.6K people (1% from subs), reach is low – expand audience. Publishes 91 posts/week (~13/day) – very active. Week Jun 15–21 reach up +8.6% vs week Jun 8–14 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **364** posts over 28 days.
- 02 Dominant format – **Photo** (208/364 posts).
- 03 Avg post length – **407** chars (median 392).
- 04 Peak audience activity – **Monday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.6K avg top vs 1.2K worst) – among 364 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 20:15 VIDEO One of the most souped-up Lada 2106s in Russia went viral – legendary 2JZ engine and automatic. Outside – a blue VAZ-2106 for pennies...	VIEWS	REACTIONS
	2 594	16
	REPOSTS	ER
	17	2.0%
Nº2 21.06 · 20:15 PHOTO Aston Martin now available for just 5.6 million rubles – but you'll have to race it at home. Brits will release 24 racing...	VIEWS	REACTIONS
	2 589	3
	REPOSTS	ER
	2	2.0%
Nº3 22.06 · 17:00 PHOTO New flagship Audi Q9 interior leaked. First-ever power doors open with a light touch, and...	VIEWS	REACTIONS
	2 560	6
	REPOSTS	ER
	7	2.0%

Nº4 22.06 • 19:05 VIDEO BMW and Audi with unexpected tuning start arriving in Russia – some get Changan badges before crossing the border. By...	VIEWS 2 510 REACTIONS 9 REPOSTS 14 ER 2.0%
Nº5 23.06 • 04:08 PHOTO Russia changes driving exam rules. Practical exam now scheduled within 60 days after theory. If not...	VIEWS 2 473 REACTIONS 13 REPOSTS 15 ER 1.9%

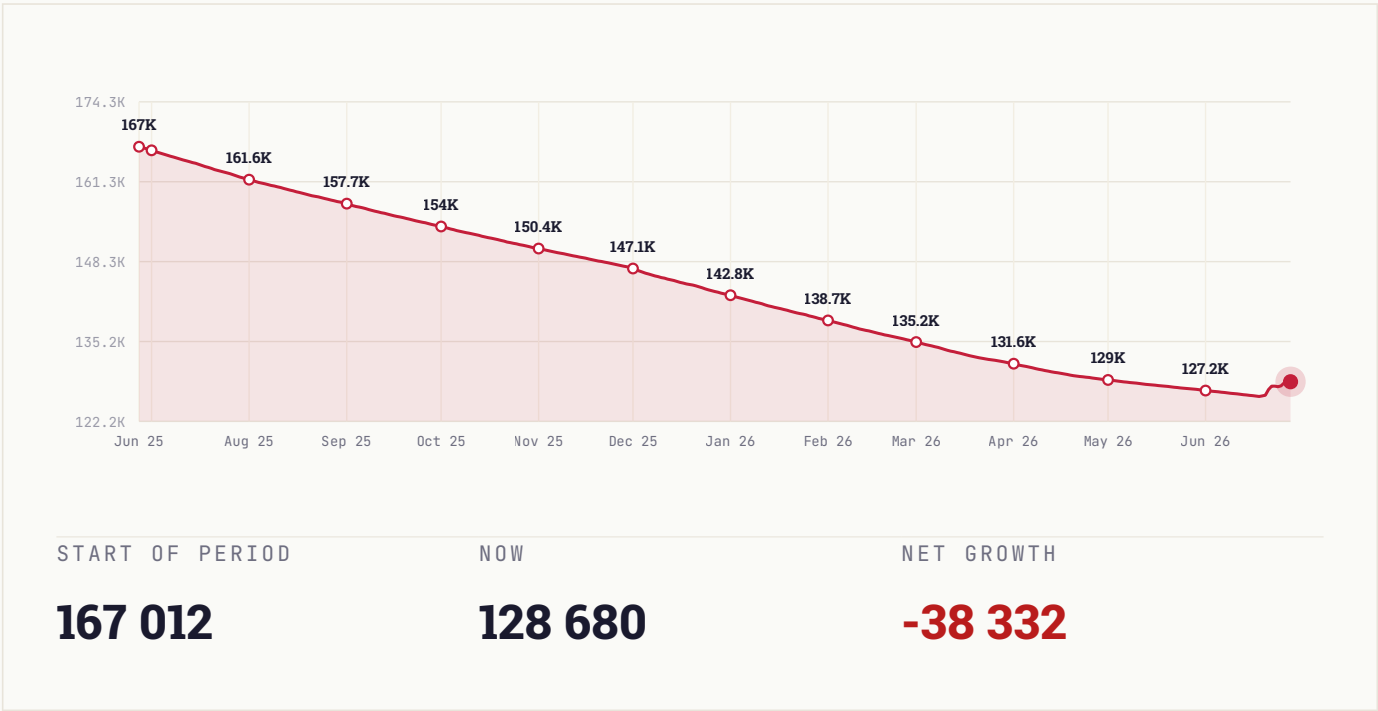
WORST 3

↓ 04.06 • 15:00 PHOTO Toyota Camry 2019 for 650K New batch of cars below market price !! All vehicles seized from debtors...	VIEWS 1 223 REACTIONS 1 REPOSTS — ER 1.0%
↓ 04.06 • 16:00 PHOTO Outrage: car prices in Russia tripled in 12 years. New car price rose from 1.2 to 3.79 million rubles since 2014. Used – from 435...	VIEWS 1 208 REACTIONS — REPOSTS 3 ER 0.9%
↓ 04.06 • 06:30 TEXT ☒HURRY, ACCESS TO CHANNEL WITH CONFISCATED CARS CLOSING SOON ☒ https://t.me/+kQCywHukwJhlMThi	VIEWS 1 204 REACTIONS — REPOSTS — ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

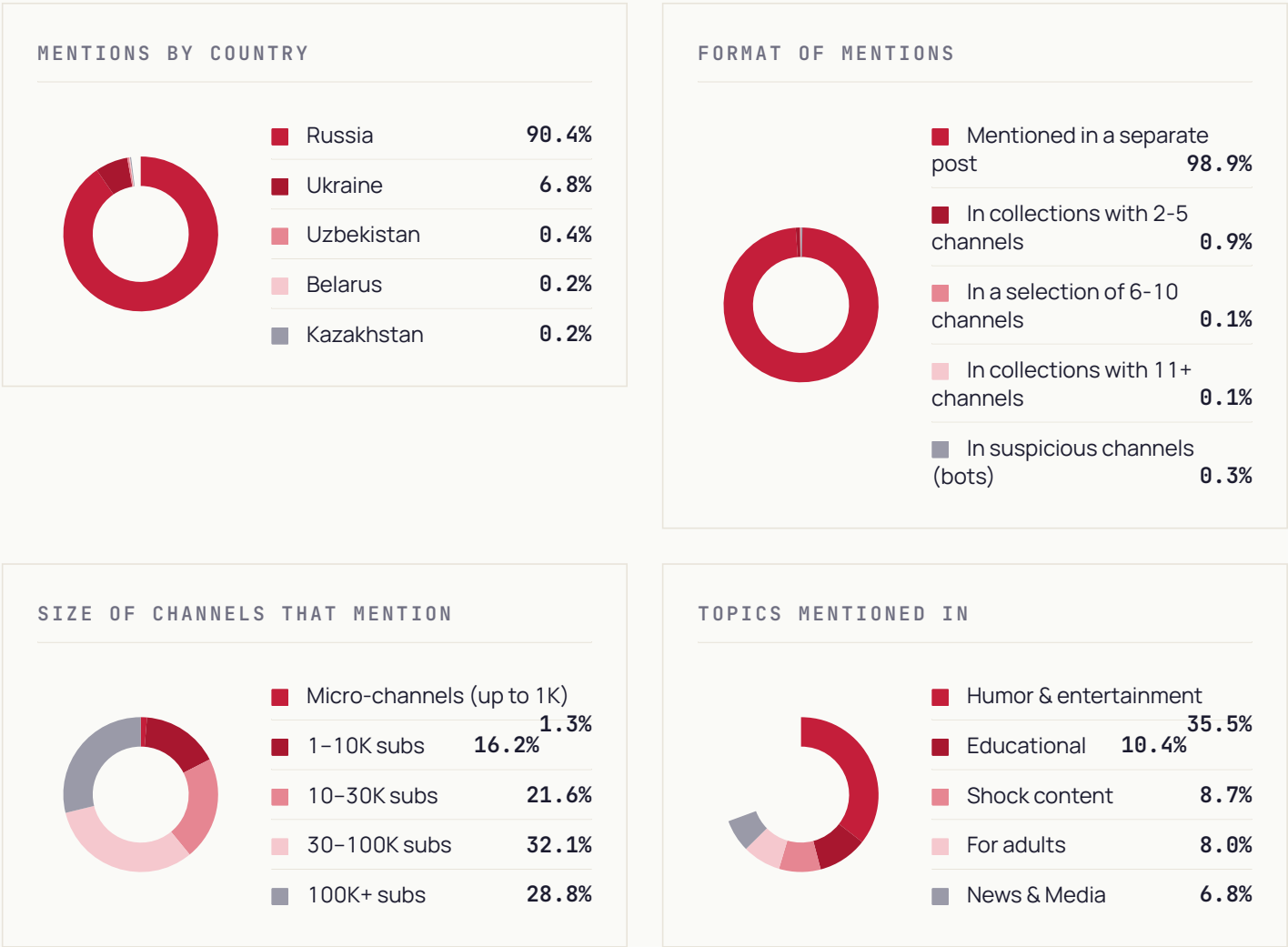
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

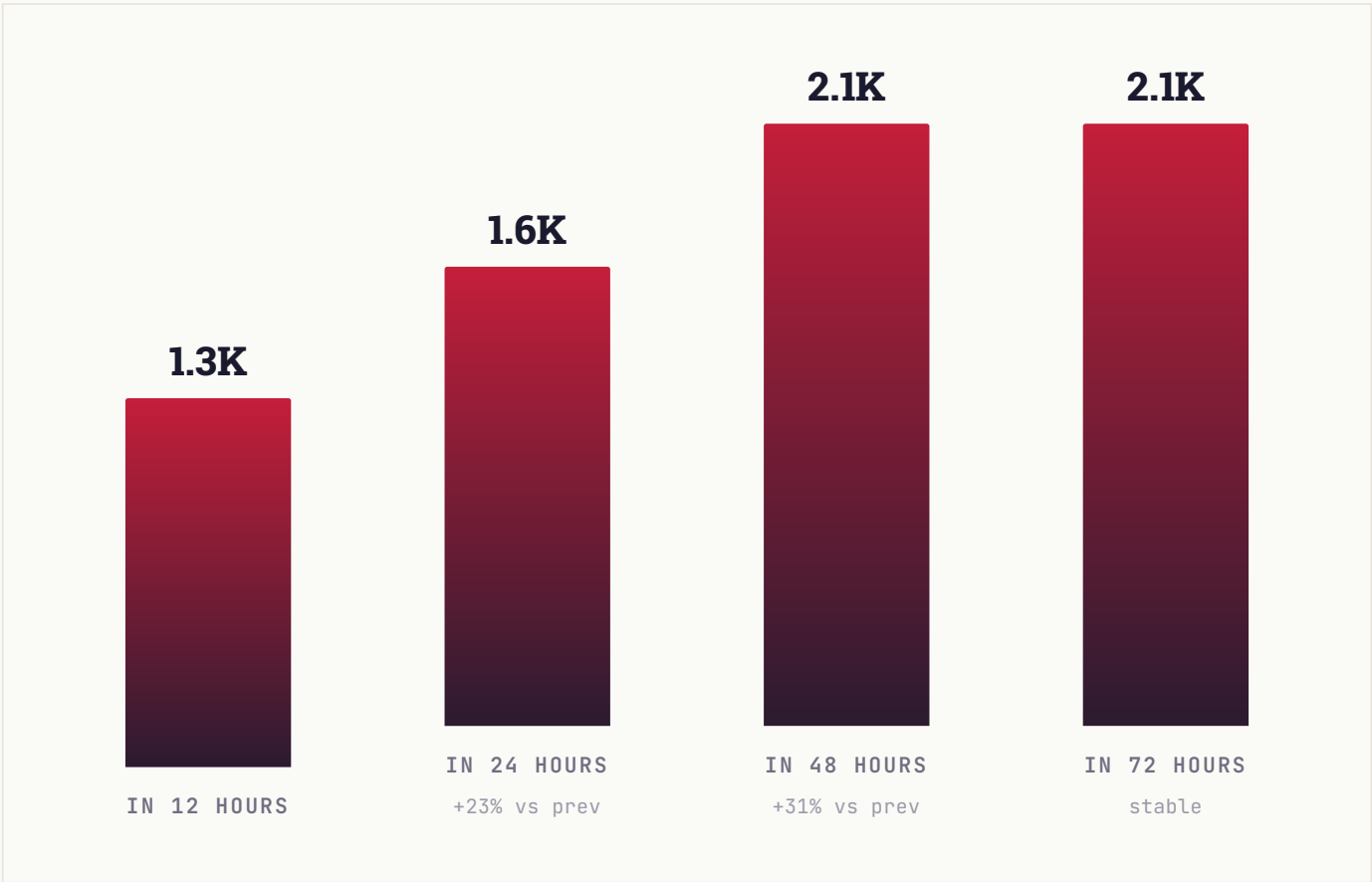
Citation index **2 990** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **2 142** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

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
PD PDD YOU	128.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 98). Niche median — 203.3K subs. First growth KPI — reach median. Leader: Cars & Point (3.4M).

— SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Transport» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

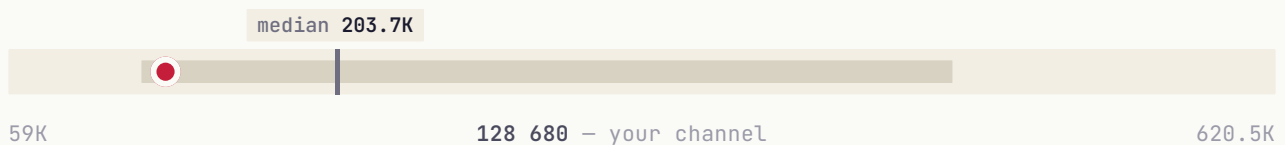
#81/100

POSITION IN NICHE

Channel in the bottom half of the ranking

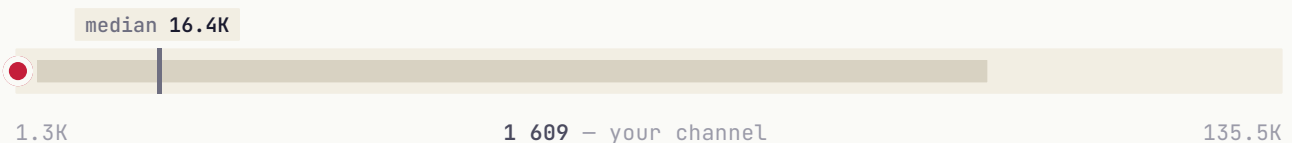
SUBSCRIBERS

37% below median



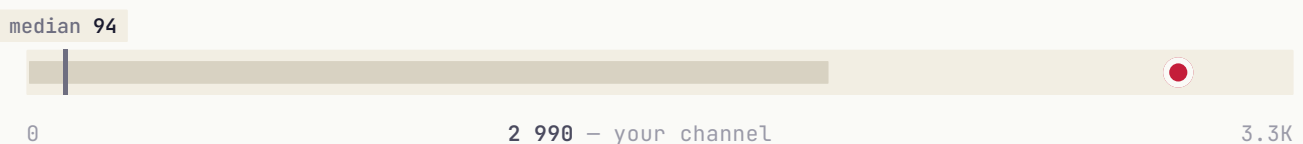
AVG REACH / POST

90% below median



CITATION INDEX

top 10% of niche



— SECTION 08 · 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 Monday

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

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 1.25% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.2pp ER
- 03

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ NEXT STEPS

Want us to do it PromptPress?

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

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
