

PUBLIC REPORT BY PROMTPRESS

Channel audit

Road Life Rules



@pddchannel

A visual guide to driving right and wrong. Owner - @postedtg and @rek777a Link - <https://t.me/+duDAdpnJKloyYjA6> Exchange : <https://telega.in/?r=fq6Wq7cn>

SUBSCRIBERS

67 282

-603 per month

ERR (% WHO SEE POSTS)

3.0%

last day 1.5%

REACH/POST

1.6K

ad reach 1K/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 67 282 —	 SUBSCRIBER REACH 2.31% avg % subs see post	 VIEWS/POST 1.6K median 1.6K · 26 days	 POSTS/WEEK 49.3 for period
 7D TREND -8.0% vs prev. week	 REACTIONS/POST 9.0 only 1,640 reactions, 756 reposts, 0 comments	 POST LENGTH 60 chars median 50 · 26 days	 POSTS ANALYZED 183 26 days
 AD REACH 1K 24h avg	 CHURN / MONTH -603 last month	 CITATION RATE 1 403 citation index · 861 channels mentioned all time	 CHANNEL AGE 6 years 24 days created 24.06.2020

AI EDITOR SUMMARY

Channel «Rules of Life on the Road» – 67 282 subs. Avg views per post: 1.6K people (2% of subs), low reach – expand audience. Publishes 49 posts/week (~7/day) – active. Week Jul 6–12 reach dropped -8.0% by week Jun 29 – Jul 5 – worth analyzing.

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 SUCCESSFUL POSTS SHARE

- 01 Analysis based on **183** posts over 26 days.
- 02 Dominant format — **Video** (182/183 posts).
- 03 Avg post length — **60** chars (median 50).
- 04 Audience peak — **Monday**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.4K avg for top vs 1.2K for worst) — among 183 posts over 26 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 06:00 VIDEO Swallowed a motorcyclist 🇷🇺Check out all our channels!	VIEWS 2 495 REPOSTS 10	REACTIONS 18 ER 3.7%
Nº2 22.06 · 10:20 VIDEO Managed to react 😬🇷🇺Read all our channels!	VIEWS 2 474 REPOSTS 4	REACTIONS 26 ER 3.7%
Nº3 22.06 · 12:40 VIDEO One, two — and you're in! Today's checkers masterclass from Omsk. 🇷🇺Check out all our channels!	VIEWS 2 157 REPOSTS 2	REACTIONS 13 ER 3.2%

Nº4 24.06 · 10:20 VIDEO In Moscow on MKAD spotted a scooter rider going over 120 km/h. Read all our channels!	VIEWS 2 147 REPOSTS 9	REACTIONS 22 ER 3.2%
Nº5 22.06 · 14:00 VIDEO Shortest taxi ride Balashikha, day before yesterday. Check out all our channels!	VIEWS 2 133 REPOSTS 2	REACTIONS 8 ER 3.2%

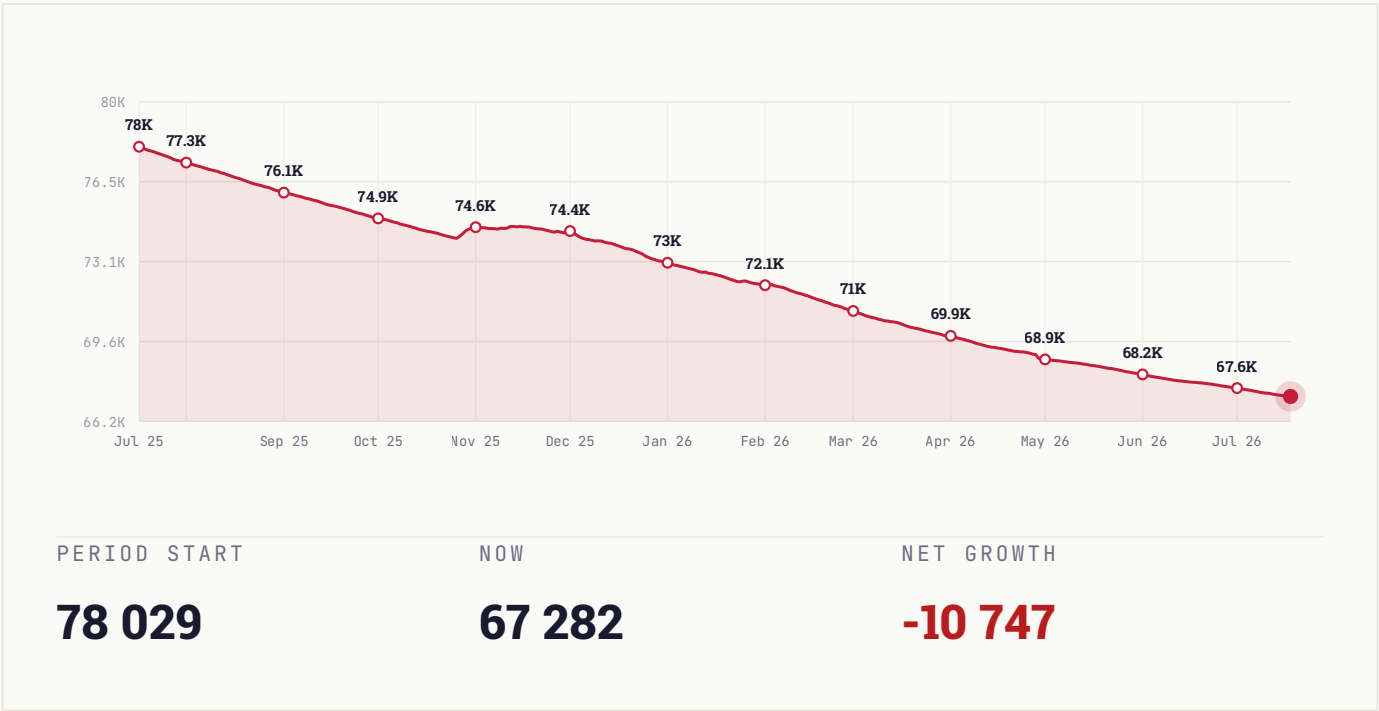
WORST 3

↓ 14.07 · 14:00 VIDEO Zhig you for evaluation. Check out all our channels!	VIEWS 1 248 REPOSTS 6	REACTIONS 14 ER 1.9%
↓ 14.07 · 12:40 VIDEO You've definitely never seen such a hammer. Read all our channels!	VIEWS 1 246 REPOSTS 7	REACTIONS 11 ER 1.9%
↓ 15.07 · 06:00 VIDEO A girl was speeding along Leningradskoye Shosse at 100 km/h. Check out all our channels!	VIEWS 1 246 REPOSTS 6	REACTIONS 20 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

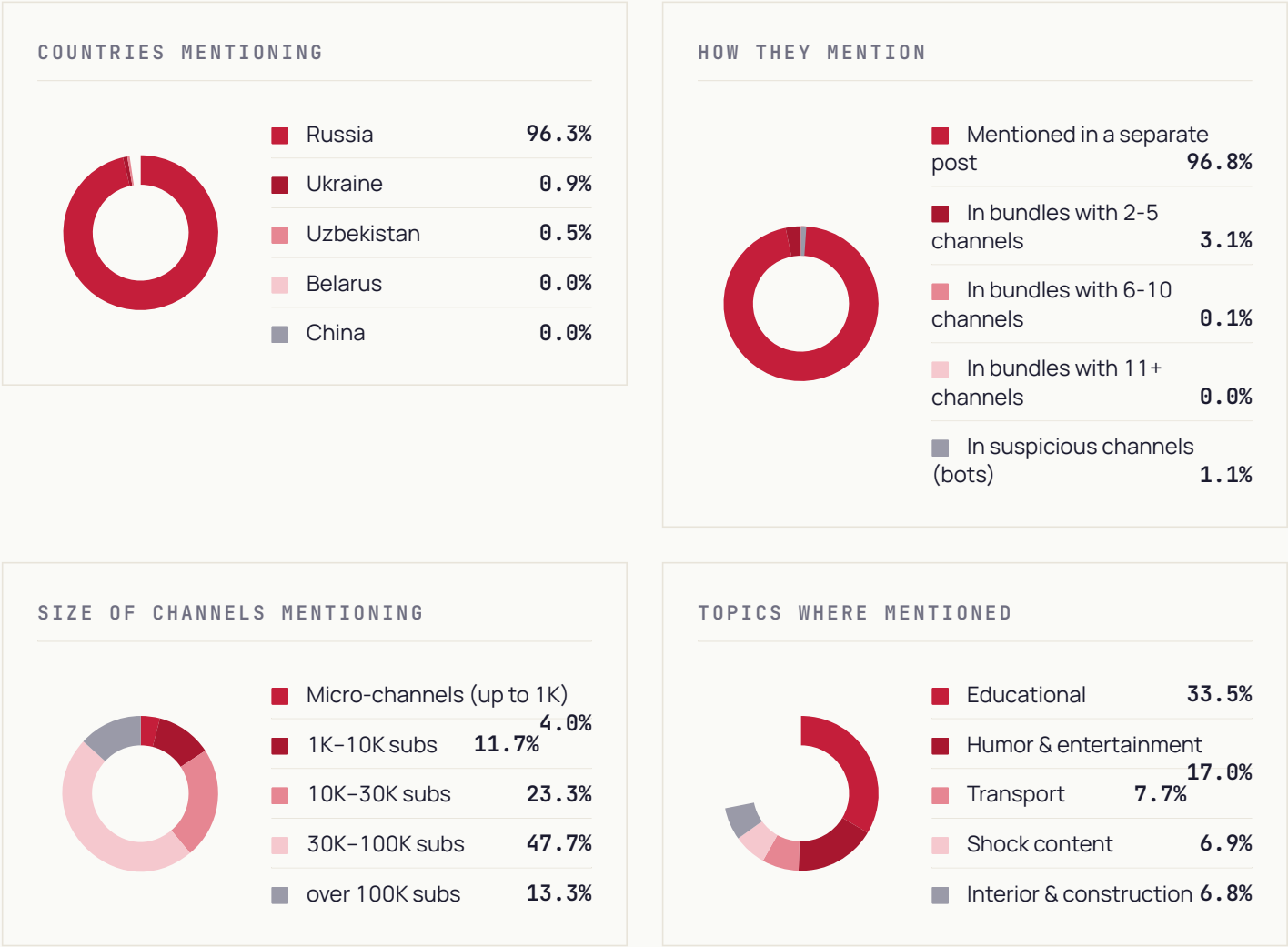
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

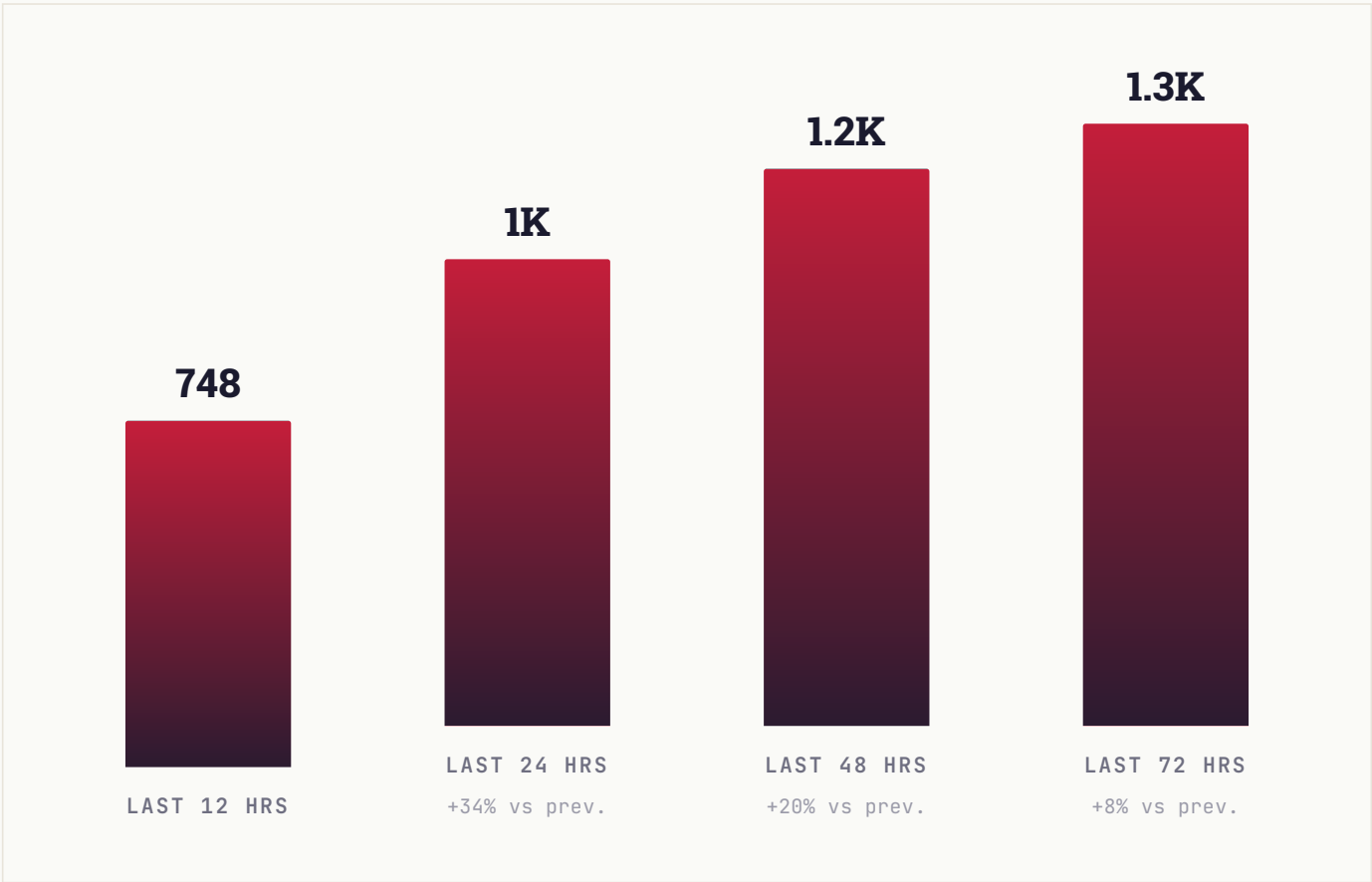
Citation index **1 403** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **861** different channels.



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 rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB 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
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
PJ Road Life Rules YOU	67.3K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **102**, they brought **799** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	7	2	50
December 2025	7	4	31
November 2025	6	3	260
October 2025	72	72	458
Sep 2025	5	1	0
August 2025	5	2	0

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
102	6	799

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 of 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01**Main post of the week — on Monday**

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.31% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.2pp ER**03****System traffic buy**

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

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience**

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