

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Deer on Roads

**@pddolen**

Asphalt just doesn't stick here 😅... Owner - @postedtg &
@rek777a Exchange: <https://telega.in/?r=fq6Wq7cn>

SUBSCRIBERS

21 022

-356 per month

ERR (% SEE POSTS)

5.0%

last 24 hours 2.7%

REACH/POST

883

ad reach 558/24h

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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 21 022 —	 SUBSCRIBER REACH 4.2% avg % subs see post	 VIEWS/POST 883 median 855 · 26 days	 POSTS/WEEK 39.1 for period
 7D TREND -9.4% vs previous week	 REACTIONS/POST 3.3 total 487 reactions, 493 reposts, 0 comments	 POST LENGTH 65 chars median 45 · 26 days	 POSTS ANALYZED 147 26 days
 AD REACH 558 24h avg	 CHURN / MONTH -356 last month	 CITATION RATE 355 citation index · 523 channels mentioned all time	 CHANNEL AGE 4 years 24 days created 24.06.2022

AI EDITOR SUMMARY

Channel «Deer on the Roads» – 21 022 subs. Each post avg views 883 people (4% of subs), reach low – should expand audience. Publishes 39 posts per week (~6/day) – active publishing. Week Jul 6–12 reach dropped -9.4% by week Jun 29 – Jul 5 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 147 posts over 26 days.
- 02 Dominant format – Video (145/147 posts).
- 03 Avg post length – 65 chars (median 45).
- 04 Peak audience activity – Monday, 23:00 MSK.
- 05 Top posts drive 2x more views than the weakest (1.4K avg for top vs 621 for worst) – among 147 posts in 26 days. Analyze what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 12:00 VIDEO Washed and refueled. Look how far tech has come. Read all our channels!	VIEWS 1 400 REACTIONS 8 REPOSTS 24 ER 6.7%
Nº2 22.06 · 05:00 VIDEO Beauty from the past century. Read all our channels!	VIEWS 1 396 REACTIONS 12 REPOSTS 7 ER 6.6%
Nº3 22.06 · 08:00 VIDEO Nothing extra. Read all our channels!	VIEWS 1 344 REACTIONS 3 REPOSTS 5 ER 6.4%

Nº4

24.06 · 05:00

VIDEO

In Voronezh, a section of the P-298 highway got glowing markings. 🌑

Read all our channels!

VIEWS

1 276

REACTIONS

20

REPOSTS

7

ER

6.1%

Nº5

22.06 · 17:00

VIDEO

Beast. 🐱🌑

Read all our channels!

VIEWS

1 249

REACTIONS

6

REPOSTS

1

ER

5.9%

WORST 3

↓ 15.07 · 05:00 VIDEO Binged on life hacks 🌑 Read all our channels!	VIEWS 629 REACTIONS 2 REPOSTS 5 ER 3.0%
↓ 15.07 · 12:00 VIDEO You've been noticed. 🌑 Read all our channels!	VIEWS 618 REACTIONS 5 REPOSTS 5 ER 2.9%
↓ 15.07 · 08:00 VIDEO Noise & vibration insulation at home. 🌑 Read all our channels!	VIEWS 616 REACTIONS 5 REPOSTS 1 ER 2.9%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

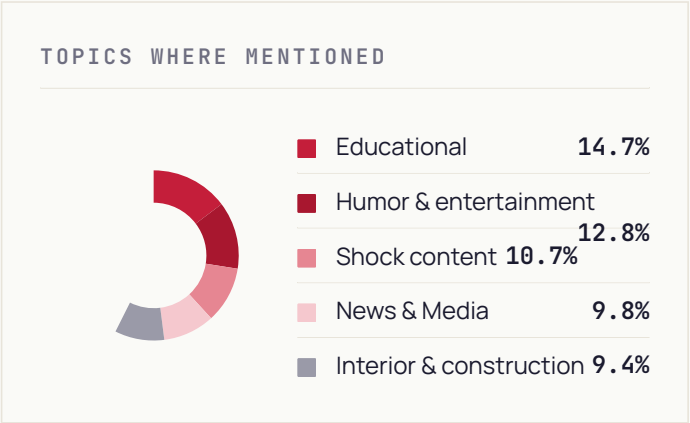
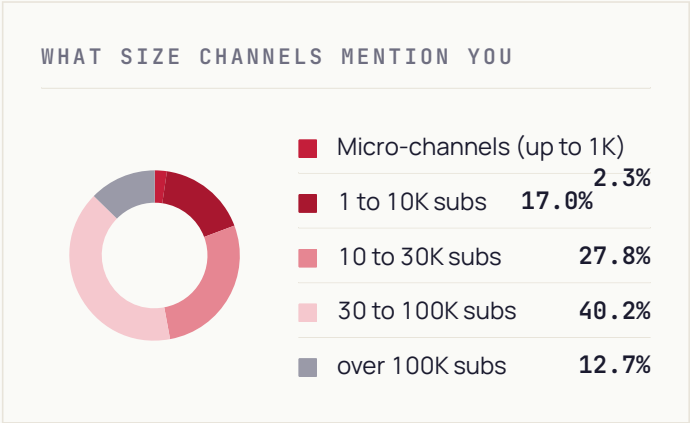
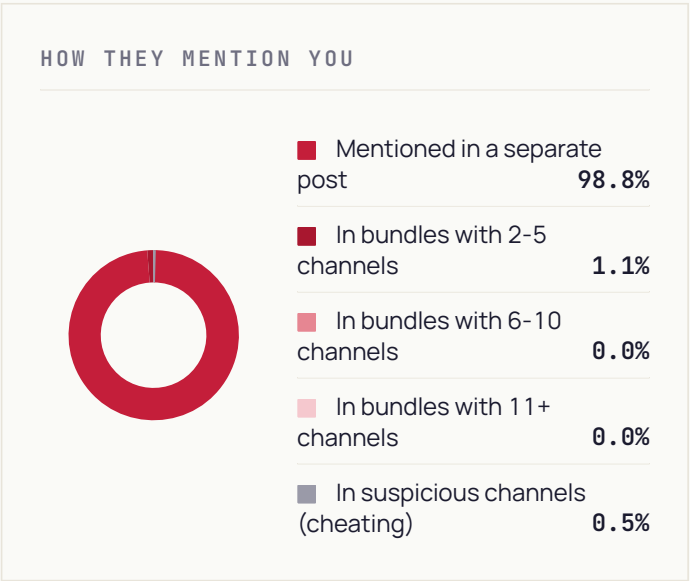
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

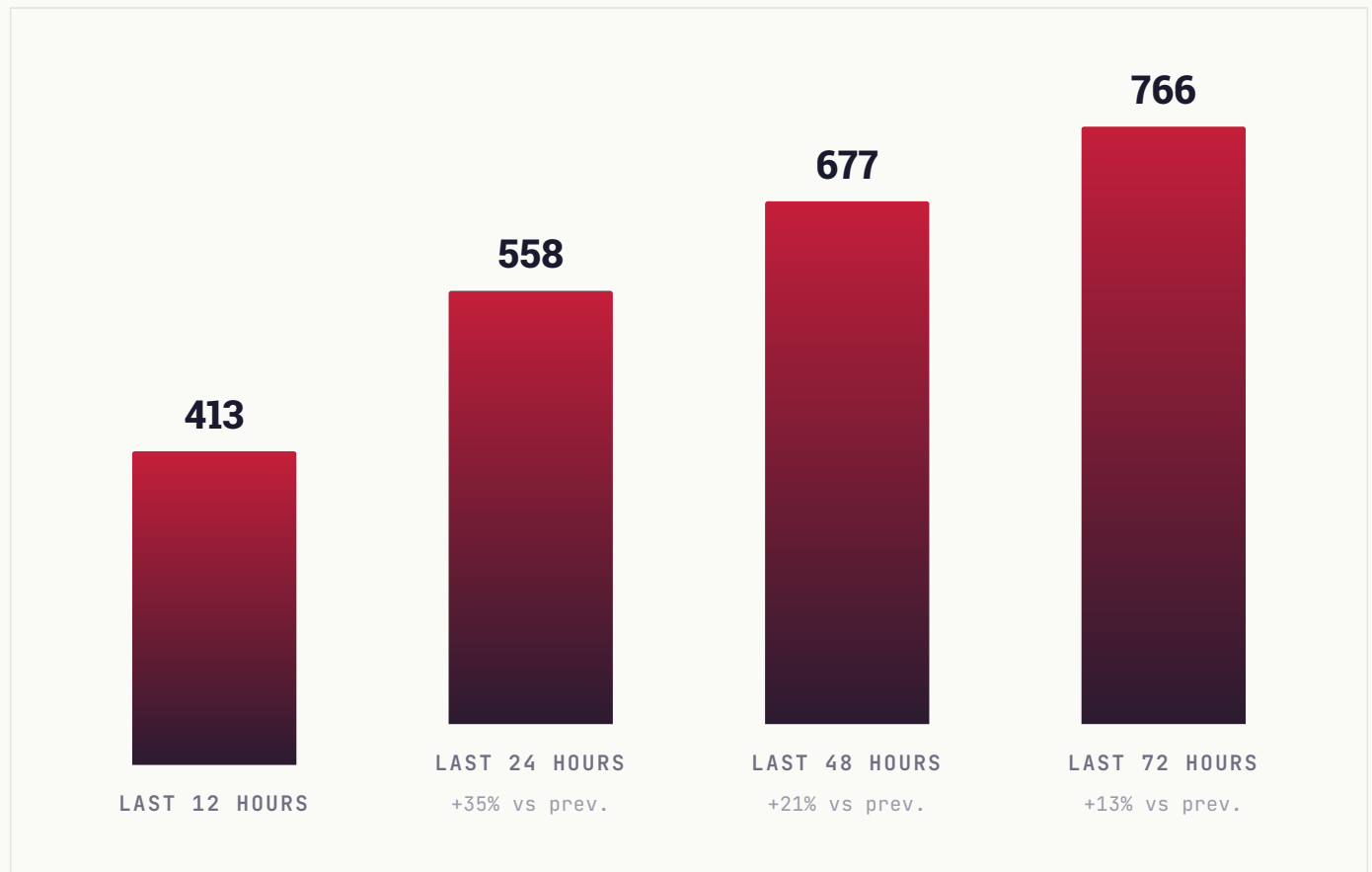
Citation index **355** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **523** different channels.



— 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 highlighted — see 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
HE Deer on Roads YOU	21K

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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **528**, they brought **4 837** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	83	48	2 201	
December 2025	99	43	879	
Nov 2025	224	172	1 066	
Oct 2025	91	81	684	
September 2025	11	11	7	
August 2025	20	10	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
528	6	4 837

Where the channel stands in its league

SUBSCRIBERS

worse than median by 90%

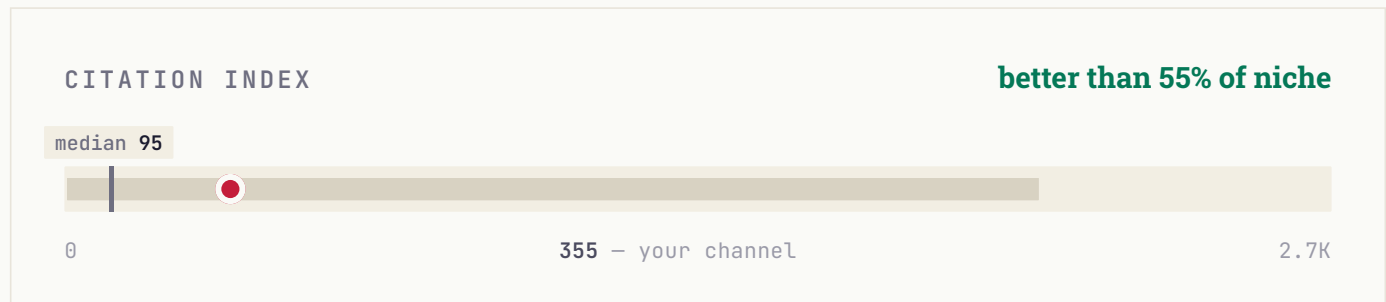
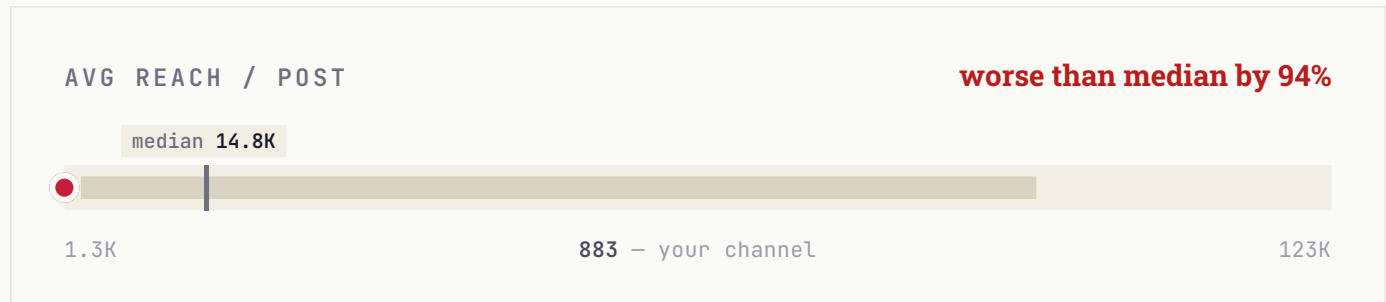
median 209K

59.7K

21 022 - your channel

621.4K

Metric	Value
Median	209K
21 022 - your channel	59.7K



— 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 Monday

Audience is most active on this day and at 23:00 MSK.

EFFECT

**Best time for
key posts**

02

ER below niche benchmark — rethink formats

Current ER 4.2% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.3pp ER

03

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**

04

Test polls & interactive formats

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

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 bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in 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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