

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Perekupchino Auto



@perekupchino_178

Perekupchino - Buys and sells We find unique deals on the car market. Sell your car fast and profitably with us. OFFER AGREEMENT/ PRIVACY POLICY AND DATA PROCESSING...

SUBS

165 106

-7155 per month

ERR (% WHO SEE
POSTS)

3.0%

per day **2.1%**

REACH/POST

2.3K

ad reach **3.5K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Position in «Transport» category

08 Strategy

5 priority actions

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.

 SUBS 165 106 —	 SUBSCRIBER REACH 1.4% avg % subs see post	 VIEWS/POST 2.3K median 2.3K · 5 days	 POSTS/DAY 56.8 ~398 per week
 7D TREND — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 399 chars median 324 · 5 days	 POSTS ANALYZED 333 5 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -7155 last month	 CITATION INDEX 21 citation index · 66 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 18.05.2021

AI EDITOR SUMMARY

Channel «Perekupchino Auto» – 165 106 subs. Each post averages 2.3K people (1% from subs), reach low – consider expanding audience. Publishes 398 posts per week (~57 per day) – very active posting.

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 HAVE IN COMMON

- 01 Analysis based on **333** posts in 5 days.
- 02 Dominant format – **Photo** (187/333 posts).
- 03 Avg post length – **399** chars (median 324).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (4.2K avg top vs 2.1K worst) – among 333 posts in 5 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 19:20 PHOTO Telegram acting up?! Switch to Max ☑ https://max.ru/perekupchino_avt0 ☑ All cars come through without issues! On regular internet without VPN!...	VIEWS 4 440 REPOSTS 1 REACTS — ER 2.7%
Nº2 24.06 · 19:01 PHOTO I finally made it to the car carrier! Did you catch a free spin or a bonus, whatever it's called ☑ Current car carrier prices...	VIEWS 4 180 REPOSTS 19 REACTS — ER 2.5%
Nº3 22.06 · 19:14 VIDEO (video post without caption)	VIEWS 4 126 REPOSTS 1 REACTS — ER 2.5%

Nº4 23.06 · 19:15 VIDEO ☒ Wrapping up the day with a selection of reviews from our happy clients! Heartfelt thanks for the warm words and gratitude! ☒ Onward!	VIEWS 4 096 REPOSTS 4	REACTS — ER 2.5%
Nº5 22.06 · 18:30 PHOTO !!SKODA SOLD!! ☒ Stays in St. Petersburg! For resale, of course!	VIEWS 3 945 REPOSTS 1	REACTS — ER 2.4%

|

WORST 3

↓ 25.06 · 10:20 VIDEO (video post without caption)	VIEWS 2 088 REPOSTS 1	REACTS — ER 1.3%
↓ 25.06 · 10:54 VIDEO (video post without caption)	VIEWS 2 062 REPOSTS 1	REACTS — ER 1.2%
↓ 25.06 · 10:34 VIDEO !!!!VIDEO REVIEW FROM OWNER!! Watch the video! Book & pick up the car only by calling the number that appears after 15...	VIEWS 2 029 REPOSTS 2	REACTS — ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

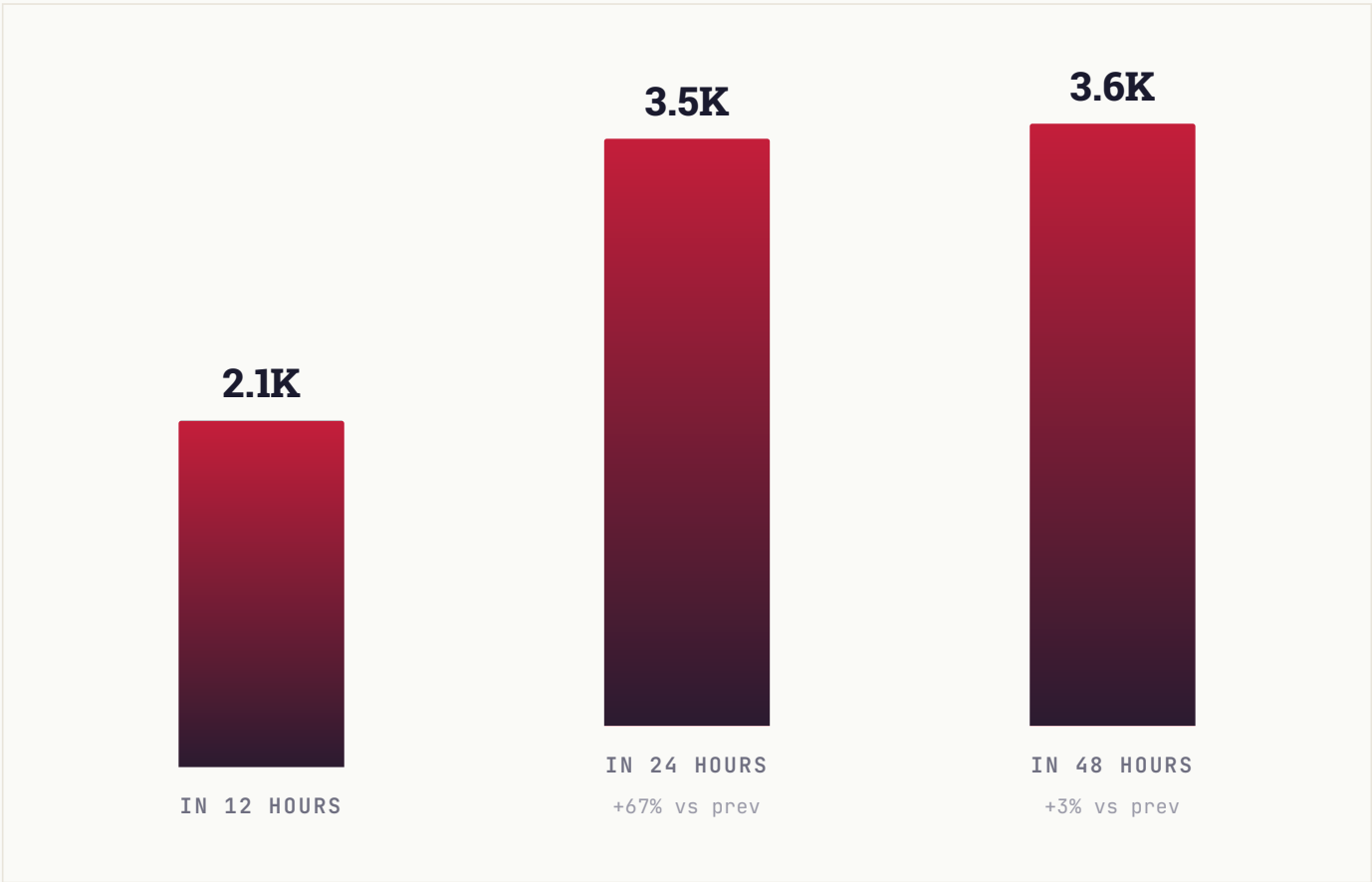
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBS
TI Cars & Dot	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
PA Perekupchino Auto YOU	165.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#63 of 98). Niche median — 203.3K subs. First growth KPI — reach median. Leader: Cars & Dot (3.4M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **38**, they brought **45 201** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Dec 2025	21	15	19 046	
Nov 2025	3	1	0	
Oct 2025	1	1	0	
September 2025	0	0	0	
August 2025	4	1	7 143	
Jul 2025	9	8	19 012	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
38	6	45 201

SECTION 07 • NICHE COMPARISON

Where your 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.

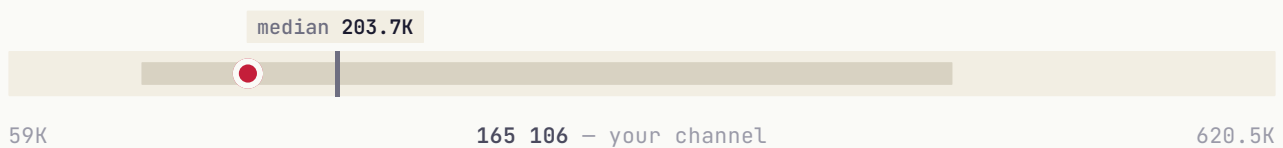
#63 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

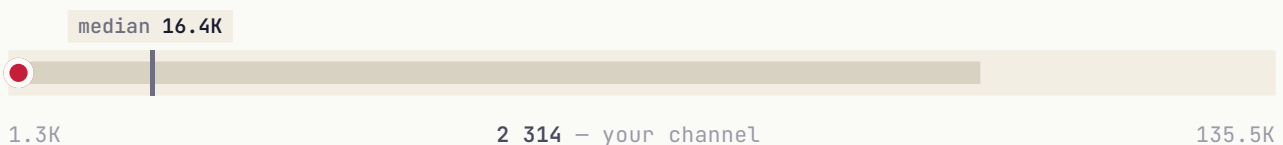
SUBS

worse than median by 19%



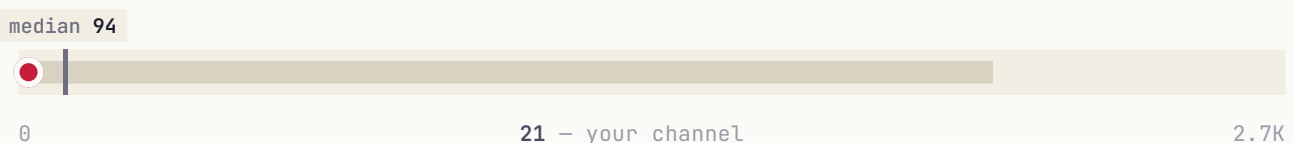
AVG REACH / POST

worse than median by 86%



CITATION INDEX

worse than median by 78%



— SECTION 08 · STRATEGY

What to do right now

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

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

Audience most active on this day at 22:00 MSK.

EFFECT

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

Current ER 1.4% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.1pp 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 and 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**

Exchange posts with same-segment channels once a quarter. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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