

PUBLIC REPORT BY PROMTPRESS

Channel audit

Перекупские Движения



@perekupskiedvij

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SUBSCRIBERS

133 040

+5542 per month

ERR (% SEE POSTS)

3.0%

per day 1.3%

REACH/POST

3.8K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a separate channel health metric. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 133 040 —	 SUBSCRIBER REACH 2.83% avg % subs see post	 VIEWS/POST 3.8K median 3.6K · 29 days	 POSTS/WEEK 28.2 over period
 7D TREND -20.1% vs prev week	 REACTIONS/POST 39.5 total 4,617 reactions, 246 reposts, 435 comments	 POST LENGTH 171 chars median 100 · 29 days	 POSTS ANALYZED 117 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +5542 last month	 CITATION RATE 14 citation index · 62 channels mentioned ever	 CHANNEL AGE 5 yrs 1 mo created 29.04.2021

AI EDITOR SUMMARY

Channel «Перекупские Движения» — 133 040 subs. Each post averages 3.8K people (3% from subs), reach is low — worth expanding audience. Posts 28 posts per week (~4/day) — active posting. For the week of Jun 15–21, reach dropped by -20.1% vs week Jun 8–14 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 117 posts over 29 days.
- 02 Dominant format — Video (81/117 posts).
- 03 Avg post length — 171 chars (median 100).
- 04 Peak audience activity — Sunday, 11:00 MSK.
- 05 Top posts get 3× more views than the weakest (7.8K avg for top vs 2.5K for worst) — among 117 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 08:24 PHOTO GIVEAWAY FREE! ☑ To participate, just subscribe to the channel and click «Participate» in the post ☑ Results tomorrow...	VIEWS 8 922 REPOSTS 27	REACTIONS 89 ER 6.7%
Nº2 30.05 · 16:42 VIDEO Bonus giveaway winner ☑ Roman from Yaroslavl ☑ iPhone 17 Pro - 1242 ☑ Recorded stream: https://vk.ru/wall-235169966_4355 Reminder...	VIEWS 8 153 REPOSTS 1	REACTIONS 55 ER 6.1%
Nº3 31.05 · 08:05 VIDEO (captionless post — video)	VIEWS 6 421 REPOSTS 2	REACTIONS 48 ER 4.8%

Nº4 30.05 • 05:24 **VIDEO**

Good morning ✨ We're at the airport, flying to Moscow for an interesting deal ➡

VIEWS

6 381

REACTIONS

52

REPOSTS

1

ER

4.8%
Nº5 30.05 • 12:03 **PHOTO**

Bought this rig 📷

VIEWS

5 988

REACTIONS

65

REPOSTS

1

ER

4.5%

WORST 3

↓ 19.06 • 15:43 **VIDEO**
(captionless post – video)

VIEWS

2 669

REACTIONS

26

REPOSTS

1

ER

2.0%

↓ 25.06 • 09:05 **PHOTO**
📷 HOT DEAL IN 24H 📷 Buy our accessory (grommet kit) and automatically enter the promo 📷 1. 📷 Mitsubishi...

VIEWS

2 591

REACTIONS

72

REPOSTS

7

ER

1.9%

↓ 25.06 • 08:39 **VIDEO**
Hi everyone 📷 Starting in 30 min 📷

VIEWS

2 371

REACTIONS

35

REPOSTS

1

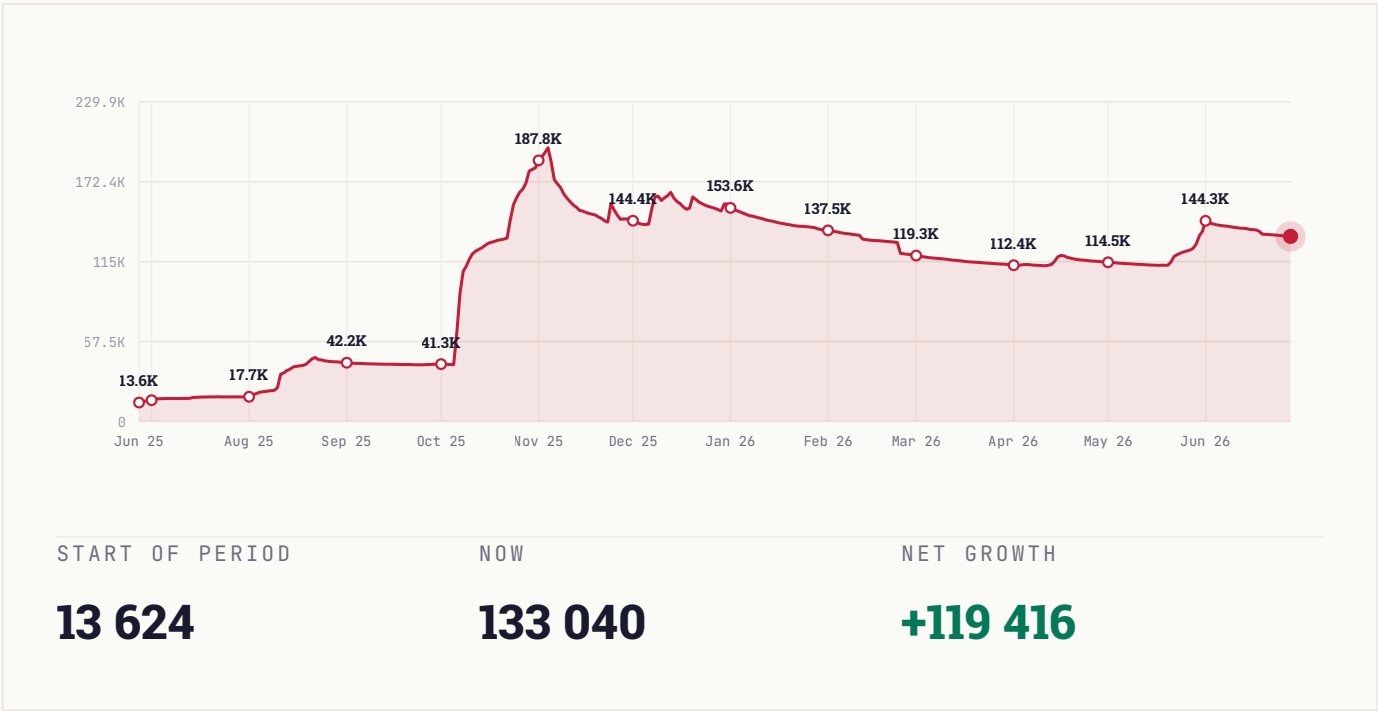
ER

1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

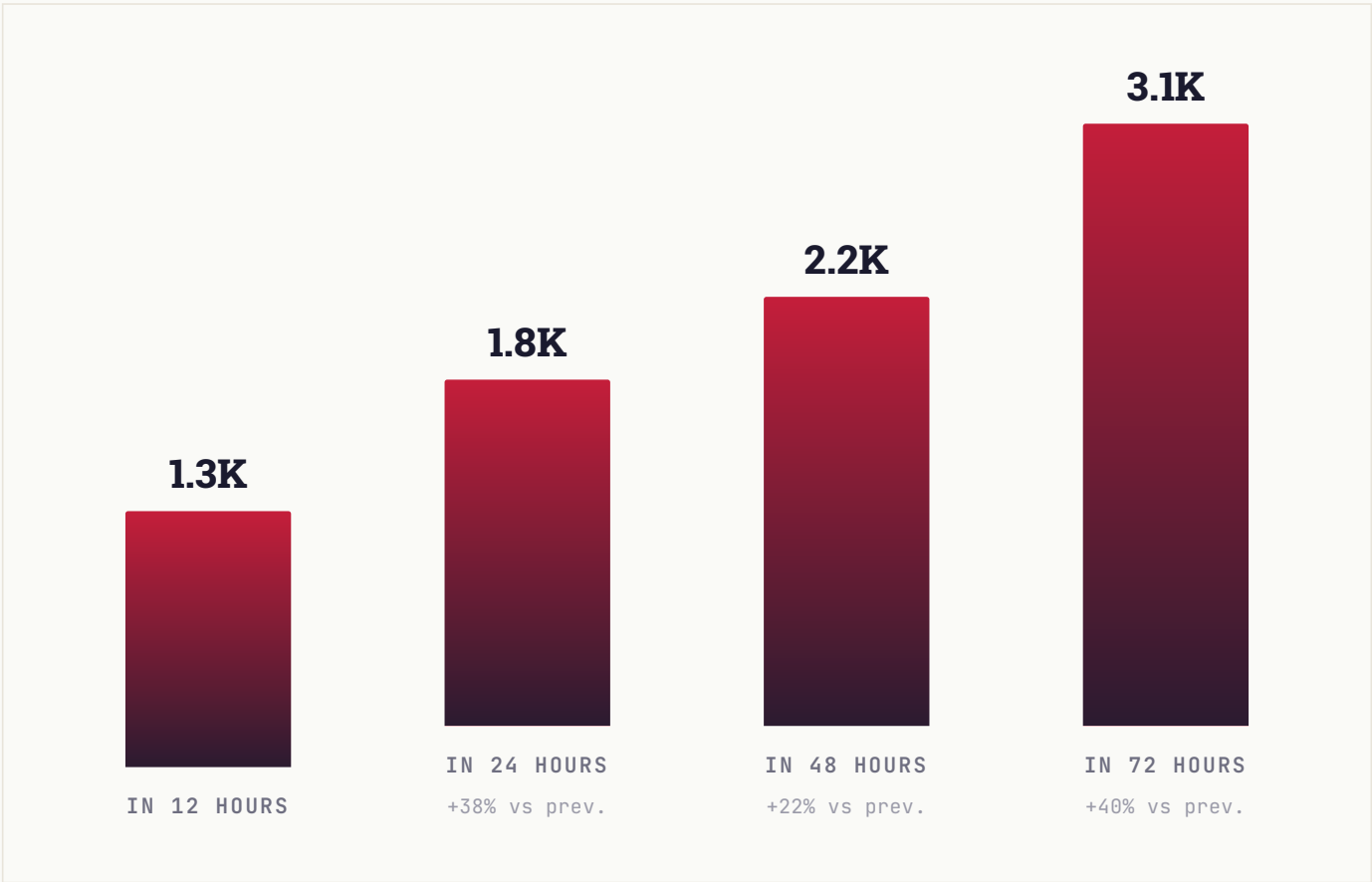
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · 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
AV 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
AV Auto.ru	495.8K
GA Garage	485.6K
AV AVTOZAKAZ.RU	480.7K
PD Перекупские Движения YOU	133K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#79 of 98). Niche median — 203.3K subs. First growth KPI — reach median. Leader: Cars & Point (3.4M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mentioned yours. Over the last **6 months** such mentions were **126**, they brought **242 405** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	53	23	40 352
November 2025	16	13	28 843
October 2025	24	14	141 656
September 2025	5	2	529
Aug 2025	25	15	28 302
July 2025	3	3	2 723
TOTAL MENTIONS		MONTHS OF DATA	SUBS ATTRACTED
126		6	242 405

SECTION 07 · NICHE COMPARISON

Where channel ranks in its league

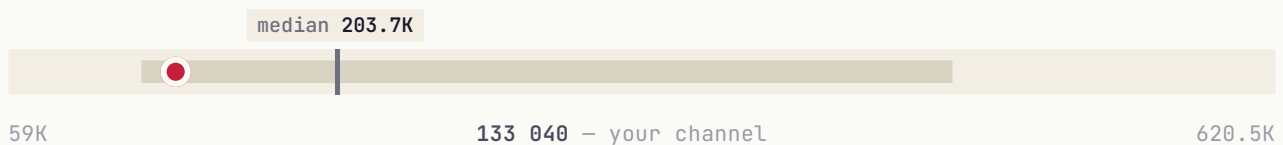
Took top-**100** channels in category «**Transport**» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#79 /100

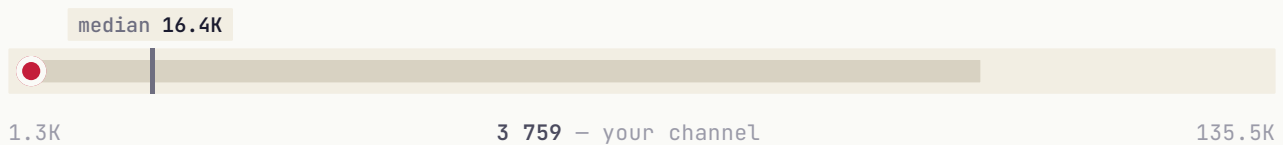
RANK IN NICHE

Channel in bottom half of ranking

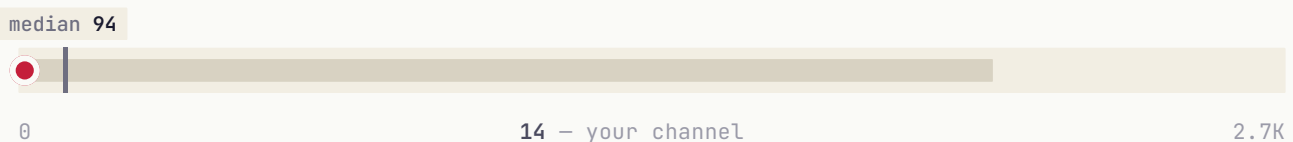
SUBSCRIBERS

35% below median


AVG REACH / POST

77% below median


CITATION INDEX

85% below median


— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

Audience most active on this day at 11:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 2.83% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.7pp 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 win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
