

PUBLIC REPORT BY PROMTPRESS

Channel audit

Polygon 98



@polygon_98

Channel about off-road adventures, Soviet/Russian vehicles and their maintenance Advertising, cooperation:...

SUBSCRIBERS

113 074

-770 per month

ERR (% SEE POSTS)

48.0%

daily **21.5%**

REACH/POST

52.7K

ad reach **24.3K**/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 113 074 —	 SUBSCRIBER REACH 46.61% avg % subs see post	 VIEWS/POST 52.7K median 58.8K · 29 days	 POSTS/WEEK 9.6 for period
 TREND 7D -10.7% vs prev week	 REACTIONS/POST 1927.0 77,079 reactions, 639 reposts, 4,114 comments	 POST LENGTH 85 chars median 60 · 29 days	 POSTS ANALYZED 40 29 days
 AD REACH 24.3K 24h avg	 CHURN / MONTH -770 last month	 CITATION RATE 8 citation index · 30 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Polygon 98» — 113 074 subs. Each post averages 52.7K people (47% from subs), wide reach for a channel this size. Publishes 10 posts/week (~1/day) — regular pace. For week Jun 15–21, reach dropped -10.7% to week Jun 8–14 — worth analyzing why.

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 40 posts over 29 days.
- 02 Dominant format – Video (20/40 posts).
- 03 Avg post length – 85 chars (median 60).
- 04 Audience peak activity – Friday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (65.4K avg for top vs 33.5K for worst) – among 40 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 10.06 · 06:56 PHOTO Ever seen a Tatra crankshaft? ...from another Tatra	VIEWS 67 063 REP. 107	REACTIONS 2 395 ER 59.3%
Nº2 05.06 · 06:01 VIDEO ... hello, we need a trailer for gardening transport	VIEWS 64 801 REP. 15	REACTIONS 2 225 ER 57.3%
Nº3 01.06 · 05:48 PHOTO Vacation is almost over, diving into repairs is tough – maybe take the BRDM for a spin first?	VIEWS 64 227 REP. 7	REACTIONS 2 227 ER 56.8%

Nº4 15.06 • 07:17 VIDEO Huge thanks to the guys from Museum of Helicopters for the unusual gift!	VIEWS 64 064 REP. 19 REACTIONS 2 193 ER 56.7%
Nº5 04.06 • 10:00 TEXT https://youtu.be/7ClEldM7Mhs VIDEO ON OTHER PLATFORMS : 😊 VKONTAKTE 😊 RUTUBE 😊 DZEN	VIEWS 63 874 REP. 16 REACTIONS 1 186 ER 56.5%

WORST 3

↓ 25.06 • 05:00 VIDEO Take the worker home, buddy☹️	VIEWS 33 931 REP. 6 REACTIONS 1 927 ER 30.0%
↓ 25.06 • 14:29 VIDEO What new car to get for ≈1M in 2026? ☹️ Look for real offers. The market has changed: Chinese brands have...	VIEWS 33 622 REP. 1 REACTIONS 282 ER 29.7%
↓ 25.06 • 09:59 TEXT https://youtu.be/Tv45jzIUogc VIDEO ON OTHER PLATFORMS : 😊 VKONTAKTE 😊 RUTUBE 😊 DZEN	VIEWS 32 984 REP. 15 REACTIONS 1 137 ER 29.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

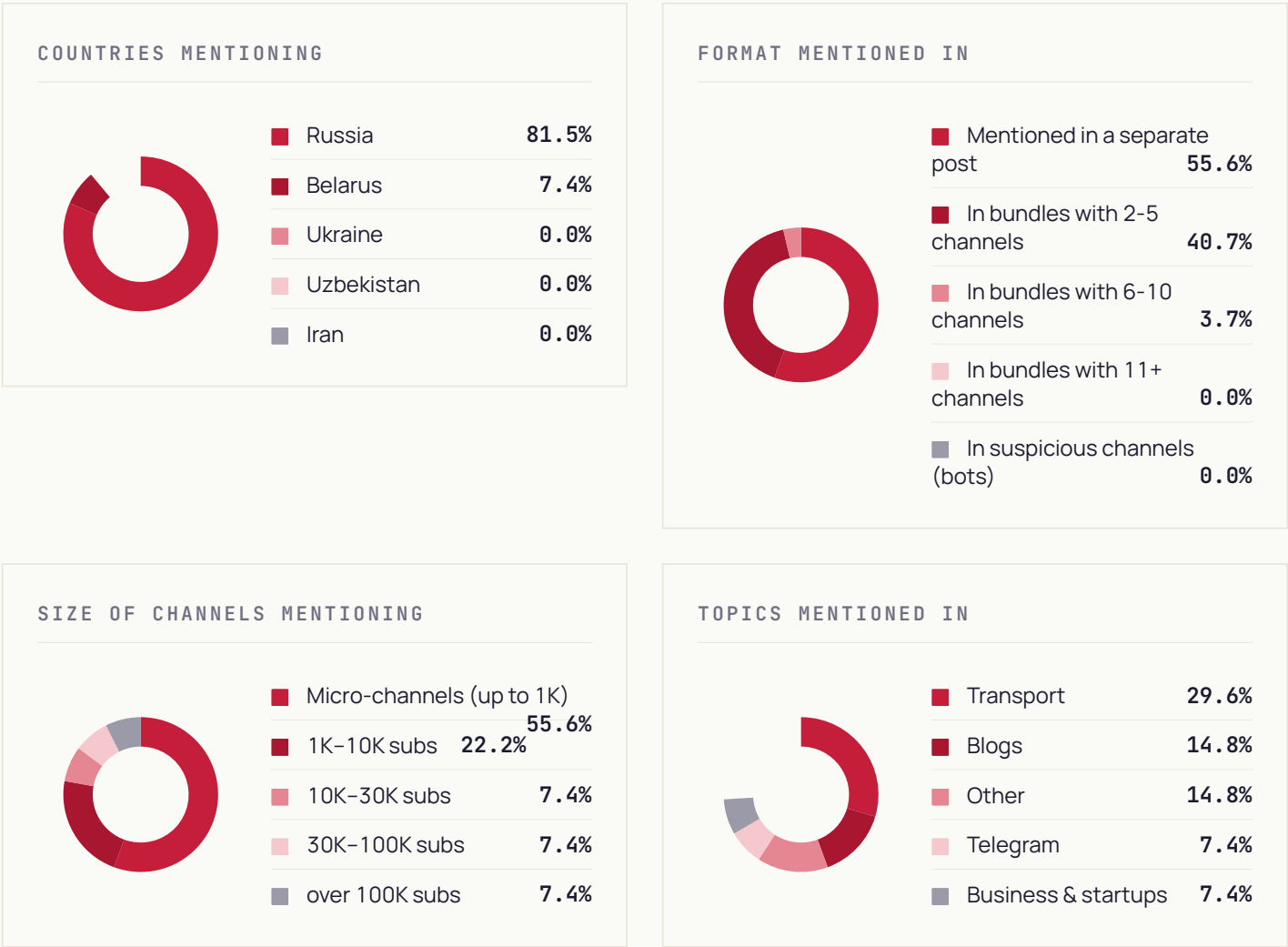
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

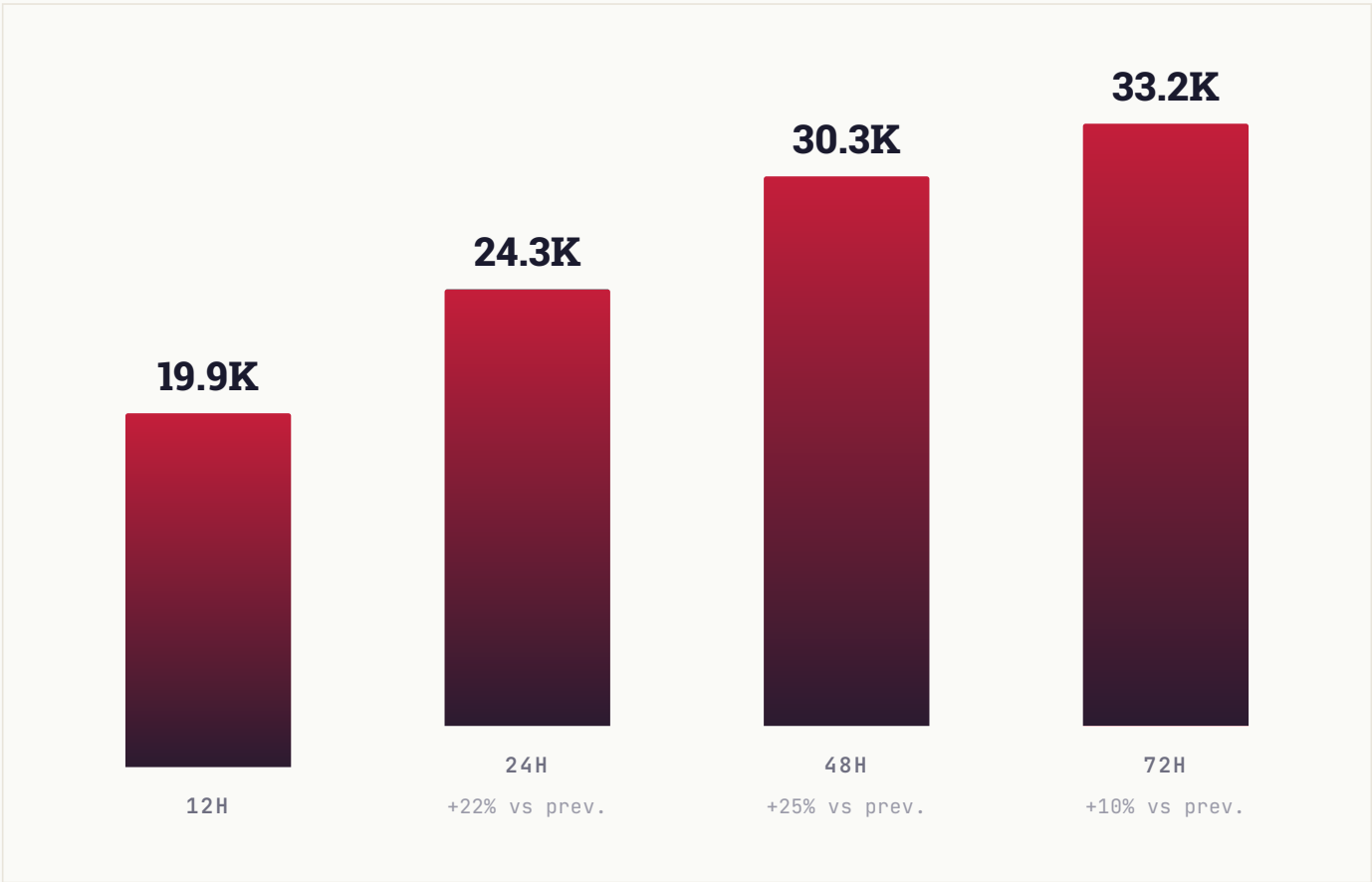
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned 30 different channels.



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. Your channel is highlighted — you can see its place among niche neighbors.

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
P9 Polygon 98 YOU	113.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#96 of 98). Niche median — 203.3K subs. First growth KPI — reach median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

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 **1**, they brought **22 908** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	0	0	1 486
Nov 2025	0	0	4 605
Oct 2025	0	0	7 169
Sep 2025	1	1	3 617
August 2025	0	0	3 202
July 2025	0	0	2 829

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
1	6	22 908

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

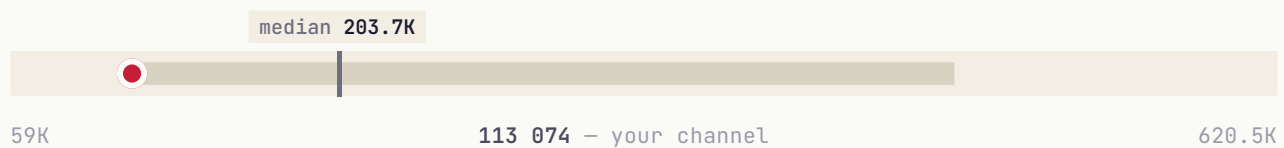
Took top-100 channels in category "Transport» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#96 /100

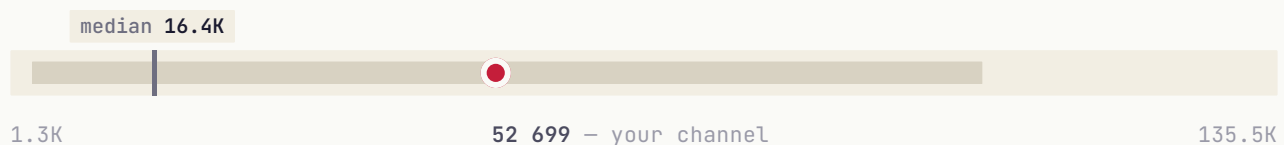
POSITION IN NICHE

Channel in the bottom half of the ranking

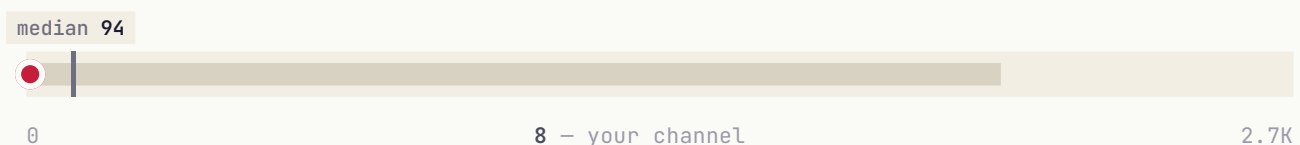
SUBSCRIBERS

44% below median

AVG REACH / POST

better than 66% of niche

CITATION INDEX

92% below median

— 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

Top post of the week — on Friday

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

EFFECT

**Best window
for important
posts**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
