

PUBLIC REPORT BY PROMTPRESS

Channel audit

PONTOREZKA



@pontorezka7777

№6579795734 Either stay here or come back 😊 Official channel of the project PONTOREZKA 🚗 Cars • Content • Making people happier
😊 We sell cars here:...

SUBSCRIBERS

355 536

-16948 per month

ERR (% SEE POSTS)

7.0%

last day **6.3%**

REACH/POST

22.7K

ad reach **22.5K**/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 calculation period.

 SUBSCRIBERS 355 536 —	 SUBSCRIBER REACH 6.39% avg % subs see post	 VIEWS/POST 22.7K median 24K · 29 days	 POSTS/WEEK 47.9 for period
 7D TREND -1.1% vs previous week	 REACTIONS/POST 66.5 total 13,373 reactions, 663 rep., 1,415 comments	 POST LENGTH 116 chars. median 62 · 29 days	 POSTS ANALYZED 201 29 days
 AD REACH 22.5K 24h avg	 CHURN / MONTH -16948 last month	 CITATION RATE 199 citation index · 553 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 07.11.2023

AI EDITOR SUMMARY

Channel «PONTOREZKA» – 355 536 subs. Each post averages 22.7K people (6% of subs), reach is low – consider expanding audience. Publishes 48 posts/week (~7/day) – active posting. Week of Jun 15–21 reach stable (-1.1% vs week Jun 8–14).

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 **201** posts over 29 days.
- 02 Dominant format — **Video** (142/201 posts).
- 03 Avg post length — **116** chars (median 62).
- 04 Peak audience activity — **Friday**, 08:00 MSK.
- 05 Strongest posts get **2×** more views than the weakest (29.3K avg for top vs 15.5K for worst) — among 201 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 15:52 TEXT https://vk.ru/wall-228635419_6394 Live stream recording	VIEWS 30 474 REP. —	REACTIONS 32 ER 8.6%
Nº2 30.05 · 10:10 VIDEO Needs and wants...	VIEWS 29 526 REP. 8	REACTIONS 140 ER 8.3%
Nº3 30.05 · 15:27 TEXT 1st place 125	VIEWS 27 983 REP. 1	REACTIONS 56 ER 7.9%

Nº4 30.05 · 15:05 TEXT 20th place 210 19th place 118 18th place 1 17th place 194 16th place 283 15th place 152 14th place 58 13th place 43 12th place 267 11th place 169 10th place 150	VIEWS 27 892 REP. 1	REACTIONS 26 ER 7.8%
Nº5 30.05 · 06:49 TEXT Good morning, country ✨ We still ended up with 48 extra 😞 Should have stopped 3-4 minutes earlier 🚫 Everyone who got numbers, you're in...	VIEWS 27 796 REP. —	REACTIONS 74 ER 7.8%

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WORST 3

↓ 03.06 · 07:26 VIDEO When I'm sick, you worry less than about Dodge 🚗 Got a cold coming on	VIEWS 15 577 REP. 1	REACTIONS 52 ER 4.4%
↓ 03.06 · 10:59 VIDEO (post without caption – video)	VIEWS 15 550 REP. 5	REACTIONS 30 ER 4.4%
↓ 03.06 · 06:32 VIDEO They say after a nuclear war, only cockroaches and the Toyota Land Cruiser 100 survive. This car can outlive its...	VIEWS 15 397 REP. 6	REACTIONS 59 ER 4.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

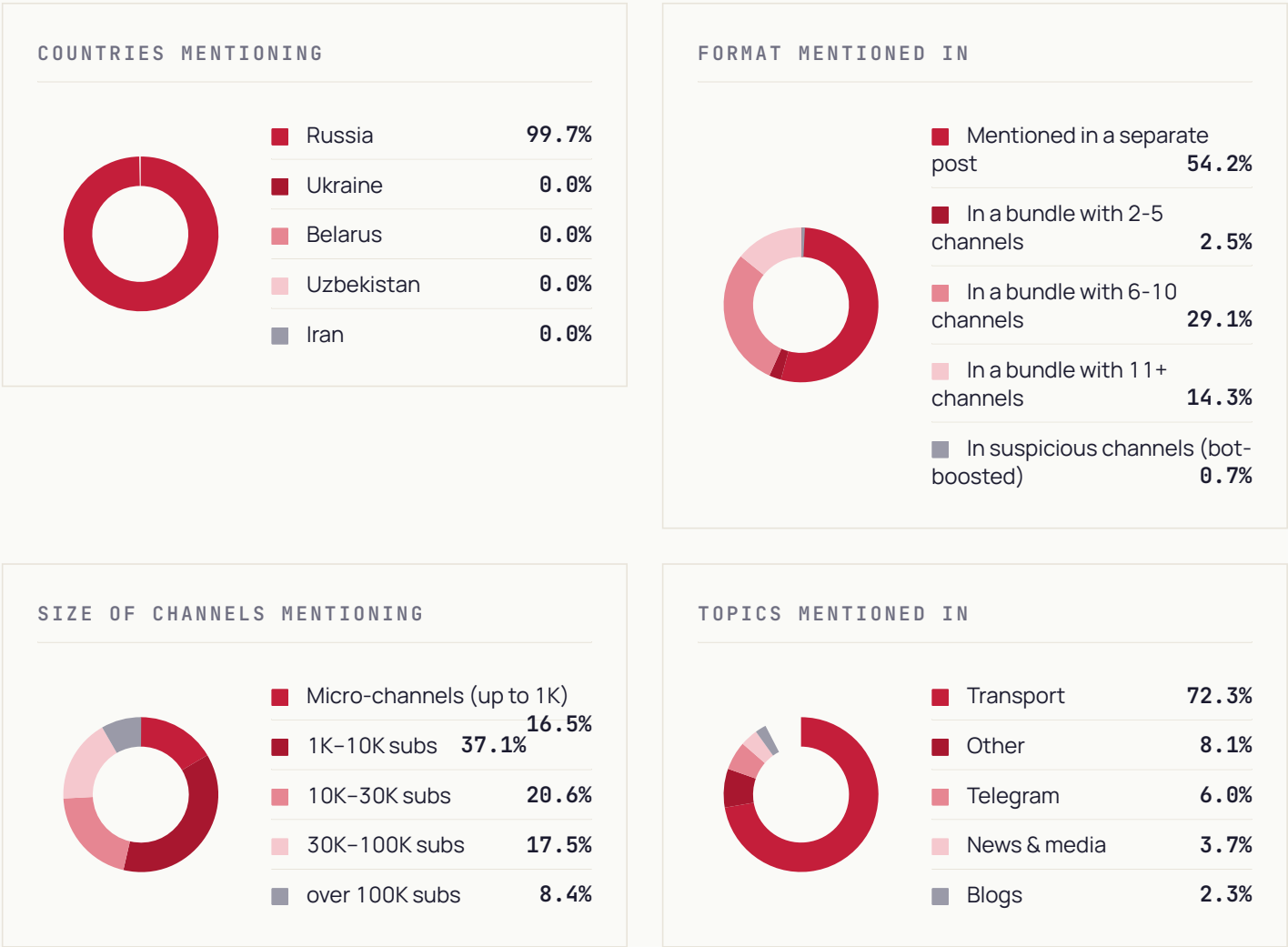
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

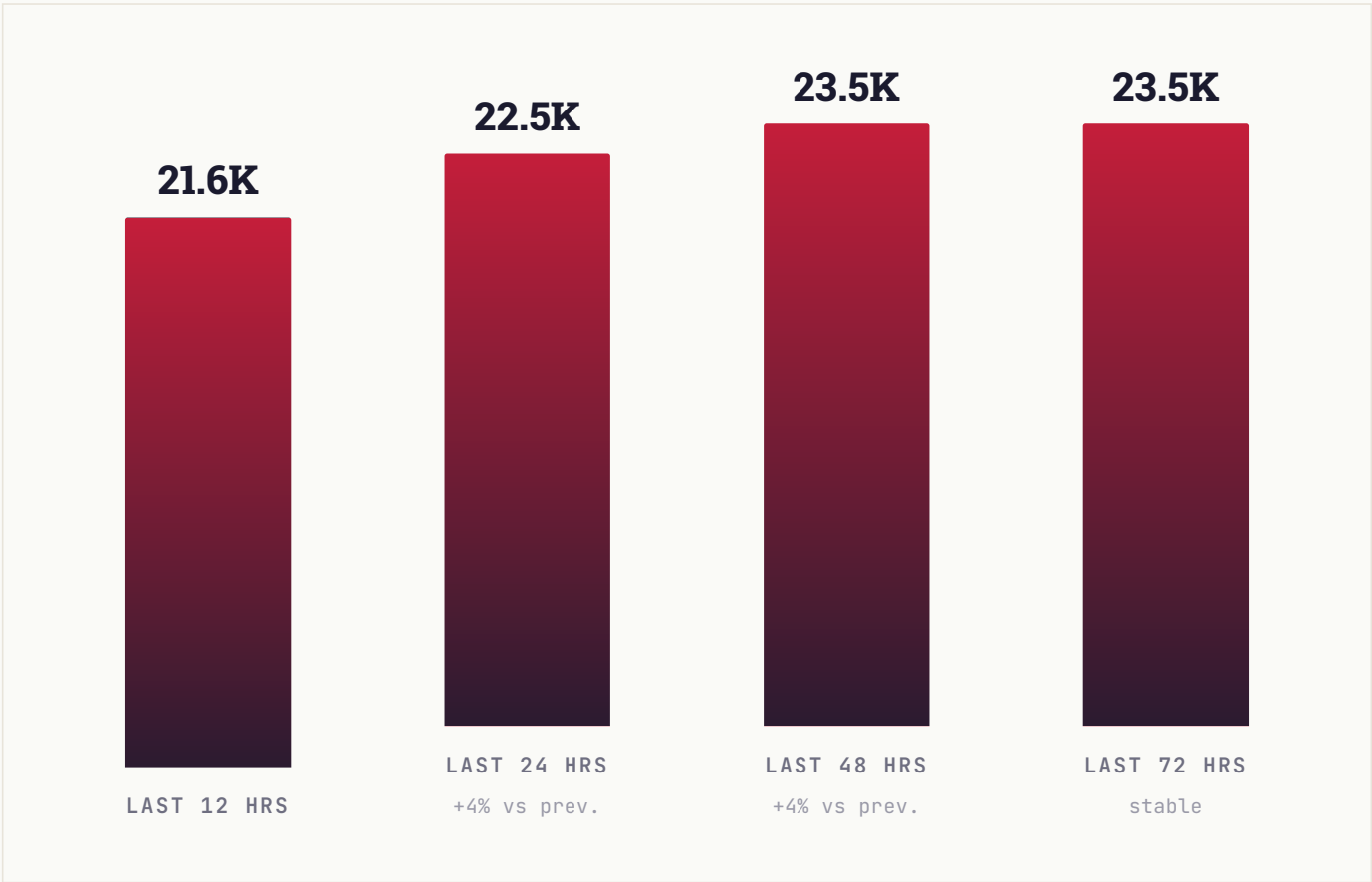
Citation index **199** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **553** different channels.



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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank 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
SW	PONTOREZKA YOU	355.5K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#20 of 98). Leader — Cars & Point (3.4M). Goal for next months: enter niche top 10 through systematic traffic work.

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 **655**, they brought **287 897** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	41	26	89 399
Nov 2025	102	72	71 726
Oct 2025	28	15	74 202
Sep 2025	94	49	52 570
August 2025	217	200	0
July 2025	173	114	0
TOTAL MENTIONS			655
MONTHS OF DATA			6
SUBS ATTRACTED			287 897

SECTION 08 · NICHE COMPARISON

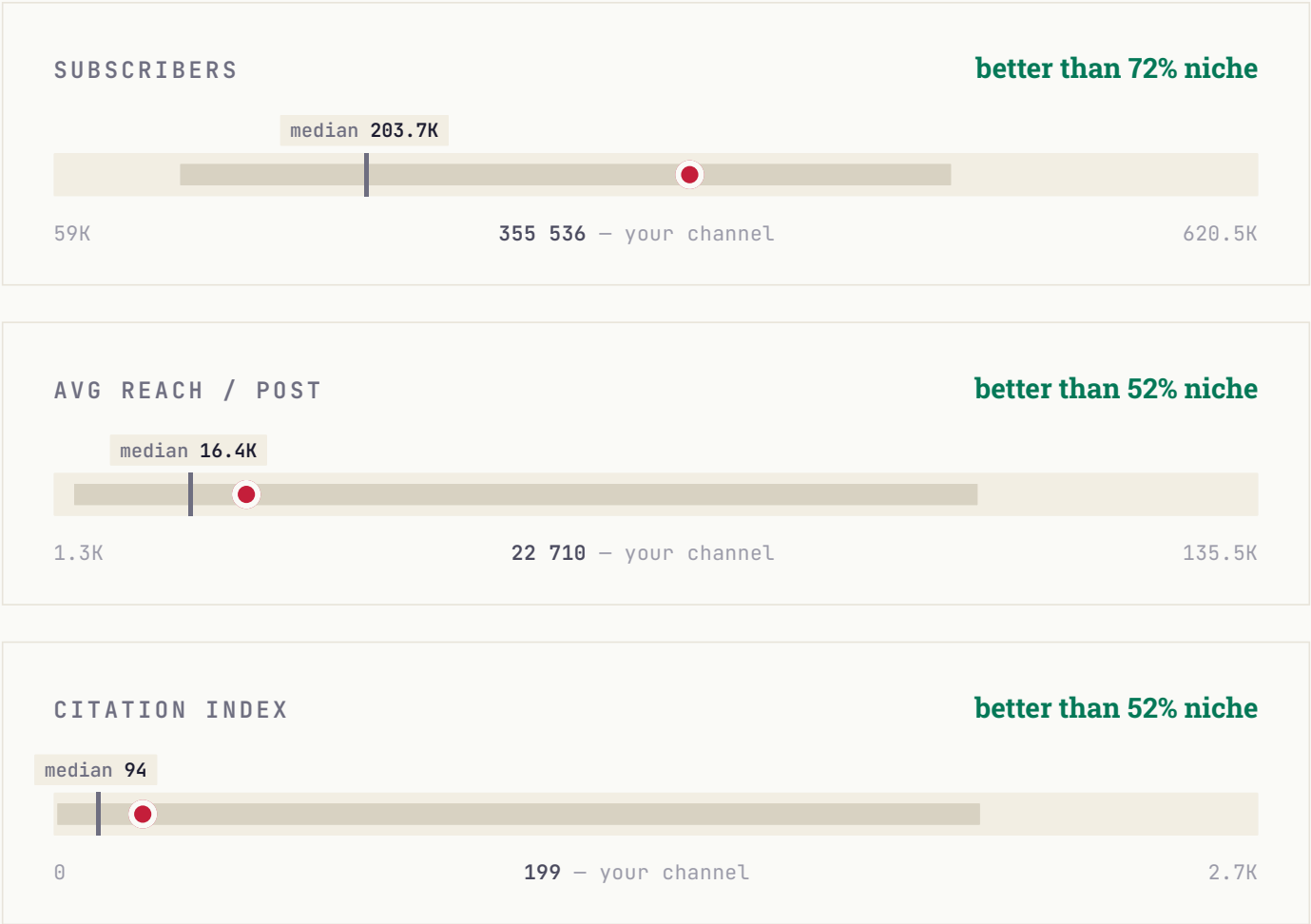
Where the channel stands in its league

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

#20/100

POSITION IN NICHE

Channel in top 20% – strong position



— 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 08:00 MSK.

EFFECT

**Best window
for an
important post****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 point.

EFFECT

+5-15% ER**04****Cross-promo with nearby channels**

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

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

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

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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