

PROMTPRESS PUBLIC REPORT

Channel audit

PROaBTO



@proautoruu

Channel about cars, parts, accessories, and latest auto news

Questions/ads: @proautopiar Included in the RKN list...

SUBSCRIBERS

385 104

+2128 per month

ERR (% SEE POSTS)

38.0%

last day **25.1%**

REACH/POST

143.8K

ad reach **96.5K/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 period it covers.

 SUBSCRIBERS 385 104 —	 SUBS REACH 37.35% avg % subs see post	 VIEWS/POST 143.8K median 146.8K · 28 days	 POSTS/WEEK 6.2 for the period
 7D TREND -0.2% vs previous week	 REACTIONS/POST 1598.0 total 39,951 reactions, 13,328 reposts, 0 comments	 POST LENGTH 759 chars median 718 · 28 days	 POSTS ANALYZED 25 28 days
 AD REACH 96.5K 24h avg	 CHURN/MONTH +2128 last month	 CITATION RATE 382 citation index · 1,108 channels mentioned ever	 CHANNEL AGE 4 years 11 months created 14.07.2021

AI EDITOR SUMMARY

Channel 'PROauto' – 385 104 subs. Each post averages 143.8K people (37% of subs), good reach. Publishes 6 posts/week (~1/day) – rare. Week of Jun 15–21 reach stable (-0.2% vs week of June 8–14).

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 SHARE

- 01 Analysis based on 25 posts over 28 days.
- 02 Dominant format – Photo (24/25 posts).
- 03 Avg post length – 759 chars (median 718).
- 04 Peak audience activity – Thursday, 09:00 MSK.
- 05 Top posts bring in 1x more views than the weakest (151.7K avg for top vs 141.3K for worst) – among 25 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 18.06 · 06:47 PHOTO ⓧ Tesla Gets Smarter: Car Will Remember Where You Like to Park! Elon Musk announced a major autopilot update. Now...	VIEWS	REACTIONS
	152 101	1 390
	REPOSTS	ER
	541	39.5%
Nº2 09.06 · 07:59 PHOTO Charged 'Niva' charges into battle! AvtoVAZ unveiled the racing Lada Niva Sport Turbo for the Russian Rally Raid Championship. The premiere was...	VIEWS	REACTIONS
	151 851	1 578
	REPOSTS	ER
	718	39.4%
Nº3 16.06 · 13:27 PHOTO Sit & go: Citydrive – first carsharing without photo inspection New Turbocasco protection plan removes most drivers' headaches...	VIEWS	REACTIONS
	151 295	1 549
	REPOSTS	ER
	698	39.3%

Nº4 16.06 • 07:57 PHOTO KGM Rexton Frame SUVs Sale in Russia: Discounts up to 1.9M RUB! Brand KGM (formerly SsangYong) launched a massive promo on...	VIEWS 150 525 REPOSTS 557 REACTIONS 1 592 ER 39.1%
Nº5 13.06 • 08:55 PHOTO Xiaomi to release robotic arm for EV charging Device, ready for mass production, goes on sale in Q4...	VIEWS 150 330 REPOSTS 672 REACTIONS 1 418 ER 39.0%

WORST 3

↓ 15.06 • 10:28 PHOTO Lada Azimut in full glory: crossovers are back at AvtoVAZ! AvtoVAZ delights with news: newest Russian Lada Azimut crossovers in all...	VIEWS 142 029 REPOSTS 276 REACTIONS 1 470 ER 36.9%
↓ 04.06 • 11:10 PHOTO Kia Seltos 2027: what's new? Updated Kia Seltos 2027 crossover debuts in the US. Design and features: The car...	VIEWS 141 880 REPOSTS 316 REACTIONS 1 479 ER 36.8%
↓ 25.06 • 14:08 PHOTO Russian EV «Atom» passed crash tests! Serial samples of the domestic electric car survived frontal collision...	VIEWS 139 866 REPOSTS 600 REACTIONS 1 318 ER 36.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

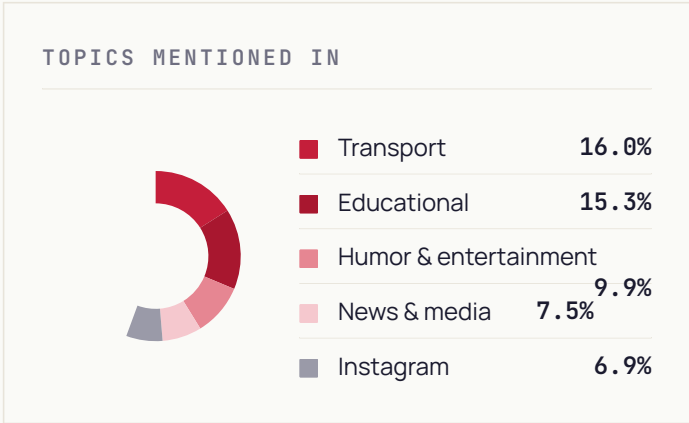
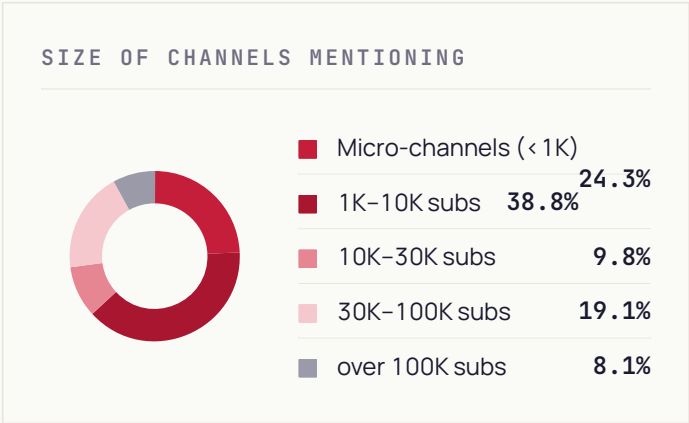
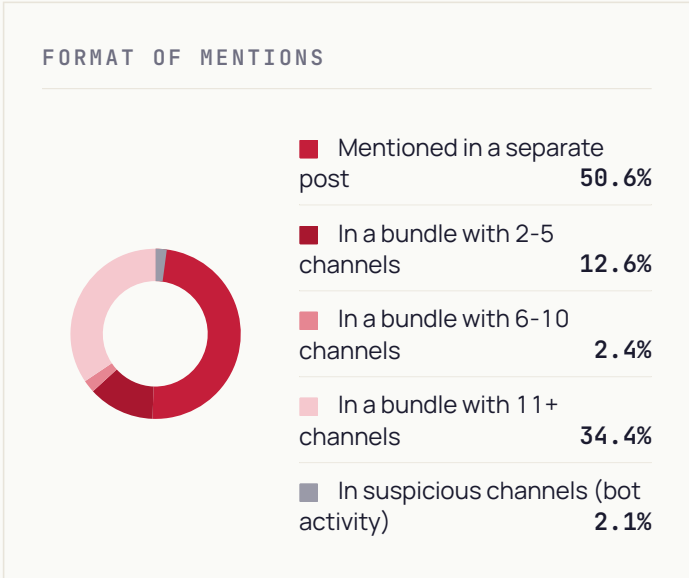
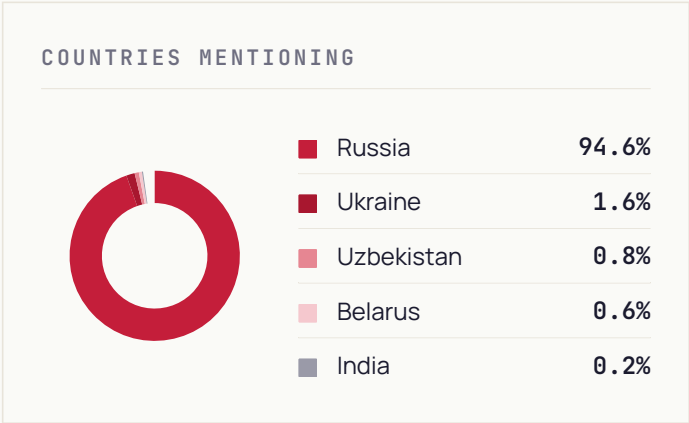
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

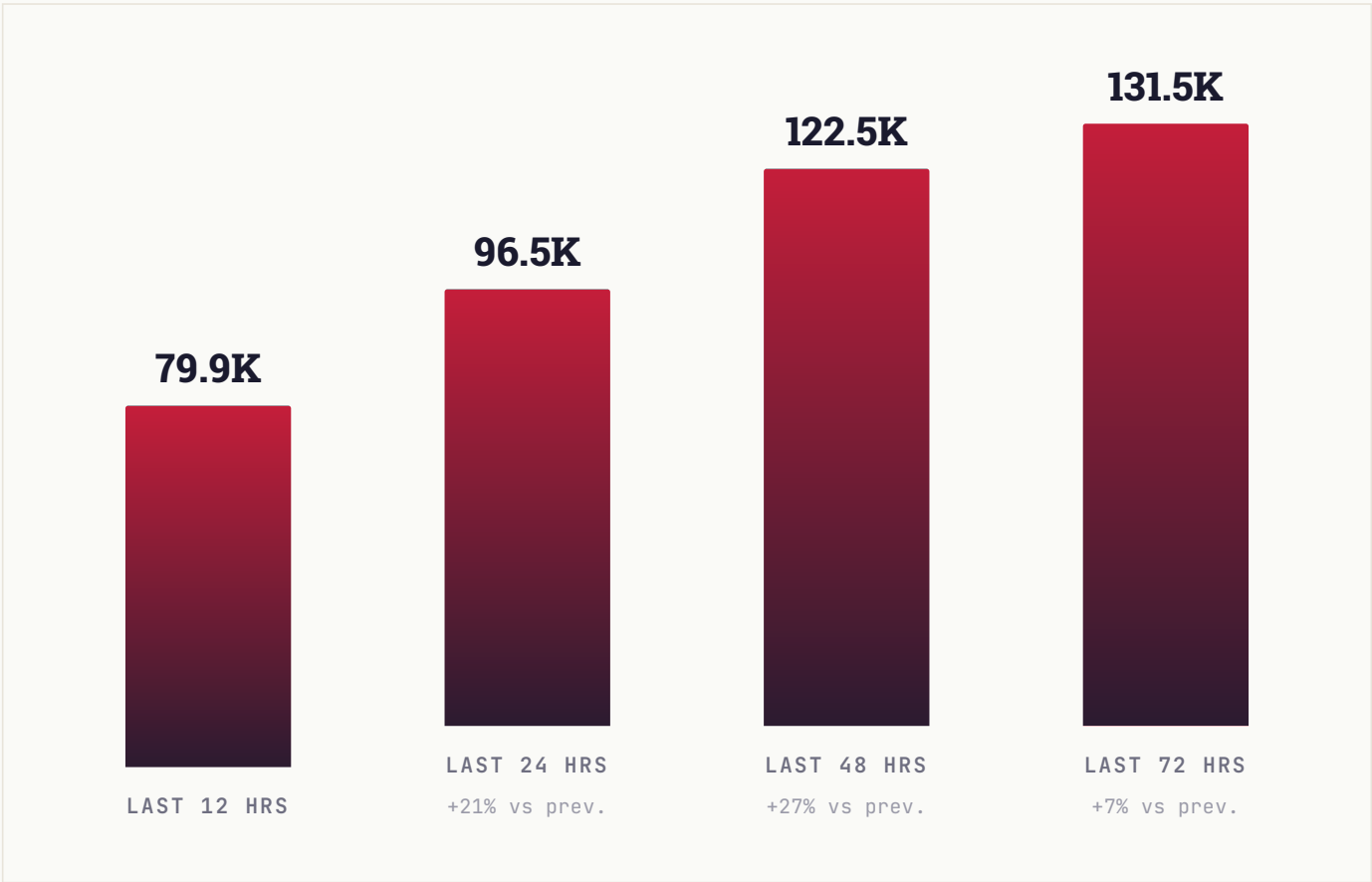
Citation index **382** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **1 108** different channels.



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

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
PR PROaBTO YOU	385.1K

COMPARATIVE SUMMARY

Channel in top quartile of niche (#17 of 98). Leader — Cars & Point (3.4M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **277**, they brought **65 820** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	10	21 093
Nov 2025	34	29	7 899
Oct 2025	46	3	10 139
September 2025	45	3	5 903
August 2025	42	3	8 263
July 2025	100	54	12 523
TOTAL MENTIONS			277
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			65 820

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray bar = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#17

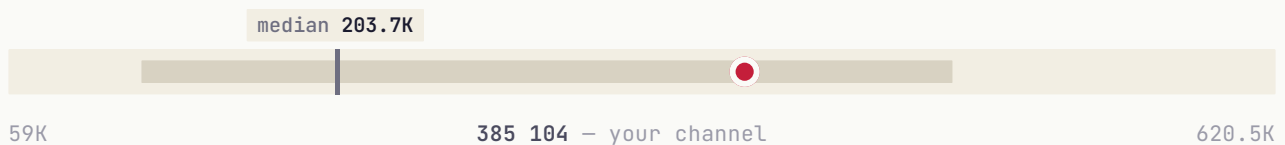
/100

RANK IN NICHE

Channel in top 17% – strong position

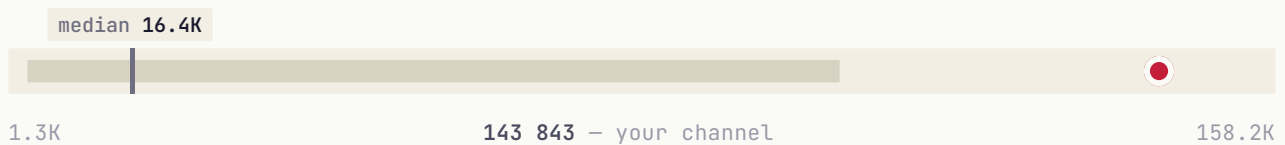
SUBSCRIBERS

better than 76% of niche



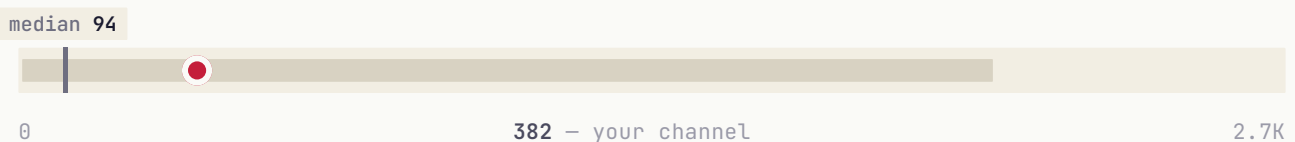
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 55% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Thursday

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

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 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 nearby channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ 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 ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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