

— PUBLIC REPORT BY PROMTPRESS

Channel audit

RATATA — counter- emergency driving & drift



@ratataschool

Counter-emergency driving and drifting courses Bright emotions
and invaluable skills in complete safety 🙌 Details & sign up
@ratatasupport Our venues...

SUBSCRIBERS

11 455

ERR (% SEE POSTS)

414.0%

REACH/POST

23K

+204 per month

per day 10.7%

ad reach 1.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Transport» category

09 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.

 SUBSCRIBERS 11 455 —	 SUBS REACH 200.37% avg % of subs see post	 VIEWS/POST 23K median 4.5K · 27 days	 POSTS/WEEK 2.8 over period
 7D TREND -91.6% vs previous week	 REACTIONS/POST 55.5 total 610 reactions, 251 reposts, 35 comments	 POST LENGTH 423 chars. median 268 · 27 days	 POSTS ANALYZED 11 27 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH +204 last month	 CITATION RATE 14 citation index · 27 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 18.11.2022

AI EDITOR SUMMARY

Channel «RATATA — counter-emergency driving and drifting» — 11 455 subs. Each post averages 23K people (200% of subs), this is wide reach for a channel of this size. Publishes 3 posts per week (~0 per day) — rare publications. For week Jun 29 – Jul 5 reach dropped by -91.6% by week 22–28 Jun — worth analyzing reasons.

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 11 posts over 27 days.
- 02 Dominant format – Photo (7/11 posts).
- 03 Avg post length – 423 chars (median 268).
- 04 Peak audience activity – Friday, 14:00 MSK.
- 05 Top posts get 19x more views than the weakest (73.6K avg for top vs 4K for worst) – among 11 posts in 27 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 11:12 PHOTO  Our Mikhnevo proving ground was captured by @estdebureau's lens. Here are a few shots that perfectly convey the summer...	VIEWS 131 346 REPOSTS 37	REACTIONS 68 ER 1146.6%
Nº2 06.07 · 10:33 VIDEO  Starting the week with a fresh episode on our YouTube channel This time we push the limits of Russia's top cars to...	VIEWS 84 656 REPOSTS 128	REACTIONS 86 ER 739.0%
Nº3 22.06 · 14:49 PHOTO  Why is grass green, sky blue, and steering wheel round? We can't answer the rest, but we know a thing or two about wheels. How...	VIEWS 4 905 REPOSTS 5	REACTIONS 55 ER 42.8%

Nº4 11.06 • 15:11 PHOTO 🌀 How to choose when you want it all? We understand how hard it can be to decide, so we've put together a quick cheat sheet on our...	VIEWS 4 847 REPOSTS 10 REACTIONS 46 ER 42.3%
Nº5 17.06 • 11:57 VIDEO 🌀 New video on our YouTube channel is live 🗣️ In this episode we tested German reps at the RATATA proving ground to see what they can...	VIEWS 4 575 REPOSTS 18 REACTIONS 67 ER 39.9%

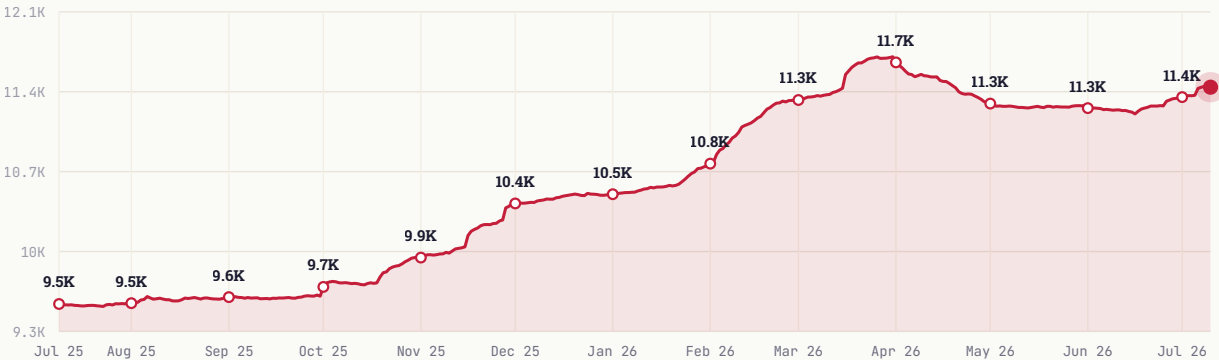
WORST 3

↓ 29.06 • 15:54 PHOTO 🌀 What do a gym and defensive driving have in common? The gym doesn't change your life in a day, but little by little it changes how you...	VIEWS 4 290 REPOSTS 4 REACTIONS 41 ER 37.5%
↓ 01.07 • 07:20 VIDEO 🌀 Volkswagen Tiguan or Toyota RAV4? We decided not to argue in comments, but simply sent them to the RATATA test track. The result – already in...	VIEWS 4 055 REPOSTS 18 REACTIONS 78 ER 35.4%
↓ 03.07 • 15:56 PHOTO 🌀 Friday interactive We hid 6 police cars in this picture. Who can find all the cars and tell why there are exactly six? By...	VIEWS 3 512 REPOSTS 5 REACTIONS 49 ER 30.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

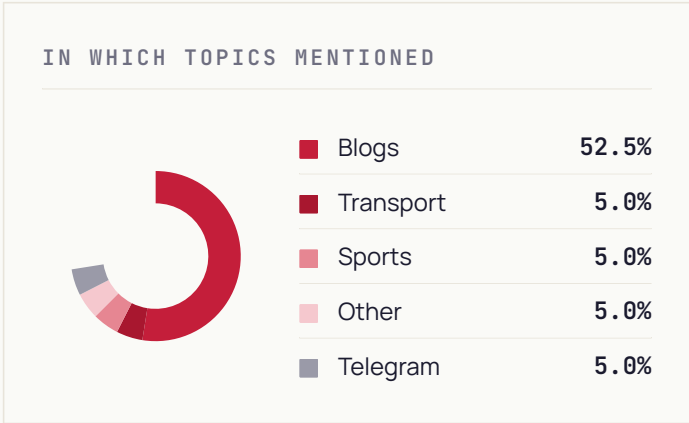
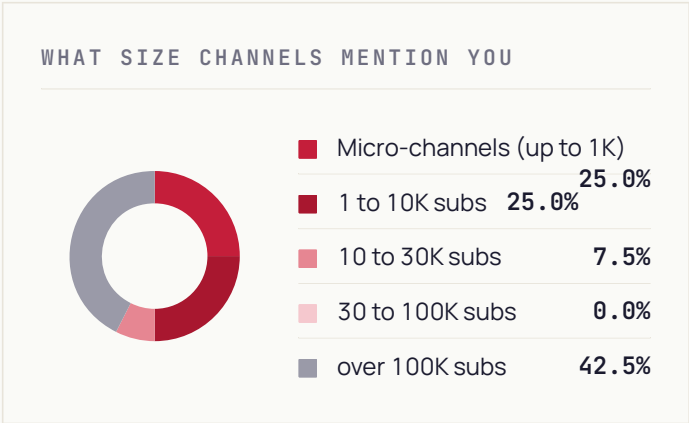
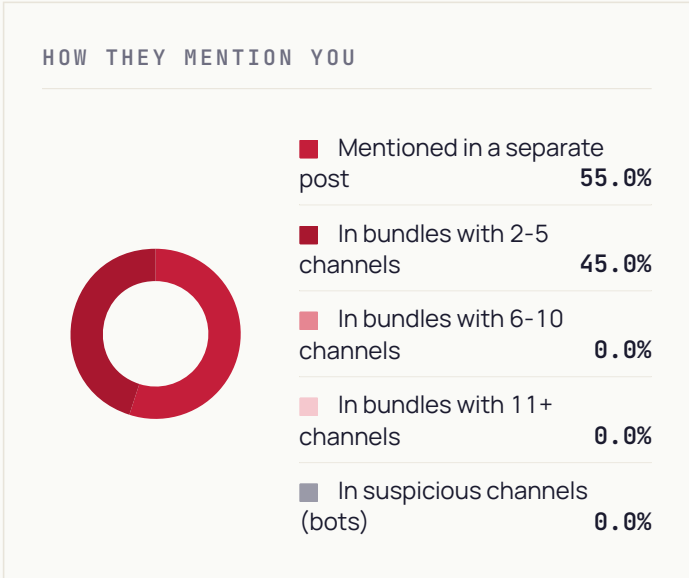


PERIOD START	NOW	NET GROWTH
9 506	11 455	+1 949

SECTION 04 · MENTIONS

Who mentions the channel and how

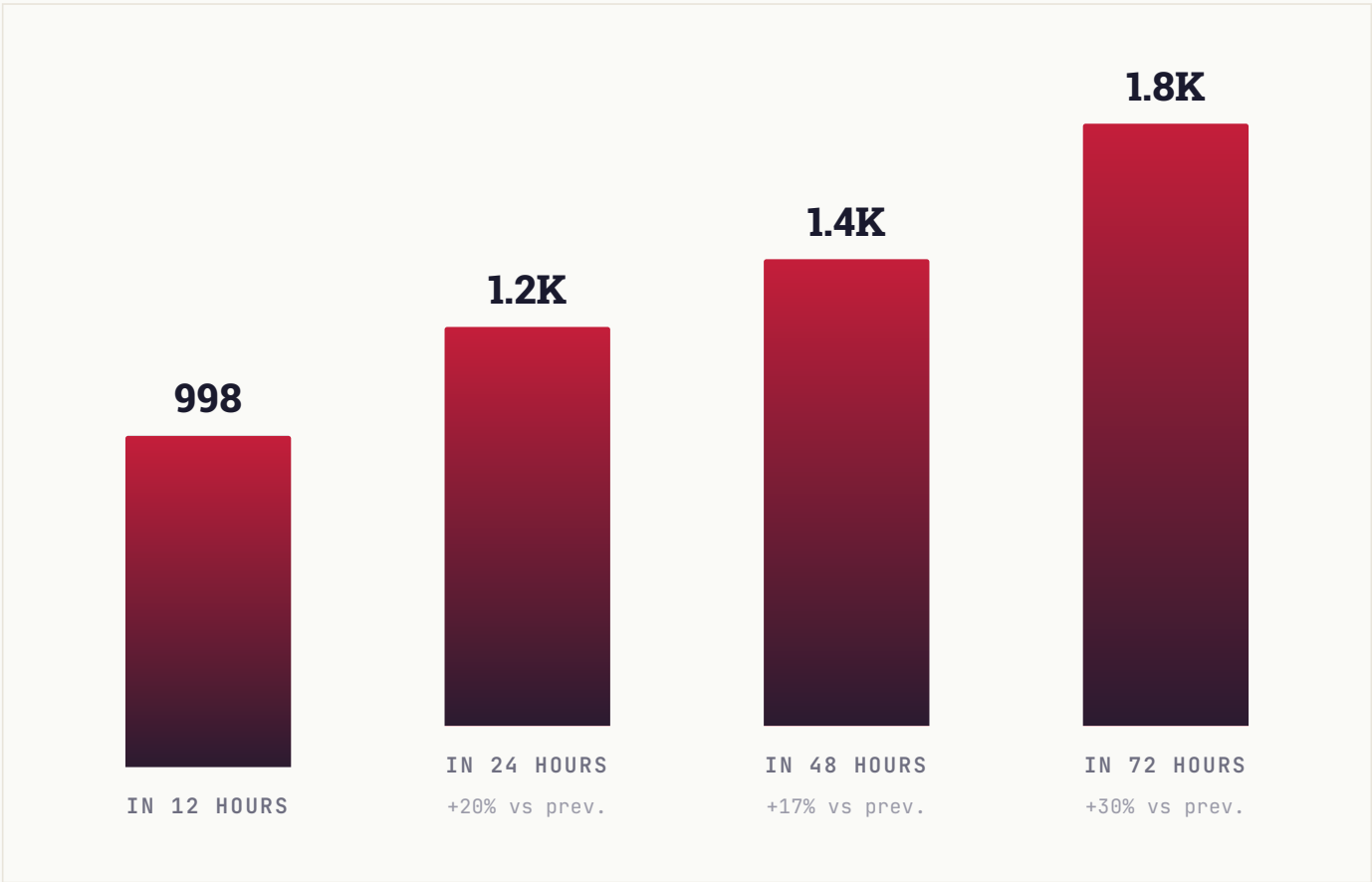
Citation index **14** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **27** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · 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	3.5M
AB Avtomanya	1.9M
VM Vodiy Moshina Bozor	1M
WE WENGALLBI	998.7K
DS Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN Un Normal	588.6K
FI Fighterbomber	521.2K
AB Auto.ru	498.5K
GA Garage	482.5K
AB AVTOZAKAZ.RU	480K
R- RATATA — counter-emergency driving & drift YOU	11.5K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal: enter top-98 via systematic traffic & content 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 **6**, they brought **1 464** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	269
December 2025	0	0	113
Nov 2025	3	2	500
Oct 2025	1	1	389
Sep 2025	1	1	67
August 2025	1	1	126

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
6	6	1 464

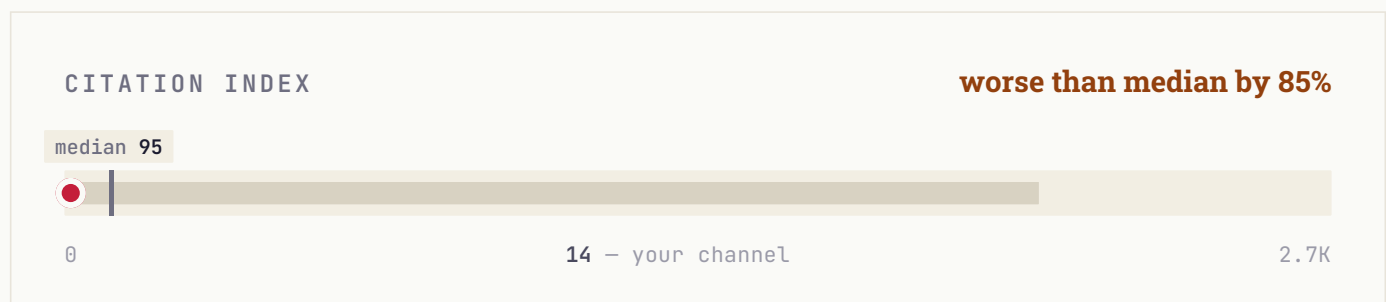
Where the channel ranks in its league

SUBSCRIBERS

worse than median by 95%

median 209.3K

59.9K 11 455 — your channel 620.3K



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 2.8 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Friday
Audience most active on this day at 14:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources per niche. | EFFECT
+1000-3000
subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with channels in the same segment once a quarter. 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 from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

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

02 Contact manager t.me/PromptPress_manager
