

PUBLIC REPORT BY PROMTPRESS

Channel audit

ROLF



@rolf_company

Official channel of Russia's largest car dealer 35 years on the market <https://vk.com/rolfcompany> App 'My ROLF': <https://rolf.onelink.me/VN8Y/7unsbmh8>

SUBSCRIBERS

175 105

+15895 per month

ERR (% SEE POSTS)

4.0%

in 24h 1.4%

REACH/POST

7.1K

ad reach 2.6K/24h

— CONTENTS · 2026

What's Inside the Report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Worst 3 · Insights

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 under the number shows the period it covers.

 SUBSCRIBERS 175 105 —	 SUBSCRIBER REACH 4.05% avg % subs see post	 VIEWS/POST 7.1K median 4.8K · 28 days	 POSTS/WEEK 12.2 over period
 7D TREND +13.5% vs previous week	 REACTIONS/POST 53.8 only 2,688 reactions, 488 reposts, 201 comments	 POST LENGTH 778 chars median 821 · 28 days	 POSTS ANALYZED 50 28 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +15895 over last month	 CITATION RATE 155 citation index · 578 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «ROLF» – 175 105 subs. Each post averages 7.1K people (4% of subs), reach is low – consider expanding audience. Publishes 12 posts per week (~2/day) – regular pace. For week Jun 15–21 reach grew by +13.5% by week Jun 8–14 – positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts in 28 days.
- 02 Dominant format – Photo (25/50 posts).
- 03 Avg post length – 778 chars (median 821).
- 04 Peak audience activity – Thursday, 14:00 MSK.
- 05 Top posts get 5x more views than the weakest (17.2K avg for top vs 3.2K for worst) – among 50 posts over 28 days. Analyze what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 11.06 · 11:00 PHOTO 🇷🇺 Russia Day – a reason to give gifts! 'National Lottery', 'ROLF' and Asia Beauty Spa have teamed up to make a real celebration with...	VIEWS 18 449 REPOSTS 202	REACTIONS 585 ER 10.5%
Nº2 10.06 · 08:34 PHOTO 👉👉👉👉 is working to save you time at service visits. You can register in one second...	VIEWS 17 854 REPOSTS 4	REACTIONS 39 ER 10.2%
Nº3 21.06 · 07:56 VIDEO Feels like the car runs smoother after refueling? Sometimes when it seems, it's not just your imagination. Actually, the car doesn't get...	VIEWS 15 432 REPOSTS 8	REACTIONS 71 ER 8.8%

Nº4 15.06 · 10:04 PHOTO ☒ Shortage or not? That is the question... There is no systemic shortage of cars in the market now. But for certain brands and models...	VIEWS 15 376 REPOSTS 8	REACTIONS 54 ER 8.8%
Nº5 04.06 · 07:58 VIDEO ♥ Summer, 'My ROLF' and daily gifts – sounds like a good plan. Starting June 1, the 'My ROLF' app is running a series...	VIEWS 15 276 REPOSTS 9	REACTIONS 27 ER 8.7%

|

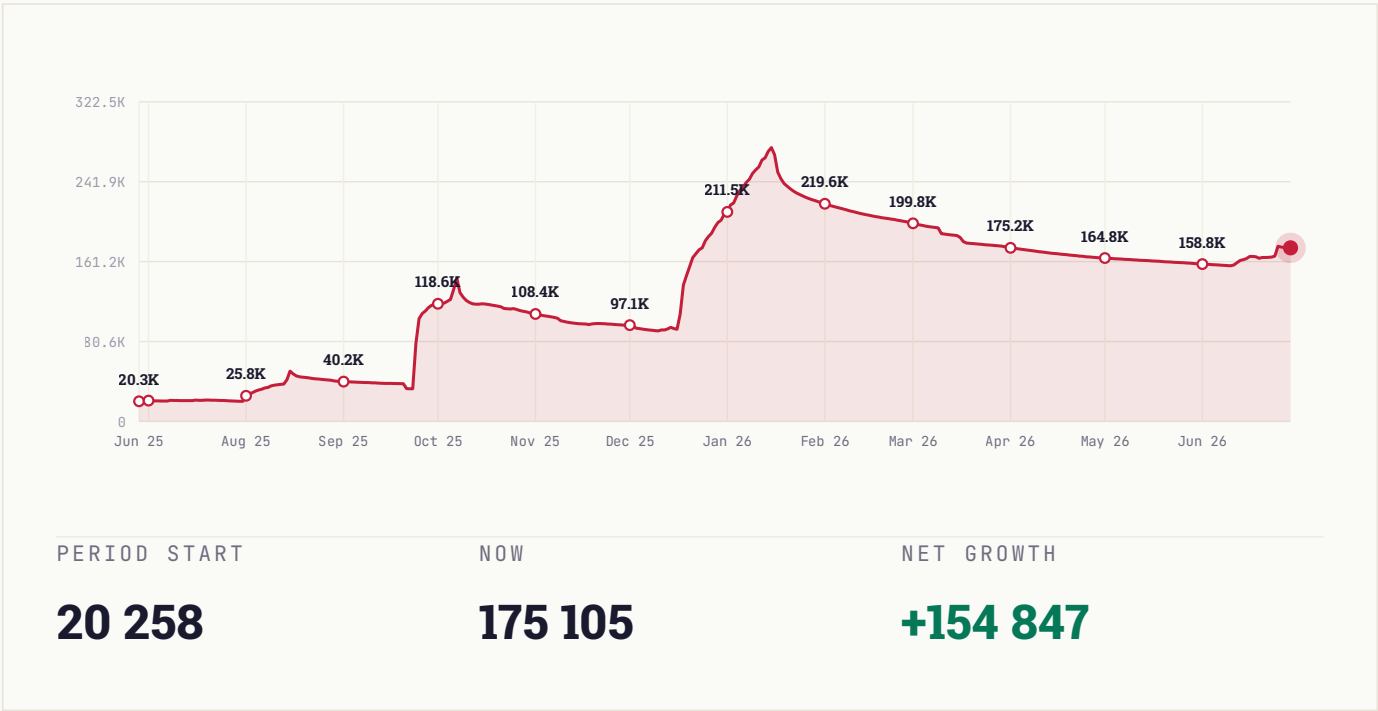
WORST 3

↓ 05.06 · 06:03 PHOTO 🏢🏢🏢 St. Petersburg today again becomes a hub for key decisions in the automotive industry. At SPIEF, a session is underway...	VIEWS 3 406 REPOSTS 14	REACTIONS 22 ER 1.9%
↓ 05.06 · 12:18 PHOTO 🏢🏢🏢 and State University of Management agree to train IT staff The agreement aims to develop practical...	VIEWS 3 264 REPOSTS 4	REACTIONS 28 ER 1.9%
↓ 05.06 · 10:52 PHOTO ⚙️ ROLF and LUKOIL sign strategic agreement at SPIEF-2026 Today in St. Petersburg, on the sidelines of the St. Petersburg International...	VIEWS 2 836 REPOSTS 11	REACTIONS 26 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

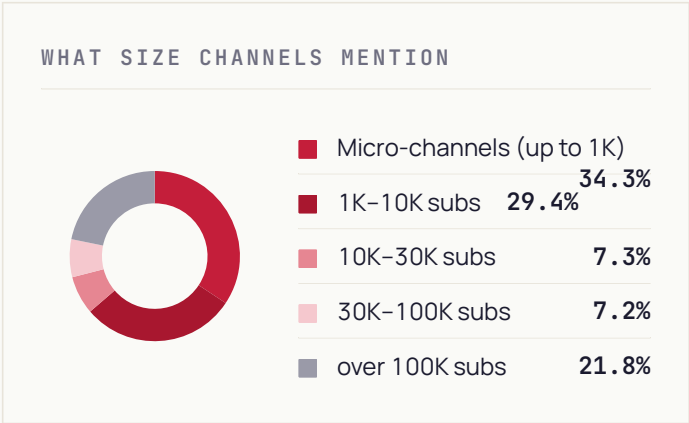
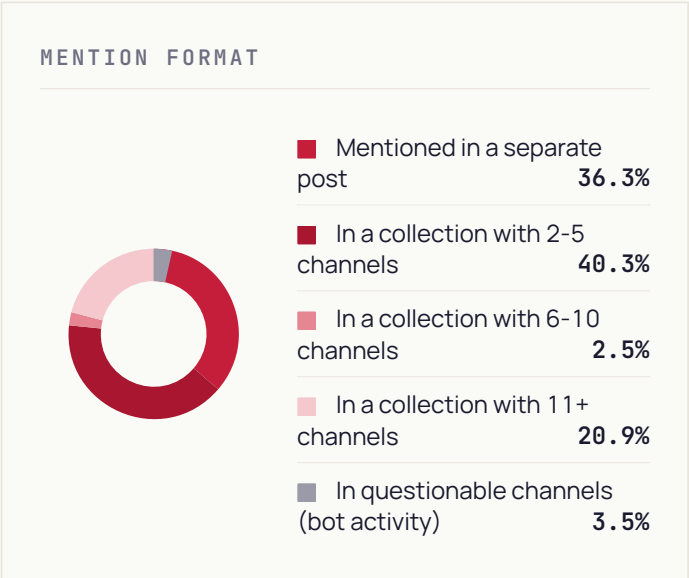
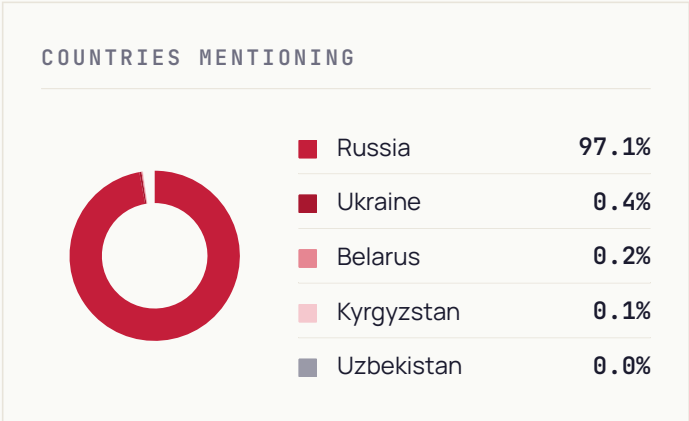
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

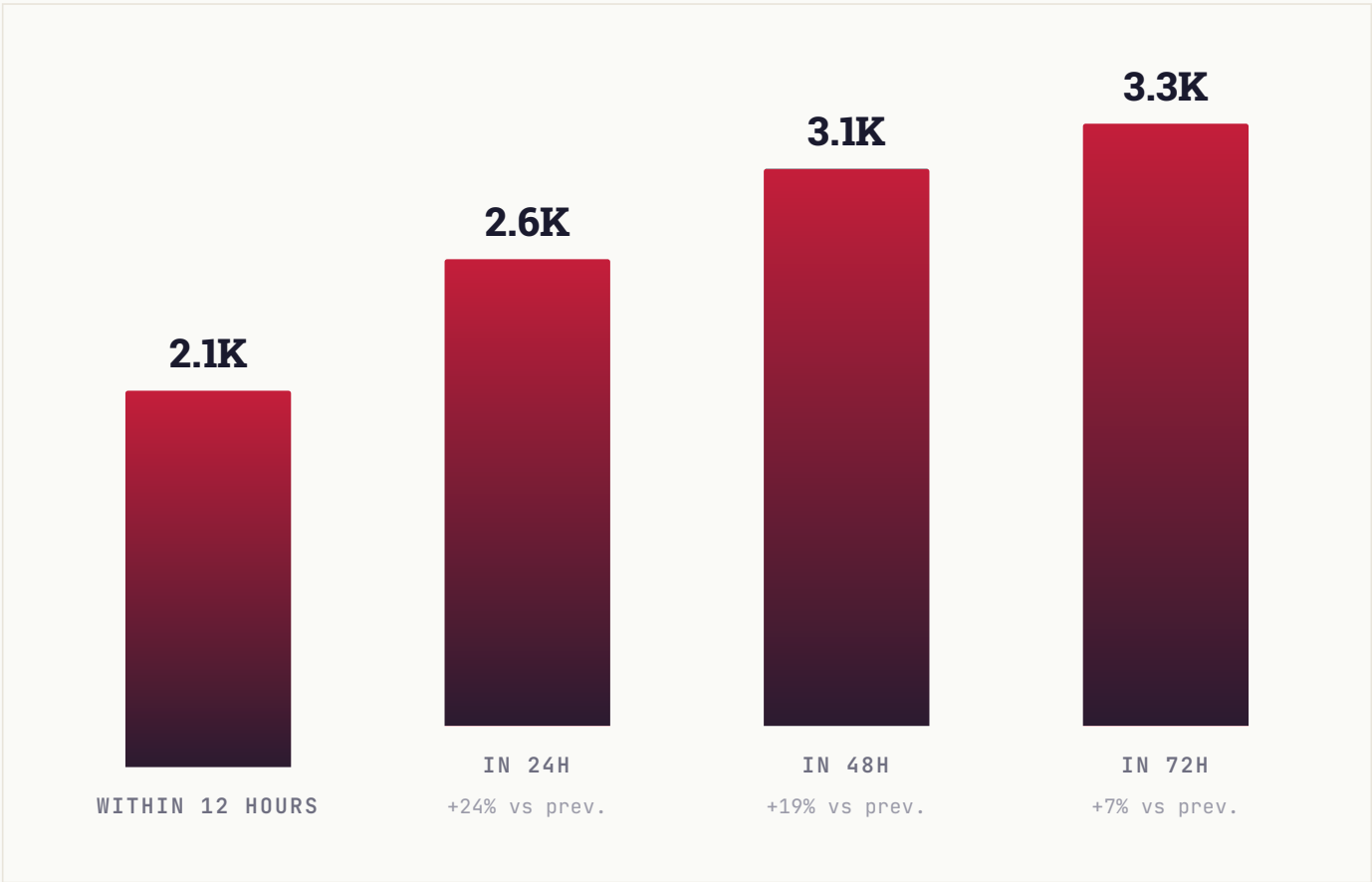
Citation index **155** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **578** different channels.



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
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
ER ROLF YOU	175.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#56 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

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **353**, they brought **265 961** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	75	39	119 955
Nov 2025	57	44	1 128
Oct 2025	58	54	27 551
Sep 2025	57	52	85 140
August 2025	76	60	30 507
July 2025	30	18	1 680
TOTAL MENTIONS			353
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			265 961

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

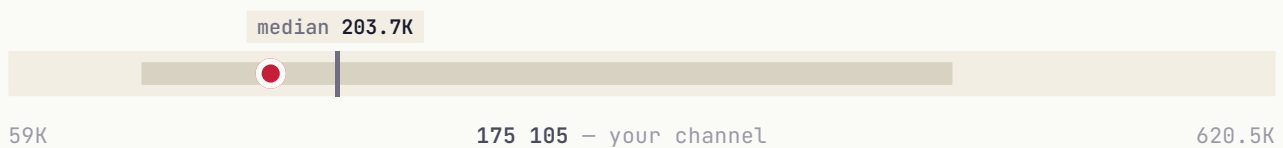
#56 /100

RANK IN NICHE

Channel in the bottom half of the ranking

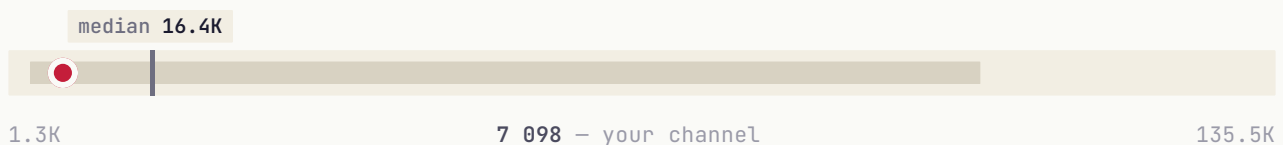
SUBSCRIBERS

14% below median



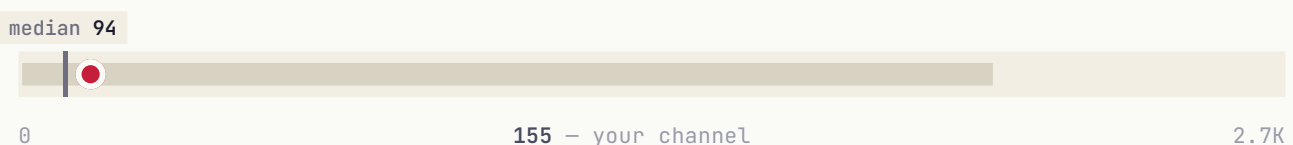
AVG REACH / POST

57% below median



CITATION INDEX

better than 51% of niche



— 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

Best post day — Thursday
 Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 4.05% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+1.5pp ER
- 03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your 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 quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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
