

PUBLIC REPORT BY PROMTPRESS

Channel audit

Rosavtodor



@rosavtodor

Official channel of the Federal Road Agency 🚗 Learn more on our official website rosavtodor.gov.ru We are on MAX: max.ru/rosavtodor
Channel rules: clck.ru/38LoAw RKN: clck.ru/3MKtuu

SUBSCRIBERS

12 148

-81 per month

ERR (% SEE POSTS)

14.0%

last 24 hrs **5.2%**

REACH/POST

1.5K

ad reach **636**/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 was calculated for.

 SUBSCRIBERS 12 148 —	 SUBS REACH 12.55% avg % subs see post	 VIEWS/POST 1.5K median 1.3K · 29 days	 POSTS/WEEK 6.6 for period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 20.0 only 561 reactions, 128 reposts, 10 comments	 POST LENGTH 735 chars median 774 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 636 24h avg	 CHURN / MONTH -81 last month	 CITATION RATE 327 citation index · 1,922 channels mentioned all time	 CHANNEL AGE 9 years 7 months created 24.11.2016

AI EDITOR SUMMARY

Channel «Rosavtodor» – 12 148 subs. Each post averages 1.5K people (13% subs), reach is low – consider expanding audience. Publishes 7 posts per week (~1/day) – infrequent. Week of Jul 6–12 reach stable (-3.8% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **28** posts over 29 days.
- 02 Dominant format – **Photo** (25/28 posts).
- 03 Avg post length – **735** chars (median 774).
- 04 Peak audience activity – **Monday**, 20:00 MSK.
- 05 Strongest posts get **3×** more views than the weakest (3.1K avg for top vs 966 for worst) – among 28 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 17:10 PHOTO Checking progress on the Khasavyurt bypass in Dagestan 🇷🇺 Construction of the new 12-km section of the Kavkaz highway continues. It...	VIEWS 3 278 REPOSTS 9	REACTIONS 20 ER 27.0%
Nº2 20.06 · 08:01 PHOTO Summer trip will be easier if you check everything important in advance 🌞🚗 The warmest season is in full swing, and this is the time for long routes, spontaneous...	VIEWS 3 078 REPOSTS 9	REACTIONS 18 ER 25.3%
Nº3 30.06 · 16:35 PHOTO Continuing development of the R-217 «Caucasus» highway in the Republic of Dagestan This year we will focus on key routes of this federal highway, which...	VIEWS 2 913 REPOSTS 13	REACTIONS 21 ER 24.0%

Nº4 24.06 • 13:10 PHOTO At what age is it allowed to drive a moped, light and regular motorcycle? Parents, remember that to drive a two-wheeled...	VIEWS 2 306 REPOSTS 10 REACTIONS 28 ER 19.0%
Nº5 03.07 • 07:15 PHOTO July 3 – 90 years of State Traffic Safety Inspectorate! The history of the agency as we know it began back in 1936, when it was created...	VIEWS 1 925 REPOSTS 7 REACTIONS 20 ER 15.8%

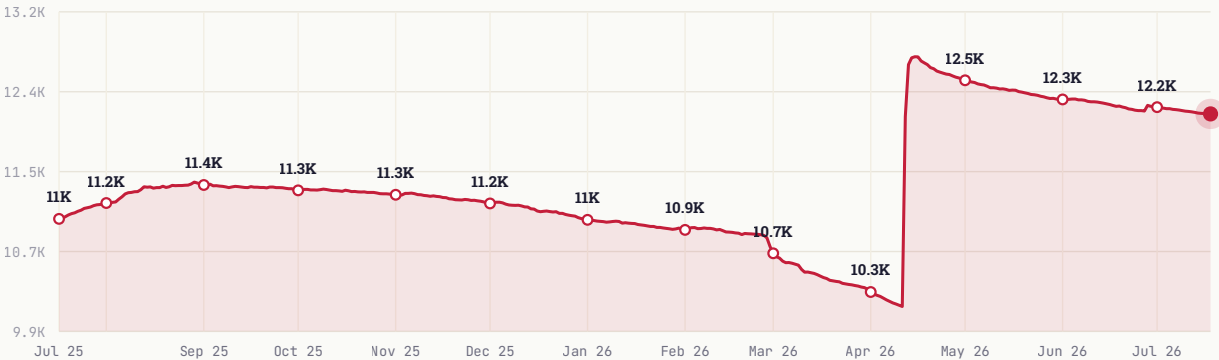
WORST 3

↓ 07.07 • 05:58 PHOTO Stay connected with road workers 🚧 Friends, we want to remind you that you can follow our agency's news on any social network: ❤️...	VIEWS 1 111 REPOSTS 1 REACTIONS 16 ER 9.1%
↓ 14.07 • 18:02 PHOTO Improving federal roads in Pskov Oblast Located at the crossroads of international transport routes, it provides reliable...	VIEWS 940 REPOSTS 4 REACTIONS 17 ER 7.7%
↓ 15.07 • 08:14 PHOTO 📖 Frescoes by Theophanes the Greek, birch bark manuscripts, Russia's oldest stone church... .. all treasures of Novgorod Oblast! Did you know...	VIEWS 848 REPOSTS 1 REACTIONS 18 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START OF PERIOD

NOW

NET GROWTH

11 041

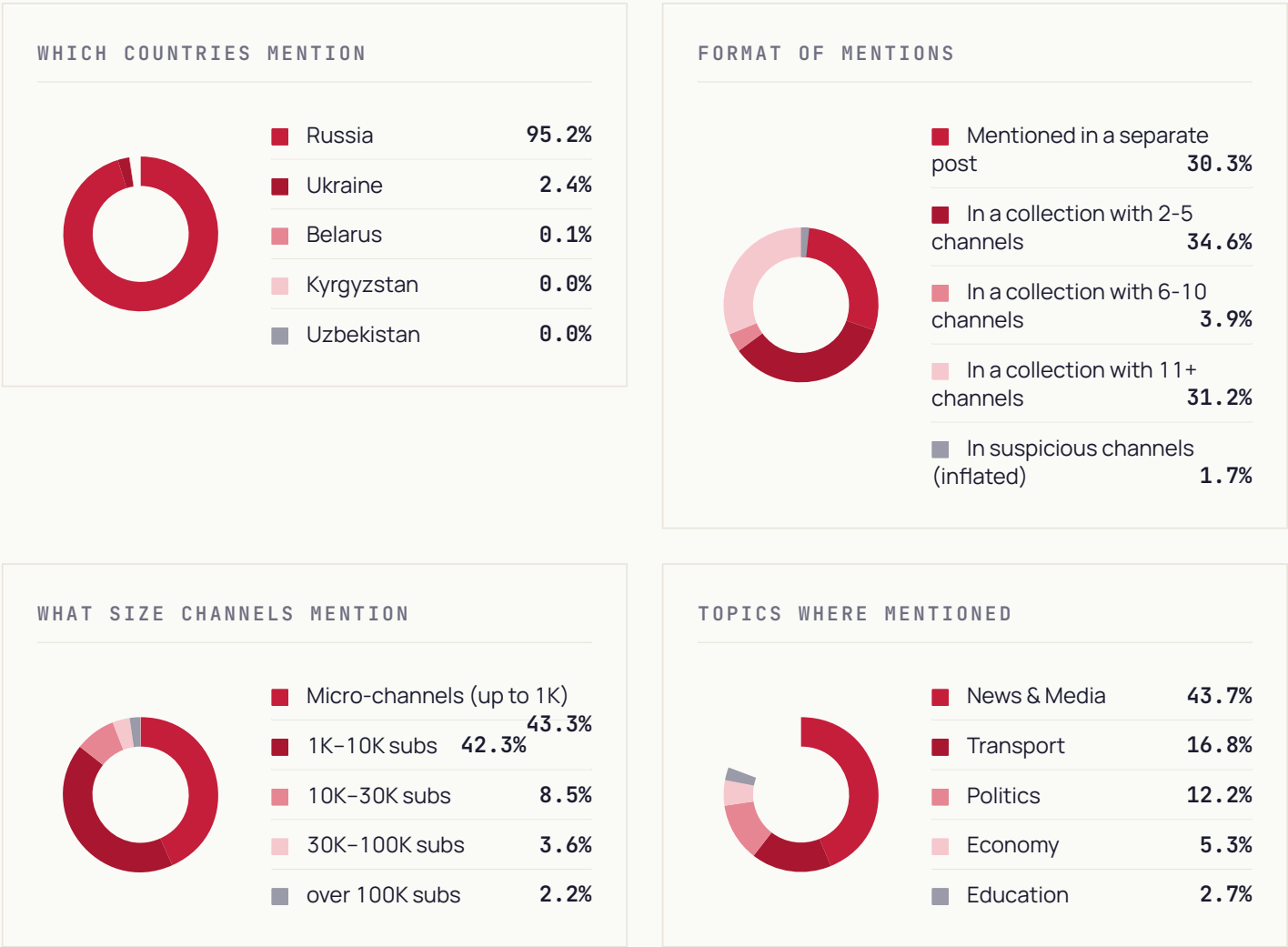
12 148

+1 107

SECTION 04 · MENTIONS

Who and how mentions the channel

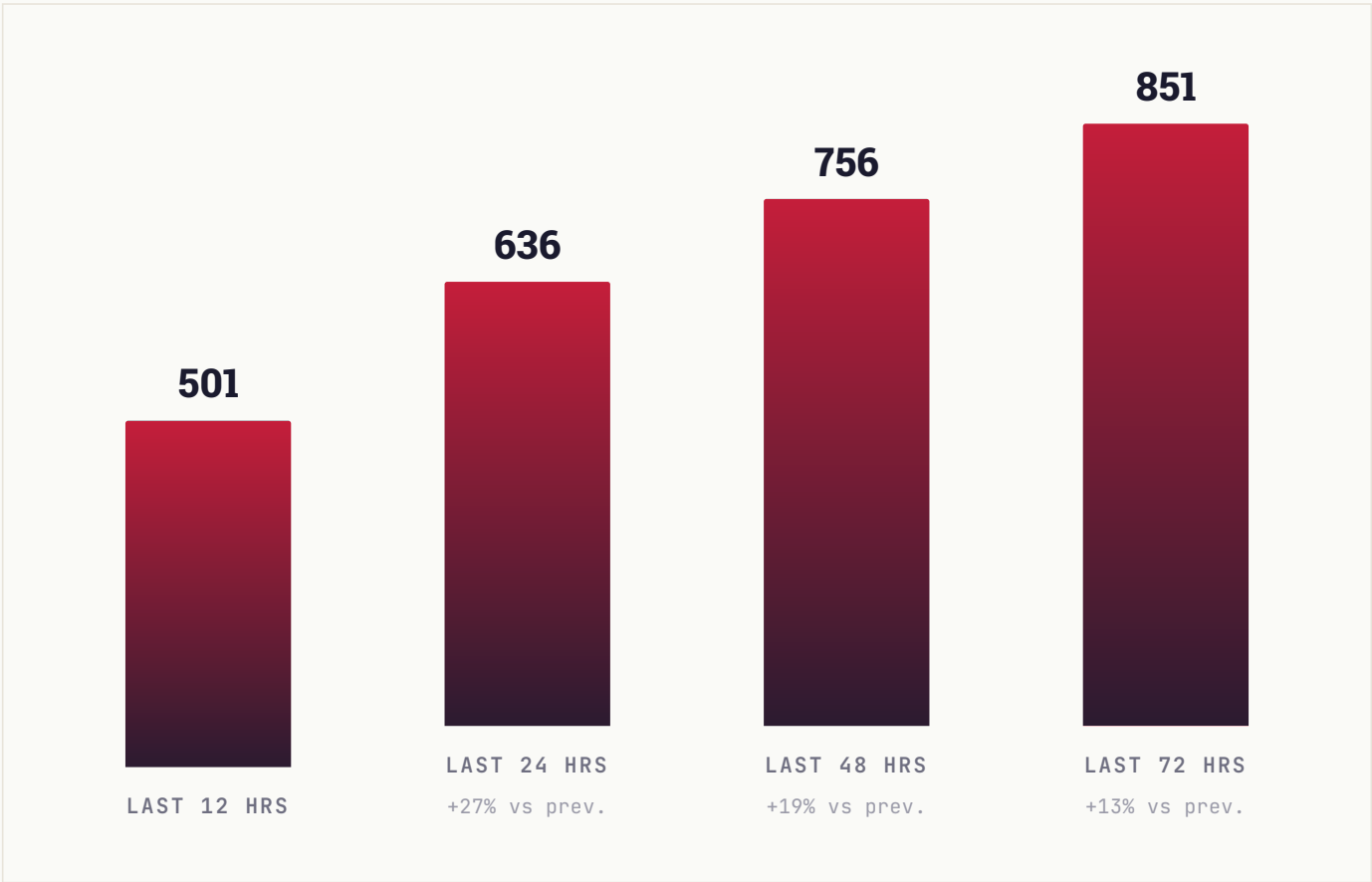
Citation index **327** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 922** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
WE WENGALLBI	1M
VM Vodiy Moshina Bozor	996.3K
DS Dubrovsky Syndicate Zhekich Dubrovsky	689.3K
UN Un Normal	583.6K
FI Fighterbomber	521.6K
AB Auto.ru	500K
AB AVTOZAKAZ.RU	481.4K
GA Garage	481.4K
ER Rosavtodor YOU	12.1K

COMPARATIVE SUMMARY

Channel still outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), median top-98: 208.1K. First goal — enter top-98 through systematic traffic and content work.

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 **450**, they brought **438** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	39	34	28
December 2025	12	11	25
Nov 2025	79	67	35
Oct 2025	46	37	38
Sep 2025	161	121	47
August 2025	113	95	265

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
450	6	438

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Main post of the week — on Monday

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
