

PROMTPRESS PUBLIC REPORT

Channel audit

Accidents and Emergencies.

RussianCrash



@russiancrash

Channel for motorists. For inquiries: @AntonRC Send video: <https://forms.gle/hovYQkEnZEFEmzz8> Email: 1russiancrash@gmail.com
Registered in the RKN list: <https://clck.ru/3FJx6o>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
66 827	18.0%	11K
22.07.2026 -19% per month	in 24 hrs 9.2%	ad reach 6.2K/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 66 827 —	 SUBS REACH 16.47% avg % subs see post	 VIEWS/POST 11K median 11.4K · 29 days	 POSTS/WEEK 10.8 over period
 7D TREND -12.6% vs previous week	 REACTIONS/POST 172.4 total 7,760 reactions, 1,047 reposts, 1,468 comments	 POST LENGTH 278 chars median 269 · 29 days	 POSTS ANALYZED 45 29 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -194 last month	 CITATION RATE 13 citation index · 77 channels mentioned ever	 CHANNEL AGE 9 years 10 months created 23.08.2016

AI EDITOR SUMMARY

Channel «Accidents and Emergencies. RussianCrash» — 66 827 subs. Avg views per post: 11K people (16% of subs), avg reach — room to grow. Publishes 11 posts/week (~2/day) — regular. Week Jul 6–12 reach dropped -12.6% by week Jun 29 — Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 45 posts in 29 days.
- 02 Dominant format – Video (37/45 posts).
- 03 Avg post length – 278 chars (median 269).
- 04 Peak audience activity – Thu, 16:00 MSK.
- 05 Top posts get 1× more views than the weakest (14.8K avg for top vs 9.9K for worst) – among 45 posts over 29 days. Worth analyzing what the top has in common – topic, format, publish time.

TOP 5 POSTS

Nº1 29.06 · 18:42 PHOTO Topical. Had a blast yesterday! BIG RESPECT TO EVERYONE WHO SUPPORTED! Thanks for the support, let's keep the fun going!	VIEWS 15 012 REPOSTS 20	REACTIONS 313 ER 22.5%
Nº2 06.07 · 06:27 VIDEO Moscow region, MKAD Driving 110 km/h, a guy in a Solaris started flashing his lights and tailgating, had to speed up...	VIEWS 14 937 REPOSTS 35	REACTIONS 289 ER 22.4%
Nº3 25.06 · 13:55 VIDEO Tatarstan, Bavlinsky District 📱 Send video ✉️ lrussiancrash@gmail.com 🤖 Send video: @RuCrashBot Subscribe 📢 Channel in MAX	VIEWS 14 489 REPOSTS 44	REACTIONS 194 ER 21.7%

Nº4

23.06 · 11:46

VIDEO

 Accidents. Dashcam compilation for 23.06.2026 June 2026

 YouTube |  RuTube |  VK Video  Send video  ...

VIEWS

14 176

REPOSTS

13

REACTIONS

113

ER

21.2%

Nº5

05.07 · 13:40

VIDEO

 Accidents. Dashcam compilation for 05.07.2026 June 2026

 YouTube |  RuTube |  VK Video  Send video  ...

VIEWS

14 046

REPOSTS

13

REACTIONS

98

ER

21.0%

WORST 3

↓ 17.07 · 14:50 VIDEO  Accidents. Dashcam compilation for 17.07.2026 June 2026  YouTube  RuTube  Send video  ...

VIEWS

10 216

REPOSTS

23

REACTIONS

106

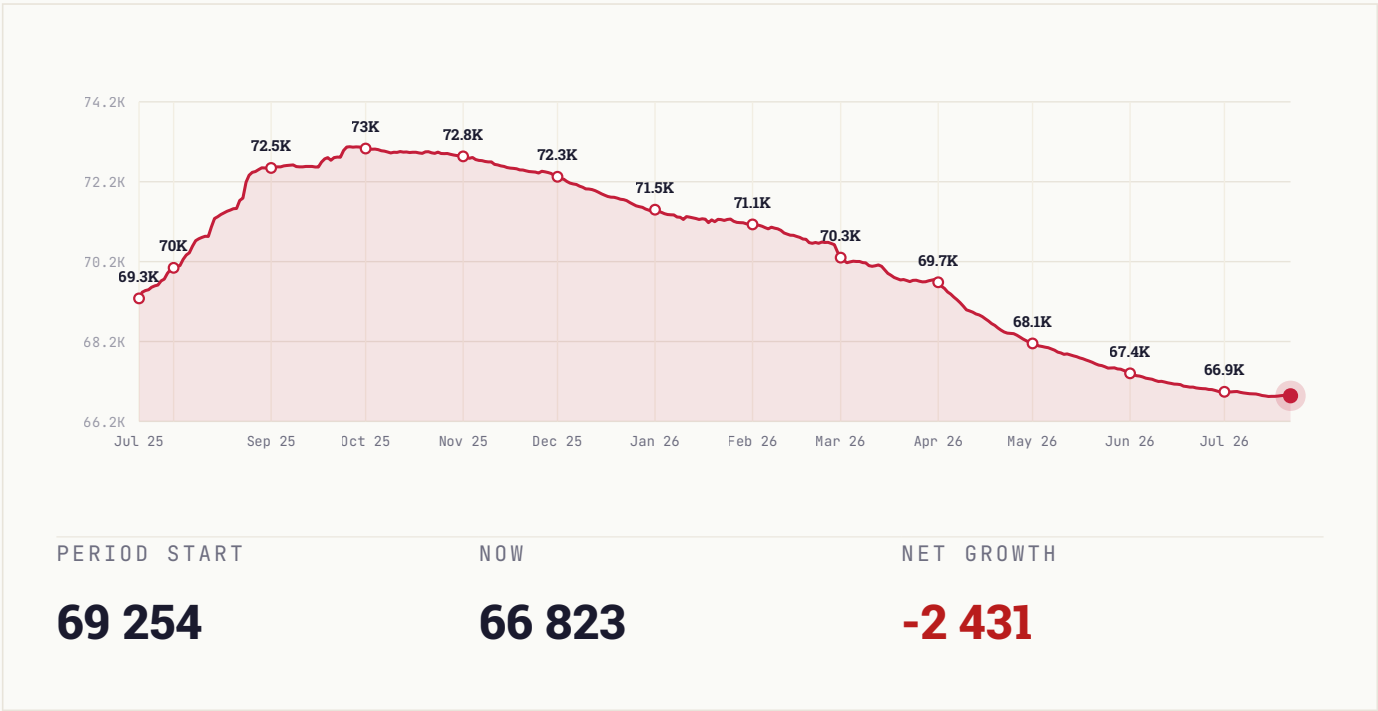
ER

15.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

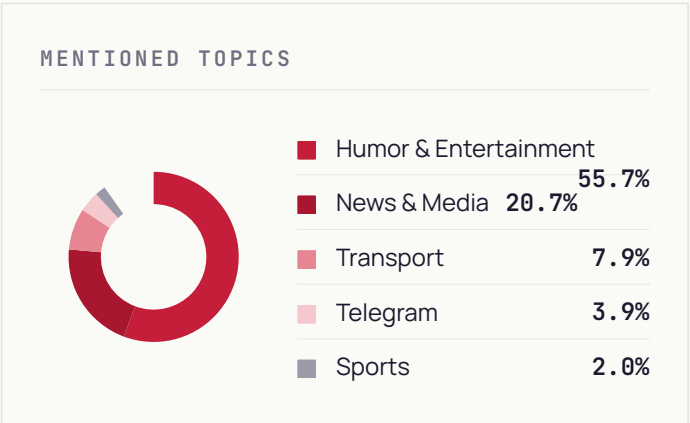
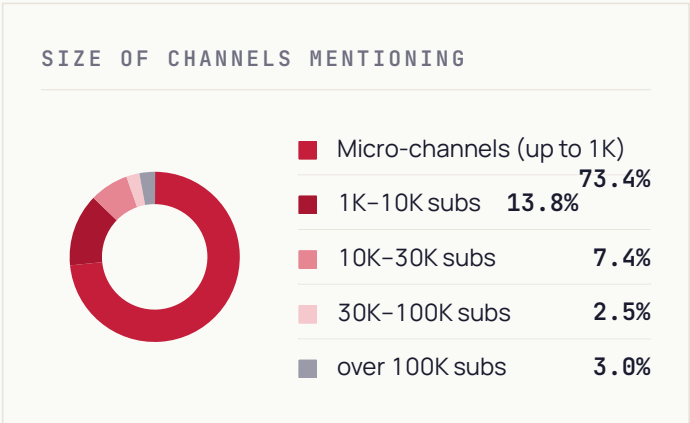
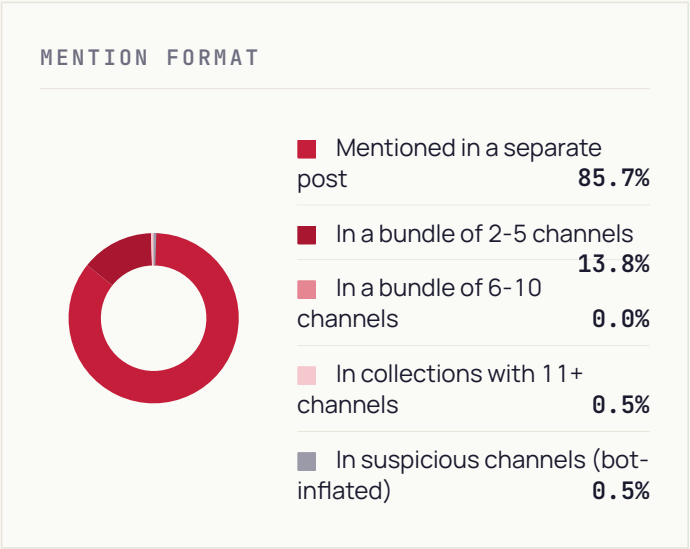
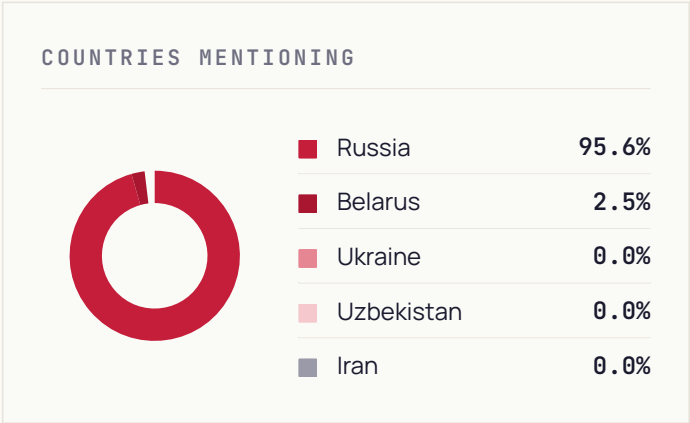
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

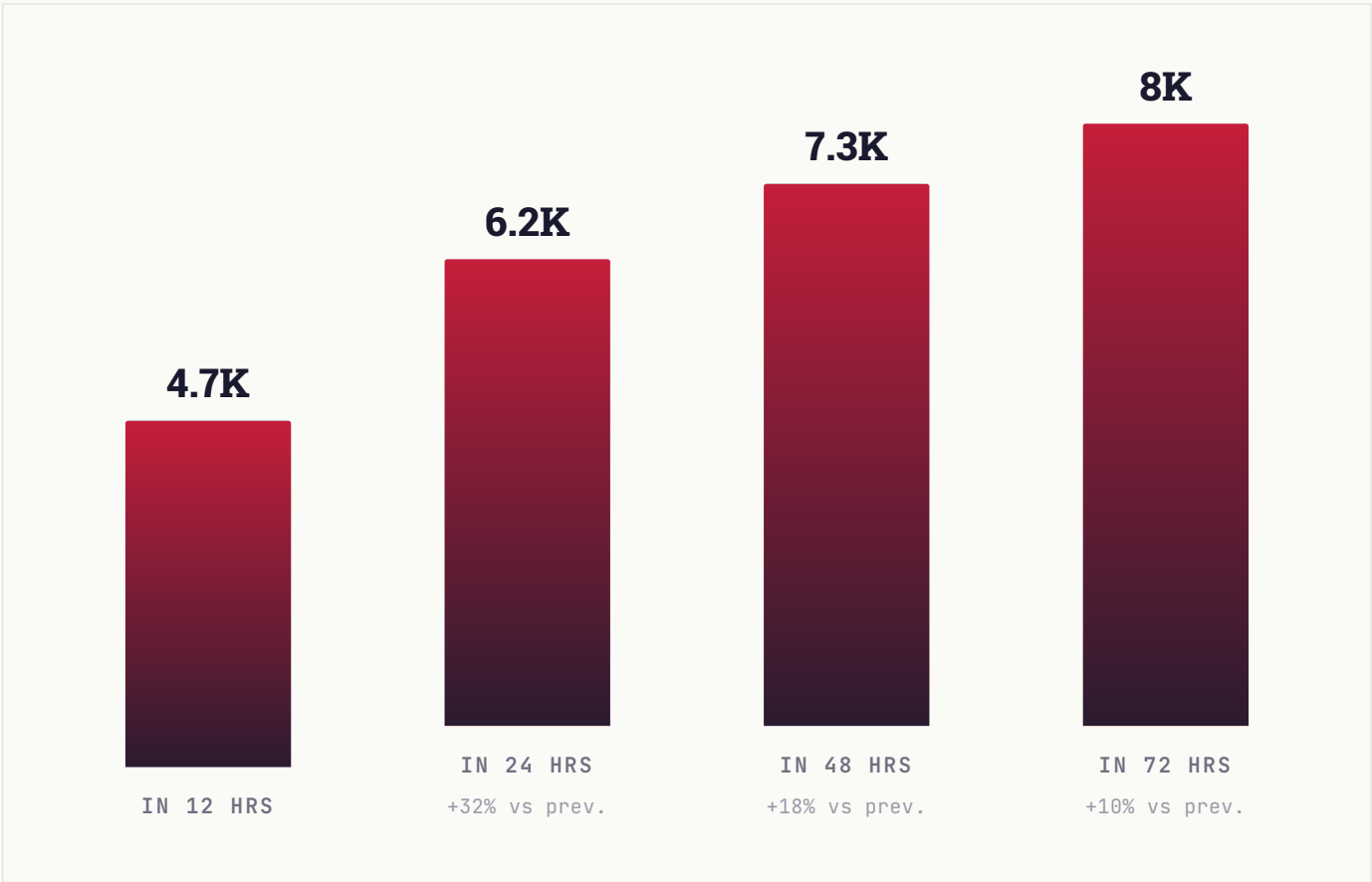
Citation index **13** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **77** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — shows its place among niche neighbors.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.5M
AB	Avtomanya	1.9M
WE	WENGALLBI	1M
VM	Vodiy Moshina Bozor	1M
DS	Dubrovsky Syndicate Zhekich Dubrovsky	687.4K
UN	Un Normal	577.8K
FI	Fighterbomber	521K
AB	Auto.ru	493.4K
AB	AVTOZAKAZ.RU	481.4K
GA	Garage	479.8K
DI	Accidents and Emergencies. RussianCrash	YOU 66.8K

COMPARATIVE INSIGHT

Channel is not yet outside top 98 of niche — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 208.1K. First goal — enter top-98 via systematic traffic & content 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: **10**, they brought **3 720** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	298
December 2025	3	3	0
Nov 2025	0	0	65
Oct 2025	2	2	130
Sep 2025	4	4	681
August 2025	1	1	2 546

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
10	6	3 720

Where the channel stands in its league

SUBSCRIBERS

68% below median

median 210.2K

59.9K 66 827 — your channel 622K

AVG REACH / POST

25% below median

median 14.7K

1.4K 11 004 — your channel 133.9K

CITATION INDEX

86% below median

median 95

0 13 — your channel 2.7K

— SECTION 09 · STRATEGY

What to Do Right Now

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

- 01

Main post of the week — on Thursday
On this day at 16:00 MSK audience is most active.

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). PromtPress 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 weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Quarterly cross-posts with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ 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>

02 **Contact manager** t.me/PromptPress_manager
