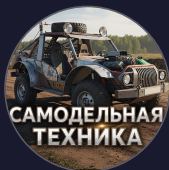


PUBLIC REPORT PROMTPRESS

# Channel audit

## DIY machinery



@samodeltech

Garage DIY projects  For ads: @sitic1 Referral link: <https://t.me/+f9B9EVAH1qZjYWQy>

SUBSCRIBERS

**25 528**

-356 per month

ERR (% SEE POSTS)

**11.0%**

for a day **6.1%**

REACH/POST

**2.8K**

ad reach **1.6K**/24h

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**— CONTENTS · 2026**

# What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows for which period it is calculated.

|                                                                                                                                                    |                                                                                                                                                                                      |                                                                                                                                                                                          |                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>25 528</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>10.99%</div> <div>avg % subs see post</div>                       | <div> VIEWS/POST</div> <div>2.8K</div> <div>median 2.9K · 29 days</div>                                 | <div> POSTS/WK</div> <div>22.9</div> <div>for the period</div>                    |
| <div> TREND 7D</div> <div>-8.8%</div> <div>vs previous week</div> | <div> REACTS./POST</div> <div>34.9</div> <div>total 3 386 reactions, 273 reposts, 80 comments</div> | <div> POST LENGTH</div> <div>87 chars</div> <div>median 30 · 29 days</div>                              | <div> POSTS ANALYZED</div> <div>97</div> <div>29 days</div>                       |
| <div> AD REACH</div> <div>1.6K</div> <div>avg per 24h</div>     | <div> CHURN / MONTH</div> <div>-356</div> <div>for the last month</div>                           | <div> CITATIONS</div> <div>264</div> <div>citation index · 306 channels mentioned over all time</div> | <div> CHANNEL AGE</div> <div>1 year 30 days</div> <div>created 24.07.2025</div> |

EDITOR'S AI SUMMARY

Channel «DIY machinery 🛠️🚜» — 25 528 subs. Avg views/post 2.8K people (11% from subs), low reach — expand audience. Publishes 23 posts per week (~3 per day) — active posting. For the week 10–16 avrycra reach dropped by -8.8% by the week of Aug 3–9 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WINNING POST TRAITS

- 01 Analysis based on 97 over 29 days.
- 02 Dominant format – Photo (87/97 posts).
- 03 Average post length – 87 characters (median 30).
- 04 Peak audience activity – Friday, 13:00 MSK.
- 05 Top posts drive 2 times more views than the weakest (3.7K avg for top vs 2.1K for worst) – among 97 posts in 29 days. Worth seeing what the top share – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                       |                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Nº1</div><div>05.08 · 05:00</div><div>PHOTO</div></div> <div>DIY machinery</div>                                                                            | <div>VIEWS</div> <div>4 084</div> <div>REACTS.</div> <div>42</div> <div>REP.</div> <div>1</div> <div>ER</div> <div>16.0%</div> |
| <div><div>Nº2</div><div>06.08 · 05:00</div><div>PHOTO</div></div> <div>Tractor. Built from old Zhiguli, Lifan 20hp motor, and a lot of patience.🔧 DIY machinery</div> | <div>VIEWS</div> <div>3 506</div> <div>REACTS.</div> <div>55</div> <div>REP.</div> <div>3</div> <div>ER</div> <div>13.7%</div> |
| <div><div>Nº3</div><div>30.07 · 05:00</div><div>PHOTO</div></div> <div>Quad bike🔧 DIY machinery</div>                                                                 | <div>VIEWS</div> <div>3 480</div> <div>REACTS.</div> <div>43</div> <div>REP.</div> <div>2</div> <div>ER</div> <div>13.6%</div> |

|                                                                                            |                                                                |                                                                 |
|--------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>14.08 · 05:00</div><div>PHOTO</div></div> <div>DIY machinery</div> | <div>VIEWS</div> <div>3 437</div> <div>REP.</div> <div>3</div> | <div>REACTS.</div> <div>43</div> <div>ER</div> <div>13.5%</div> |
| <div><div>Nº5</div><div>05.08 · 18:30</div><div>PHOTO</div></div> <div>DIY machinery</div> | <div>VIEWS</div> <div>3 436</div> <div>REP.</div> <div>1</div> | <div>REACTS.</div> <div>25</div> <div>ER</div> <div>13.5%</div> |

WORST 3

|                                                                                                                                                   |                                                                 |                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------|
| <div><div>↓</div><div>20.08 · 05:00</div><div>PHOTO</div></div> <div>Interesting idea 😊 trailer made from a Запорожец body 🛠️ DIY machinery</div> | <div>VIEWS</div> <div>2 156</div> <div>REP.</div> <div>12</div> | <div>REACTS.</div> <div>48</div> <div>ER</div> <div>8.4%</div> |
| <div><div>↓</div><div>20.08 · 10:00</div><div>PHOTO</div></div> <div>DIY machinery</div>                                                          | <div>VIEWS</div> <div>2 117</div> <div>REP.</div> <div>3</div>  | <div>REACTS.</div> <div>48</div> <div>ER</div> <div>8.3%</div> |
| <div><div>↓</div><div>19.08 · 15:45</div><div>PHOTO</div></div> <div>Awesome race 🔥🛠️ DIY machinery</div>                                         | <div>VIEWS</div> <div>2 064</div> <div>REP.</div> <div>4</div>  | <div>REACTS.</div> <div>45</div> <div>ER</div> <div>8.1%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

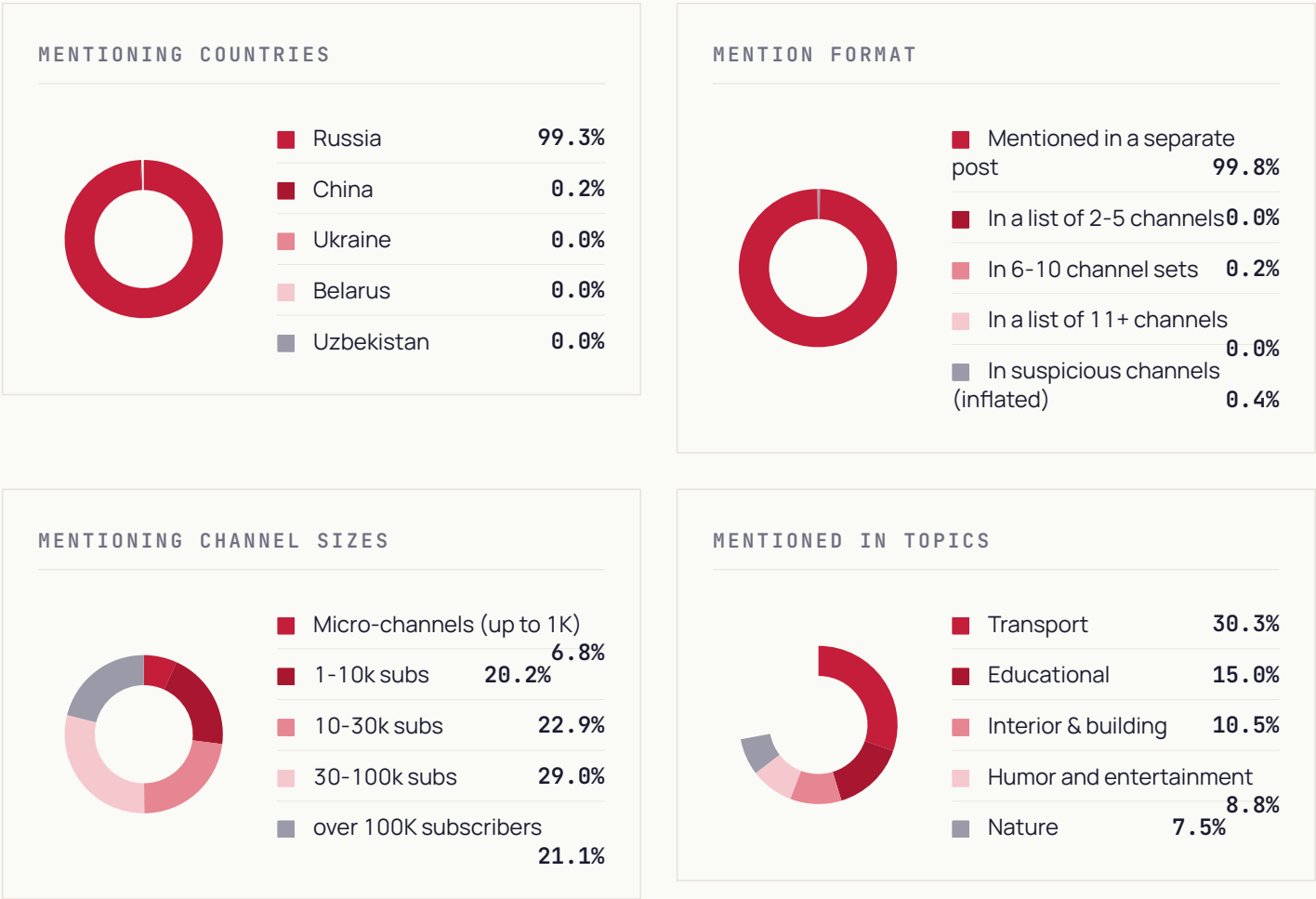
Subscriber growth chart for the year. On key months exact counts are shown. See in which months the channel grew, and in which months subscribers left.



SECTION 04 · CITATIONS

# Who and how mentions the channel

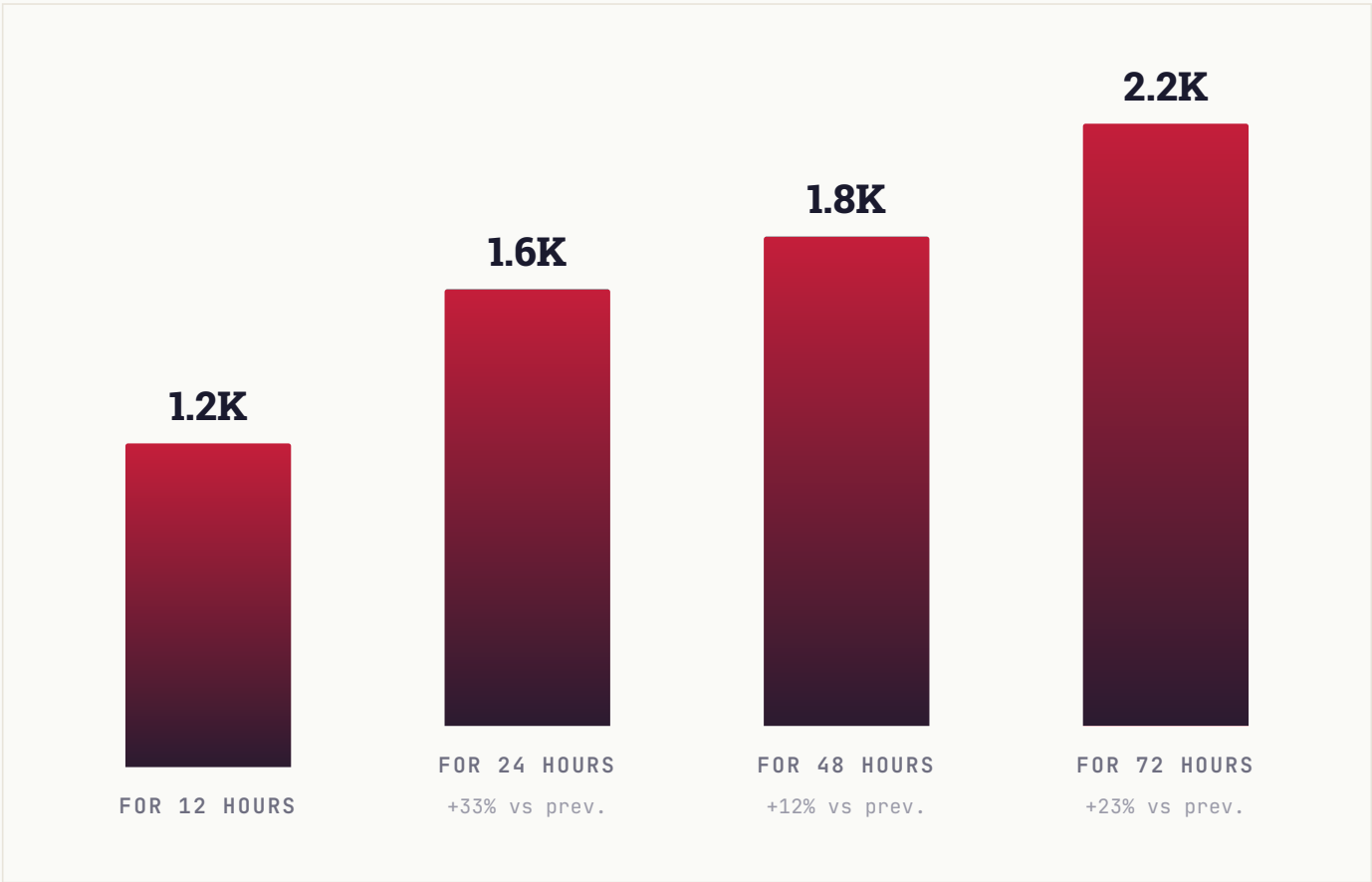
Citation index **264** — channel popularity rating based on mentions. Considers not only their count but also weight of mentioners: a post from a 100 K subs channel outweighs one from a 1 K subs channel. All time mentions: **306** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Average reach of an ad post over time since publication. Helps gauge how long a placement should 'live'.





SECTION 06 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see its place among niche neighbors.

| CHANNEL                                   | SUBSCRIBERS |
|-------------------------------------------|-------------|
| TI Cars and Point                         | 3.7M        |
| AB Автомания                              | 2M          |
| WE WENGALLBI                              | 1.1M        |
| ДС Дубровский Синдикат   Жекич Дубровский | 680.8K      |
| FI Fighterbomber                          | 518.4K      |
| AB Авто.ру                                | 513.8K      |
| AB АВТОЗАКАЗ.РУ                           | 480.8K      |
| ГА Гараж                                  | 480K        |
| ЗР За рулём                               | 463K        |
| AB Автоинструктор                         | 447.3K      |
| Top DIY machinery 🛠️🚗 YOU                 | 25.5K       |

COMPARATIVE TAKEAWAY

Channel so far outside top-98 of niche — early growth stage. Niche leader — Cars and Point (3.7M), median top-98: 166.3K. First goal — enter top-98 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we track posts in other channels that mentioned your channel.  
Over the last **6 months** such mentions **335**, they brought **27 601** new subscribers.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| February 2026  | 113      | 111      | 8 247               |
| January 2026   | 129      | 124      | 5 180               |
| December 2025  | 29       | 29       | 5 686               |
| November 2025  | 39       | 38       | 357                 |
| October 2025   | 22       | 22       | 1 656               |
| September 2025 | 3        | 3        | 6 475               |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 335            | 6              | 27 601                |

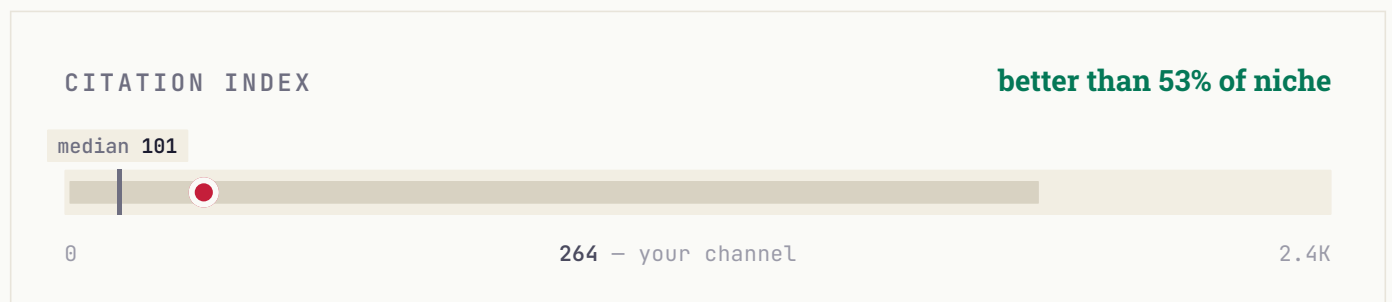
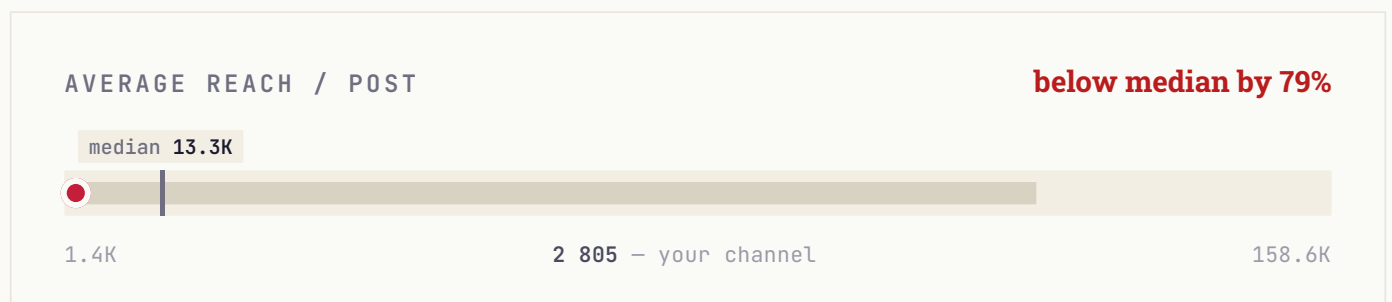
## Where the channel ranks in its league

**SUBSCRIBERS**

below median by 85%

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 46.4K, 25 528, and 556.8K. A light beige bar represents the range from 46.4K to 556.8K. A vertical line marks the median at 167.7K. A red dot is positioned at the 25 528 mark, which is labeled '25 528 - your channel'.

| Metric              | Value  |
|---------------------|--------|
| Channel Subscribers | 25 528 |
| Median              | 167.7K |
| Range Start         | 46.4K  |
| Range End           | 556.8K |



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions, ordered by expected impact. Use as a checklist and return to this report in a month.

- 01

**Main post of the week — Friday**

Most active: this day & 13:00 MSK

EFFECT

**Best window for important posts**
- 02

**Increase share of video posts**

Video in Telegram holds attention longer and boosts algorithmic reach. Aim for 15-25%.

EFFECT

**Video holds audience longer**
- 03

**Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

EFFECT

**+1000-3000 subs**
- 04

**Test polls and interactive formats**

Posts with polls/reactions typically add +5-15% to ER. One poll a week on a hot topic is an easy win.

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Quarterly post swaps with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from relevant audience**

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit — what we can do in minutes based on public data.  
Want to go further — run ads with us and hit your growth plan  
in a month.

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**01**      **Run ads on  
Telegram**      <https://panel.promptpress.com/register>

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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