

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cars & Point



@tachki

Probably the best channel about auto industry. Collaboration:
@aloeverra1 We partner with BidFox Registered with
Roskomnadzor: <https://clck.ru/3FUGAg>

SUBSCRIBERS

3 428 791

+222052 per month

ERR (% SEE POSTS)

3.0%

daily 1.7%

REACH/POST

86.1K

ad reach 57K/24h

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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 3 428 791 —	 SUBSCRIBER REACH 2.51% avg % subs see post	 VIEWS/POST 86.1K median 84.9K · 29 days	 POSTS/DAY 8.0 ~56 per week
 7D TREND -3.4% vs previous week	 REACTIONS/POST 714.7 170,087 reactions, 66,798 reposts, 5,625 comments	 POST LENGTH 359 chars. median 366 · 29 days	 POSTS ANALYZED 238 29 days
 AD REACH 57K 24h avg	 CHURN / MONTH +222052 last month	 QUOTABILITY 3 157 citation index · 5,775 channels mentioned ever	 CHANNEL AGE 1 year 9 months created 24.09.2024

AI EDITOR SUMMARY

Channel «Cars & Point» — 3 428 791 subs. Avg views per post: 86.1K people (3% from subs), low reach — expand audience. Publishes 56 posts/week (~8/day) — active. Week Jun 22–28 reach stable (-3.4% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **238** posts over 29 days.
- 02 Dominant format — **Photo** (153/238 posts).
- 03 Avg post length — **359** chars (median 366).
- 04 Peak audience activity — **Monday**, 23:00 MSK.
- 05 Top posts get **3x** More views than weakest (182.9K avg top vs 62.3K worst) — among 238 posts over 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 20:16 PHOTO Taxi driver names in Vietnam never cease to amaze. Actually, he's Russian. 🚗 Cars & Point	VIEWS 194 217 REPOSTS 800	REACTIONS 660 ER 5.7%
Nº2 21.06 · 16:26 VIDEO Iraqi driver shows cool car sticker that instantly took over social media. Take our money. 🚗 Cars & Point	VIEWS 187 909 REPOSTS 1 199	REACTIONS 1 389 ER 5.5%
Nº3 15.06 · 17:52 PHOTO Russians will drive only DOMESTIC cars — experts believe that by 2030 the majority will switch to Russian...	VIEWS 166 697 REPOSTS 521	REACTIONS 1 629 ER 4.9%

Nº4 14.06 · 08:55 PHOTO Legendary Ford Escort Mk1 RS returns after half a century – British workshop unveils modern version of iconic sports car...	VIEWS 135 497 REPOSTS 219	REACTIONS 782 ER 4.0%
Nº5 06.06 · 12:38 PHOTO In Britain, a Ford Focus sells for more than a new BMW M5 – it's the rare Focus RS500, only 500 made. In 16 years the car...	VIEWS 117 544 REPOSTS 260	REACTIONS 680 ER 3.4%

|

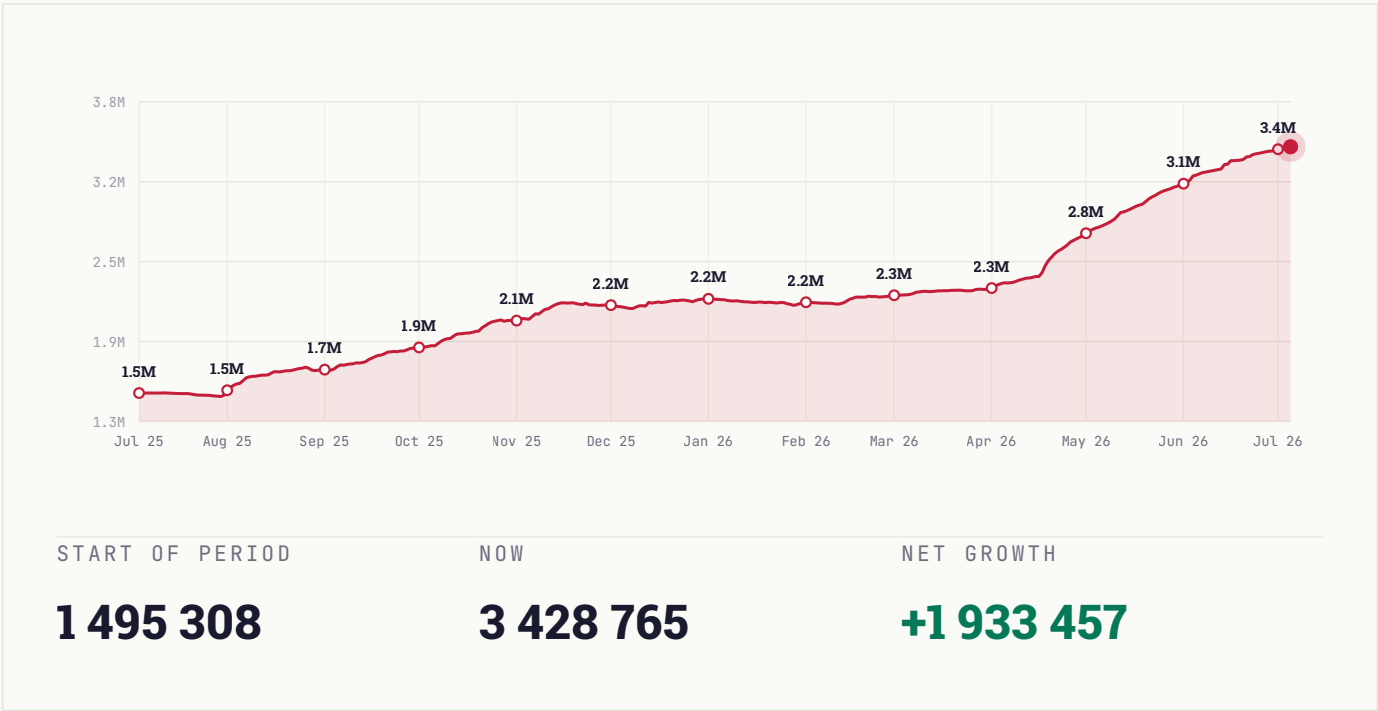
WORST 3

↓ 11.06 · 09:52 PHOTO Russian men are willing to pay for their car but not for their prostate: only 9% had an oncology checkup in the last three years...	VIEWS 66 853 REPOSTS 175	REACTIONS 395 ER 1.9%
↓ 27.06 · 12:13 VIDEO The log scene from 'Final Destination' turned out to be a collective trauma. Even years after the film's release, many drivers still...	VIEWS 63 924 REPOSTS 159	REACTIONS 642 ER 1.9%
↓ 30.06 · 09:31 VIDEO What: 'Smeshariki' predicted the fuel CRISIS 1 3 years ago. A clip from a 2012 episode went viral on Reels, where Pin refuses...	VIEWS 56 011 REPOSTS 394	REACTIONS 773 ER 1.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

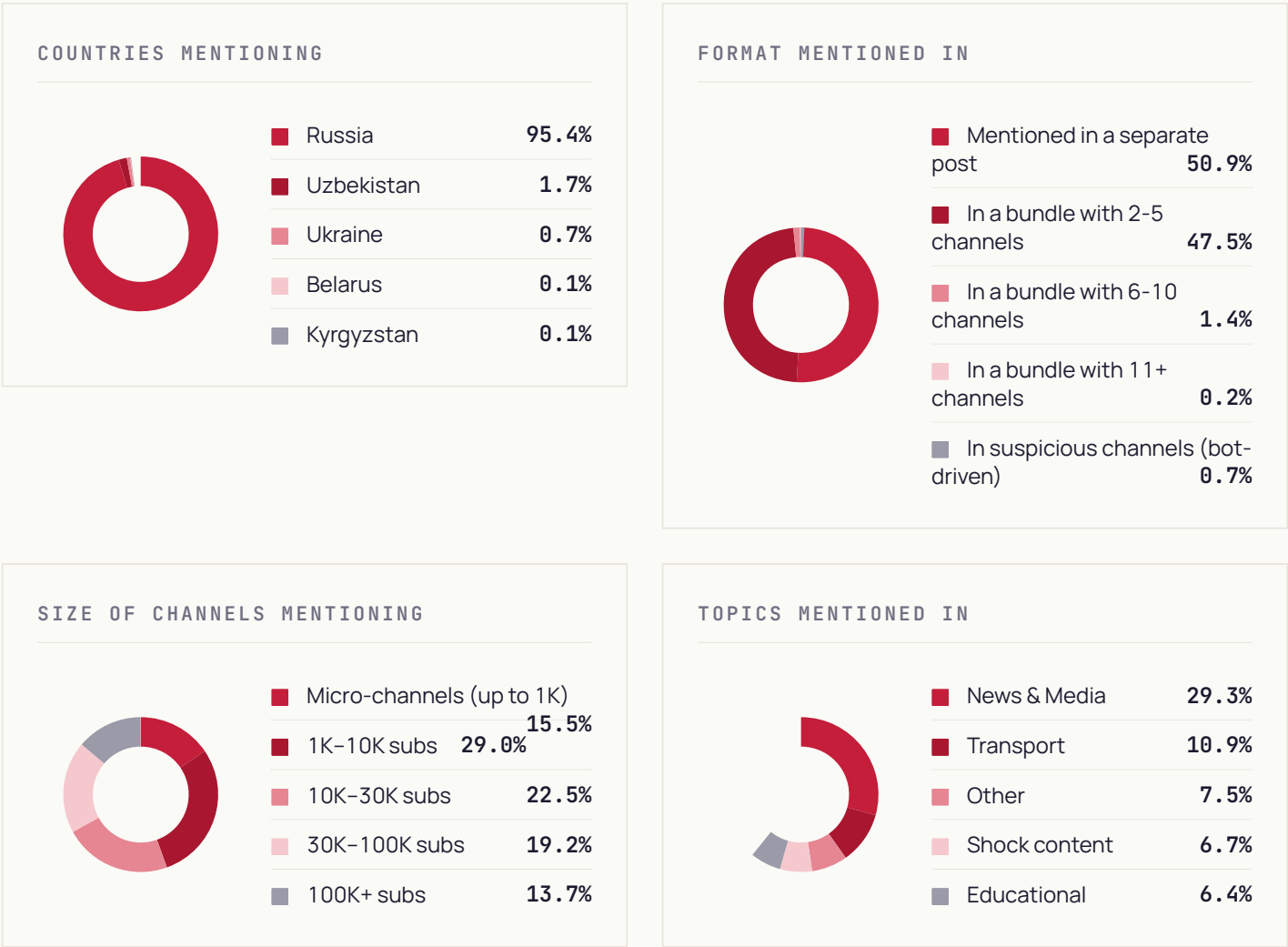
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

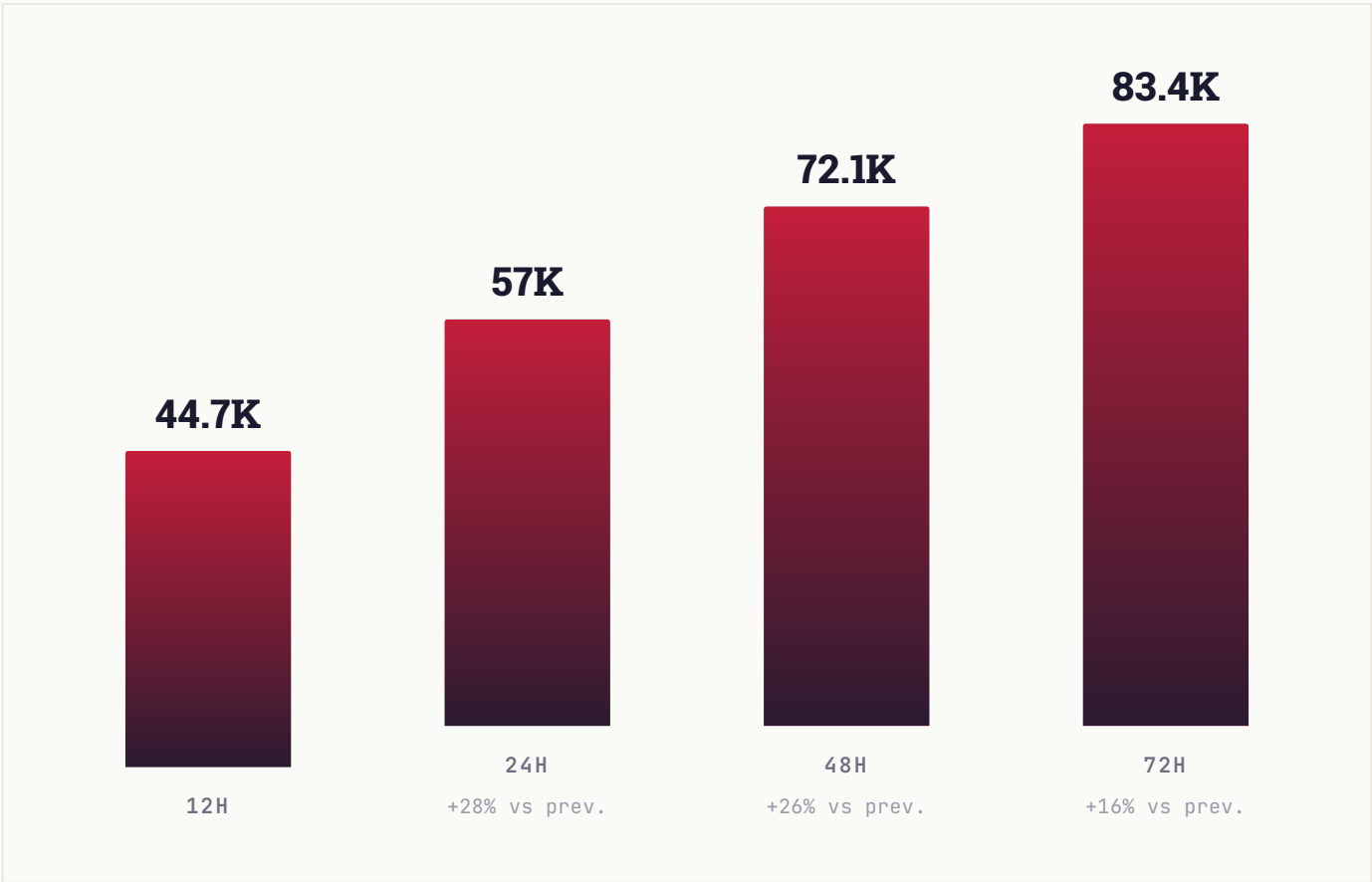
Citation index **3 157** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **5 775** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL		SUBSCRIBERS
TI	Cars & Point YOU	3.4M
AB	Avtomanya	1.8M
WE	WENGALLBI	994.1K
VM	Vodiy Moshina Bozor	972.1K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	691.6K
UN	Un Normal	596K
FI	Fighterbomber	520K
AB	Auto.ru	497.7K
GA	Garage	483.6K
AB	AVTOZAKAZ.RU	480.4K
KM	CRIMEAN BRIDGE: operational info	477.9K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 98 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

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: **870**, they brought **938 762** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	100	47	29 971	
December 2025	103	63	103 205	
November 2025	132	63	166 774	
October 2025	192	84	227 660	
September 2025	156	66	183 418	
August 2025	187	58	227 734	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
870	6	938 762

SECTION 08 · NICHE COMPARISON

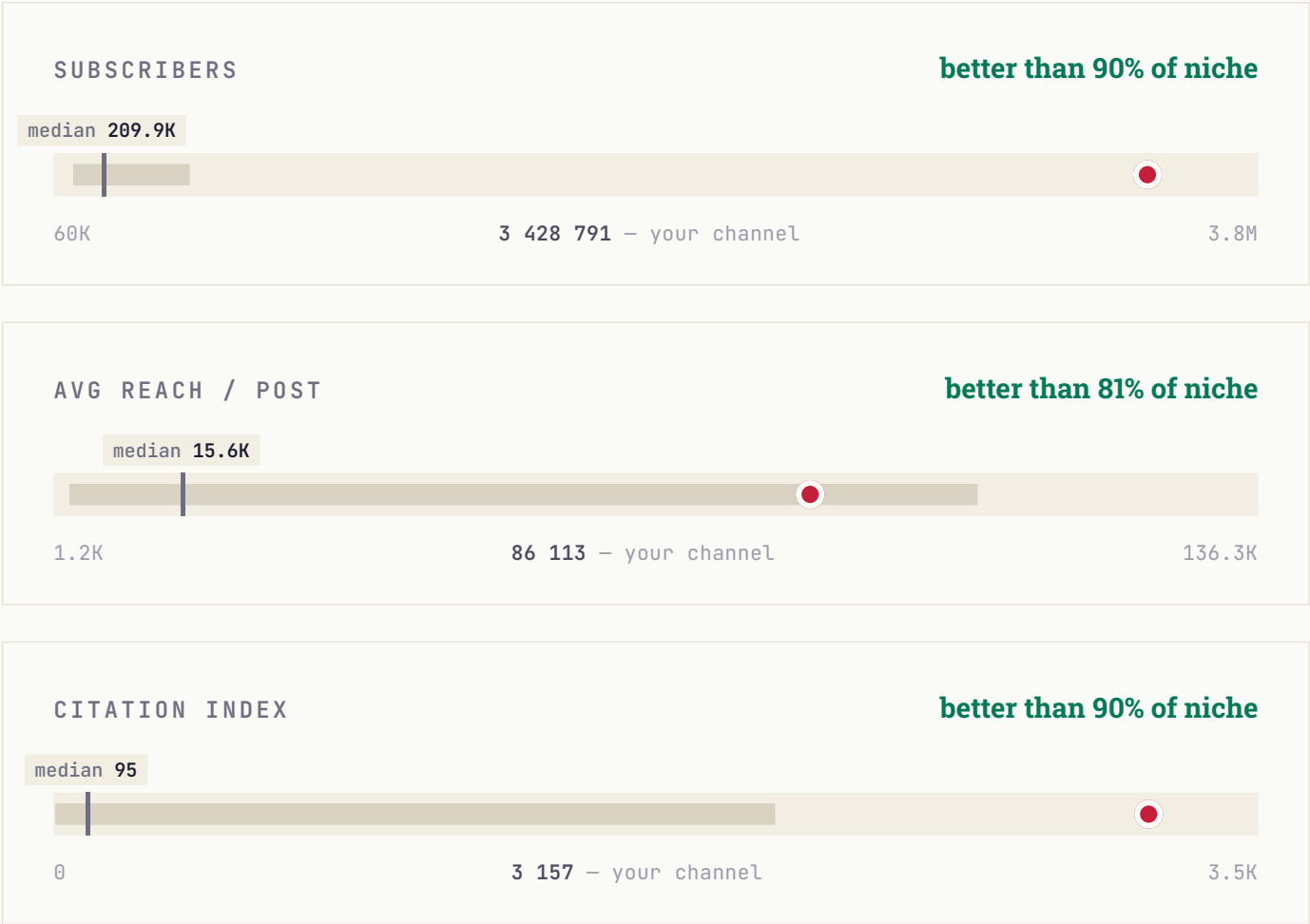
Where the channel stands in its league

Took top-100 channels in category «Transport» (Russia) and saw how your channel compares. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#1/100

POSITION IN NICHE

Channel in top 1% transport Russia



— 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

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.51% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.0pp ER

03

System 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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

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 daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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