

PROMTPRESS PUBLIC REPORT

Channel audit

TKACHDRIVING



@tkachdriving444

Ads - @dubrovskiysyndicate <https://knd.gov.ru/license?id=676bbc708e552d6b541fa267@istryType=bloggersPermission>

SUBSCRIBERS

44 795

-271 per month

ERR (% WHO SEE
POSTS)

33.0%

in 24 hrs **13.5%**

REACH/POST

14.2K

ad reach **6K**/24h

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · takeaways

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06 Competitors

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6 months · monthly

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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 below the number shows the period it covers.

 SUBSCRIBERS 44 795 —	 SUBS REACH 31.77% avg % subs see post	 VIEWS/POST 14.2K median 13.9K · 29 days	 POSTS/WEEK 10.0 over period
 7D TREND -10.7% vs previous week	 REACTIONS/POST 318.2 total 13,365 reactions, 571 reposts, 760 comments	 POST LENGTH 80 chars median 46 · 29 days	 POSTS ANALYZED 42 29 days
 AD REACH 6K 24h avg	 CHURN / MONTH -271 last month	 CITATION RATE 13 citation index · 16 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 18.02.2022

AI EDITOR SUMMARY

Channel «TKACHDRIVING» — 44 795 subs. Avg post views 14.2K people (32% of subs), good reach. Publishes 10 posts/week (~1/day) — regular. Week Jun 29 – Jul 5 reach dropped -10.7% to week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **42** posts in 29 days.
- 02 Dominant format – **Video** (23/42 posts).
- 03 Avg post length – **80** chars (median 46).
- 04 Peak audience activity – **Thursday**, 03:00 MSK.
- 05 Top posts get **2x** more views than the weakest (20.7K avg for top vs 10.1K for worst) – among 42 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1

18.06 · 00:01

PHOTO

How much?????? 🤔

VIEWS	REACTIONS
23 142	556
REPOSTS	ER
199	51.7%

Nº2

20.06 · 09:35

TEXT

Hey, how's it going? Who took exams this year? Brag about your results (no judgment)

VIEWS	REACTIONS
19 995	277
REPOSTS	ER
1	44.6%

Nº3

16.06 · 23:15

VIDEO

(post without caption – video)

VIEWS	REACTIONS
18 952	287
REPOSTS	ER
11	42.3%

Nº417.06 · 17:13 VIDEO
(post without caption – video)

VIEWS	REACTIONS
18 697	232
REPOSTS	ER
5	41.7%

Nº517.06 · 13:03 VIDEO
(post without caption – video)

VIEWS	REACTIONS
18 089	230
REPOSTS	ER
7	40.4%

WORST 3

↓ 03.07 · 14:16 VIDEO
(post without caption – video)

VIEWS	REACTIONS
10 926	271
REPOSTS	ER
18	24.4%

↓ 03.07 · 13:37 VIDEO
(post without caption – video)

VIEWS	REACTIONS
10 733	230
REPOSTS	ER
9	24.0%

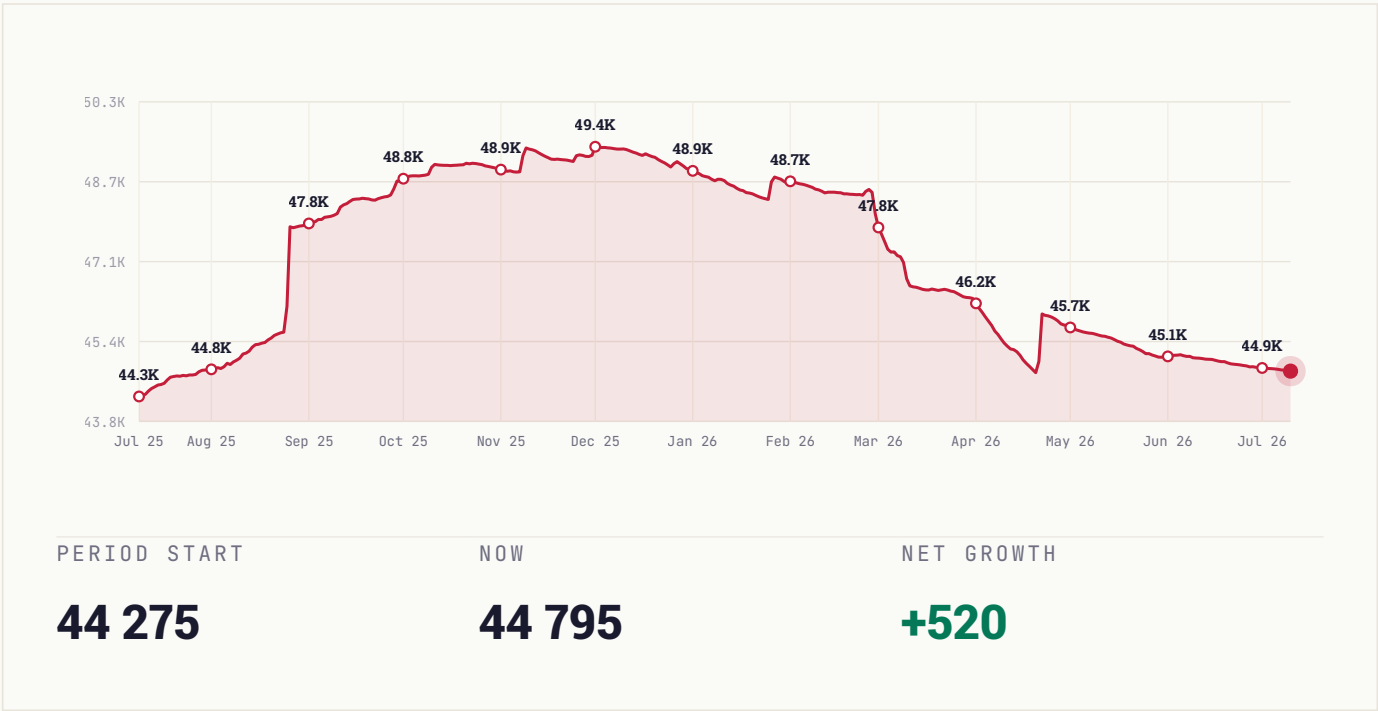
↓ 07.07 · 10:01 VIDEO
(post without caption – video)

VIEWS	REACTIONS
8 535	418
REPOSTS	ER
6	19.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

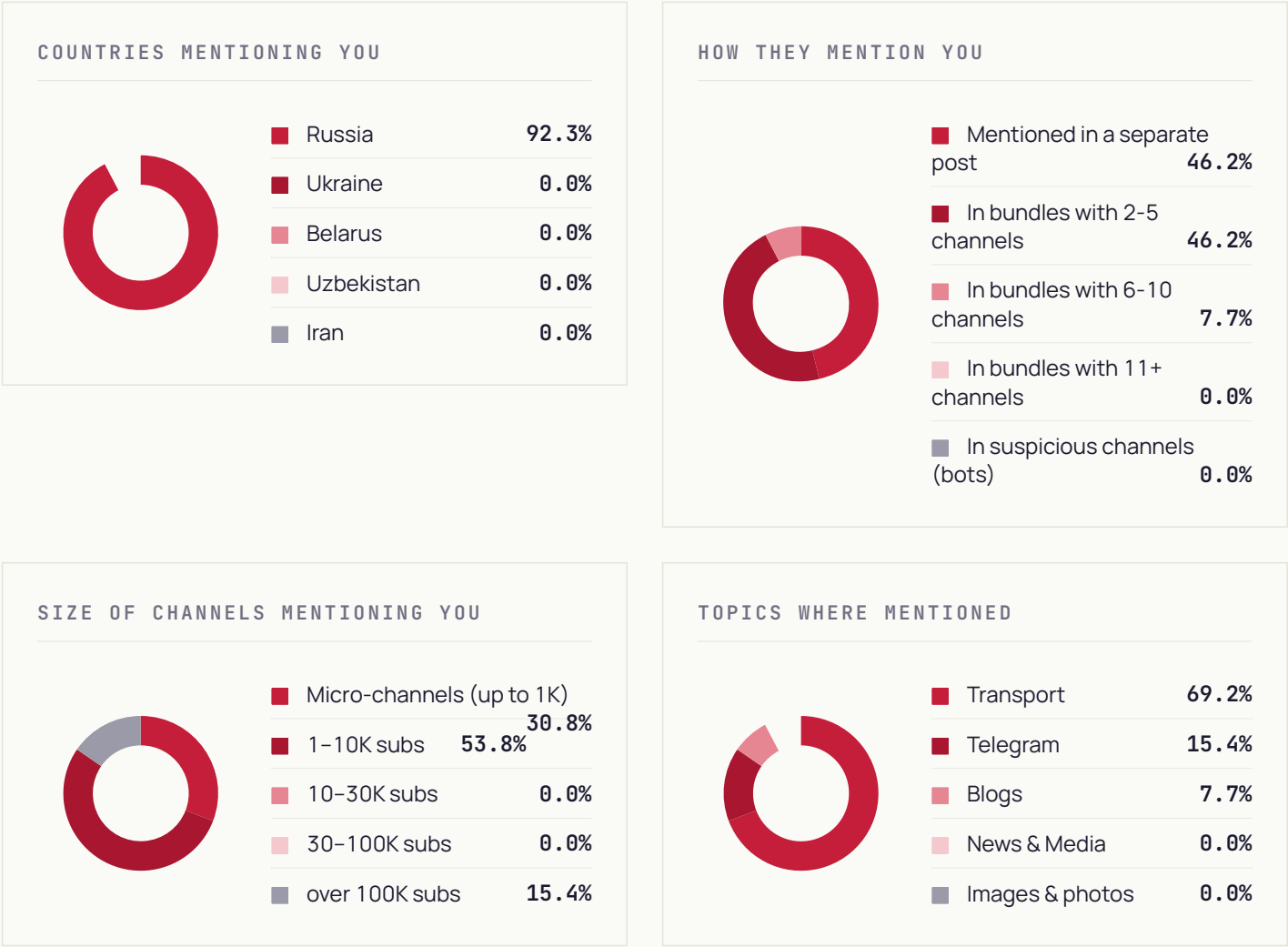
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

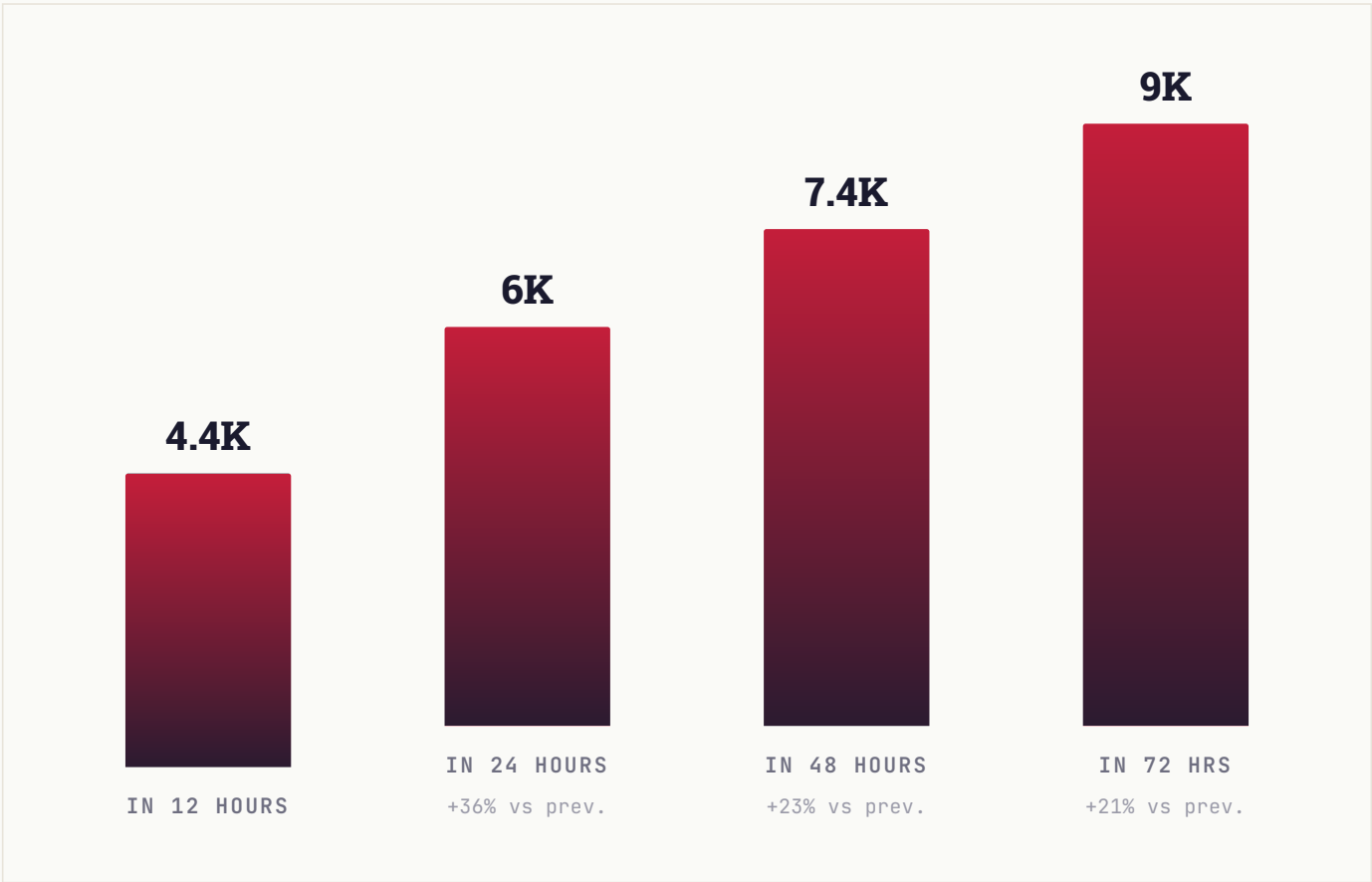
Citation index **13** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **16** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.5M
AB Avtomanya	1.9M
VM Vodiy Moshina Bozor	1M
WE WENGALLBI	998.7K
DS Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN Un Normal	588.6K
FI Fighterbomber	521.2K
AB Auto.ru	498.5K
GA Garage	482.5K
AB AVTOZAKAZ.RU	480K
TK TKACHDRIVING YOU	44.8K

COMPARATIVE INSIGHT

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **5 885** new subs.

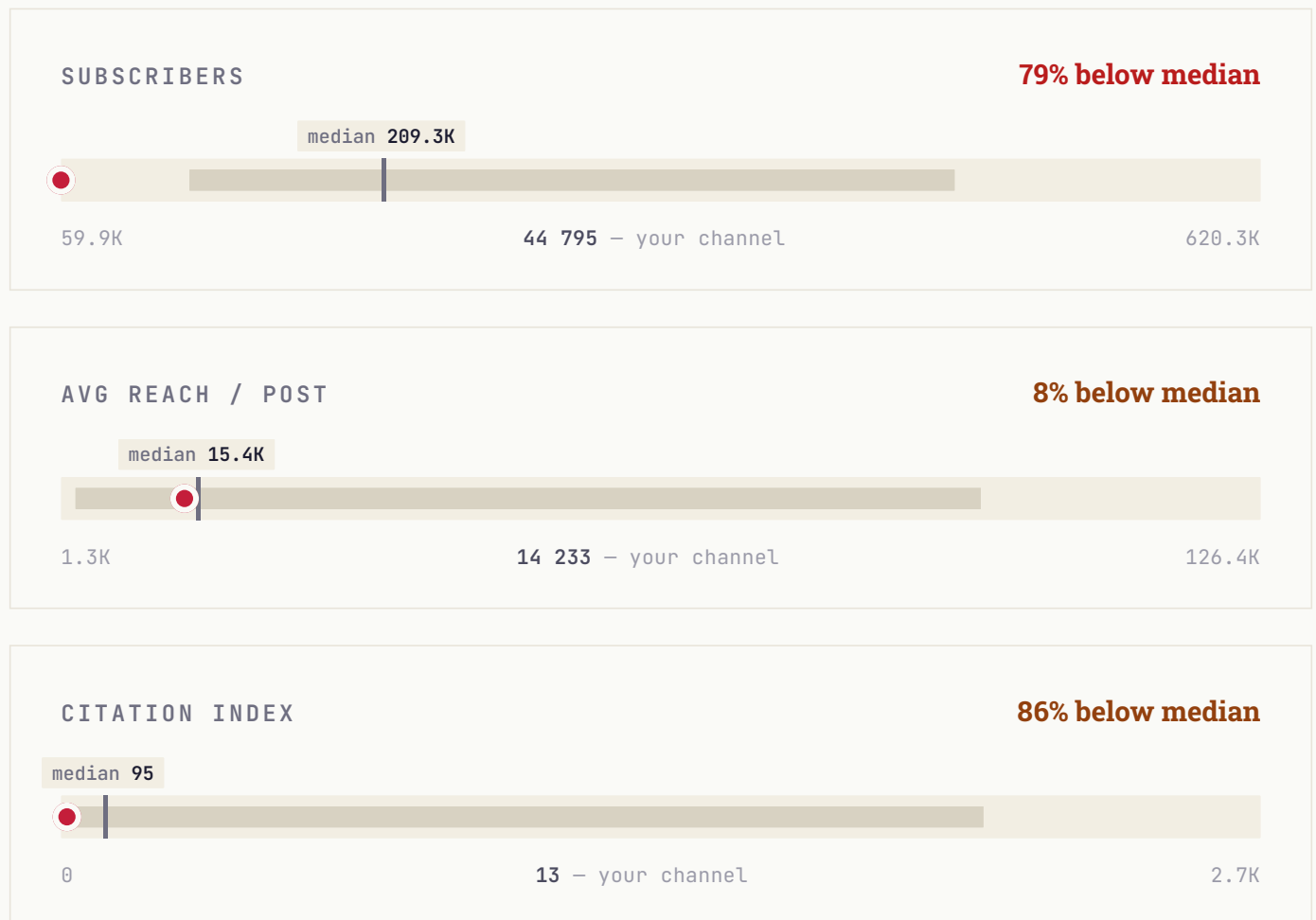
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	492
December 2025	0	0	326
Nov 2025	0	0	672
Oct 2025	0	0	408
Sep 2025	0	0	942
August 2025	0	0	3 045

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	5 885

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «**Transport**» (Russia) and compared your channel. 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

Best post day — Thursday

Audience is most active on this day at 03:00 MSK.

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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche. 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 us to do this **PromptPress?**

This audit — what we can do in minutes using 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
