

PUBLIC REPORT BY PROMTPRESS

Channel audit

Head of transport dept



@transportniytseh

Per legal requirements, page added to Roskomnadzor list:
www.gosuslugi.ru/snet/67ef9debbf33782c70b1ef49

SUBSCRIBERS

15 180

-90 per month

ERR (% SEE POSTS)

9.0%

per day 5.6%

REACH/POST

1.8K

ad reach 857/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 15 180 —	 SUBSCRIBER REACH 12.17% avg % subs see post	 VIEWS/POST 1.8K median 1.1K · 28 days	 POSTS/WEEK 24.4 for the period
 7D TREND +1.5% vs previous week	 REACTIONS/POST 5.8 total 572 reactions, 1,469 reposts, 0 comments	 POST LENGTH 899 chars median 1000 · 28 days	 POSTS ANALYZED 98 28 days
 AD REACH 857 24h avg	 CHURN / MONTH -90 over the last month	 CITATION RATE 232 citation index · 829 channels mentioned all time	 CHANNEL AGE 5 years 5 months created 28.01.2021

AI EDITOR SUMMARY

Channel «Head of Transport Shop» – 15 180 subs. Each post averages 1.8K people (12% from subs), reach is low – consider expanding audience. Publishes 24 posts per week (~3/day) – active posting. Week Jul 6–12 reach stable (+1.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **98** posts in 28 days.
- 02 Dominant format – **Photo** (87/98 posts).
- 03 Avg post length – **899** chars (median 1000).
- 04 Peak audience activity – **Friday**, 19:00 MSK.
- 05 Top posts get **28x** more views than the weakest (20.8K avg for top vs 742 for worst) – among 98 posts over 28 days. Worth analyzing what the top has in common – topic, format, publish time.

TOP 5 POSTS

Nº1 19.06 · 16:14 PHOTO On public transport operations during the Scarlet Sails graduation festival ⚡ On the night of June 27–28, the city metro...	VIEWS 54 362 REPOSTS 462	REACTIONS 16 ER 358.1%
Nº2 25.06 · 14:27 PHOTO ⚡ Dear residents and guests of our city, please note! Due to preparations for the "Scarlet Sails" graduation celebration, in...	VIEWS 5 046 REPOSTS 58	REACTIONS 1 ER 33.2%
Nº3 25.06 · 08:32 PHOTO Dear residents and guests of St. Petersburg! Notice! ⚡ ! From June 25 to 28, in stages, due to the preparation and holding of the holiday...	VIEWS 2 886 REPOSTS 11	REACTIONS — ER 19.0%

Nº424.06 · 12:19 PHOTO Chatbot 'Scooters: public control' launched in MAX messenger and VK social network ⚡ 🛵 Chatbot 'Scooters: public...	VIEWS	REACTIONS
	2 793	1
	REPOSTS	ER
	24	18.4%

Nº522.06 · 06:36 PHOTO June 22 — Day of Remembrance and Sorrow On this day in 1941, the Great Patriotic War began — one of the bloodiest and...	VIEWS	REACTIONS
	2 710	14
	REPOSTS	ER
	5	17.9%

|

WORST 3

↓ 15.07 · 14:46 PHOTO 🚤 Water safety under constant control Since the start of the 2026 navigation season, 64 raids have been conducted in St. Petersburg's waters...	VIEWS	REACTIONS
	832	4
	REPOSTS	ER
	3	5.5%

↓ 15.07 · 14:35 PHOTO 🚗 140K active parking permits in St. Petersburg: a quarter for large families As of July 15, 2026, the total number...	VIEWS	REACTIONS
	758	2
	REPOSTS	ER
	3	5.0%

↓ 24.06 · 11:46 PHOTO Question: Where exactly is the new city parking lot for 500 cars near the oncology centers in Pesochy? Answer: The exact address of the parking lot...	VIEWS	REACTIONS
	638	1
	REPOSTS	ER
	3	4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

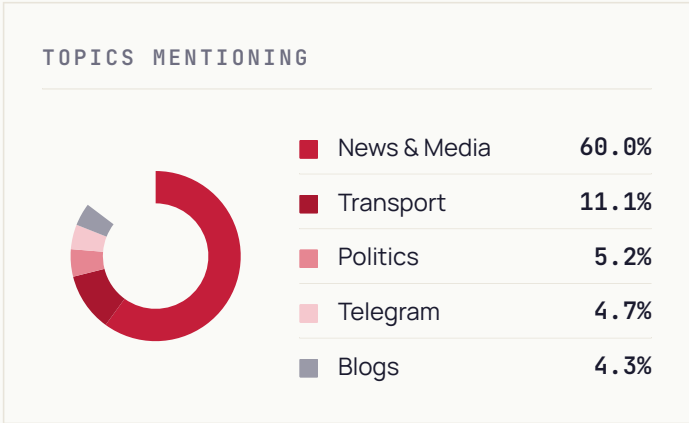
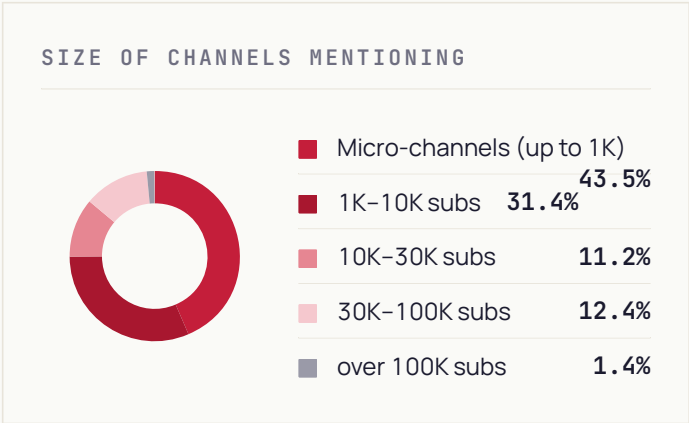
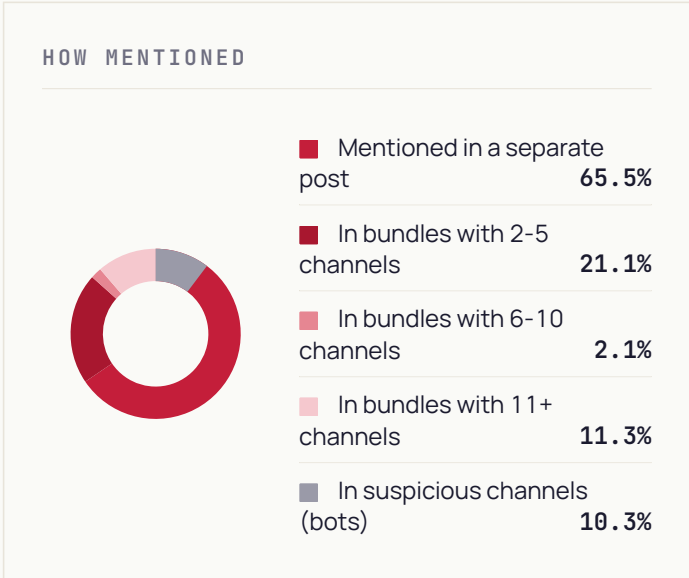
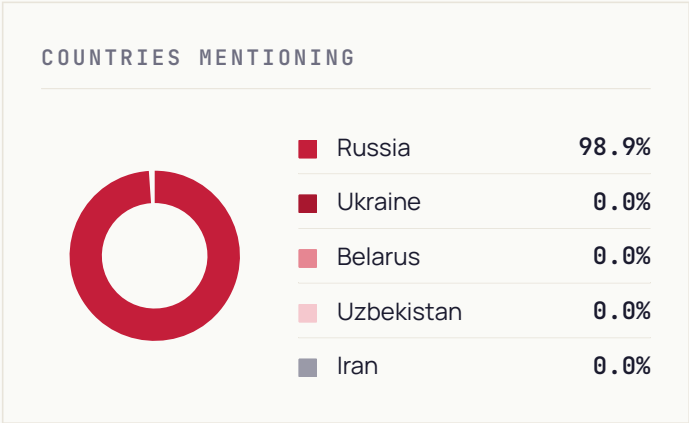
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

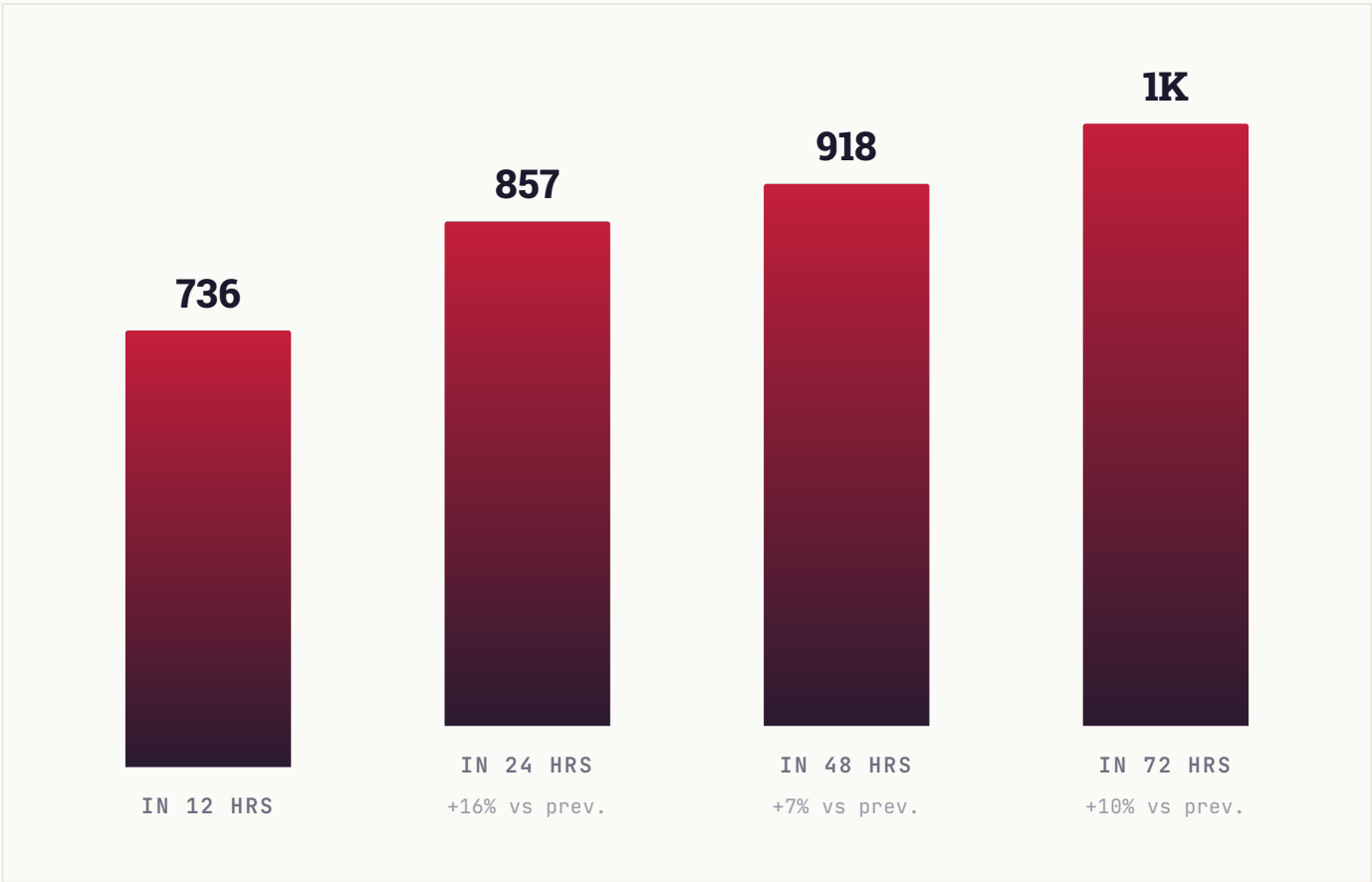
Citation index **232** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **829** different channels.



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 — you can see its place among niche neighbors.

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
NT Head of transport dept YOU	15.2K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — 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 DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **231**, they brought **9 095** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	52	40	2 315	
December 2025	41	31	3 333	
Nov 2025	36	26	11	
Oct 2025	31	24	405	
Sep 2025	28	25	3 024	
August 2025	43	26	7	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
231	6	9 095

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Transport» (Russia) and compared your channel to them. Gray band: range covering 80% of niche channels (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 Friday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better**

03

System 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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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