

PROMTPRESS PUBLIC REPORT

Channel audit

TUR_AVTO



@tur_avto_71

TUR_AVTO - BELOW MARKET 📍 <https://t.me/turavtoniz> MAX Just in case 📍 https://max.ru/join/ptxihhGAc dhDJu2A_0teMDaYEWVOBvxWA4BaXVm8q7w

SUBSCRIBERS

102 139

-4436 per month

ERR (% SEE POSTS)

5.0%

last day 2.7%

REACH/POST

4K

ad reach 2.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position 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 under the number shows the period it's calculated for.

 SUBSCRIBERS 102 139 —	 SUBSCRIBER REACH 3.96% avg % subs see post	 VIEWS/POST 4K median 4.2K · 29 days	 POSTS/WEEK 31.1 for period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 25.2 3,279 reactions, 883 reposts, 0 comments	 POST LENGTH 194 chars median 100 · 29 days	 POSTS ANALYZED 130 29 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH -4436 last month	 CITATION RATE 35 citation index · 129 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 12.03.2022

AI EDITOR SUMMARY

Channel «TUR_AVTO» — 102 139 subs. Each post averages 4K people (4% from subs), reach is low — consider expanding audience. Publishes 31 posts per week (~4/day) — active posting. Week of Jun 15–21 reach stable (-4.5% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 130 posts over 29 days.
- 02 Dominant format – Video (72/130 posts).
- 03 Avg post length – 194 chars (median 100).
- 04 Audience peak activity – Thursday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.5K avg for top vs 3.5K for worst) – among 130 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 13:23 PHOTO !! For sale !! BMW 750LI 2015 4.4 450 hp 150,000 km 12 owners Cosmetic repaints Perfect condition...	VIEWS 5 803 REPOSTS 19	REACTIONS 16 ER 5.7%
Nº2 04.06 · 17:13 TEXT Friends ready to give 3,990,000 89300748444 without air!!!! For those who wrote for 4, ready to take! Hurry...	VIEWS 5 498 REPOSTS 47	REACTIONS 32 ER 5.4%
Nº3 04.06 · 17:42 TEXT Deposit removed !!! Legally clean!	VIEWS 5 110 REPOSTS 4	REACTIONS 12 ER 5.0%

Nº4 03.06 · 15:51 PHOTO Summing up the last month of spring In May alone (without partners and their buyouts/sales) we bought and sold 12...	VIEWS 4 958 REPOSTS 5	REACTIONS 64 ER 4.9%
Nº5 25.06 · 12:00 VIDEO !! For sale !! MERCEDES E-CLASS 2017 2.0 184 hp 4 owners 370,000 km 3 repaints Good history Mechanics no investment...	VIEWS 4 945 REPOSTS 20	REACTIONS 24 ER 4.8%

|

WORST 3

↓ 16.06 · 16:27 TEXT So, as promised yesterday, time to tell about our partners and their results 🔥 And most importantly, introduce them to you and show what in...	VIEWS 3 567 REPOSTS —	REACTIONS 79 ER 3.5%
↓ 17.06 · 11:09 TEXT Going on trips, if not reachable Call this number 89534282444	VIEWS 3 555 REPOSTS —	REACTIONS 7 ER 3.5%
↓ 16.06 · 11:24 TEXT Booking ✅	VIEWS 3 444 REPOSTS —	REACTIONS 1 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

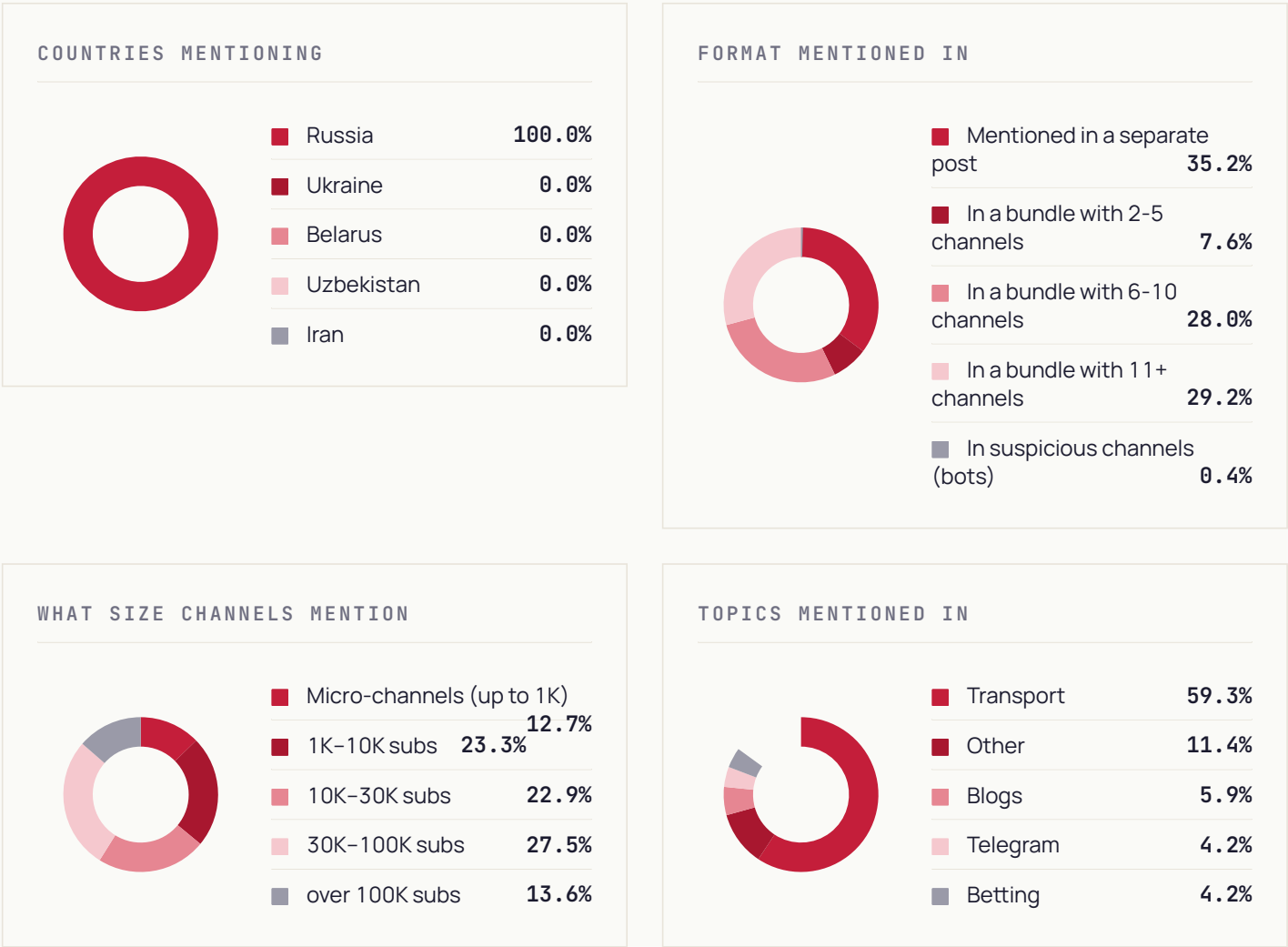
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

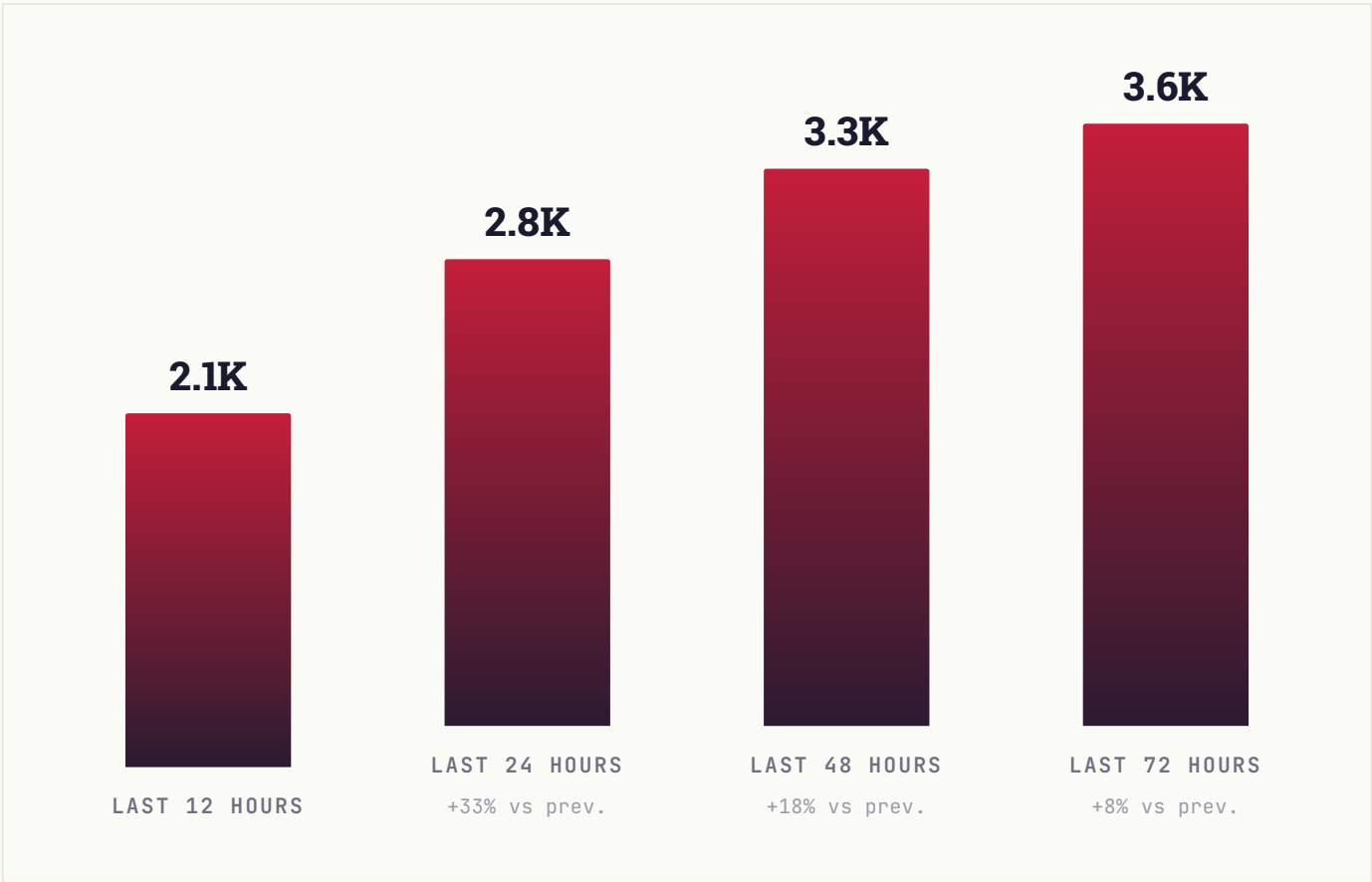
Citation index **35** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **129** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	692.1K
FI Fighterbomber	520.1K
AB Auto.ru	495.6K
GA Garage	484.4K
AB AVTOZAKAZ.RU	480.7K
KM CRIMEAN BRIDGE: operational info	478.3K
ZR Behind the Wheel	472.2K
TU TUR_AVTO YOU	102.1K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#83 of 98). Niche median — 164.4K subs. First growth KPI — reach the median. Leader: Cars & Point (3.4M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

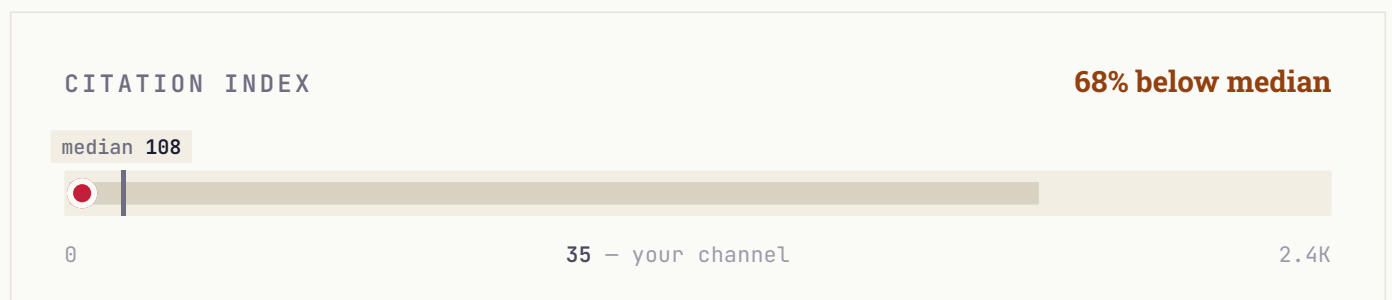
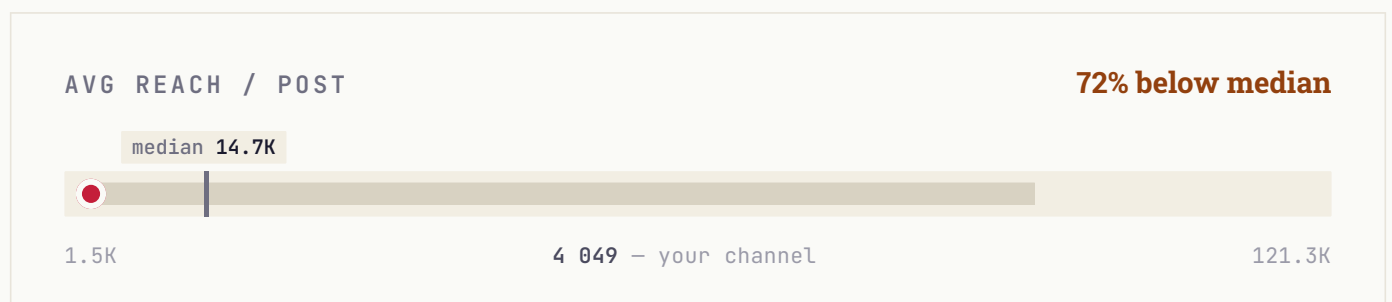
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **119**, they brought **111 339** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	49	33	28 152
November 2025	67	50	34 543
October 2025	0	0	0
September 2025	3	1	48 644
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
119	6		111 339

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 for 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 ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Thursday

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.96% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.5pp ER

03

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**

04

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

05

Cross-promo with adjacent channels

Exchange posts 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 minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

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

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