

PUBLIC REPORT BY PROMTPRESS

Channel audit

Urent



@urent

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SUBSCRIBERS

230 343

+2701 per month

ERR (% SEE POSTS)

26.0%

per day 9.8%

REACH/POST

53.9K

ad reach 22.7K/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 230 343 —	 SUBS REACH 23.42% avg % of subs see post	 VIEWS/POST 53.9K median 53.9K · 29 days	 POSTS/WEEK 2.9 for period
 7D TREND — no data for period	 REACTIONS/POST 502.2 total 6,027 reactions, 1,223 reposts, 101 comments	 POST LENGTH 592 chars. median 616 · 29 days	 POSTS ANALYZED 12 29 days
 AD REACH 22.7K 24h avg	 CHURN / MONTH +2701 last month	 CITATION RATE 167 citation index · 727 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 17.03.2022

AI EDITOR SUMMARY

Channel «Yurent» — 230 343 subs. Each post averages 53.9K people (23% of subs), that's average reach — room to grow. Publishes 3 posts per week (~0 per day) — infrequent posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 12 posts over 29 days.
- 02 Dominant format — Photo (8/12 posts).
- 03 Avg post length — 592 chars (median 616).
- 04 Peak audience activity — Friday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (79.4K avg top vs 46.7K worst) — among 12 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 08:00 TEXT (post without caption — text)	VIEWS 87 831 REPOSTS 27	REACTIONS 533 ER 38.1%
Nº2 04.06 · 12:46 PHOTO Topol-M Pooh-pooh-puff! Noticed how much there is? Did you know that poplar fluff comes not from all poplars, but only from female ones...	VIEWS 81 760 REPOSTS 139	REACTIONS 545 ER 35.5%
Nº3 02.06 · 12:37 PHOTO Summer in Moscow! And with it — 'Summer in Moscow' Kicking off the main city project, we launched the summer season of 'Safe Driving Schools' from 🚗...	VIEWS 68 596 REPOSTS 58	REACTIONS 337 ER 29.8%

Nº4 12.06 • 09:11 VIDEO

Happy Russia Day! 🇷🇺

VIEWS

65 438

REPOSTS

124

REACTIONS

1 451

ER

28.4%

Nº5 03.06 • 14:56 PHOTO

Mos ID Challenge 🛴 Giveaway #3 For 90K bindings we gave away: 🛴 GoPro HERO 13 Black Edition 🛴 JBL Charge 6 🛴 Sony PlayStation Portal 🛴...

VIEWS

57 208

REPOSTS

12

REACTIONS

368

ER

24.8%

WORST 3

↓ 18.06 • 13:51 PHOTO

Super-boosts are now in Your Boost subscription! What was already there? ❤️ Free start for each ride (0₽ instead of regular start fee) ❤️...

VIEWS

48 230

REPOSTS

85

REACTIONS

390

ER

20.9%

↓ 19.06 • 11:11 PHOTO

Helping those who help others 💜 We launched social initiative «Urent Рядом», providing access to...

VIEWS

46 235

REPOSTS

29

REACTIONS

204

ER

20.1%

↓ 23.06 • 12:16 PHOTO

🛴 Verification in a few clicks Launched a new way to confirm age via Digital ID in MAX messenger. Now you can go through...

VIEWS

45 709

REPOSTS

123

REACTIONS

342

ER

19.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

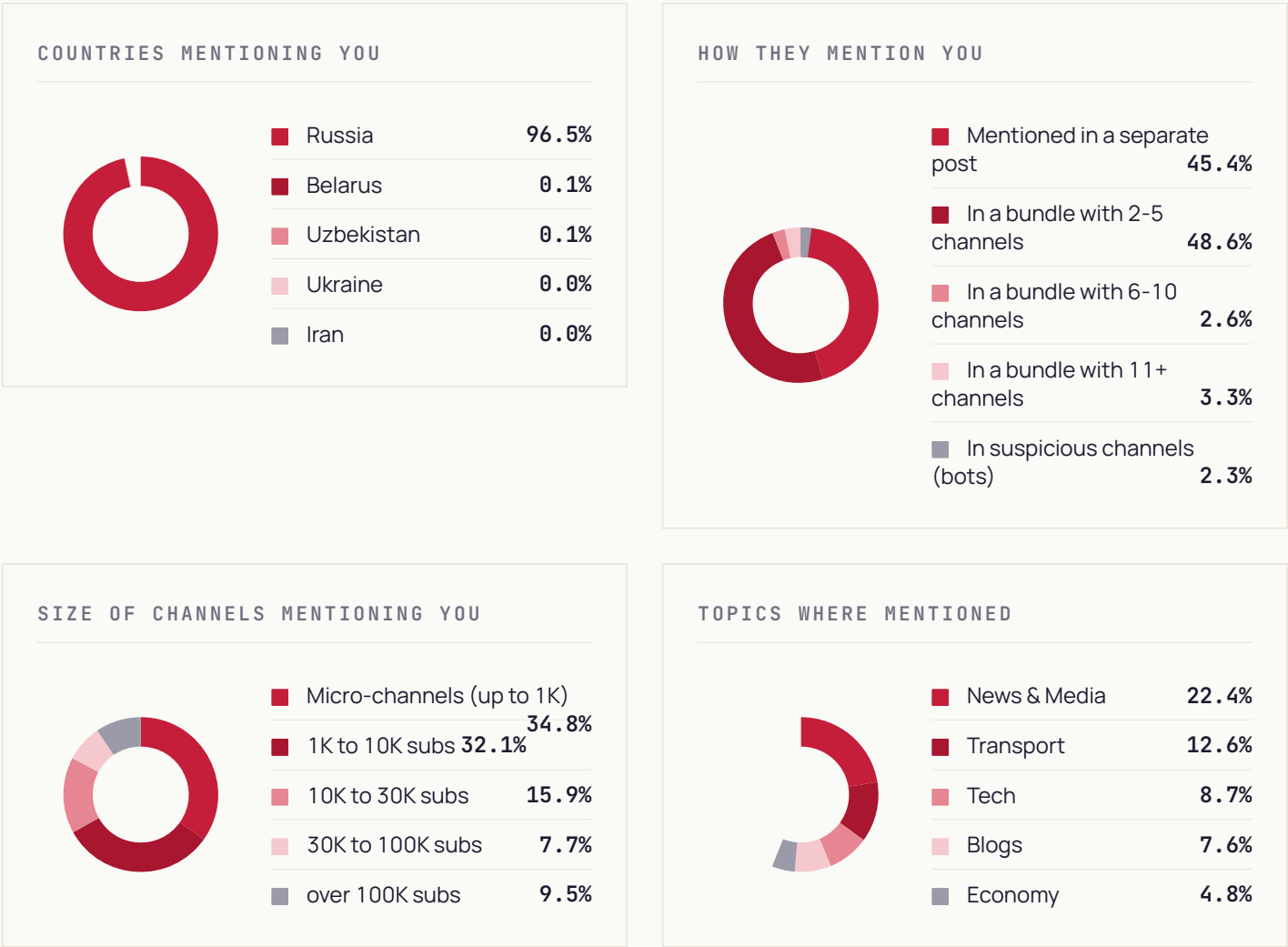
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

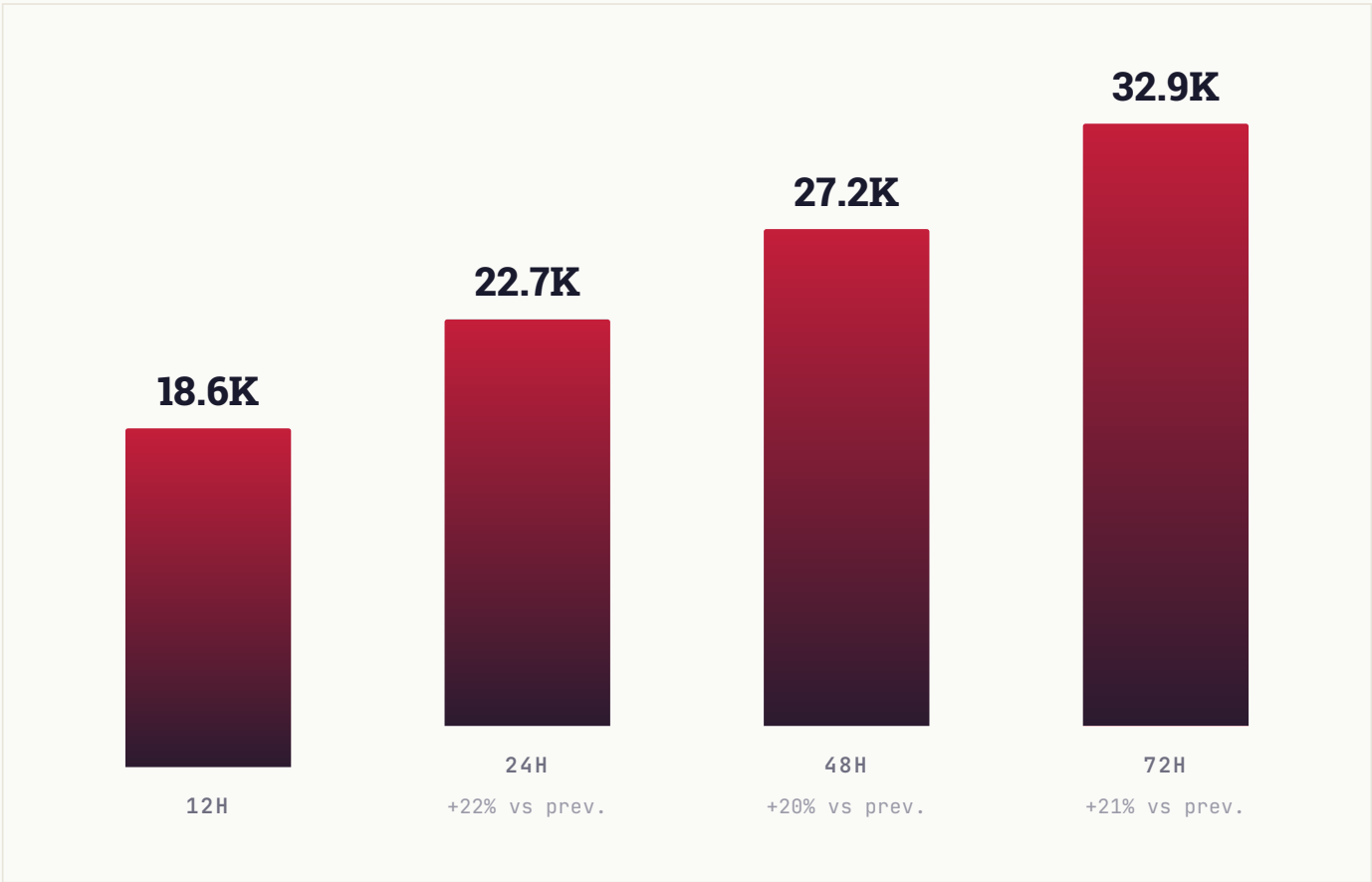
Citation index **167** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **727** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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
UR Urent YOU	230.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#38 of 98). Niche leader — Cars & Point (3.4M), median subs 164.4K. Aim for top quartile — realistic 6-12 month horizon.

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 **80**, they brought **32 958** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	6	6	0	
December 2025	5	5	0	
Nov 2025	35	33	4 962	
Oct 2025	6	4	3 267	
September 2025	14	10	11 382	
August 2025	14	11	13 347	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
80	6	32 958

SECTION 08 · NICHE COMPARISON

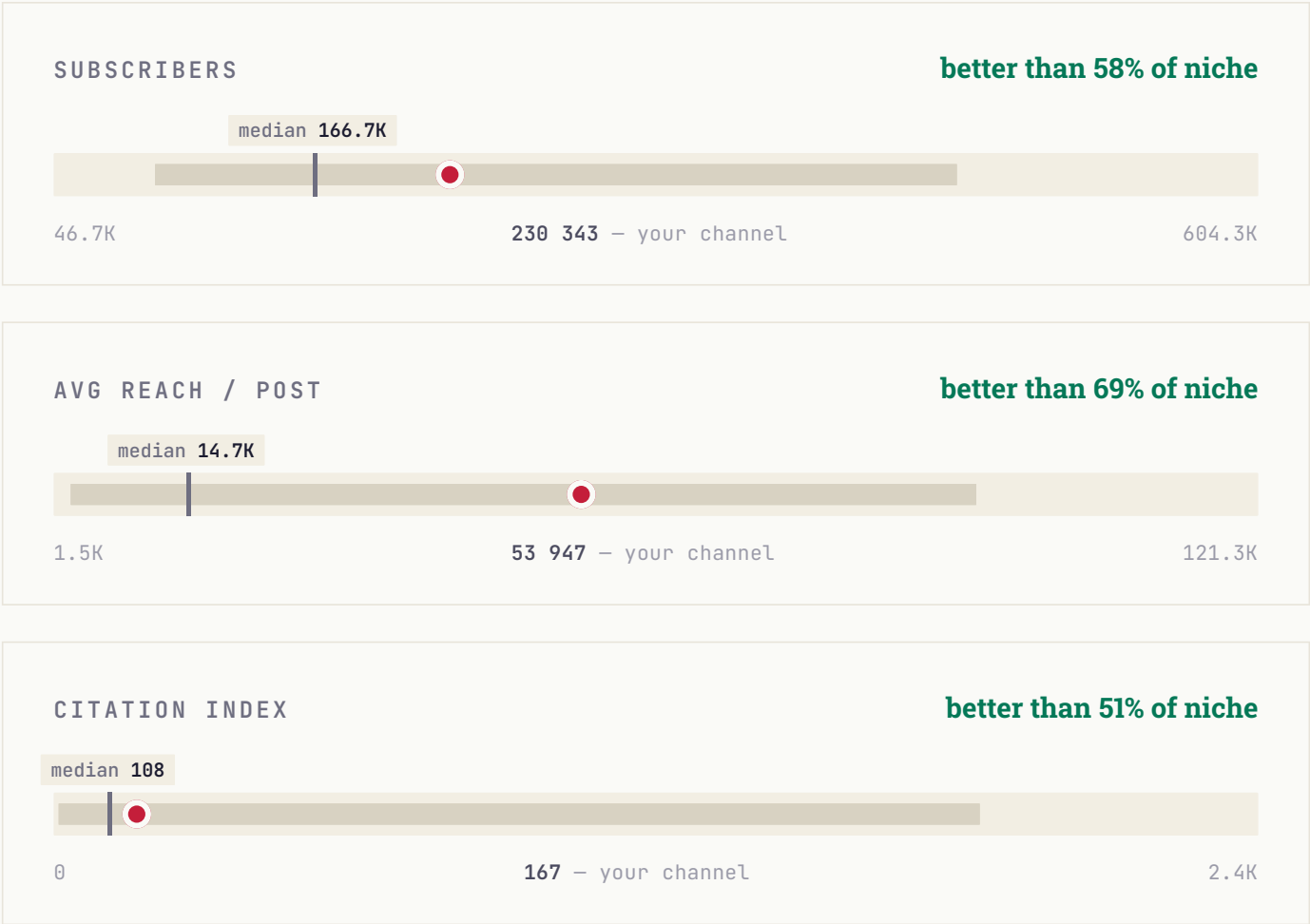
Where the channel stands in its league

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.

#38/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Increase posting frequency

Now 2.9 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Friday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for key posts**

03

Systematic 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 get +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 close your growth plan in a month.

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