

PUBLIC REPORT BY PROMTPRESS

Channel audit

VOLKOV



@volkov815

Hey, recognize me? It's me Yura Volkov For welding Dimasik write here: @burad9 For ads: @dubrovskiysyndicate [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=673e01036afad41667d6eeed&istryType=bloggersPermission)

SUBSCRIBERS

283 234

-1643 per month

ERR (% SEE POSTS)

37.0%

daily 18.3%

REACH/POST

97.5K

ad reach 51.9K/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 283 234 —	 SUBSCRIBER REACH 34.43% avg % subs see post	 VIEWS/POST 97.5K median 99.4K · 16 days	 POSTS/WEEK 6.9 for period
 7D TREND — no data for period	 REACTIONS/POST 3572.3 total 57,157 reactions, 2,781 reposts, 3,767 comments	 POST LENGTH 153 chars median 77 · 16 days	 POSTS ANALYZED 16 16 days
 AD REACH 51.9K 24h avg	 CHURN / MONTH -1643 last month	 CITATION RATE 41 citation index · 124 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 02.03.2022

AI EDITOR SUMMARY

Channel «VOLKOV» – 283 234 subs. Each post averages 97.5K people (34% of subs), good reach. Publishes 7 posts/week (~1/day) – rare publications.

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 **16** posts over 16 days.
- 02 Dominant format – **Video** (8/16 posts).
- 03 Avg post length – **153** chars (median 77).
- 04 Peak audience activity – **Monday**, 17:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (122.6K avg for top vs 81.9K for worst) – among 16 posts in 16 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 22.06 · 14:33 PHOTO ⚡ The biggest contest on our channel. Together with OTP Bank we're looking for cars with the highest mileage. We know for sure that you have something to...	VIEWS 139 578 REP. 35	REACTIONS 725 ER 49.3%
Nº2 16.06 · 18:19 PHOTO In short, I fucked up the box 🙌 Anyone know about these? Ever put a manual on these motors? Motor 4.7, is it possible to find a manual transmission for it? 🤔...	VIEWS 115 525 REP. 192	REACTIONS 4 485 ER 40.8%
Nº3 19.06 · 14:16 PHOTO Photoshop my 090 from a Vesta here bro 😂 curious how they look on it	VIEWS 112 630 REP. 63	REACTIONS 2 871 ER 39.8%

Nº4 20.06 · 14:13 TEXT Like in advance, I'll be grateful)) Enjoy the watch) https://youtu.be/YWKtncQxN78?is=AxIH9tr9iuqT0xtj	VIEWS 112 583 REP. 269	REACTIONS 4 539 ER 39.7%
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Nº5 14.06 · 09:16 VIDEO (captionless post – video)	VIEWS 110 166 REP. 41	REACTIONS 4 619 ER 38.9%
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WORST 3

↓ 19.06 · 14:07 VIDEO (captionless post – video)	VIEWS 86 436 REP. 30	REACTIONS 2 490 ER 30.5%
↓ 19.06 · 14:10 VIDEO (captionless post – video)	VIEWS 80 395 REP. 11	REACTIONS 2 101 ER 28.4%
↓ 27.06 · 20:53 VIDEO (captionless post – video)	VIEWS 78 970 REP. 173	REACTIONS 5 083 ER 27.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

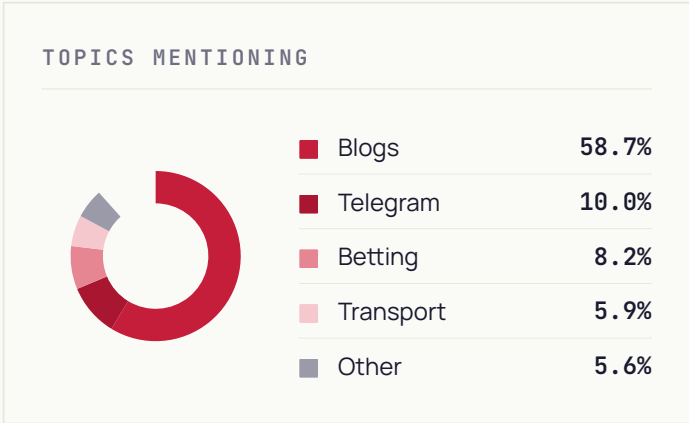
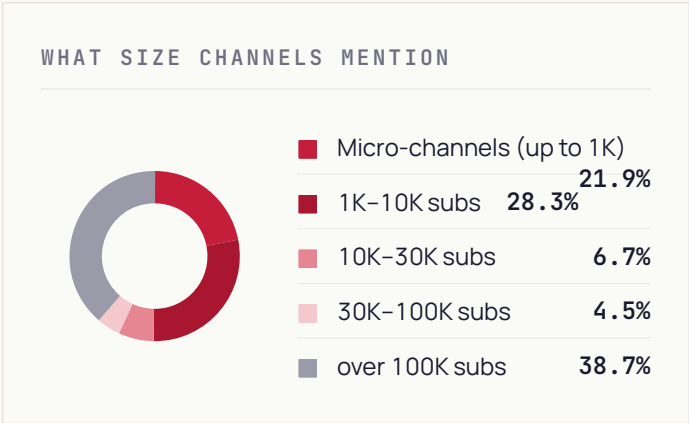
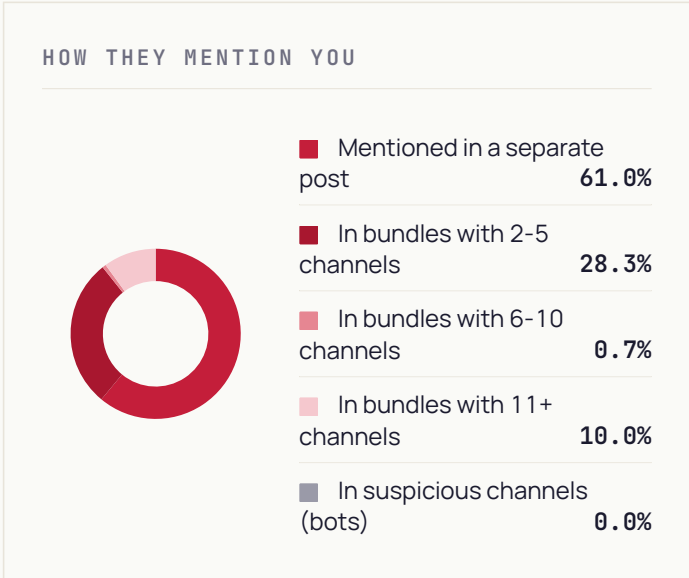
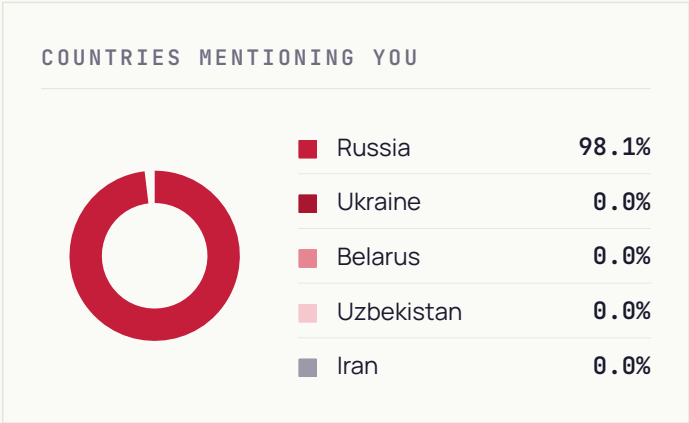
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

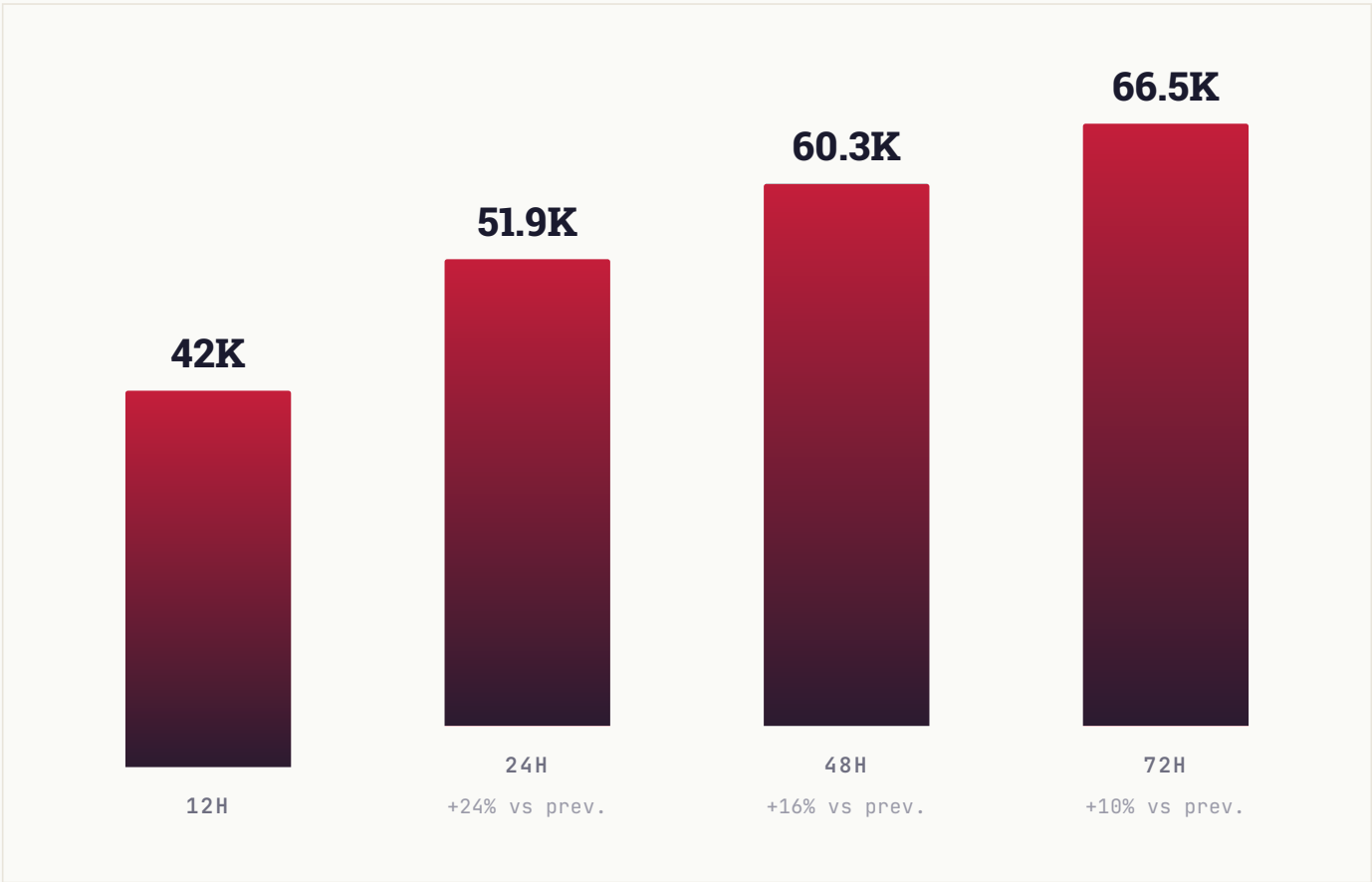
Citation index **41** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **124** different channels.



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 — you can see its rank among niche neighbors.

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: latest updates	478.3K
ZR Behind the Wheel	472.2K
VO VOLKOV YOU	283.2K

COMPARATIVE CONCLUSION

Channel in top half of niche (#29 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 **83**, they brought **29 386** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	7	3	2 816
December 2025	2	2	476
November 2025	24	21	1 109
October 2025	12	5	1 152
September 2025	15	12	4 629
August 2025	23	18	19 204

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
83	6	29 386

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#29

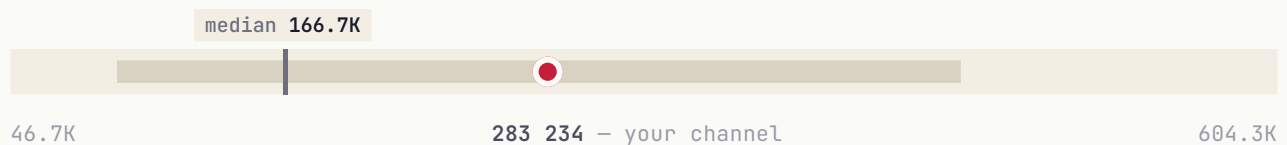
/100

POSITION IN NICHE

Channel in the top half of the ranking

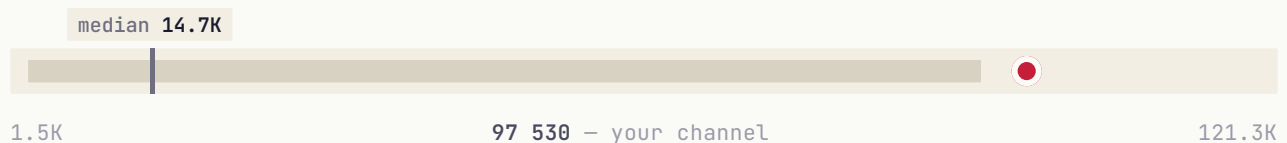
SUBSCRIBERS

better than 65% of niche



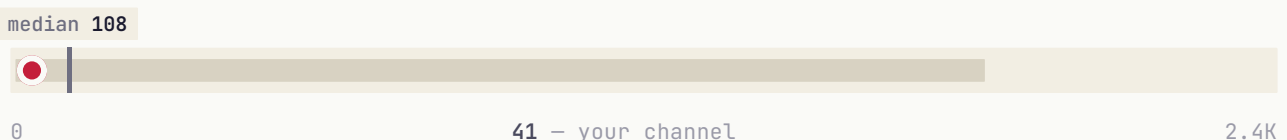
AVG REACH / POST

better than 90% of niche



CITATION INDEX

62% below median



— 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 17:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll 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 segment. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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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