

PUBLIC REPORT BY PROMTPRESS

Channel audit

Auto Universe



@vsecars

9 friends subscribed ✓ Universe Auto - the most useful channel for car enthusiasts! 💎 Unique content 📰 Fresh news 😊 Videos, humor Ads: @ponomvrev Invite a friend: @vsecars Exchange:...

SUBSCRIBERS

15 267

-148 per month

ERR (% SEE POSTS)

5.0%

in 24 hrs 2.8%

REACH/POST

649

ad reach 435/24h

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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 15 267 —	 SUBS REACH 4.25% avg % subs see post	 VIEWS/POST 649 median 671 · 29 days	 POSTS/WEEK 42.5 over period
 7D TREND -1.6% vs previous week	 REACTIONS/POST 5.0 918 reactions, 797 reposts, 0 comments	 POST LENGTH 235 chars median 154 · 29 days	 POSTS ANALYZED 182 29 days
 AD REACH 435 24h avg	 CHURN / MONTH -148 last month	 CITATION RATE 306 citation index · 377 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 08.04.2020

AI EDITOR SUMMARY

Channel «Auto Universe» — 15 267 subs. Each post averages 649 people (4% of subs), reach is low — consider expanding audience. Publishes 42 posts/week (~6/day) — active posting. Week of Jul 6–12 reach stable (-1.6% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **182** posts over 29 days.
- 02 Dominant format — **Photo** (102/182 posts).
- 03 Avg post length — **235** chars (median 154).
- 04 Audience peak activity — **Tuesday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (862 avg top vs 533 worst) — among 182 posts in 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 17:50 VIDEO 🤪 Good instructor won't teach bad habits Auto Universe	VIEWS	REACTIONS
	1 017	6
	REPOSTS	ER
	24	6.7%
Nº2 24.06 · 15:02 VIDEO ⚡ Ferrari fired marketing head after first EV Luce flop Huge hopes were pinned on Ferrari Luce — in development...	VIEWS	REACTIONS
	790	8
	REPOSTS	ER
	13	5.2%
Nº3 23.06 · 16:15 PHOTO ⚡ New Lixiang L8 certified for Russia — sales by year-end Model debuts June 23 in China. Crossover now 5-seat...	VIEWS	REACTIONS
	781	2
	REPOSTS	ER
	2	5.1%

Nº4 24.06 • 08:00 VIDEO  Mini makes turn signal sound unbearable New melody for turn signals & hazards already dubbed most annoying...	VIEWS 772 REPOSTS 13 REACTIONS 11 ER 5.1%
Nº5 18.06 • 15:05 PHOTO  Honda preps major Accord update — almost like a new gen Sedan facelift due in 2026. The company...	VIEWS 770 REPOSTS 6 REACTIONS — ER 5.0%

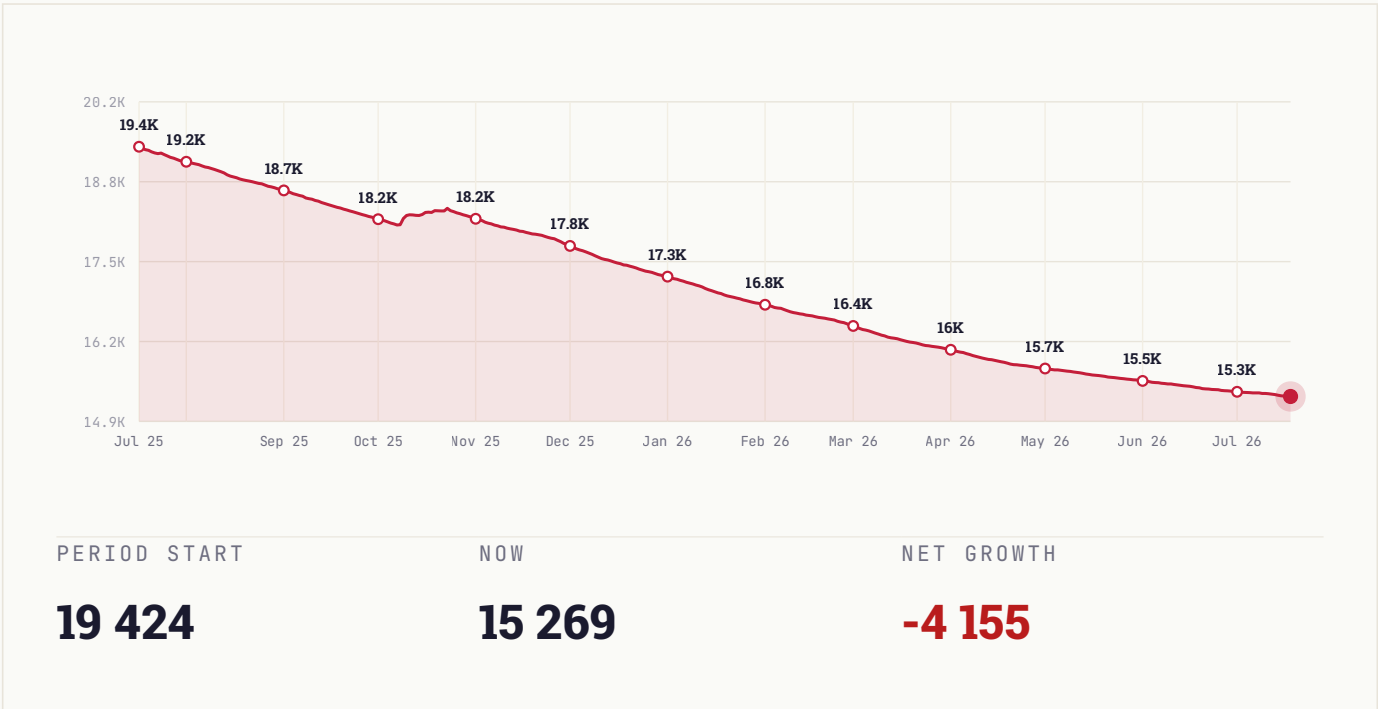
WORST 3

↓ 14.07 • 08:35 PHOTO  Russia starts buying gasoline from India — Reuters. Over 60k tons shipped Future supplies may come from other...	VIEWS 558 REPOSTS 3 REACTIONS 2 ER 3.7%
↓ 15.07 • 08:50 VIDEO  Found automotive arthouse Auto Universe	VIEWS 543 REPOSTS 2 REACTIONS 7 ER 3.6%
↓ 15.07 • 14:05 VIDEO  'Desert' G 63 limited to 35 units Mercedes-AMG unveils G 63 Mirage Edition for Middle East...	VIEWS 500 REPOSTS 2 REACTIONS 1 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

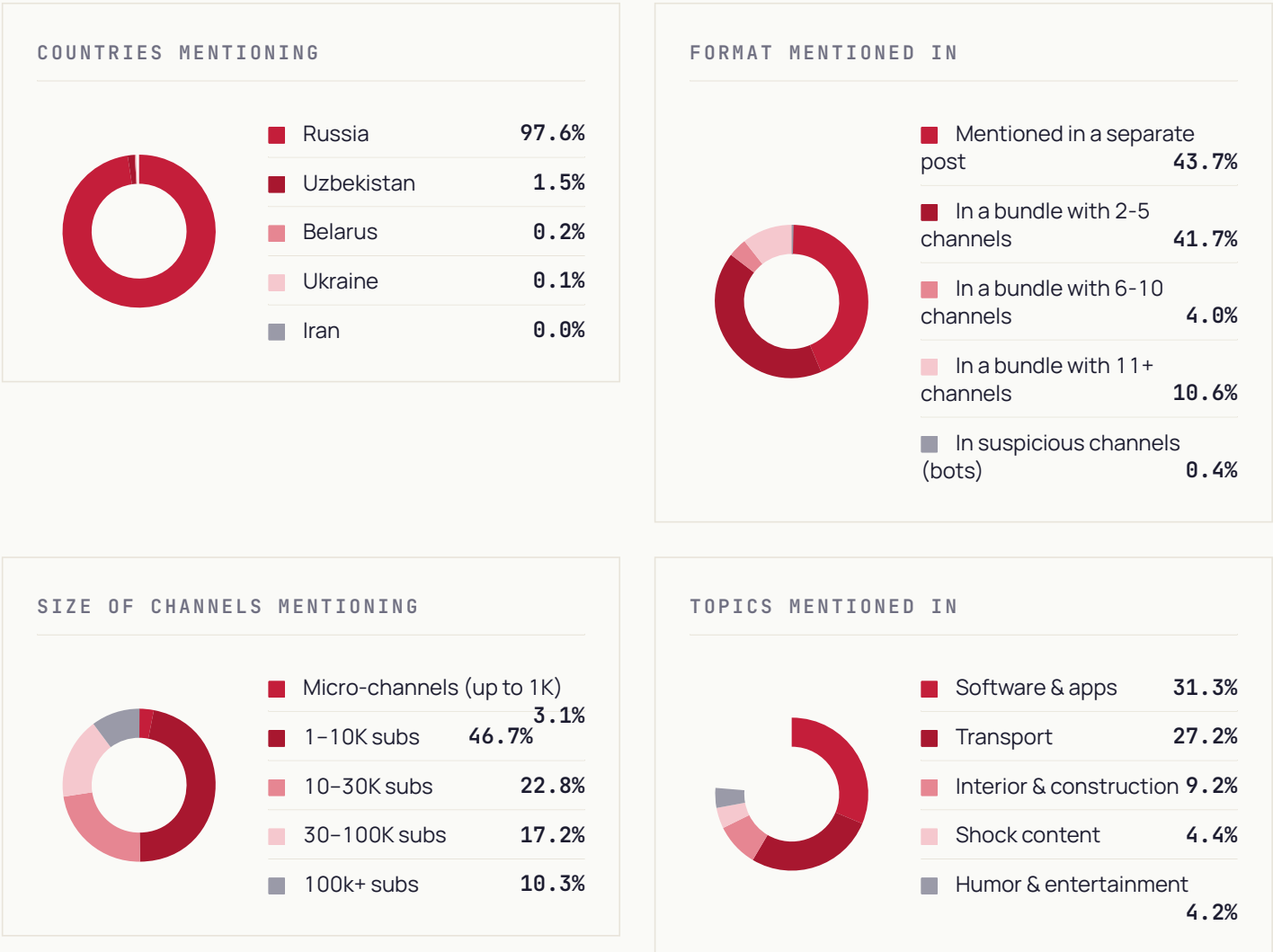
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

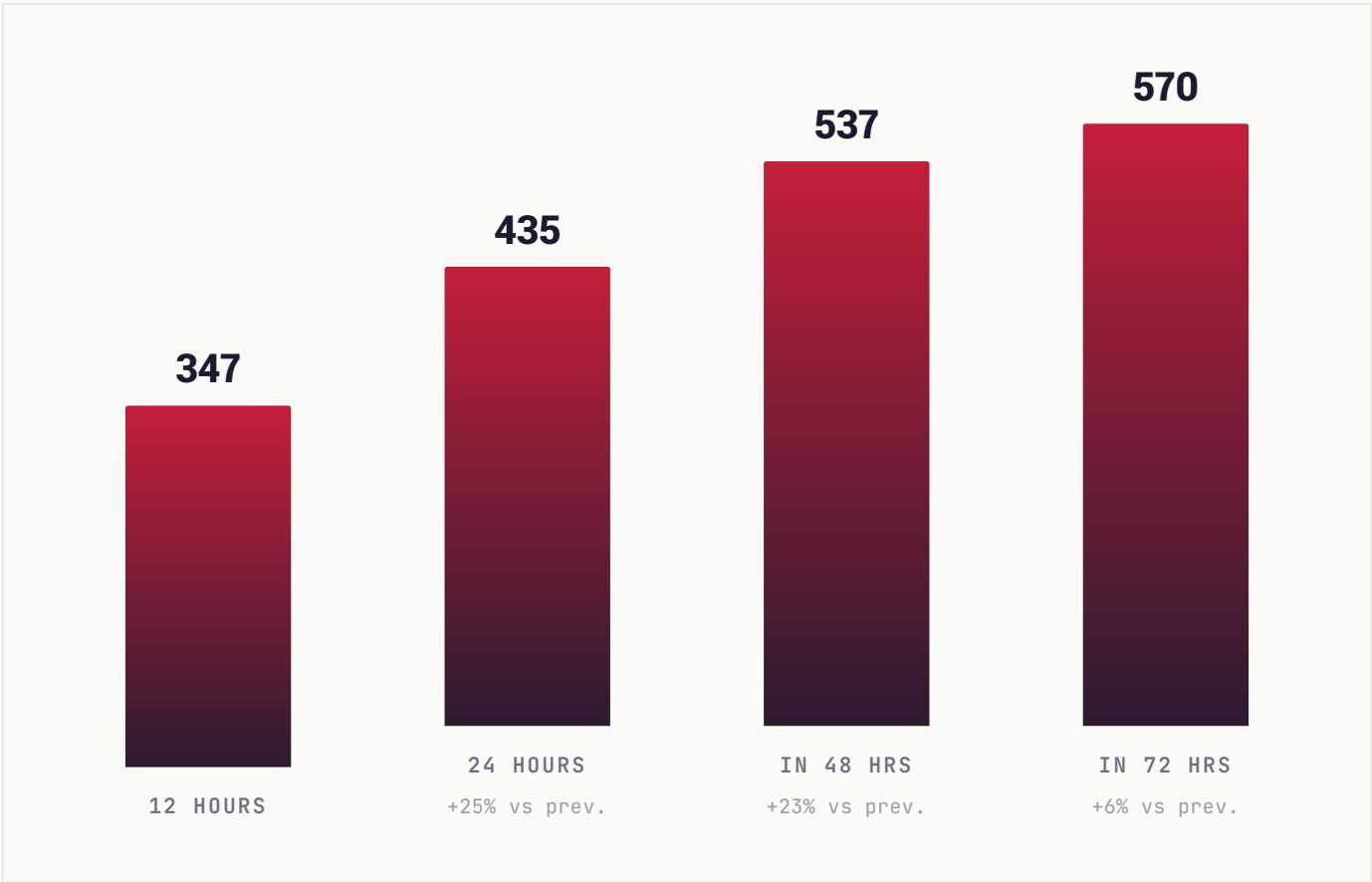
Citation index **306** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **377** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL		SUBSCRIBERS
TI	Cars & Dot	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
WA	Auto Universe	15.3K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 98 — early growth stage. Niche leader — Cars & Dot (3.5M), top-98 median: 208.1K. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **277**, they brought **298** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	6	1	0	
December 2025	57	4	0	
Nov 2025	55	1	0	
Oct 2025	59	7	298	
Sep 2025	53	1	0	
August 2025	47	1	0	
TOTAL MENTIONS	277	MONTHS IN DATA	6	ACQUIRED SUBS
			298	

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 of 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

Top post of the week — Tuesday

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

EFFECT

**Best window
for a key post**

02

ER below niche benchmark — rethink formats

Current ER 4.25% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.2pp 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 give +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 with same-segment channels quarterly. 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 with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager