

PUBLIC REPORT BY PROMTPRESS

Channel audit

Yandex Drive



@yndxdrive

Car sharing in Moscow, St. Petersburg, Kazan, Sochi, Yekaterinburg, Saratov, Kaliningrad, Perm and others yandex.ru/drive

SUBSCRIBERS

57 880

+146 per month

ERR (% SEE POSTS)

45.0%

last day **16.8%**

REACH/POST

25.7K

ad reach **9.8K/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 57 880 —	 SUBS REACH 44.35% avg % subs see post	 VIEWS/POST 25.7K median 26.8K · 24 days	 POSTS/WEEK 3.1 for period
 7D TREND -38.0% vs previous week	 REACTIONS/POST 313.5 total 3,449 reactions, 1,097 reposts, 3,462 comments	 POST LENGTH 263 chars median 308 · 24 days	 POSTS ANALYZED 11 24 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH +146 last month	 CITATION RATE 46 citation index · 130 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Yandex Drive» — 57 880 subs. Each post avg views 25.7K people (44% of subs), wide reach for a channel this size. Publishes 3 posts per week (~0/day) — rare. Week Jun 29 – Jul 5 reach dropped -38.0% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 11 posts over 24 days.
- 02 Dominant format – Video (4/11 posts).
- 03 Avg post length – 263 chars (median 308).
- 04 Peak audience activity – Wednesday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (34.5K avg for top vs 15.1K for worst) – among 11 posts over 24 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 15.06 · 12:44 TEXT You handled Geely easily recently 😊 So we're raising the bar. Which Haval model is in the circle? Haval Jolion	VIEWS 34 578 REPOSTS 6	REACTIONS 67 ER 59.7%
Nº2 10.06 · 15:24 VIDEO St. Petersburg → Moscow for 1000 ₺ Cars ready for transfer from SPb to Moscow • 1000 ₺ • 800 km & 10 hours included •...	VIEWS 34 510 REPOSTS 272	REACTIONS 229 ER 59.6%
Nº3 12.06 · 06:09 TEXT What if instead of staying home for 3 weekends, you take a Drive and ride? We didn't expand zones and add new cars for nothing 🙄	VIEWS 34 407 REPOSTS 5	REACTIONS 166 ER 59.4%

Nº4 18.06 · 17:27 VIDEO Tap "🙏" and you'll quickly find a free spot after work today.	VIEWS 30 815 REPOSTS 10	REACTIONS 553 ER 53.2%
Nº5 15.06 · 12:44 VIDEO (captionless post – video)	VIEWS 28 672 REPOSTS 9	REACTIONS 101 ER 49.5%

|

WORST 3

↓ 03.07 · 14:55 TEXT Any sedan lovers? We've got the most comfortable premium Hongqi in Drive. And if you've never ridden one before...	VIEWS 16 207 REPOSTS 68	REACTIONS 276 ER 28.0%
↓ 03.07 · 14:55 VIDEO (captionless post – video)	VIEWS 15 396 REPOSTS 29	REACTIONS 217 ER 26.6%
↓ 05.07 · 10:20 POLL (captionless post – poll)	VIEWS 13 735 REPOSTS 79	REACTIONS 307 ER 23.7%

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 subscribers.



SECTION 04 • MENTIONS

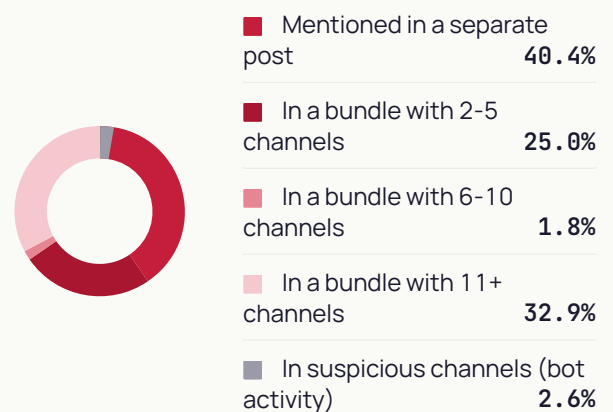
Who mentions the channel and how

Citation index **46** — 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 mentions: **130** different channels.

COUNTRIES MENTIONING



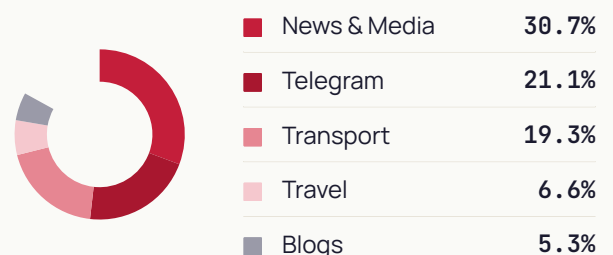
FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



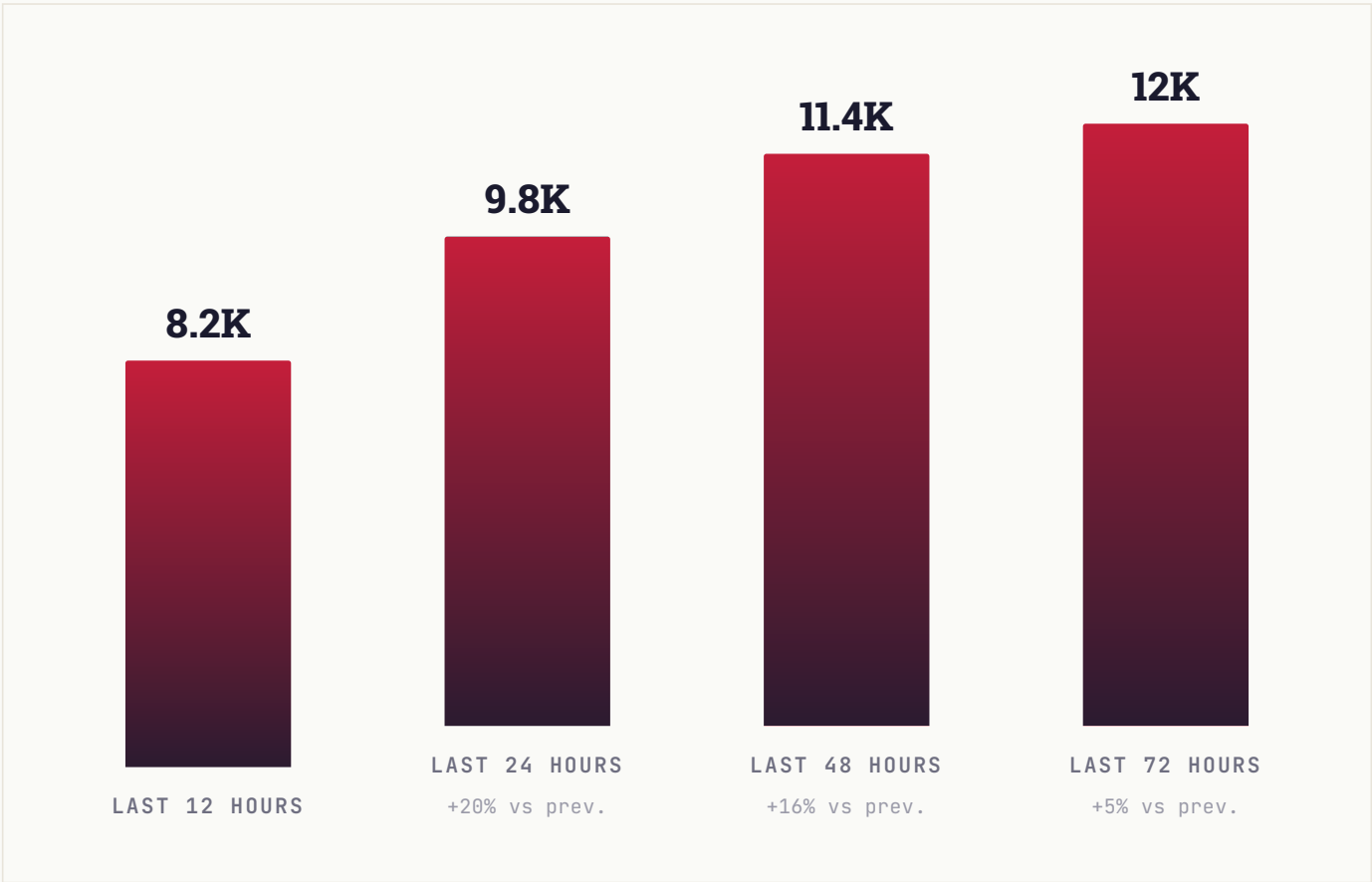
TOPICS MENTIONED



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 and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL		SUBSCRIBERS
TI	Cars & Point	3.5M
AV	Avtomanya	1.9M
VM	Vodiy Moshina Bozor	1M
WE	WENGALLBI	998.7K
DS	Dubrovsky Syndicate Zhekich Dubrovsky	690.5K
UN	Un Normal	588.6K
FI	Fighterbomber	521.2K
AV	Auto.ru	498.5K
GA	Garage	482.5K
AV	AVTOZAKAZ.RU	480K
YD	Yandex Drive YOU	57.9K

COMPARATIVE CONCLUSION

Channel not yet outside niche top-98 — early growth stage. Niche leader — Cars & Point (3.5M), top-98 median: 202.7K. First goal: enter top-98 via systematic traffic & content work.

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 **8**, they brought **1 798** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1	1	111
December 2025	1	1	72
Nov 2025	0	0	174
Oct 2025	0	0	459
September 2025	2	1	537
August 2025	4	3	445

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
8	6	1 798

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 = 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

Increase posting frequency

Currently 3.1 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

03

System traffic purchase

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 & 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 neighboring channels

Swap 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
