

PUBLIC REPORT BY PROMTPRESS

Channel audit

ARINA SHUMAKOVA



@arina_travels

I'll show you a world you never knew! 📺 Ads 📧 slondudu@mail.ru We're on VK: https://vk.com/arina_travel_tours Resource included in the list...

SUBSCRIBERS

90 370

-633 per month

ERR (% SEE POSTS)

9.0%

last 24 hours **2.4%**

REACH/POST

7.8K

ad reach **2.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 90 370 —	 SUBS REACH 8.62% avg % subs see post	 VIEWS/POST 7.8K median 7.5K · 18 days	 POSTS/WEEK 1.9 for period
 7D TREND — no data for period	 REACTIONS/POST 274.4 1,372 reactions, 59 reposts, 0 comments	 POST LENGTH 818 chars median 1000 · 18 days	 POSTS ANALYZED 5 18 days
 AD REACH 2.2K 24h average	 CHURN / MONTH -633 last month	 CITATION RATE 58 citation index · 220 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 27.11.2019

AI EDITOR SUMMARY

Channel «ARINA SHUMAKOVA» – 90 370 subs. Each post averages 7.8K people (9% of subs), reach is low – consider expanding audience. Publishes 2 posts per week (~0 per day) – rare publications.

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 5 posts over 18 days.
- 02 Dominant format – Video (4/5 posts).
- 03 Avg post length – 818 chars (median 1000).
- 04 Peak audience activity – Saturday, 16:00 MSK.
- 05 Top posts get by 1x more views than the weakest (8.7K avg for top vs 6.8K for worst) – among 5 posts in 18 days. Analyze what top posts share: topic, format, publish time.

TOP 5 POSTS

№130.05 · 13:43VIDEO	VIEWS	REACTIONS
	10 352	145
MAIN DAY OF OUR MEXICAN ADVENTURE ☑ And it was a blast!! The Gulf of California is the only place in the world where you can...	REPOSTS	ER
	19	11.5%
№228.05 · 15:08VIDEO	VIEWS	REACTIONS
	8 220	118
HOW TO KISS A WHALE? The only place in the world where whales approach humans. It's in Mexico. And only two months a year!...	REPOSTS	ER
	12	9.1%
№307.06 · 14:03PHOTO	VIEWS	REACTIONS
	7 462	71
Friends, last 3 spots for an epic Mexico adventure ☑☑ https://arinatravels.ru/mexico27	REPOSTS	ER
	7	8.3%

Nº4 25.05 · 12:30 VIDEO WHAT DO PEOPLE IN NORTH KOREA LOOK LIKE? In September 2025 we were in North Korea for the first time. I was dying of curiosity to see how everything is...	VIEWS 7 449 REPOSTS 13	REACTIONS 149 ER 8.2%
Nº5 13.06 · 08:29 VIDEO HAPPY BIRTHDAY TO ME 🎂 I'm 52 today and I'm not ashamed of age, not afraid, not hiding! And it's definitely not old age! In recent...	VIEWS 5 487 REPOSTS 8	REACTIONS 889 ER 6.1%

|

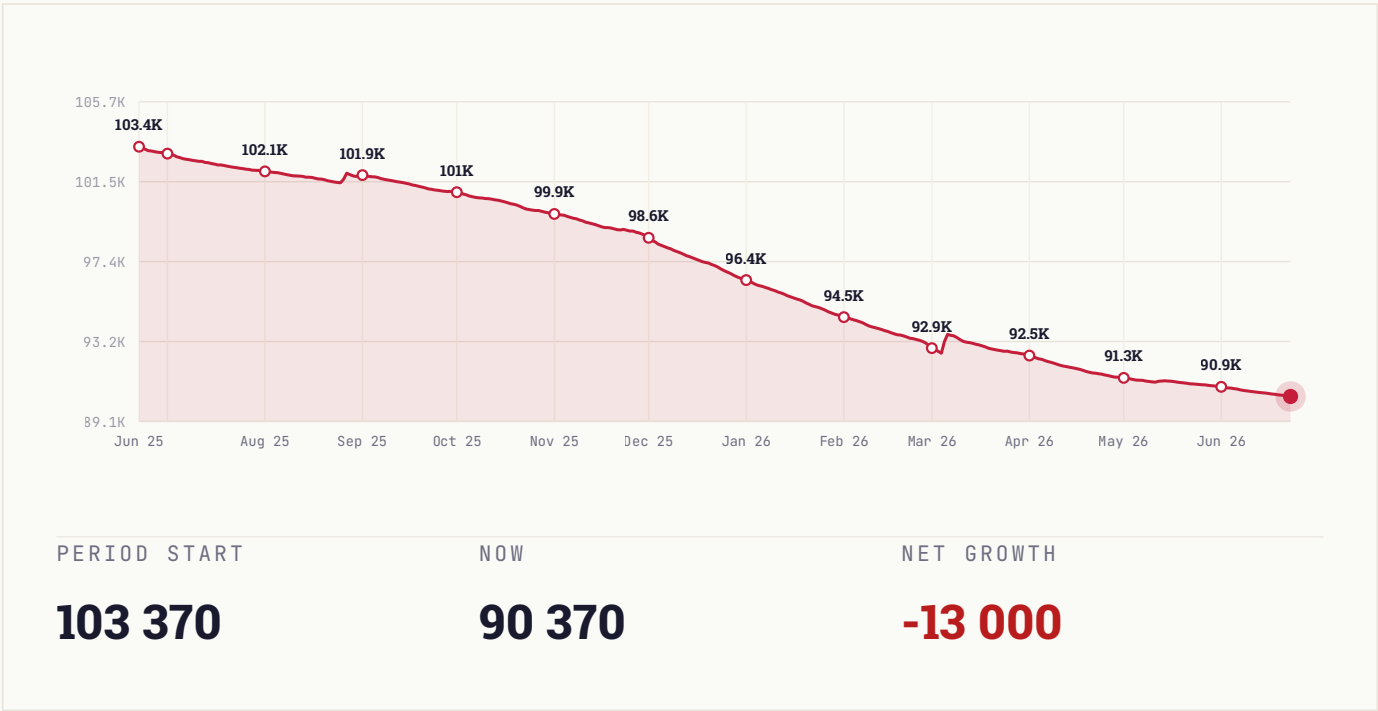
WORST 3

↓ 07.06 · 14:03 PHOTO Friends, last 3 spots for an epic Mexico adventure 🌴🌴 https://arinatravels.ru/mexico27	VIEWS 7 462 REPOSTS 7	REACTIONS 71 ER 8.3%
↓ 25.05 · 12:30 VIDEO WHAT DO PEOPLE IN NORTH KOREA LOOK LIKE? In September 2025 we were in North Korea for the first time. I was dying of curiosity to see how everything is...	VIEWS 7 449 REPOSTS 13	REACTIONS 149 ER 8.2%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

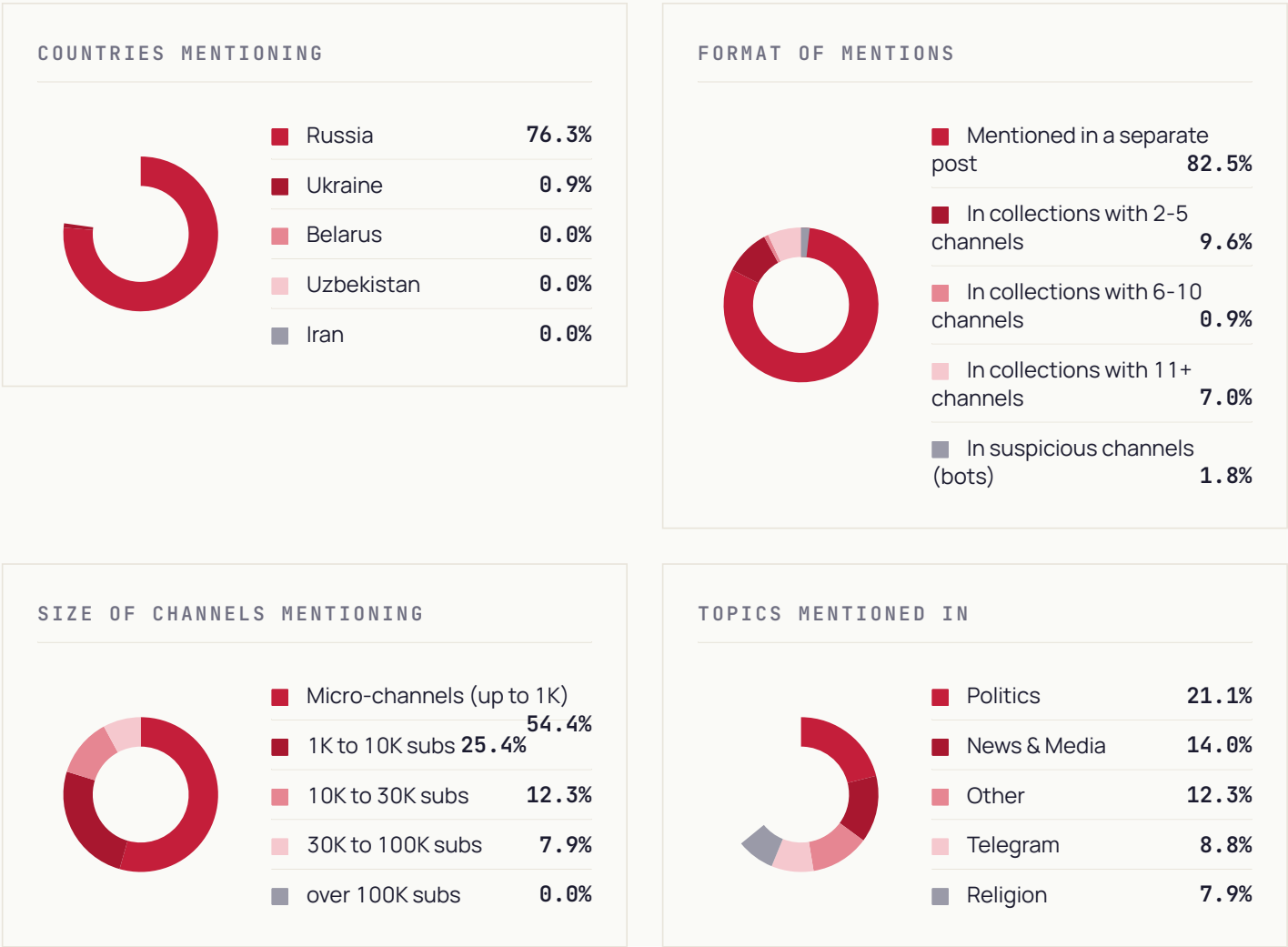
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

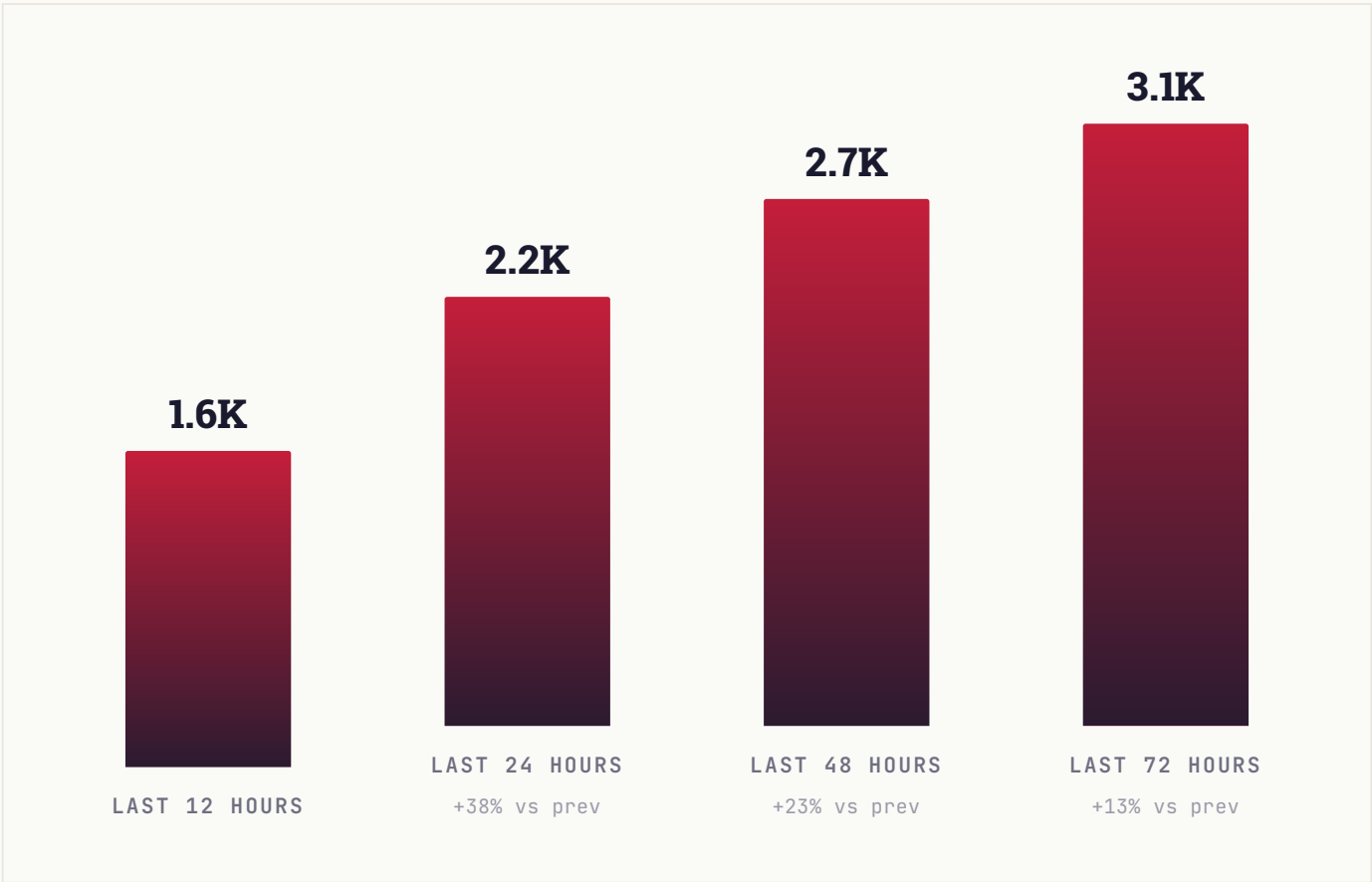
Citation index **58** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **220** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
Mon Moskvichka	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount Wagon	433.7K
OT Ozon Travel	407.8K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandroki — that's us	401.8K
AS ARINA SHUMAKOVA YOU	90.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#96 of 94). Niche median — 153.9K subs. First growth KPI — reach median. Leader: Moscow events | Poster (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **608** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	0	0	0
November 2025	0	0	25
October 2025	0	0	0
Sep 2025	0	0	13
August 2025	0	0	570
Jul 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	6	608	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

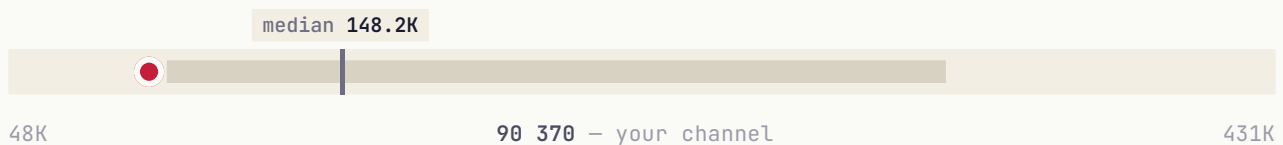
Took top-**100** channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#96 /100

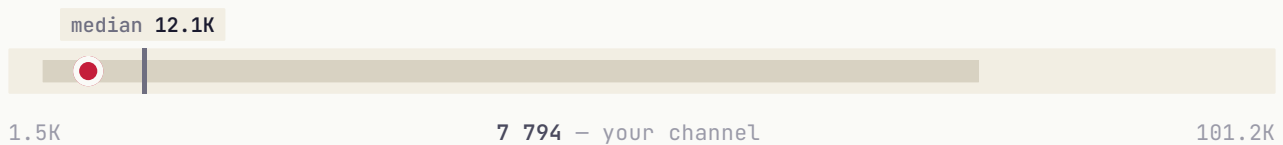
RANK IN NICHE

Channel in bottom half of ranking

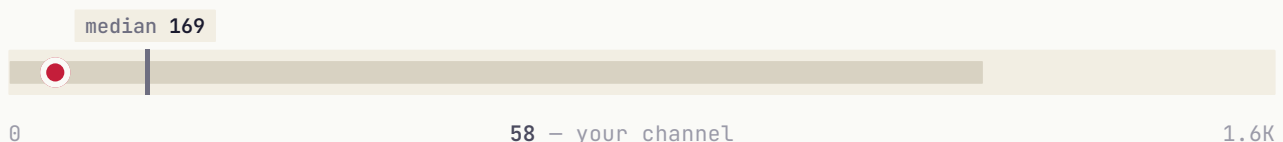
SUBSCRIBERS

39% below median


AVG REACH / POST

36% below median


CITATION INDEX

66% below median


— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Increase posting frequency

Now 1.9 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Post of the week — on Saturday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

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 give +5-15% to ER.
One weekly poll on a hot topic is an easy growth point.

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 — 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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