

PROMTPRESS PUBLIC REPORT

Channel audit

Discount Travel



@discount_travel_channel_new

SUBSCRIBERS

20 415

+20375 per month

ERR (% SEE POSTS)

2.0%

per day 9.9%

REACH/POST

208

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows for which period it was calculated.

 SUBSCRIBERS 20 415 —	 SUBSCRIBER REACH 1.02% avg % subs see post	 VIEWS/POST 208 median 41 · 3 days	 POSTS/WK 11.3 for the period
 TREND 7D — no data for the period	 REACTS/POST 533.0 total 3 198 reactions, 0 reposts, 0 comments.	 POST LENGTH 330 chars. median 339 · 3 days	 POSTS ANALYZED 6 3 days
 AD REACH 1.1K avg over 24h	 CHURN / MONTH +20375 for the past month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 2 years 4 months created 15.04.2024

EDITOR'S AI SUMMARY

Channel «Discount Travel» – 20 415 subs. Avg views per post 208 people (1% from subscribers), reach is low – expand audience. Publishes 11 posts per week (~2 per day) – regular schedule.

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 SHARE

- 01 Analysis based on 6 posts over 3 days.
- 02 Dominant format – Photos (4/6 posts).
- 03 Avg post length – 330 characters (median 339).
- 04 Peak audience activity – Wed, 21:00 MSK.
- 05 Top posts bring 16 times more views than the worst (391 avg top vs 24 bottom) – among 6 posts over 3 days. Check what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 19.08 · 18:11 TEXT DISCOUNT TRAVEL – travel booking on special terms 🌐 We help book: 🏨 Hotels worldwide ✈️ Flights 🚗 Car rental...	VIEWS 1 074 REPOSTS —	REACTS 1 070 ER 5.3%
Nº2 20.08 · 11:04 PHOTOS 🏨 ANY HOTEL No need to choose from a limited list. Found the right one on Booking, hotel site or...	VIEWS 52 REPOSTS —	REACTS 1 062 ER 0.3%
Nº3 20.08 · 00:25 PHOTOS How to book a hotel via DISCOUNT TRAVEL? It's simple: 1 Choose a hotel and dates. 2 Send us a link or hotel details. 3 We...	VIEWS 48 REPOSTS —	REACTS 1 060 ER 0.2%

Nº4 21.08 · 11:04 TEXT (post without caption – text)	VIEWS 34 REPOSTS —	REACTS 3 ER 0.2%
Nº5 22.08 · 11:03 PHOTOS 🇪🇺 Large bookings too Recent high-value booking: €3 000 Not the max order value – we...	VIEWS 29 REPOSTS —	REACTS — ER 0.1%

|

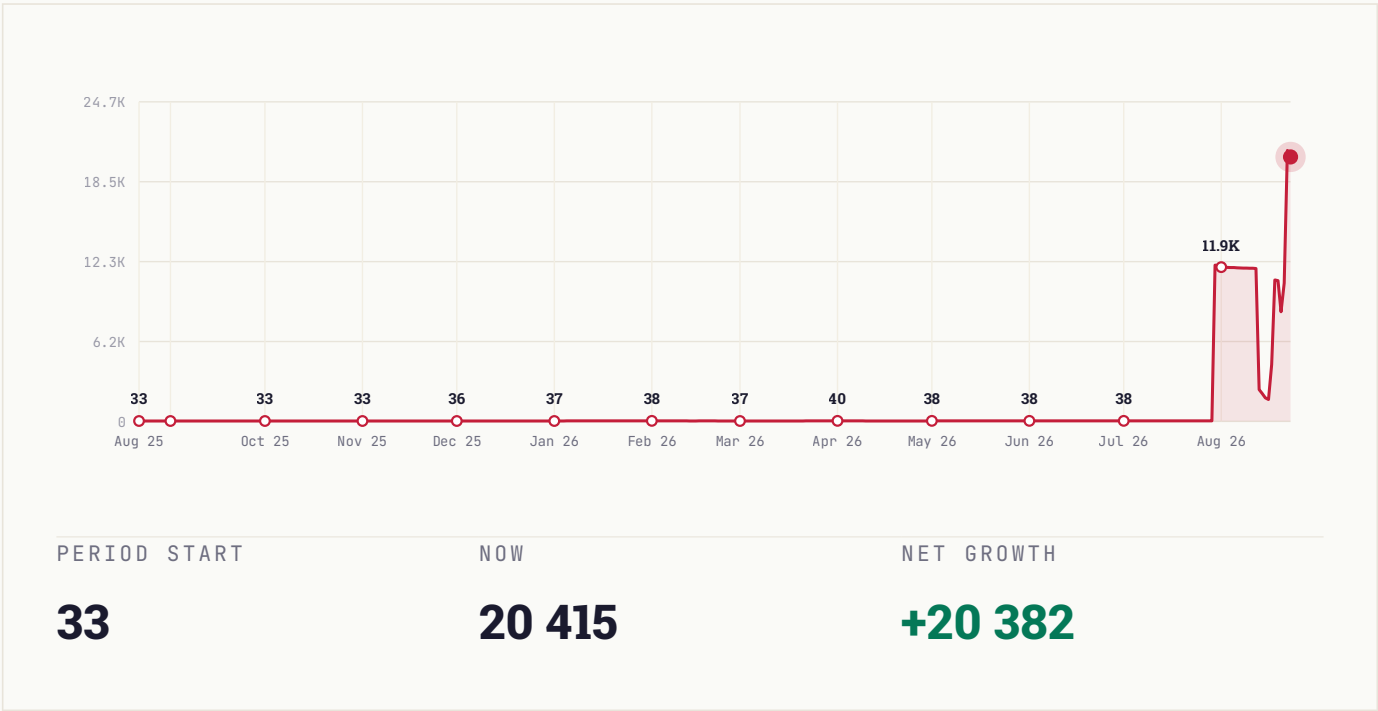
WORST 3

↓ 21.08 · 11:04 TEXT (post without caption – text)	VIEWS 34 REPOSTS —	REACTS 3 ER 0.2%
↓ 22.08 · 11:03 PHOTOS 🇪🇺 Large bookings too Recent high-value booking: €3 000 Not the max order value – we...	VIEWS 29 REPOSTS —	REACTS — ER 0.1%
↓ 23.08 · 11:02 PHOTOS 🌐 WHERE WE BOOK? Practically worldwide. 🇦🇪 UAE 🇫🇷 France 🇮🇹 Italy 🇪🇸 Spain 🇬🇷 Greece 🇹🇷 Turkey 🇹🇭 Thailand 🇲🇻 Maldives 🇺🇸 USA 🇬🇧...	VIEWS 11 REPOSTS —	REACTS 3 ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

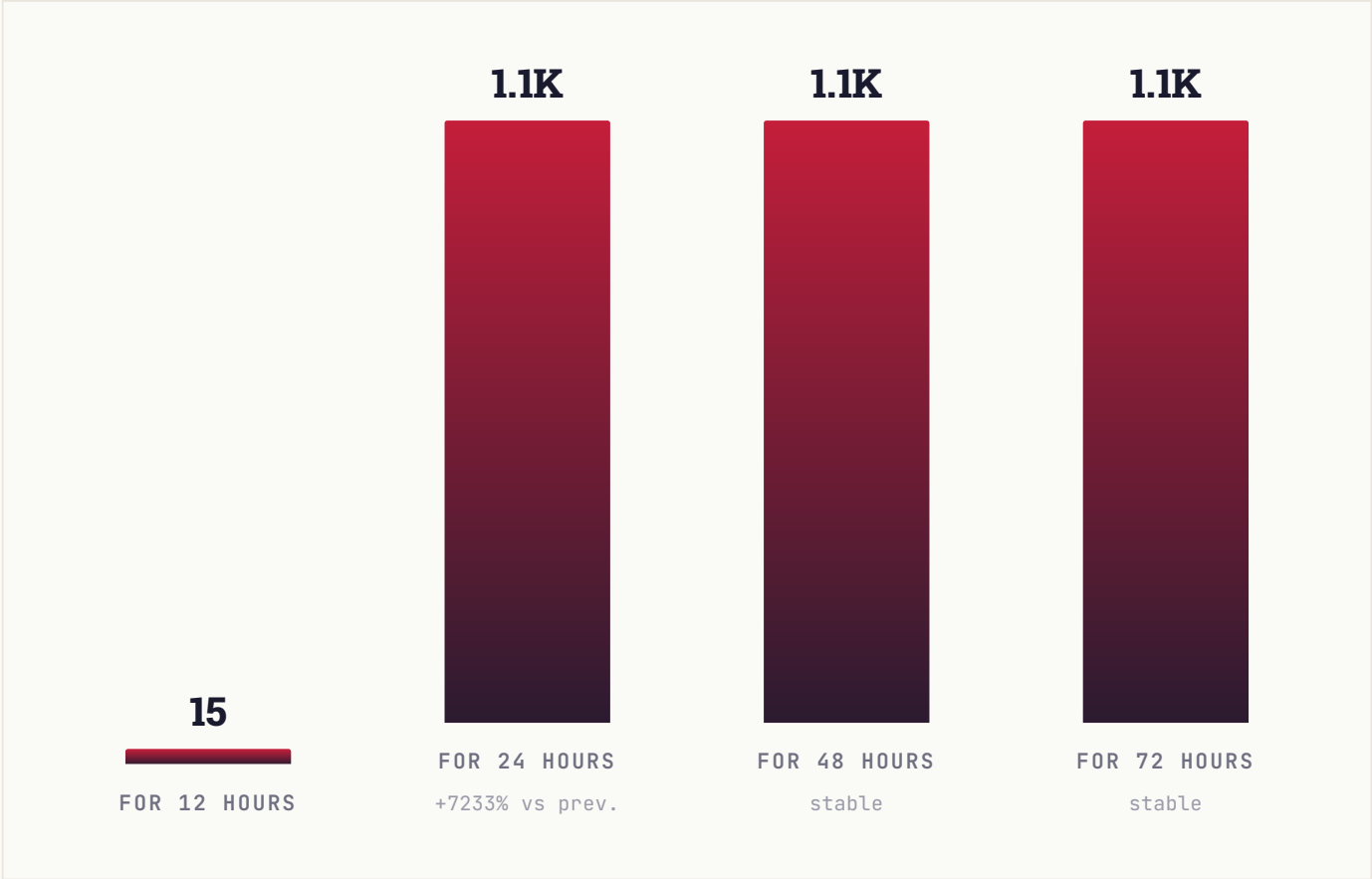
Subscriber growth chart for the year. On key months, we show exact subscriber counts. See in which months the channel gained subs and which lost them.



SECTION 04 · AD POTENTIAL

How long posts drive reach

Average ad post reach by time since publication. Helps assess how long a placement makes sense to live.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche peers.

CHANNEL	SUBSCRIBERS
М- Москва - куда сходить Афиша	1.2M
А« Airline «Победа»	1M
МО Москвичка	668.4K
АЭ АЭРОФЛОТ	523.4K
Current Туту	504.8K
MD Москвич Daily • 02.09.	495.7K
ЯП Яндекс Travel	489K
Sun Discounts galore	427.5K
OT Ozon Travel	406.5K
Avg Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — it's us	403K
DT Discount Travel YOU	20.4K

COMPARISON

Channel so far outside niche top-96 — early growth stage. Niche leader — Москва - куда сходить | Афиша (1.2M), top-96 median: 142K. First goal — break into top-96 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the past **6 months** such mentions were **0**, they brought **12** new subscribers.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED
February 2026	0	0	1 
January 2026	0	0	2 
Декабрь 2025	0	0	4 
Ноябрь 2025	0	0	4 
Октябрь 2025	0	0	0 
September 2025	0	0	1 
TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED	
0	6	12	

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels of category «Travel» (Russia) and looked at how the channel compares. The gray band — the range covering 80% of niche channels (from p10 to p90). The black vertical — median. The red dot — your channel.



— SECTION 08 · STRATEGY

What to do now

5 priority actions, ranked by expected impact. Use as checklist and return to this report in a month.

01**Main post of the week — Wednesday**

On this day at 21:00 MSK the audience is most active.

EFFECT

**Best window
for important
posts****02****Increase video post share**

Video in Telegram retains audiences longer and is better received by the algorithm. We recommend raising the share to 15-25%.

EFFECT

**Video retains
audiences
better****03****ER below niche benchmark — rethink formats**

Current ER 1.02% vs norm 7.5%. Worth testing polls and interactive formats.

EFFECT

+6.5pp ER**04****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (natural integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

**+1000-3000
subs****05****Test polls and interactive formats**

Posts with polls/reactions usually add +5-15% to ER. One weekly poll on a hot topic — an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this?

PromptPress?

This audit — what we can do in a few minutes based on public data. Want to go further — run ads with us and hit your growth plan in a month.

01 **Run ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
