

PUBLIC REPORT BY PROMTPRESS

Channel audit

DIRECTIONS



@dmitry_lukyanchuk

Travel, traditions, people's lives. Ambassador of SportHit. Author's kaleidoscope channel of traveler Dmitry Lukyanchuk. Collaboration & feedback - @DmitryLuk_bot Registered in RKN:...

SUBSCRIBERS

127 935

-859 per month

ERR (% SEE POSTS)

14.0%

daily 4.4%

REACH/POST

16.7K

ad reach 5.7K/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 127 935 —	 SUBSCRIBER REACH 13.02% avg % subs see a post	 VIEWS/POST 16.7K median 16.5K · 26 days	 POSTS/WEEK 3.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 717.3 total 7,890 reactions, 633 reposts, 829 comments	 POST LENGTH 766 chars median 842 · 26 days	 POSTS ANALYZED 11 26 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -859 last month	 CITATION RATE 33 citation index · 131 channels mentioned ever	 CHANNEL AGE 6 years 9 months created 31.08.2019

AI EDITOR SUMMARY

Channel «DIRECTIONS» — 127 935 subs. Each post avg views 16.7K people (13% from subs), reach is low — consider growing audience. Publishes 3 posts/week (~0/day) — infrequent.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 11 posts in 26 days.
- 02 Dominant format — Video (6/11 posts).
- 03 Avg post length — 766 chars (median 842).
- 04 Peak audience activity — Thu, 09:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (21.9K avg top vs 13K worst) — among 11 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 06:31 PHOTO MALE CHILDBIRTH Technically, it's not exactly childbirth. More like supporting the wife in labor. A cord is tied to the husband's testicles, and during contractions...	VIEWS 22 965 REPOSTS 221	REACTIONS 828 ER 18.0%
Nº2 05.06 · 07:01 PHOTO BLOODY ANTLERS No, it's not abuse or disease. It's a natural shedding process. Deer rub their antlers against...	VIEWS 22 398 REPOSTS 17	REACTIONS 663 ER 17.5%
Nº3 27.05 · 06:31 PHOTO GET PREGNANT WITH A PUPPY You can get pregnant with a puppy if bitten by a sexually aroused dog! I'm not kidding. There's a so-called...	VIEWS 20 376 REPOSTS 95	REACTIONS 1 156 ER 15.9%

Nº4 04.06 • 08:31 VIDEO THIS IS A CIRCUS Echo show by Cirque du Soleil. Circus founded in 1984 in Montreal. Why not go see their show since I'm in Montreal? So...	VIEWS 20 248 REACTIONS 781 REPOSTS 16 ER 15.8%
Nº5 11.06 • 06:31 VIDEO NO WORDS Don't even know what to say. Words are too small to describe what the eyes see. So, just watch... P.S...	VIEWS 18 641 REACTIONS 1 139 REPOSTS 61 ER 14.6%

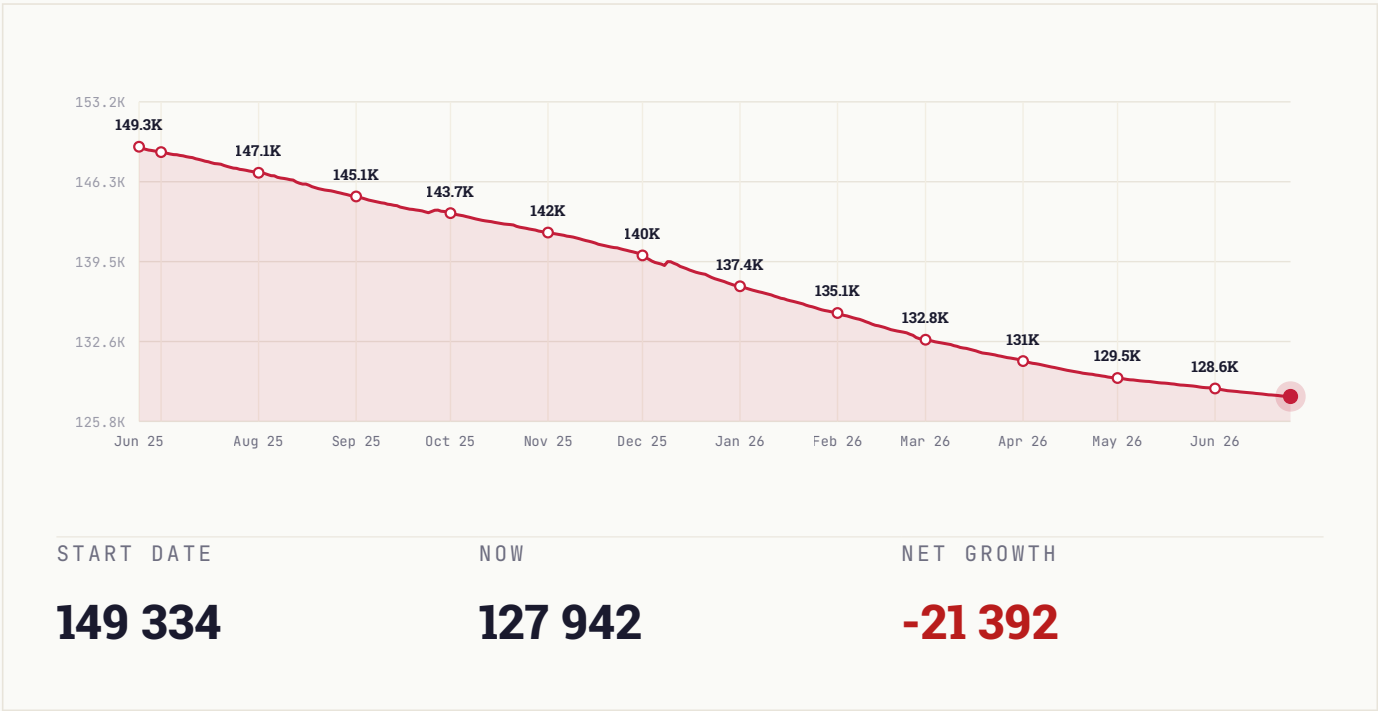
WORST 3

↓ 02.06 • 16:09 PHOTO FIND YOUR PEOPLE Weekday. Lunchtime. I head to a small restaurant near the office. Food is tasty, prices reasonable, regulars...	VIEWS 15 316 REACTIONS 250 REPOSTS 4 ER 12.0%
↓ 17.06 • 06:31 VIDEO IF YOU STAND LONG ENOUGH... Hindu saint Daulat Giri Ji Maharaj has been standing for five years. Doesn't sit, doesn't lie down, even sleeps upright. He took a vow...	VIEWS 13 053 REACTIONS 710 REPOSTS 106 ER 10.2%
↓ 19.06 • 07:32 VIDEO TELEGRAPH INTO THE CANAL Greetings from Skagway! A town where thousands of prospectors arrived during the Gold Rush. Bought gear and...	VIEWS 10 535 REACTIONS 544 REPOSTS 30 ER 8.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

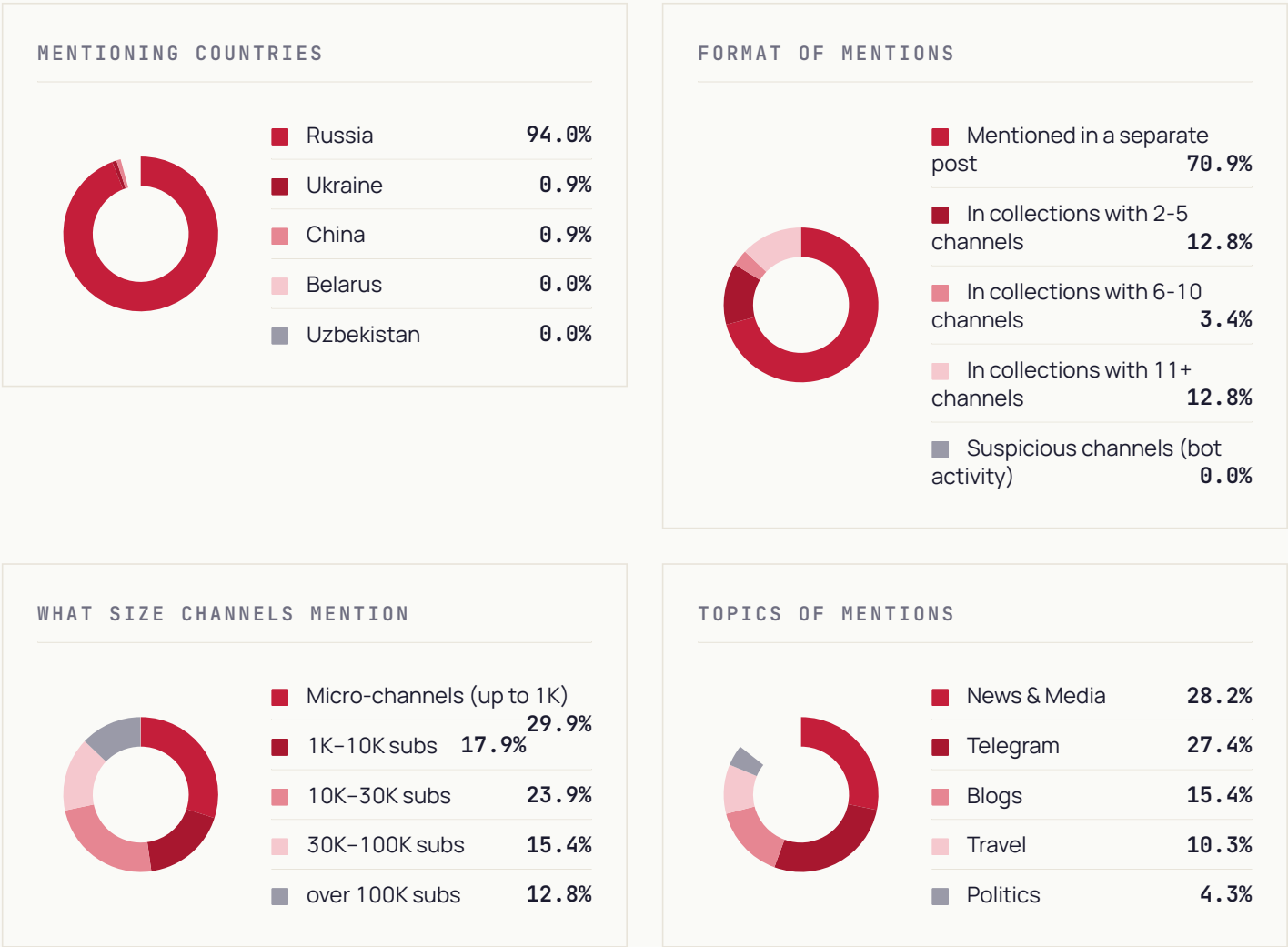
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

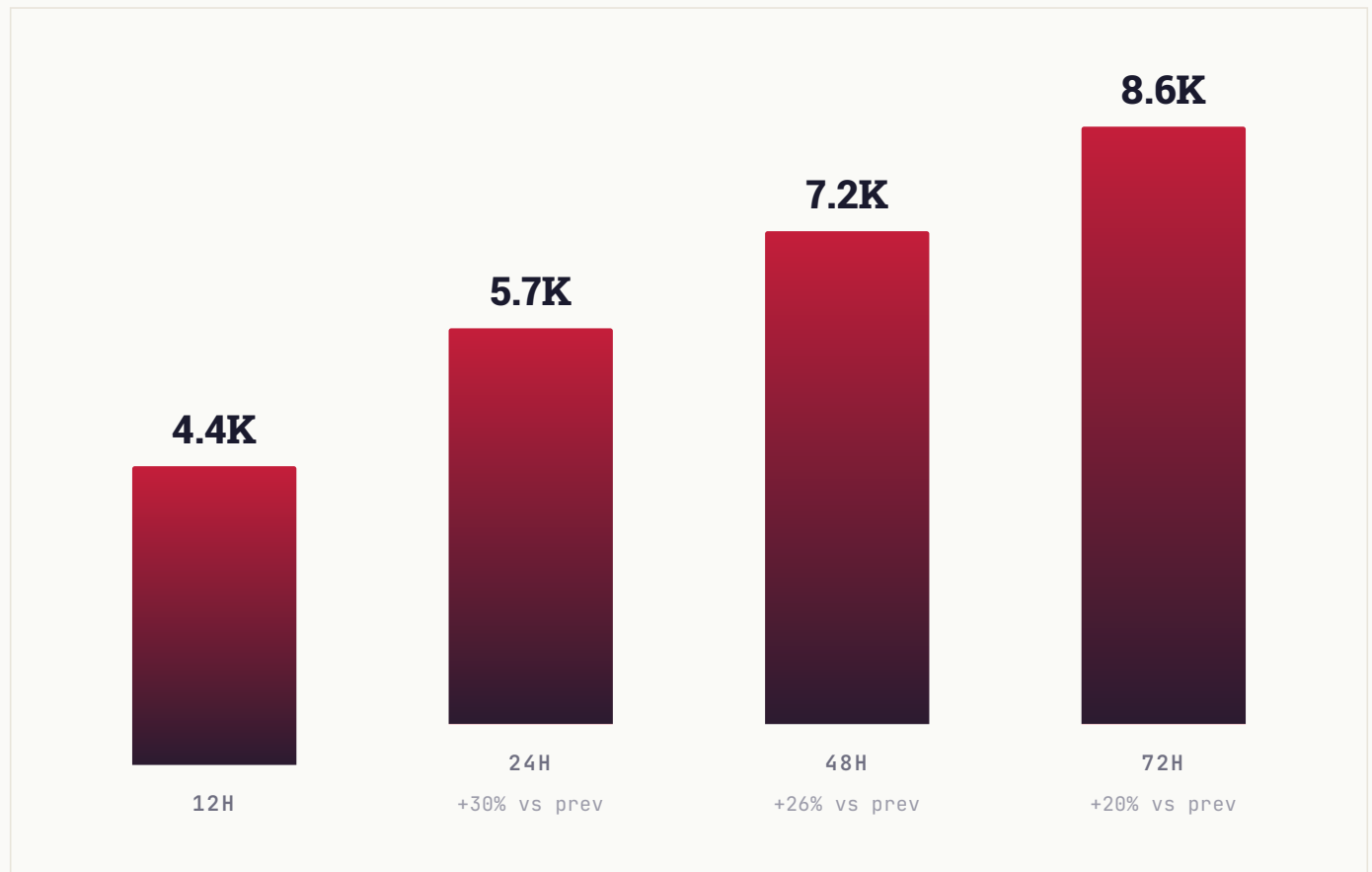
Citation index **33** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentioned **131** different channels.



— 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go 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, Вандруки, вандроки — ЭТО МЫ	401.8K
ON DIRECTIONS YOU	127.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#56 of 94). Niche median — 153.9K subs. First growth KPI — reach the median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

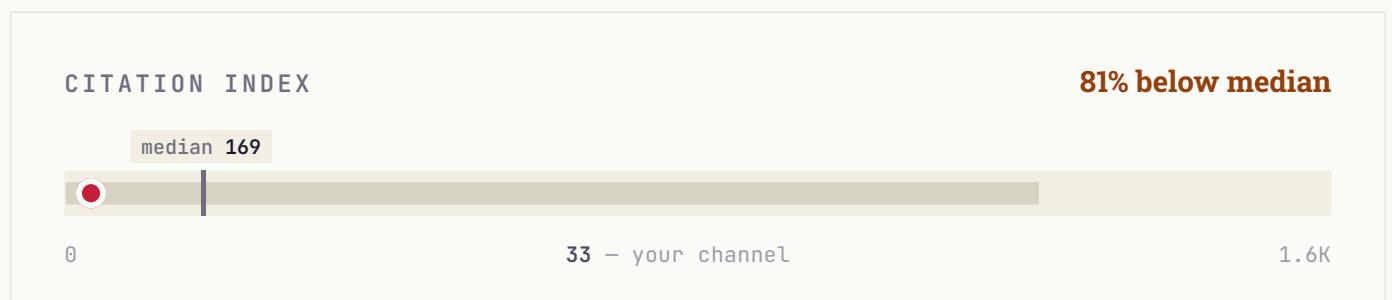
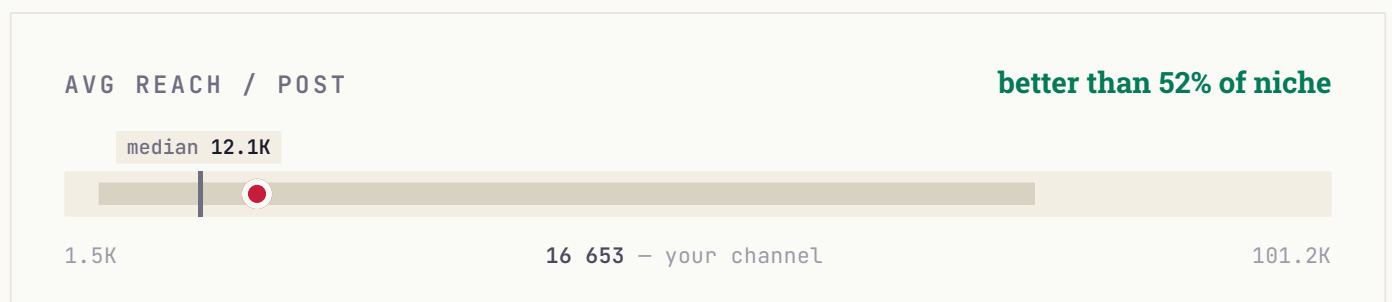
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **1**, they brought **558** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	0	0	334	
Nov 2025	0	0	0	
Oct 2025	1	1	0	
September 2025	0	0	218	
August 2025	0	0	6	
Jul 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
1		6		558

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category "**Travel**" (Russia) and saw how your channel compares. Gray band — range for 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 ranked by expected impact. Check them off and come back in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.0 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — Thursday
Best time to post: this day at 09:00 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 picks 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 poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with same-niche 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 minutes based on public data.
Want to go further? Run ads with 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
