

PUBLIC PROMTPRESS REPORT

Channel audit

Boarding ✈️



@dnevnikpolet

■ Blog about our travels & life Sharing stories, impressions, and how we manage to travel a lot with joy ■■ Collab: @Diana_ruz MAX: <https://max.ru/TepIblog RKN:...>

SUBSCRIBERS

210 108

+10520 per month

ERR (% SEE POSTS)

43.0%

per day 28.3%

REACH/POST

97.5K

ad reach 59.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Rank in Travel category

08 Strategy

5 priority actions

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 210 108 —	 SUBS REACH 46.42% avg % subs see post	 VIEWS/POST 97.5K median 101.2K · 23 days	 POSTS/WEEK 12.3 over the period
 7-DAY TREND +2.2% vs previous week	 REACTIONS/POST 3047.5 total 127,996 reactions, 14,182 reposts, 54 comments	 POST LENGTH 694 chars median 760 · 23 days	 POSTS ANALYZED 42 23 days
 AD REACH 59.4K 24h avg	 CHURN / MONTH +10520 over the last month	 CITATION RATE 4 citation index · 20 channels mentioned ever	 CHANNEL AGE 3 years 4 months created 06.02.2023

AI EDITOR SUMMARY

Channel «Boarding ✈️» — 210 108 subs. Avg views per post 97.5K people (46% from subs), wide reach for a channel this size. Publishes 12 posts/week (~2/day) — regular. Week of Jun 8–14 reach stable (+2.2% vs week Jun 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **42** posts over 23 days.
- 02 Dominant format – **Photo** (20/42 posts).
- 03 Avg post length – **694** characters (median 760).
- 04 Peak audience activity – **Tuesday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1 14.6K avg for top vs 74.3K for worst) – among 42 posts over 23 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 14:29 PHOTO Honestly, we first came here just for the photos. ☹️ But the longer I looked at this building, the more I realized...	VIEWS 114 954 REPOSTS 343	REACTIONS 3 716 ER 54.7%
Nº2 02.06 · 14:05 PHOTO I have my own theory))) ☹️ Three days without an alarm ☹️ feel totally different when you wake up not at home. Be it St. Petersburg, Sochi or...	VIEWS 114 735 REPOSTS 446	REACTIONS 3 857 ER 54.6%
Nº3 07.06 · 14:14 VIDEO We travel often and in every city try to use public transport - it gives a much better feel of the atmosphere...	VIEWS 113 969 REPOSTS 330	REACTIONS 3 228 ER 54.2%

Nº4 31.05 · 14:30 PHOTO You know what surprised me most about Zaanse Schans? ☒ That it's not just a tourist spot with pretty windmills. This place...	VIEWS 113 510 REPOSTS 373	REACTIONS 3 077 ER 54.0%
Nº5 07.06 · 14:16 VIDEO Amsterdam for me is all about the atmosphere ☒☒☒ Not sights, not museums, not even the famous canals. But the feeling...	VIEWS 112 274 REPOSTS 359	REACTIONS 3 606 ER 53.4%

WORST 3

↓ 21.06 · 13:12 VIDEO (post without caption – video)	VIEWS 74 494 REPOSTS 300	REACTIONS 3 240 ER 35.5%
↓ 21.06 · 13:17 VIDEO (post without caption – video)	VIEWS 74 428 REPOSTS 337	REACTIONS 3 041 ER 35.4%
↓ 21.06 · 13:15 VIDEO (post without caption – video)	VIEWS 73 934 REPOSTS 329	REACTIONS 3 526 ER 35.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

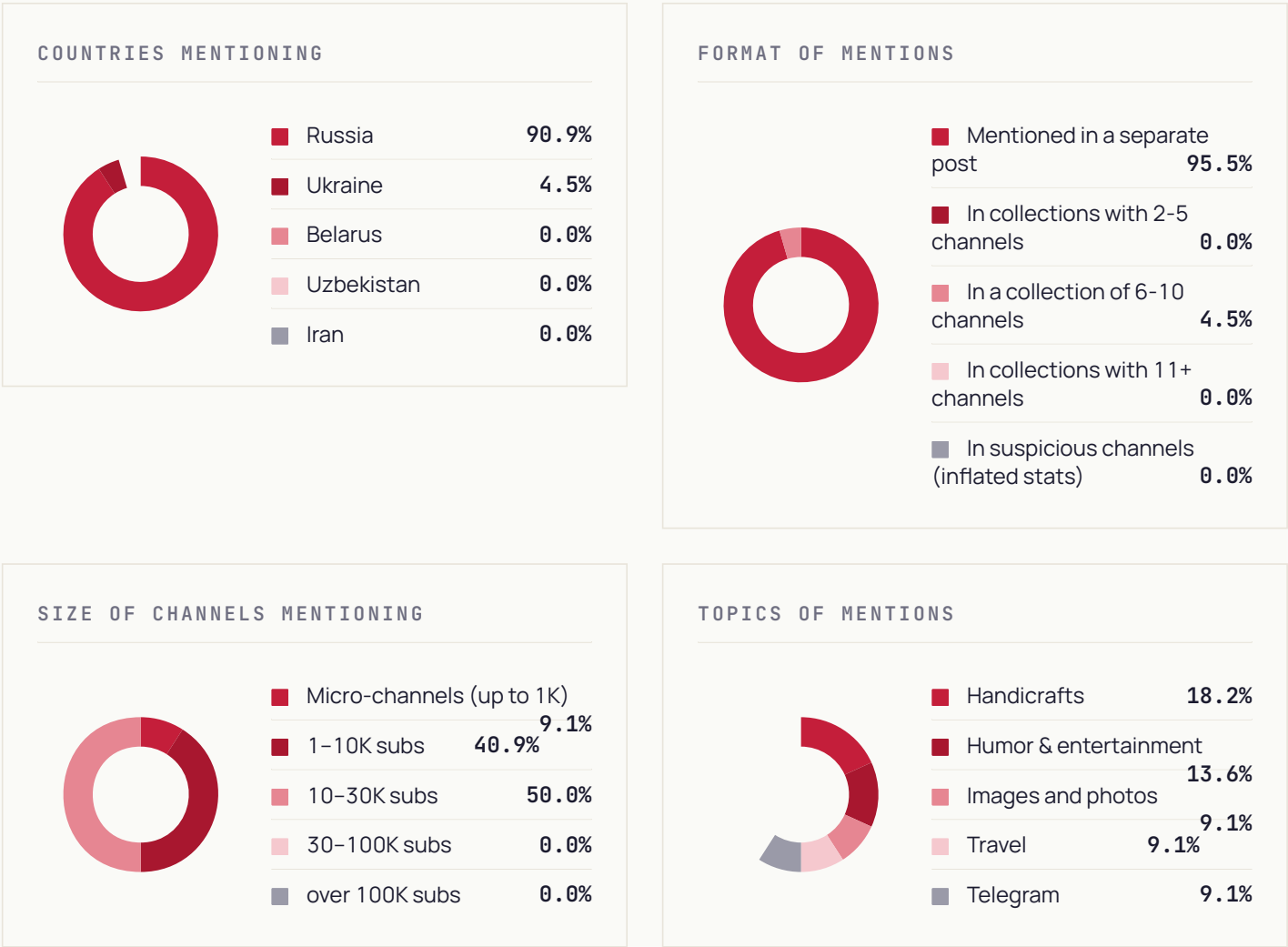
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

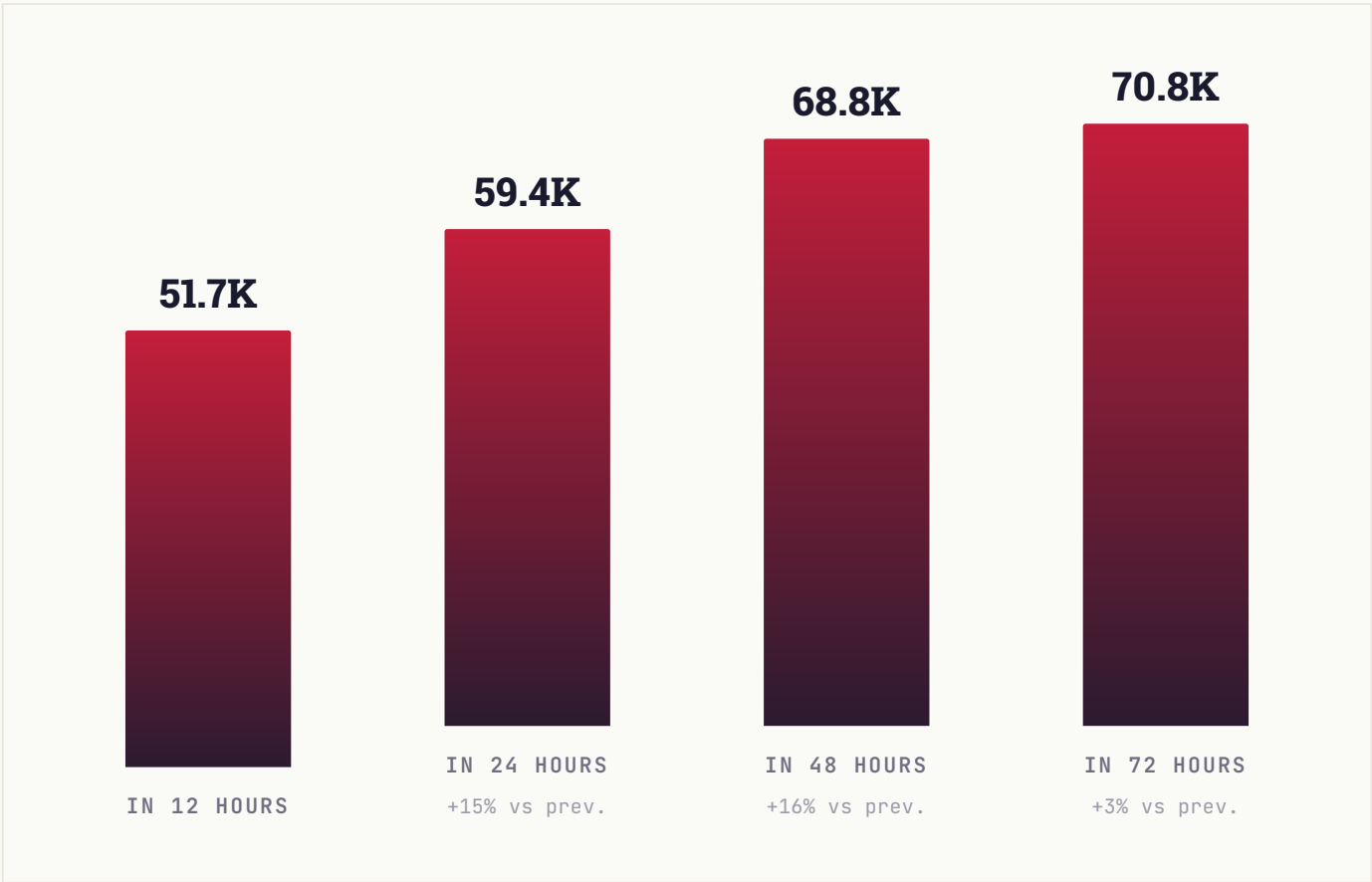
Citation index **4** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **20** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Airline «Pobeda»	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount wagon	433.7K
OT Ozon Travel	407.8K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
Mon Boarding ➔ YOU	210.1K

COMPARATIVE INSIGHT

Channel in top half of the niche (#29 of 94). Niche leader — Moscow - where to go | Poster (1.2M), median subs 153.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · NICHE COMPARISON

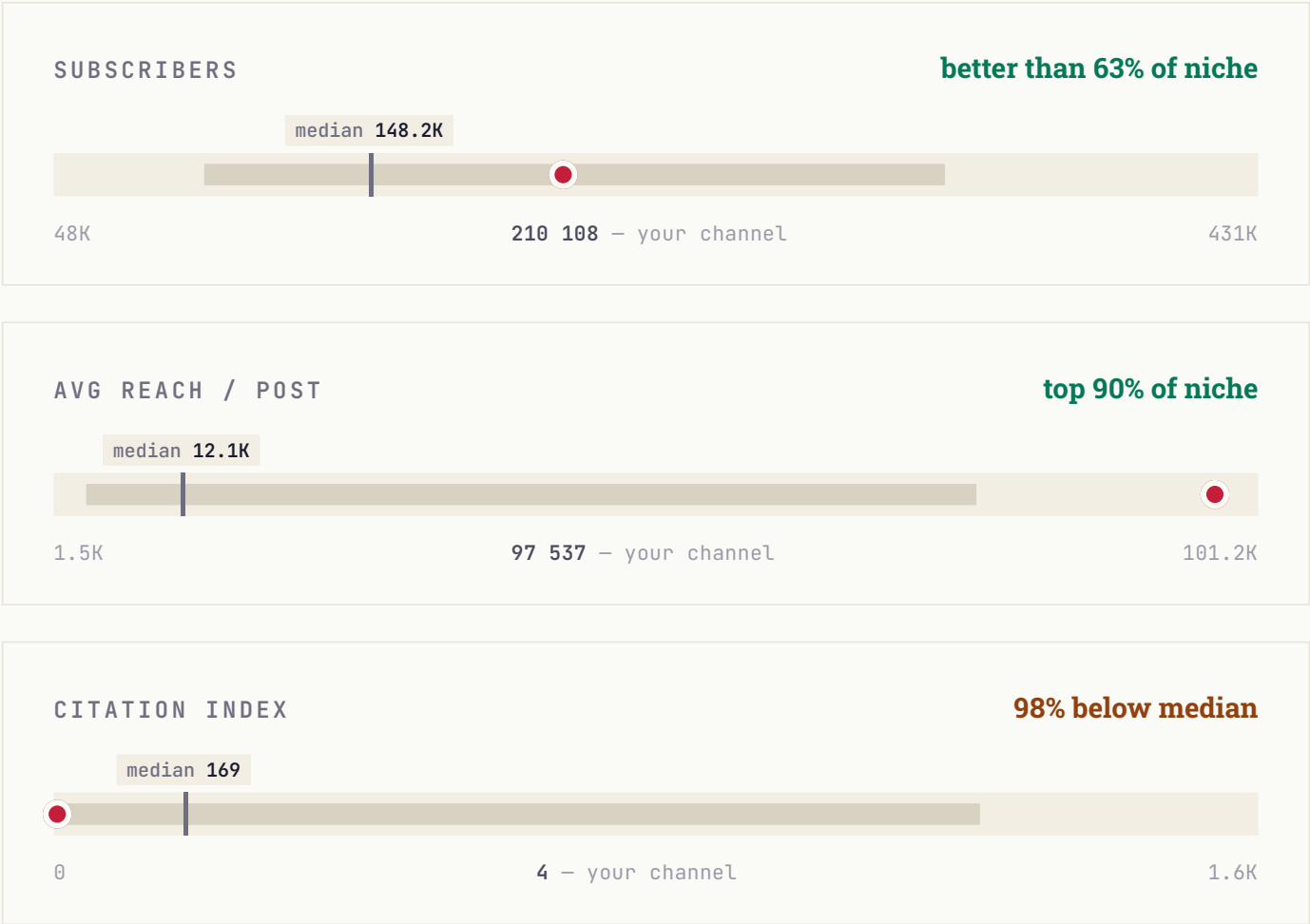
Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.

#29/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|---|
| 01 | Top post of the week — on Tuesday | <p>EFFECT</p> <p>Best window
for an
important post</p> |
| | Audience is most active on this day at 17:00 MSK. | |
| 02 | Systematic traffic buying | <p>EFFECT</p> <p>+1000-3000
subs</p> |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | |
| 03 | Test polls & interactive formats | <p>EFFECT</p> <p>+5-15% ER</p> |
| | Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever. | |
| 04 | Cross-promo with neighboring channels | <p>EFFECT</p> <p>Growth from
relevant
audience</p> |
| | Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth. | |
| 05 | Update channel description for Telegram search | <p>EFFECT</p> <p>Organic traffic
source</p> |
| | Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source. | |

★ 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 through us & hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
