

PUBLIC REPORT BY PROMTPRESS

Channel audit

Columbus Effect



@effect_columbus

Columbus Effect — an original Telegram channel about travel and impressions with useful tips. Perfluence Registered in RKN: <https://gosuslugi.ru/snet/69a04827943f326563daadb9> Ads...

SUBSCRIBERS

210 654

-122 per month

ERR (% SEE POSTS)

59.0%

per day **38.5%**

REACH/POST

124.9K

ad reach **81.1K/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 210 654 —	SUBSCRIBER REACH 59.31% avg % subs see post	VIEWS/POST 124.9K median 109.7K · 11 days	POSTS/WK 3.5 for the period
7D TREND — no data for period	REACTIONS/POST 1764.3 only 10,586 reactions, 2,082 reposts, 0 comments	POST LENGTH 998 chars median 1000 · 11 days	POSTS ANALYZED 6 11 days
AD REACH 81.1K 24h avg	CHURN / MONTH -122 last month	CITATION RATE 3 citation index · 24 channels mentioned ever	CHANNEL AGE 3 years 1 month created 17.05.2023

AI EDITOR SUMMARY

Channel «Columbus Effect» — 210 654 subs. Each post averages 124.9K people (59% from subs), wide reach for a channel this size. Publishes 4 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 11 days.
- 02 Dominant format — Photo (6/6 posts).
- 03 Avg post length — 998 chars (median 1000).
- 04 Audience peak — Wednesday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (141.4K avg for top vs 108.5K for worst) — among 6 posts in 11 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 13:55 PHOTO In the endless rhythm of travel, I sometimes neglect such an important condition for maintaining normal body state as...	VIEWS 203 061 REPOSTS 371	REACTIONS 1 926 ER 96.4%
Nº2 10.06 · 07:25 PHOTO ☒ Pechory: Russia's Western Gate with unique history and atmosphere Pechory is a cozy town in western Pskov Oblast, located...	VIEWS 111 027 REPOSTS 405	REACTIONS 1 720 ER 52.7%
Nº3 09.06 · 09:07 PHOTO ☒ Summer is when you can treat yourself to even more deliciousness. And I'm making the most of it thanks to Samokat! ☒ Samokat has...	VIEWS 110 037 REPOSTS 287	REACTIONS 1 726 ER 52.2%

Nº4 18.06 · 10:38 PHOTO ☒☒ Recently visited Pechory – a small town on the border with Estonia. Seemingly an ordinary provincial municipality, but...	VIEWS 109 400 REPOSTS 318	REACTIONS 1 663 ER 51.9%
Nº5 20.06 · 07:30 PHOTO ☒☒ Mikhailovskoye Museum-Reserve – where the great Russian poet, founder of modern Russian language Alexander... lived and worked.	VIEWS 108 706 REPOSTS 274	REACTIONS 1 766 ER 51.6%

|

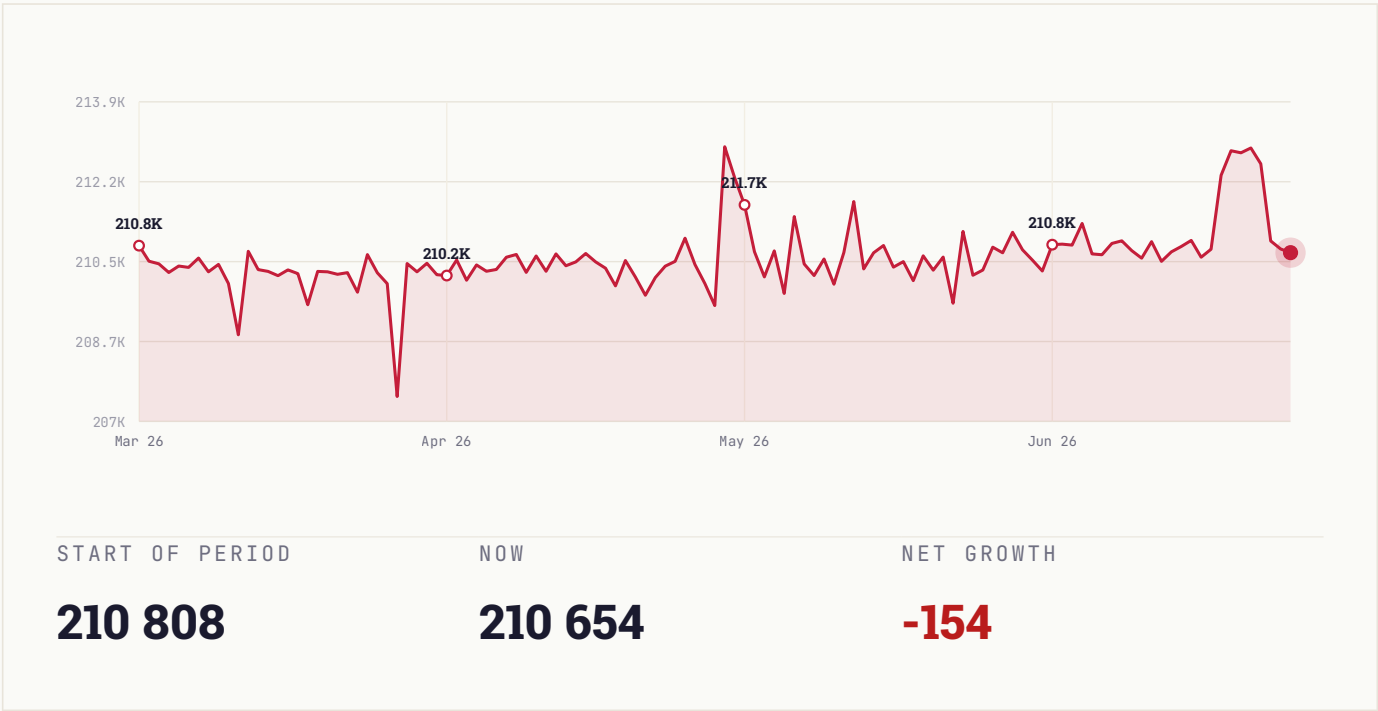
WORST 3

↓ 18.06 · 10:38 PHOTO ☒☒ Recently visited Pechory – a small town on the border with Estonia. Seemingly an ordinary provincial municipality, but...	VIEWS 109 400 REPOSTS 318	REACTIONS 1 663 ER 51.9%
↓ 20.06 · 07:30 PHOTO ☒☒ Mikhailovskoye Museum-Reserve – where the great Russian poet, founder of modern Russian language Alexander... lived and worked.	VIEWS 108 706 REPOSTS 274	REACTIONS 1 766 ER 51.6%
↓ 08.06 · 08:52 PHOTO ☒☒ Friends, I'm in Pskov! The city instantly immerses you in the atmosphere of ancient Rus. In a couple of hours, I felt its scale and...	VIEWS 107 463 REPOSTS 427	REACTIONS 1 785 ER 51.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

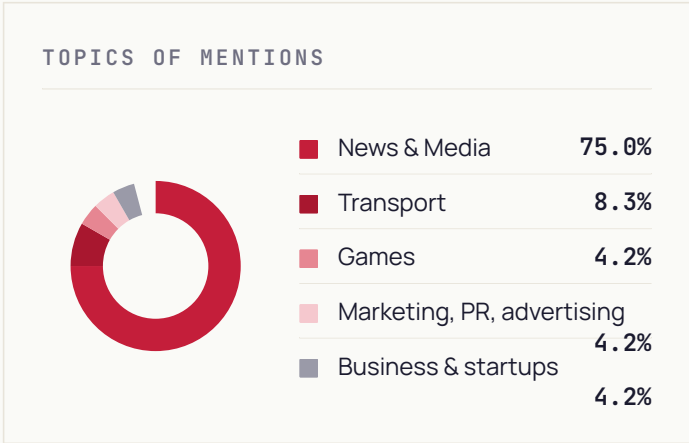
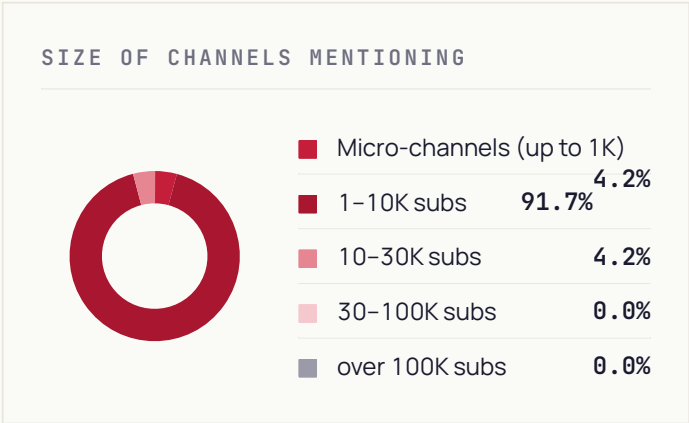
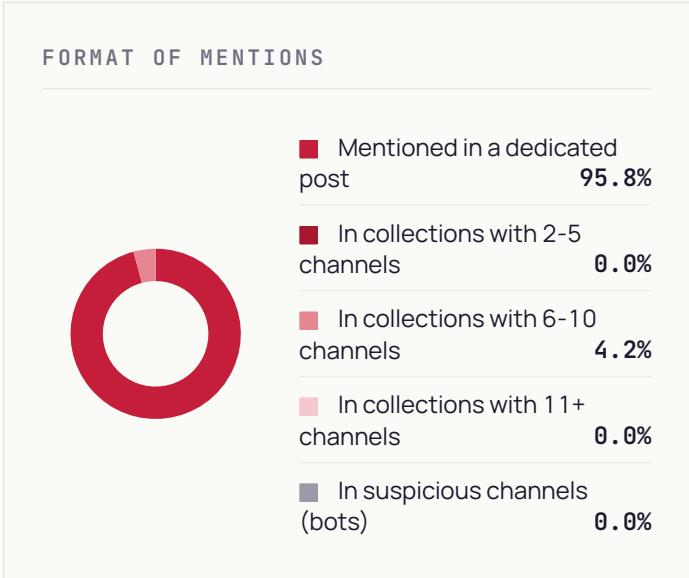
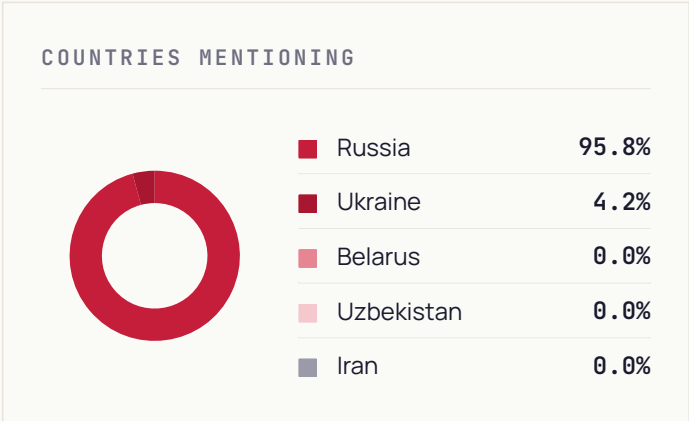
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

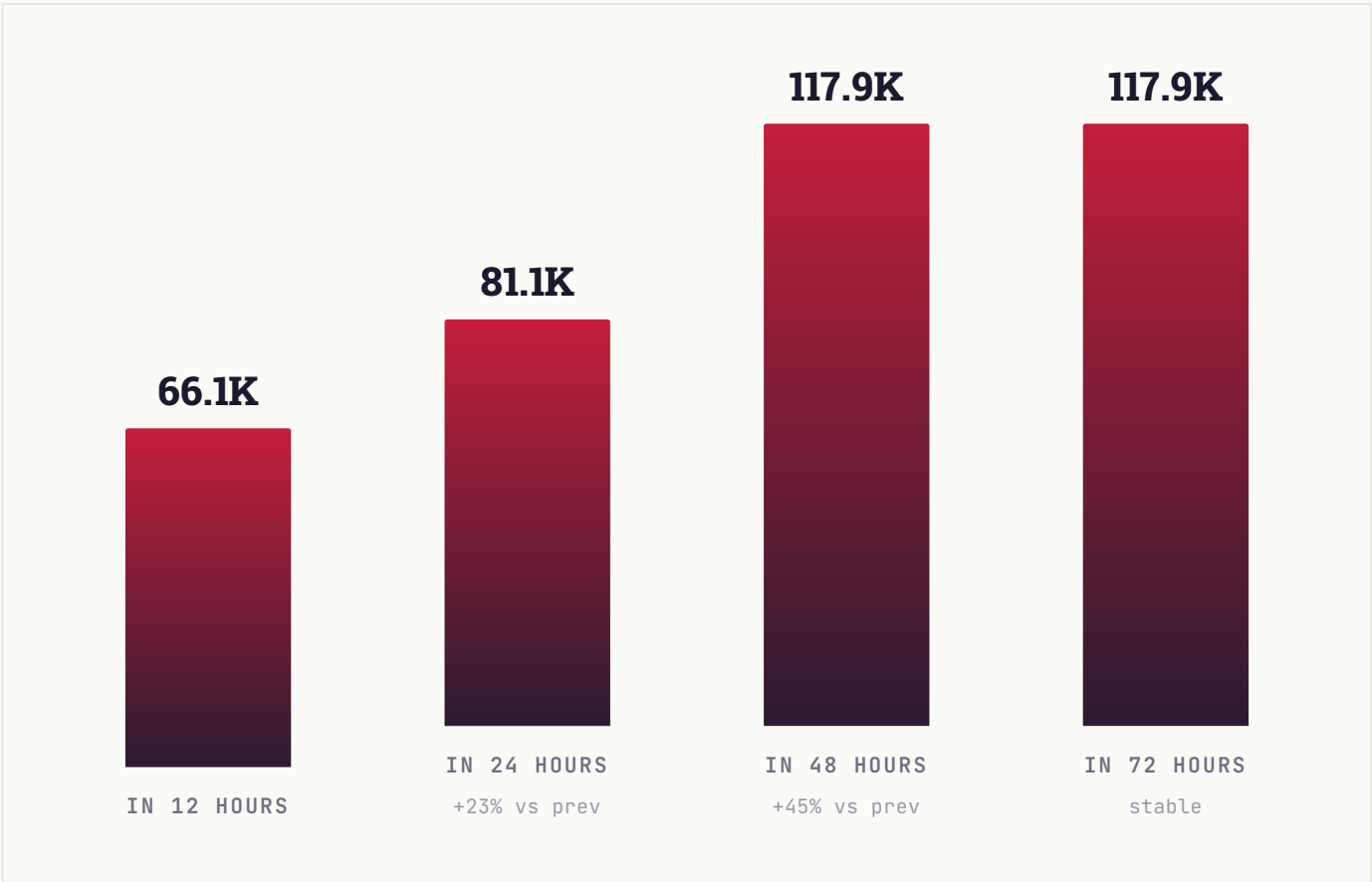
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned 24 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AЭ AEROFLOT	526.1K
MO Moskvichka	510.9K
ER Tutu	505.7K
JP Yandex Travel	502.4K
VS Discount train	433.7K
OT Ozon Travel	407.8K
CPM Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	401.8K
EC Columbus Effect YOU	210.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#28 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

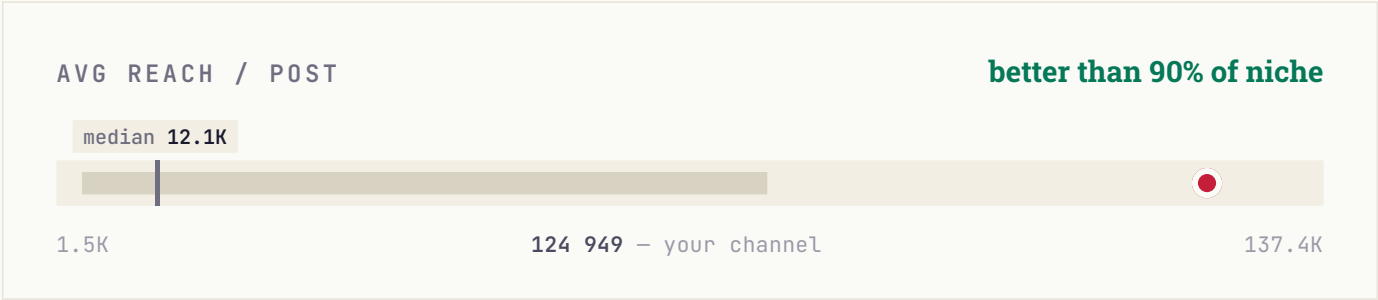
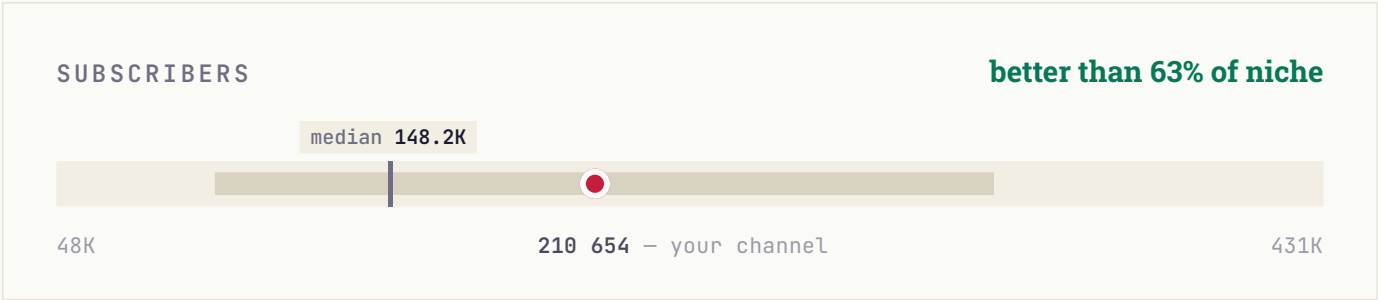
Where the channel stands in its league

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.

#28/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Post more often
Now 3.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Wednesday
Audience most active on this day at 16:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target 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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