

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## 99 euro budget tours



@eur99

Budget tours worldwide! Travel without overpaying ■ Official page ■  
WhatsApp for Manager contact <https://taplink.cc/99evro> ■ Website  
<https://99evro.ru> RKN 6546046733...

SUBSCRIBERS

**214 139**

-2125 per month

ERR (% SEE POSTS)

**3.0%**

per day 2.4%

REACH/POST

**6K**

ad reach 5.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period.

|                                                                                                                                                    |                                                                                                                                                                                          |                                                                                                                                                                                    |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>214 139</div> <div>—</div>           | <div> SUBSCRIBER REACH</div> <div>2.81%</div> <div>avg % subs see post</div>                            | <div> VIEWS/POST</div> <div>6K</div> <div>median 6K · 29 days</div>                               | <div> POSTS/DAY</div> <div>18.4</div> <div>~129 per week</div>                      |
| <div> 7D TREND</div> <div>-5.9%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>10.2</div> <div>total 5,631 reactions, 12,310 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>388 chars</div> <div>median 360 · 29 days</div>                      | <div> POSTS ANALYZED</div> <div>552</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>5.1K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>-2125</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>64</div> <div>citation index · 518 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>8 years 4 months</div> <div>created 16.02.2018</div> |

AI EDITOR SUMMARY

Channel «99 euro budget tours» – 214 139 subs. Each post averages 6K people (3% of subs), reach is low – consider expanding audience. Publishes 129 posts per week (~18/day) – very active posting. For week Jun 8–14, reach dropped -5.9% to week Jun 1–7 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **552** posts in 29 days.
- 02 Dominant format – **Photo** (420/552 posts).
- 03 Avg post length – **388** chars (median 360).
- 04 Peak audience activity – **Tue**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8.7K avg for top vs 4.7K for worst) – among 552 posts over 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                             |                                                                    |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>01.06 · 18:47</div><div>PHOTO</div></div> <div>* Thailand. Phuket ☒☒ HOT DEAL ➔ Departure from Moscow – June 10 ☒ 12 nights ☒ From 59,400 ₪ per person ✓ Flight ✓ Accommodation ✓ ...</div>         | <div>VIEWS</div> <div>8 952</div> <div>REPOSTS</div> <div>99</div> | <div>REACTIONS</div> <div>25</div> <div>ER</div> <div>4.2%</div> |
| <div><div>Nº2</div><div>02.06 · 18:39</div><div>PHOTO</div></div> <div>* Turkey, Kemer ☒☒ HOT DEAL ➔ Departure from Moscow – June 9 ☒ 8 nights ☒ From 56,400 ₪ per person ✓ Flight ✓ Accommodation ✓ Medical...</div>       | <div>VIEWS</div> <div>8 681</div> <div>REPOSTS</div> <div>30</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>4.1%</div> |
| <div><div>Nº3</div><div>07.06 · 10:41</div><div>PHOTO</div></div> <div>☒☒☒☒☒ 7 days Departure Moscow Dates 03.07-09.07 Nesma Airlines 03 Jul 13:30 Vnukovo → 19:00 Hurghada Nesma Airlines 09 Jul 07:00 Hurghada →...</div> | <div>VIEWS</div> <div>8 590</div> <div>REPOSTS</div> <div>56</div> | <div>REACTIONS</div> <div>5</div> <div>ER</div> <div>4.0%</div>  |

Nº4

30.05 · 10:41

PHOTO

8 days Departure Moscow Dates 23.06-30.06 Aeroflot 23 June 01:40 Sheremetyevo C → 08:00 HURGHADA Aeroflot 30 June 07:45 HURGHADA → 14:00...

VIEWS

8 304

REACTIONS

7

REPOSTS

32

ER

3.9%

Nº5

29.05 · 18:01

PHOTO

\* Egypt, Sharm el-Sheikh ✈ HOT DEAL ➔ Departure from Moscow — June 18 ✈ 6 nights ✈ From 43,900 ₪ per person ✓ Flight ✓ Accommodation ✓...

VIEWS

8 303

REACTIONS

19

REPOSTS

24

ER

3.9%

WORST 3

|                                                                                                                                                                                                                                   |                                   |                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------------------------|
| <div><div>↓</div><div>19.06 · 08:36</div><div>PHOTO</div></div> <div><div>Turkey* HOT DEAL ✈ ➔ Departure from Moscow June 24 ✈ 6 nights ✈ 39,400₪ per person ✓ Direct flight ✓ Accommodation ✓ Medical insurance...</div></div>   | <div>VIEWS</div> <div>4 747</div> | <div>REACTIONS</div> <div>5</div> |
| <div><div>↓</div><div>19.06 · 08:41</div><div>PHOTO</div></div> <div><div>8 days Departure Moscow Dates 24.06-04.07 Hainan Airlines 24 Jun 14:25 Sheremetyevo → 04:55 Haikou Hainan Airlines 04 Jul 02:50 Haikou →...</div></div> | <div>VIEWS</div> <div>4 686</div> | <div>REACTIONS</div> <div>6</div> |
| <div><div>↓</div><div>16.06 · 10:09</div><div>PHOTO</div></div> <div><div>Vietnam, Phan Thiet ✈ HOT TOUR ✈ ➔ Departure from Moscow — June 24 ✈ 9 nights ✈ From 65,400 ₪ per person ✓ Direct flight Aeroflot ➔ ✓...</div></div>    | <div>VIEWS</div> <div>4 658</div> | <div>REACTIONS</div> <div>2</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and loss.

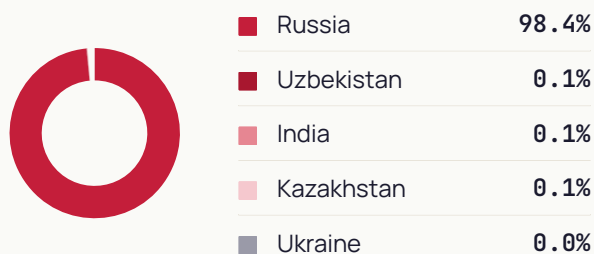


## SECTION 04 • MENTIONS

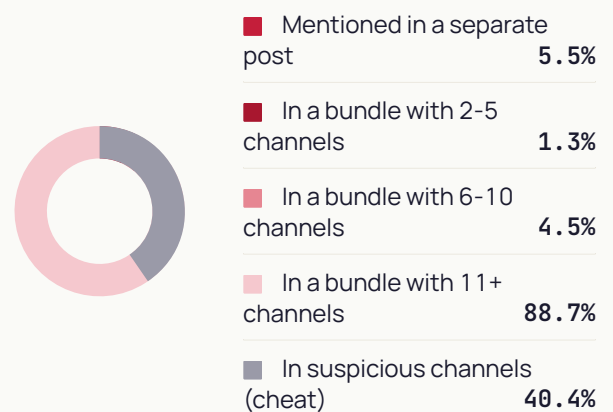
# Who and how mentions the channel

Citation index **64** — 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 **518** different channels.

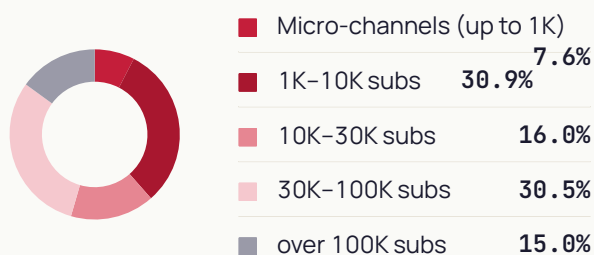
### COUNTRIES MENTIONING



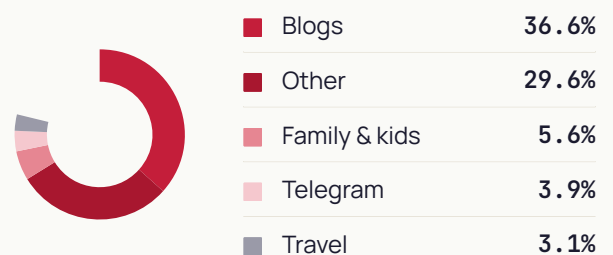
### FORMAT MENTIONED IN



### SIZE OF CHANNELS MENTIONING



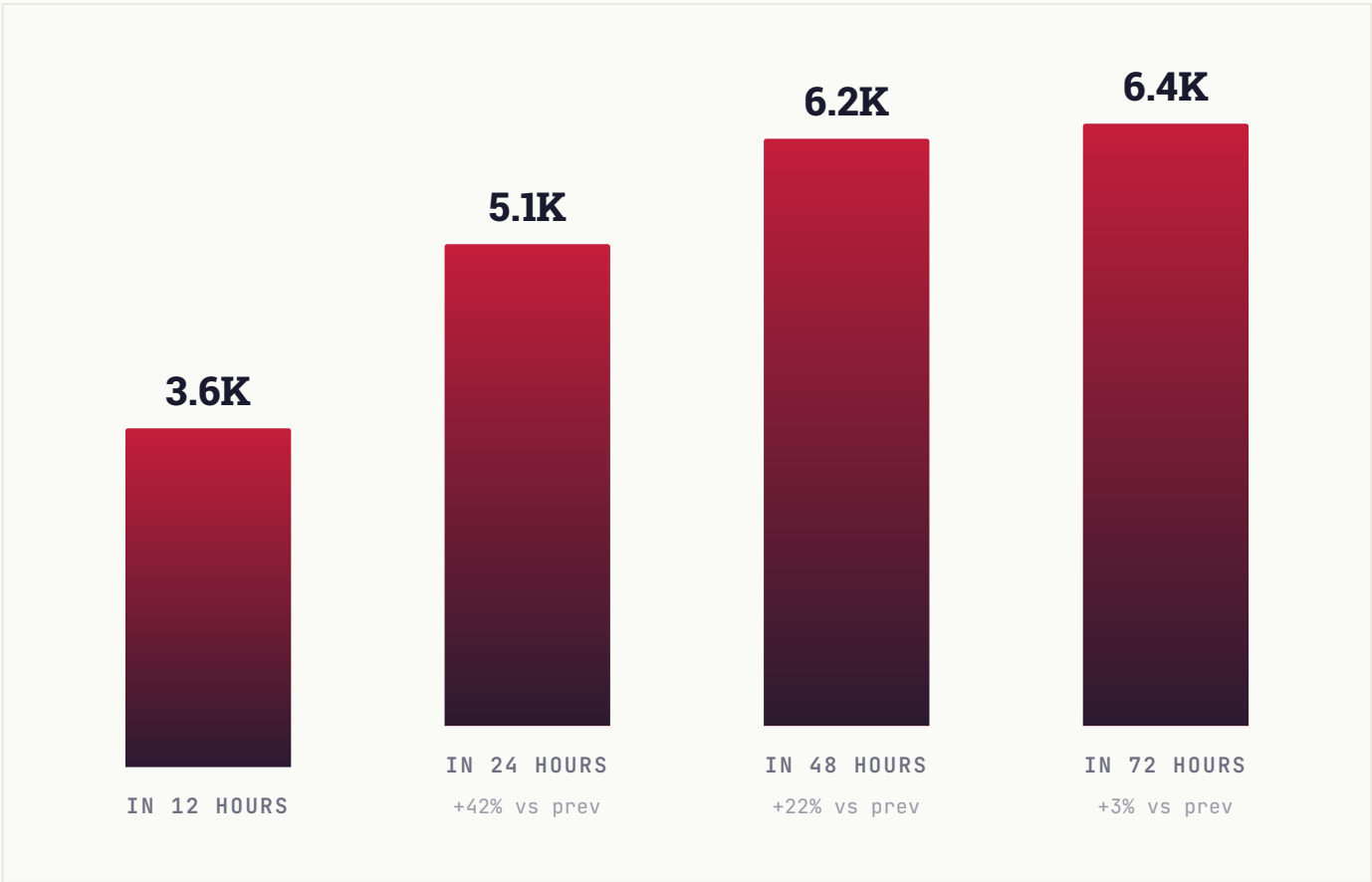
### TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows 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      |
| MO 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 —<br>ЭТО МЫ | 401.8K      |
| 9E 99 euro budget tours YOU                                                    | 214.1K      |

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 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 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **28**, they brought **66 429** new subs.

| PERIOD               | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------------|----------|----------|---------------------|
| December 2025        | 8        | 5        | 6 307               |
| November 2025        | 17       | 17       | 10 435              |
| October 2025         | 1        | 1        | 2 446               |
| September 2025       | 2        | 2        | 12 285              |
| August 2025          | 0        | 0        | 17 273              |
| July 2025            | 0        | 0        | 17 683              |
| TOTAL MENTIONS       |          |          | 28                  |
| MONTHS OF DATA       |          |          | 6                   |
| ACQUIRED SUBSCRIBERS |          |          | 66 429              |

SECTION 08 · NICHE COMPARISON

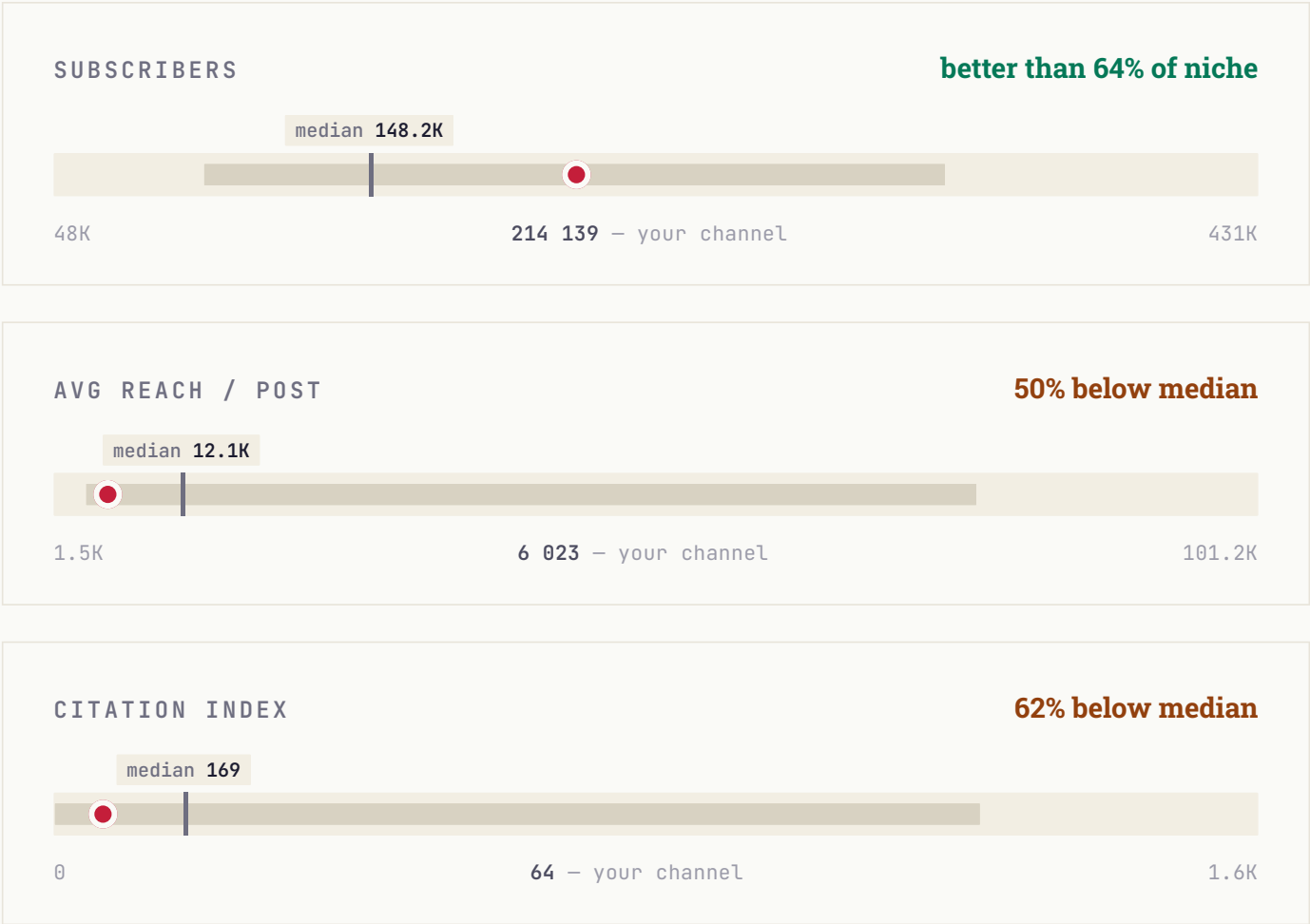
# Where channel stands in its league

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

#26/100

RANK IN NICHE

Channel in top half of rating



— SECTION 09 • 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**  
 Audience most active on this day at 21:00 MSK.

EFFECT

Best window for a key post
- 02

**ER below niche benchmark — rethink formats**  
 Current ER 2.81% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+4.7pp ER
- 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 & interactive formats**  
 Posts with polls/reactions usually boost ER by +5-15%.  
 One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

**Cross-promo with neighboring channels**  
 Swap posts quarterly with channels in the same segment. 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 a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

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|    |                              |                                                                                             |
|----|------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ad in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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