

PROMTPRESS PUBLIC REPORT

Channel audit

Evgenia and Denis: Life and Travel.



@evgeniia_seredova

Travel, personal. Sharing beautiful spots, how to spend a day not boring. Ideas where to go. World travel, cultural leisure, restaurants. Hotel reviews. • From Sochi to the city on the Neva...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
23 326	31.0%	7.3K
-4702 per month 10.07.2026	daily 8.6% HTTPS://PROMTPRESS.COM/AUDIT/EVGENIIA_SEREDOVA	ad reach 2K/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 23 326 —	SUBSCRIBER REACH 31.32% avg % subs see post	VIEWS/POST 7.3K median 8K · 29 days	POSTS/WEEK 9.6 for period
7D TREND -28.0% vs previous week	REACTIONS/POST 245.6 only 9,825 reactions, 241 reposts, 59 comments	POST LENGTH 677 chars median 770 · 29 days	POSTS ANALYZED 40 29 days
AD REACH 2K 24h avg	CHURN / MONTH -4702 last month	CITATION RATE 547 citation index · 912 channels mentioned ever	CHANNEL AGE 3 years 5 months created 30.01.2023

AI EDITOR SUMMARY

Channel «Evgenia and Denis: Life and Travel.» – 23 326 subs. Each post avg views 7.3K people (31% of subs), good reach. Publishes 10 posts/week (~1/day) – regular schedule. Week Jun 29 – Jul 5 reach dropped -28.0% vs week Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **40** posts over 29 days.
- 02 Dominant format – **Video** (24/40 posts).
- 03 Avg post length – **677** chars (median 770).
- 04 Peak audience activity – **Thu**, 15:00 MSK.
- 05 Strongest posts get **2x** more views than weakest (10.5K avg top vs 4.4K worst) – among 40 posts over 29 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 07:36 VIDEO I've had Hallstatt on my list for a long time. I remember seeing it on a postcard somewhere in Europe and wanting to see it...	VIEWS 10 598 REP. 9	REACTIONS 279 ER 45.4%
Nº2 18.06 · 12:19 VIDEO Our European vacation is coming to an end. We're enjoying Salzburg now, but soon we'll be back in our beloved St. Petersburg...	VIEWS 10 551 REP. 15	REACTIONS 255 ER 45.2%
Nº3 16.06 · 09:09 VIDEO Denis asks: 'We were still at home. What's our travel route plan?' I say: 'Well, here and there, walking around.' He...	VIEWS 10 415 REP. 3	REACTIONS 282 ER 44.6%

Nº4 17.06 · 14:31 VIDEO  So the photo and video shoot of our house is over. I recently wrote that we decided to sell the house. One of the reasons was the current financial...	VIEWS 10 204 REACTIONS 305 REP. 19 ER 43.7%
Nº5 19.06 · 17:01 PHOTO  Good evening, dear subscribers! I want to remind you about the upcoming dress rehearsal of the Scarlet Sails, which will take place on the night of the 27th...	VIEWS 9 523 REACTIONS 230 REP. 17 ER 40.8%

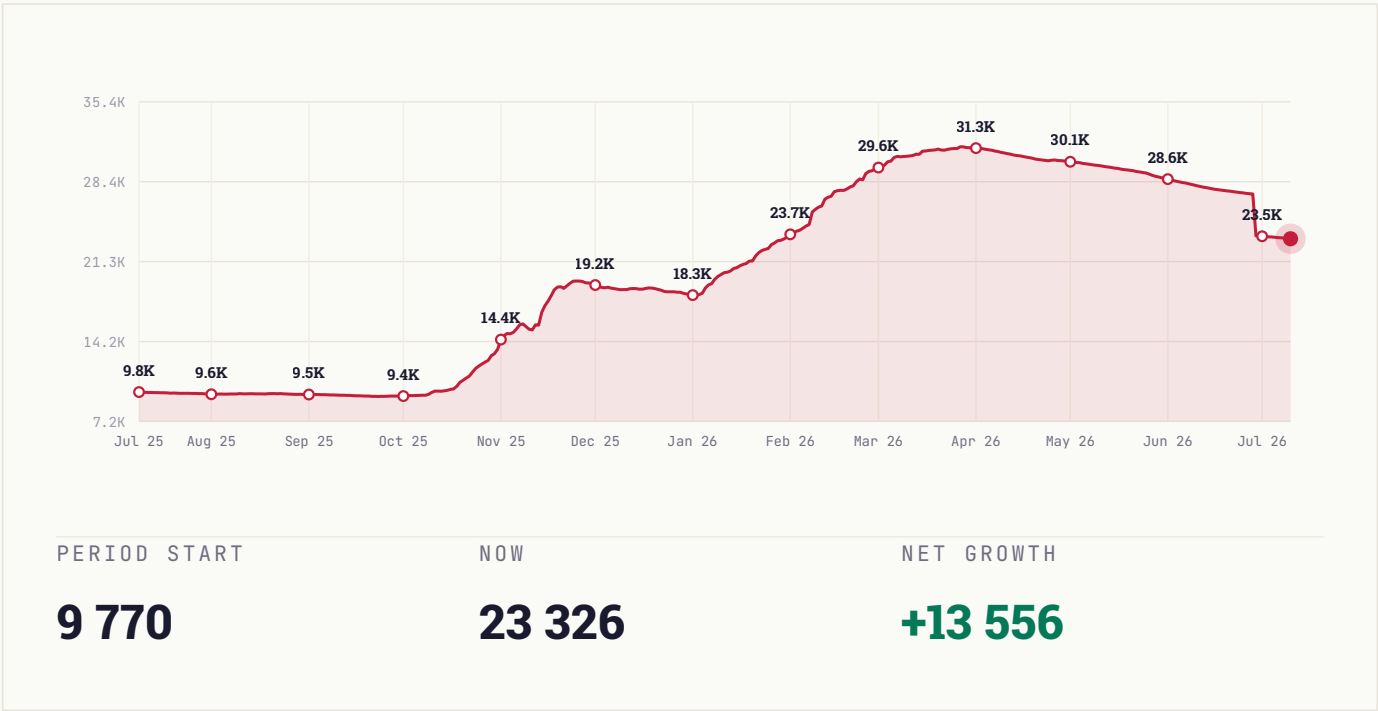
WORST 3

↓ 05.07 · 06:49 VIDEO Denis and I made it to our rooftop. Our apartment has roof access – we could put a ladder in the room and make...	VIEWS 4 658 REACTIONS 291 REP. 2 ER 20.0%
↓ 06.07 · 07:17 VIDEO Went with Denis to a relatively new suburban complex 'Bolshoe Borkovo', resort is about 50 min from St. Petersburg...	VIEWS 4 348 REACTIONS 260 REP. 9 ER 18.6%
↓ 03.07 · 16:50 VIDEO How beautiful the drops on flowers after rain. And the scent of blooming lindens, roses, and jasmine in the park.  Oranienbaum Park  Our channel...	VIEWS 4 116 REACTIONS 233 REP. 6 ER 17.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

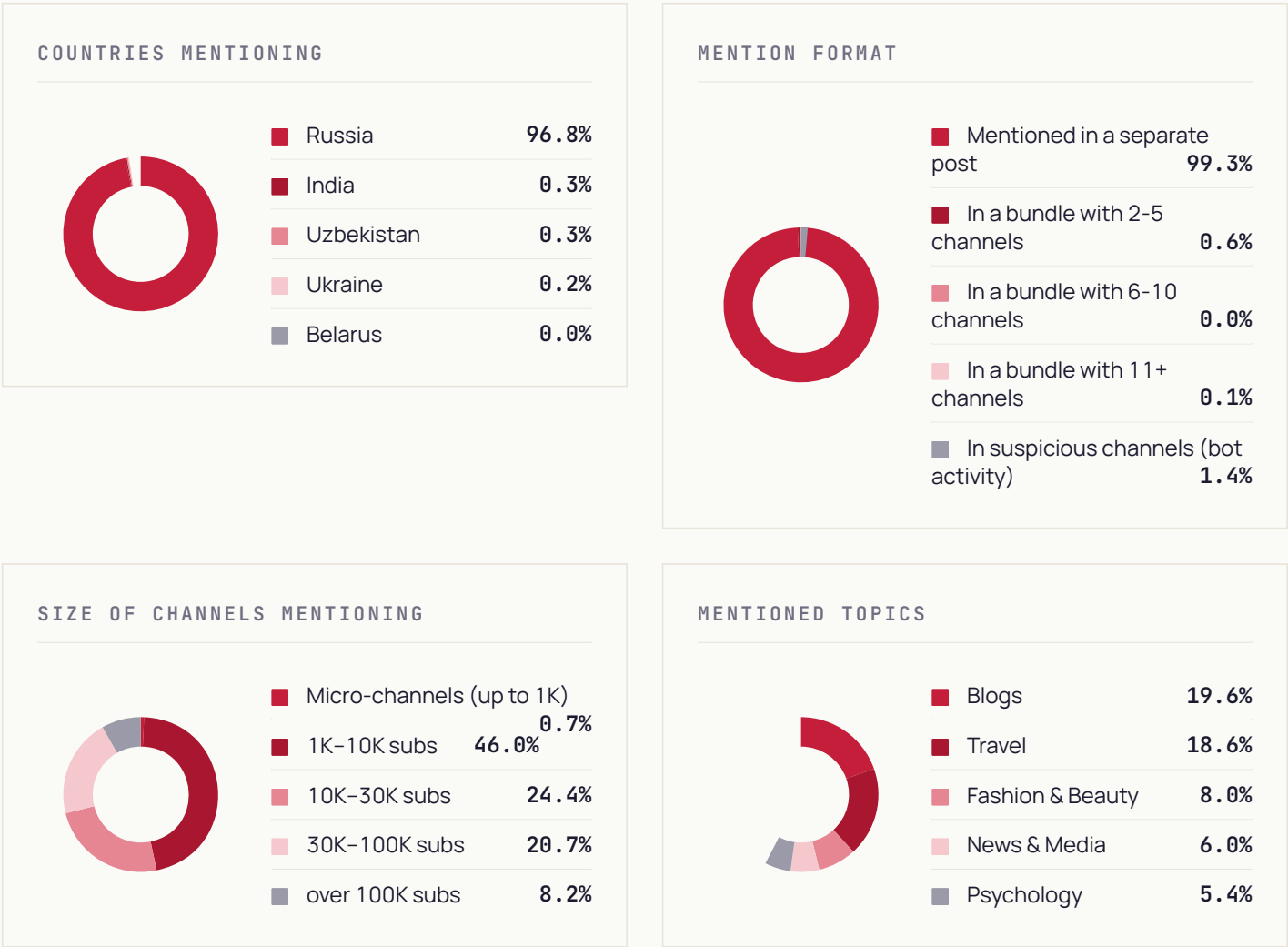
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

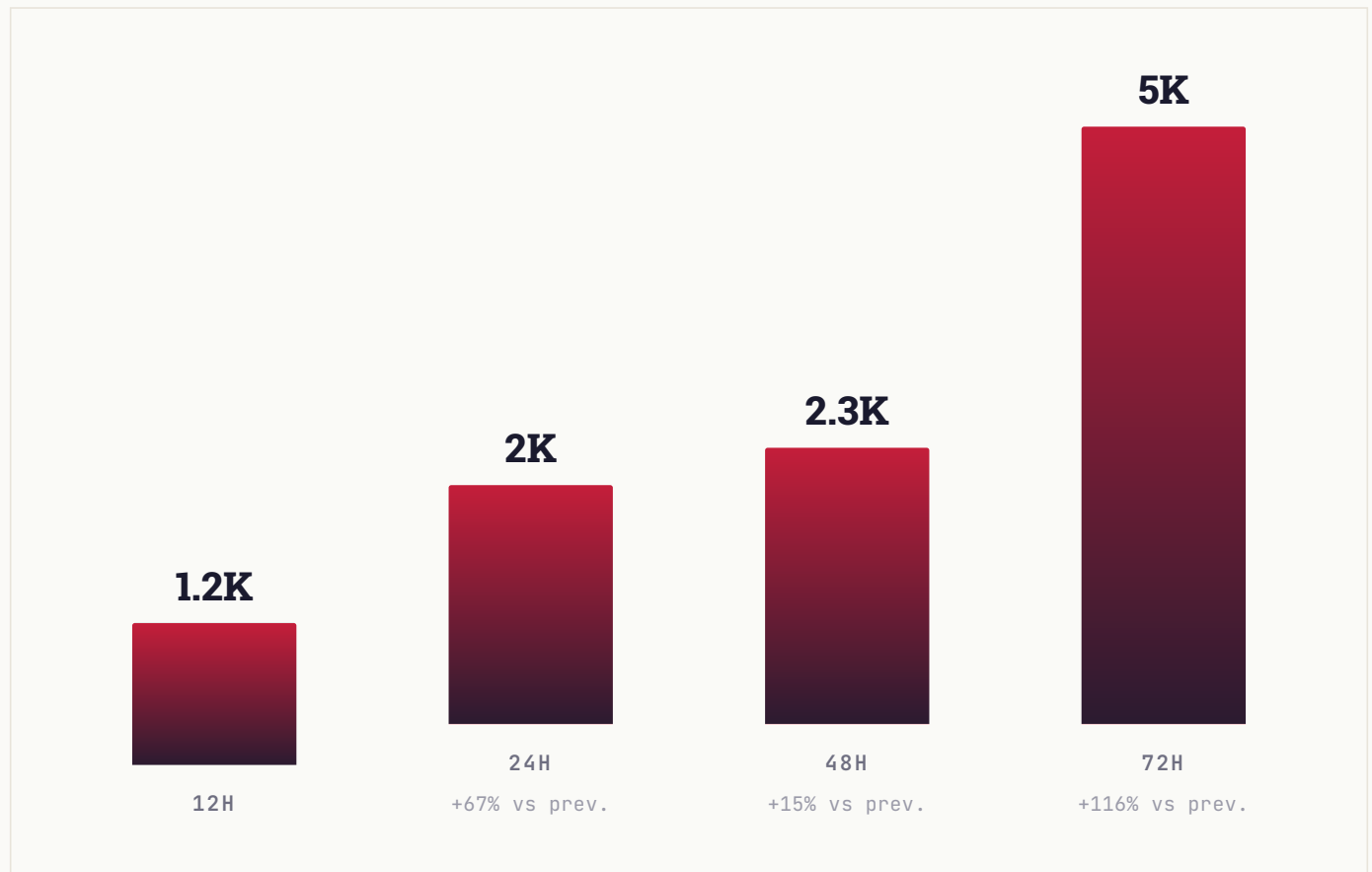
Citation index **547** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **912** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
EI Evgenia and Denis: Life and Travel. YOU	23.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

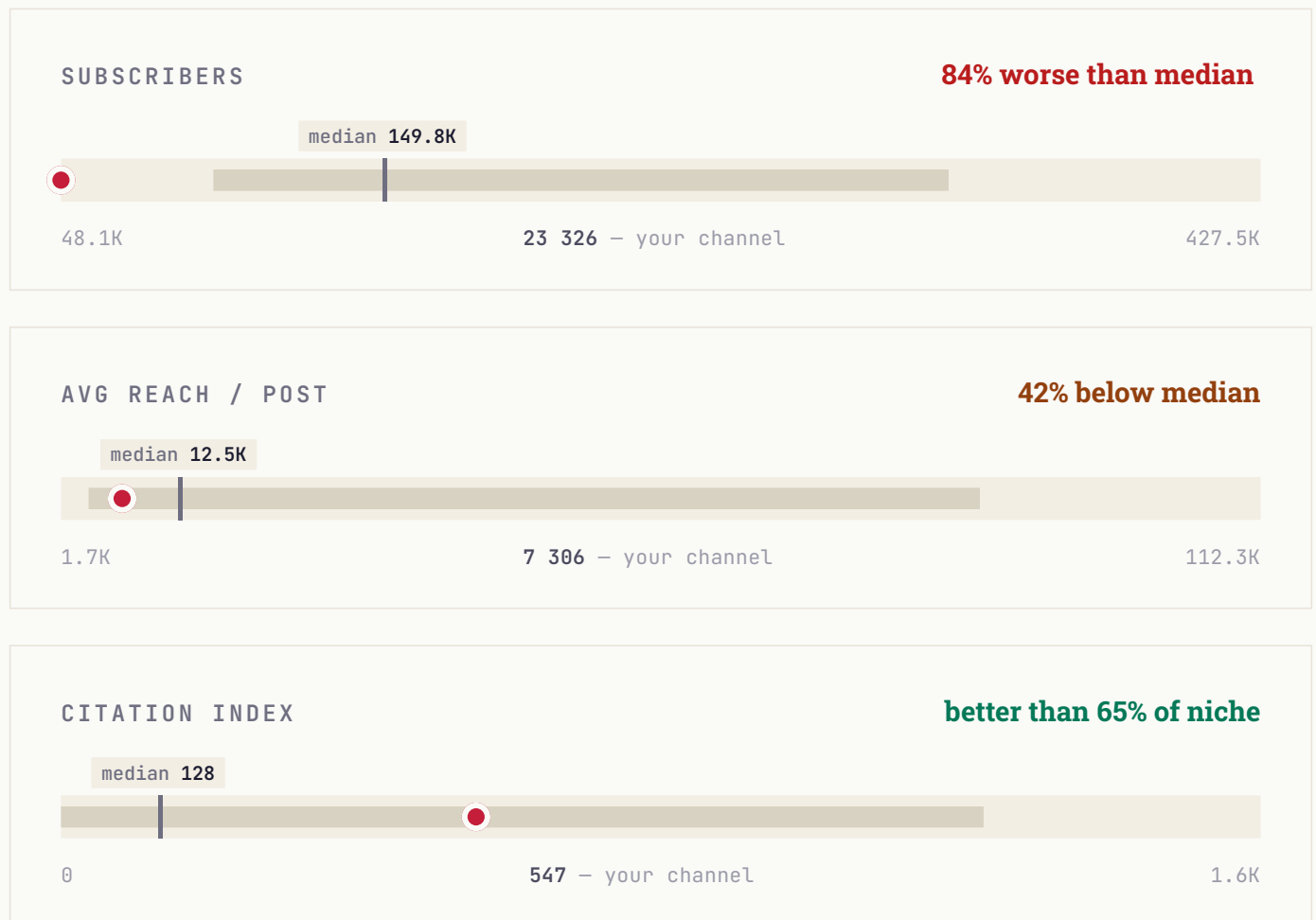
Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **748**, they brought **16 612** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	87	82	5 209
December 2025	57	50	277
Nov 2025	437	390	6 756
Oct 2025	167	159	4 183
Sep 2025	0	0	58
August 2025	0	0	129

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
748	6	16 612

Where the channel stands in its league

Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Thursday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best time for key posts |
| 02 | 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 |
| 03 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |
| 05 | Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic. | EFFECT
Organic traffic source |

★ WHAT'S NEXT

Want us to do it PromptPress?

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

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager