

PROMTPRESS PUBLIC REPORT

Channel audit

ELENI



@family_russ

Traveling around Russia 🌍 Elena's author blog Here: signature PP recipes, healthy lifestyle without fanaticism, sports for pleasure, family routine and lots of sincere humor Ads <https://clck.ru/3Q8dqx>

SUBSCRIBERS

33 513

-747 per month

ERR (% SEE POSTS)

72.0%

per day 40.0%

REACH/POST

21.3K

ad reach 13.3K/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 33 513 —	 SUBSCRIBER REACH 63.68% avg % subs see post	 VIEWS/POST 21.3K median 23.6K · 18 days	 POSTS/WEEK 3.0 over period
 7D TREND — no data for period	 REACTS/POST 748.0 only 5,984 reactions, 587 reposts, 142 comments	 POST LENGTH 516 chars. median 546 · 18 days	 POSTS ANALYZED 8 18 days
 AD REACH 13.3K 24h avg	 CHURN / MONTH -747 last month	 CITATION RATE 19 citation index · 47 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 14.05.2022

AI EDITOR SUMMARY

Channel «ELENI» — 33 513 subs. Avg views per post 21.3K people (64% from subs), broad reach for a channel this size. Publishes 3 posts/week (~0/day) — rare.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 8 posts over 18 days.
- 02 Dominant format — Video (7/8 posts).
- 03 Avg post length — 516 chars (median 546).
- 04 Audience activity peak — Saturday, 15:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (26.7K avg for top vs 14.5K for worst) — among 8 posts in 18 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 12:54 VIDEO Banana & chocolate puff pastries for breakfast in 15 min 🍌🍫 I cook in my favorite air fryer from DEMIAND ❤️ You'll need: • 2 sheets...	VIEWS 30 952 REPOSTS 55	REACTS 682 ER 92.4%
Nº2 26.06 · 20:11 TEXT Off to Nice for the weekend ☀️	VIEWS 24 873 REPOSTS 92	REACTS 1 013 ER 74.2%
Nº3 02.07 · 12:20 VIDEO 	VIEWS 24 323 REPOSTS 98	REACTS 640 ER 72.6%

Nº4 26.06 · 20:11 VIDEO (captionless post – video)	VIEWS 23 945 REPOSTS 45	REACTS 733 ER 71.4%
Nº5 10.07 · 17:10 VIDEO The tastiest chicken breast 🍗🔥 My favorite way to cook chicken with a cheese cap, bell pepper and tomatoes 🍋😋 Save...	VIEWS 23 243 REPOSTS 91	REACTS 1 027 ER 69.4%

|

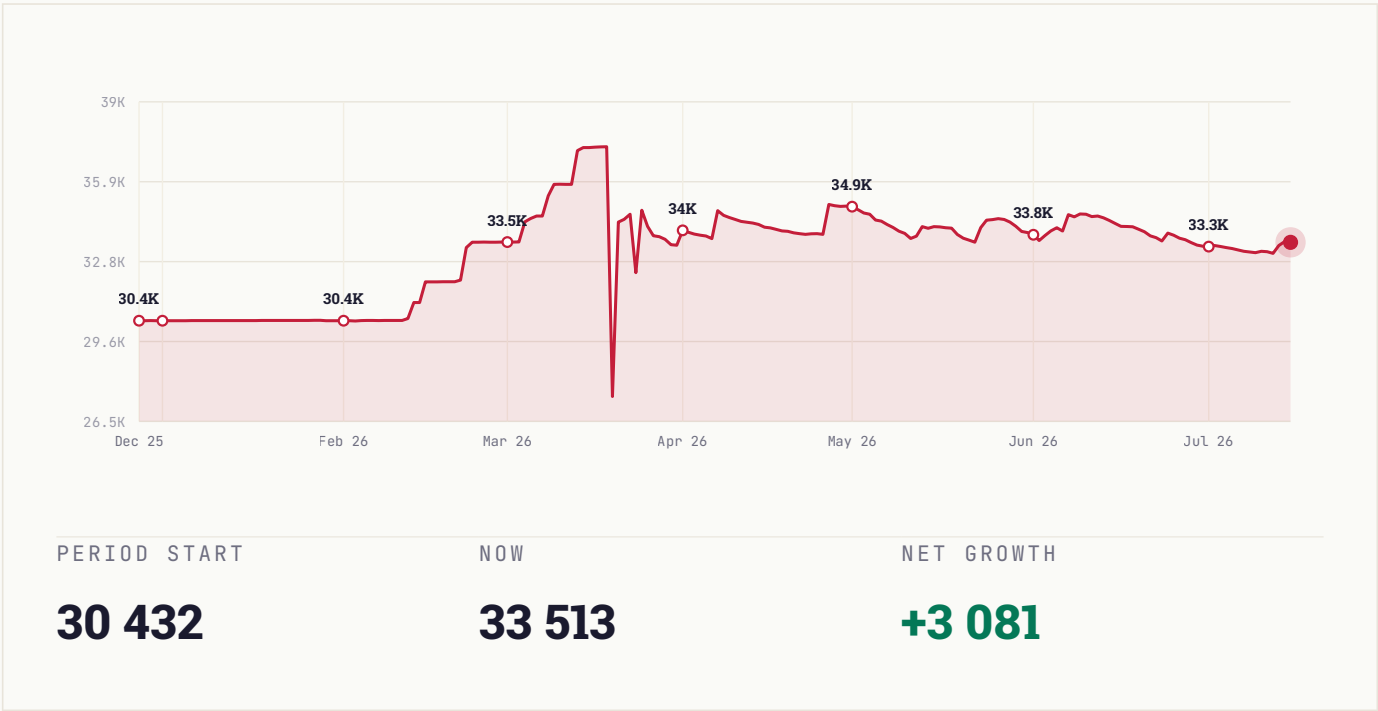
WORST 3

↓ 13.07 · 20:19 VIDEO Life happens – we get tired at work, feel down when things don't work out, or get upset over little things. And...	VIEWS 18 109 REPOSTS 94	REACTS 787 ER 54.0%
↓ 14.07 · 22:11 VIDEO (captionless post – video)	VIEWS 13 907 REPOSTS 39	REACTS 181 ER 41.5%
↓ 15.07 · 14:00 VIDEO Sweet potato – what do you know about it? It's a bright orange or purple root vegetable that has long won the hearts of dietitians and healthy...	VIEWS 11 375 REPOSTS 73	REACTS 921 ER 33.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

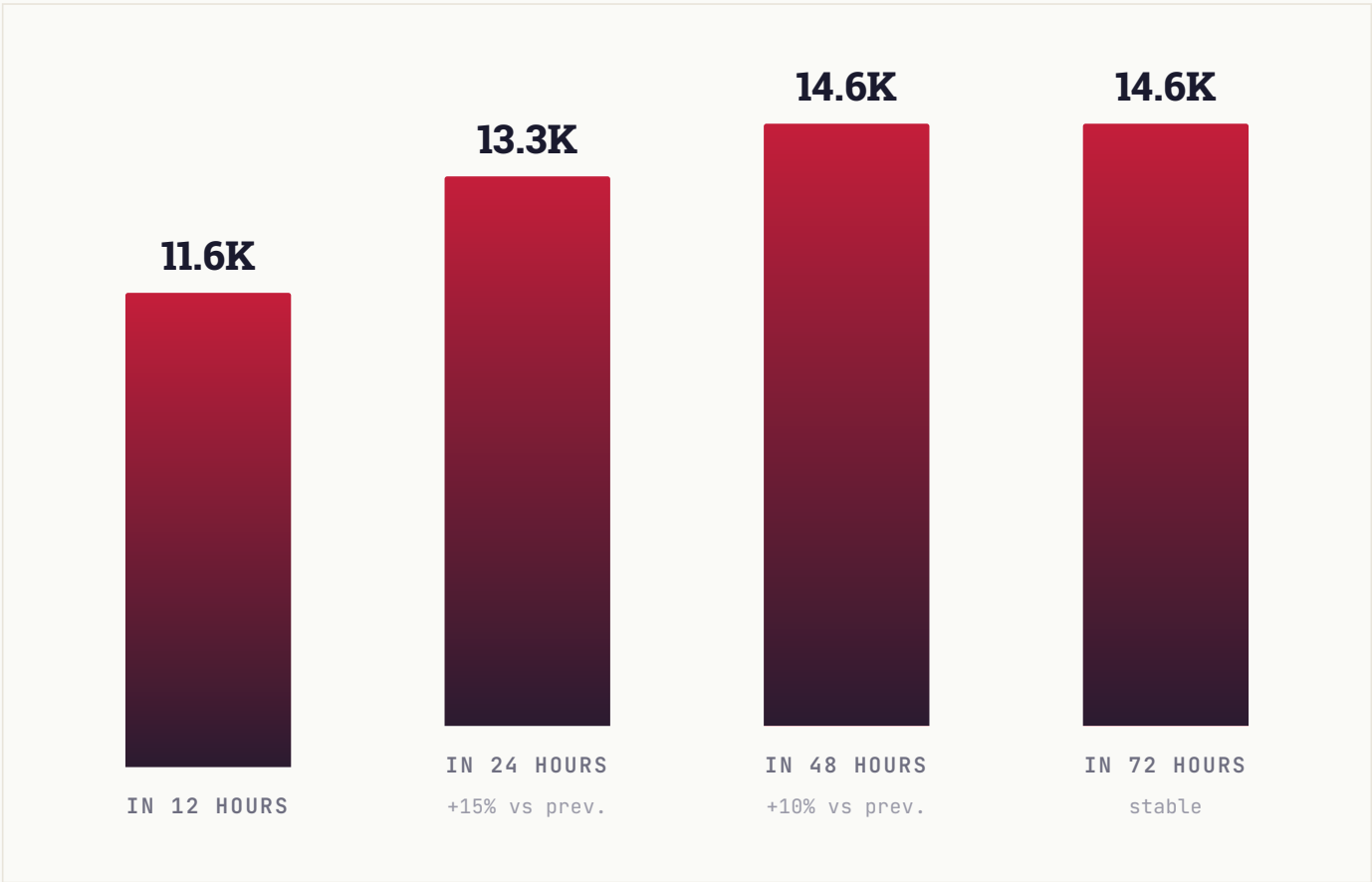
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · 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	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP How to travel almost for free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
EL ELENI YOU	33.5K

COMPARATIVE CONCLUSION

Channel still outside top 95 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **15**, they brought **18** new subs.

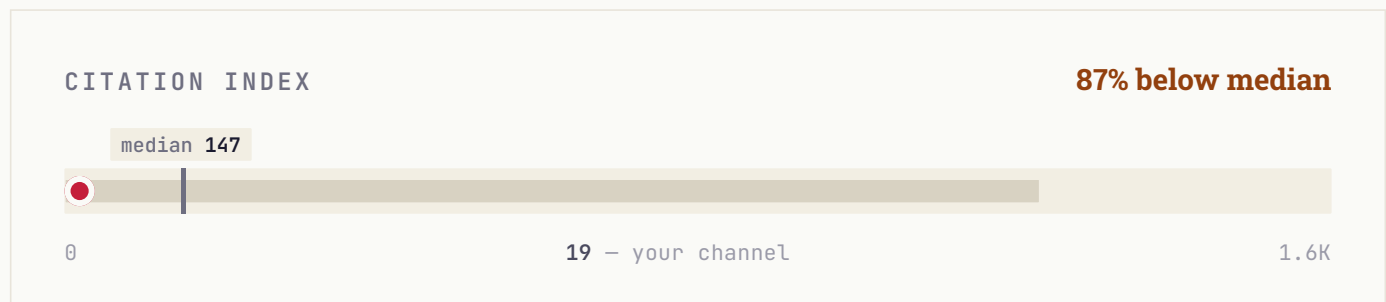
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	2	1	16	
December 2025	7	1	2	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	5	1	0	
August 2025	1	1	0	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBS
15		6		18

Where your channel stands in its league

SUBSCRIBERS 78% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 153.4K. The channel's count is 33,513, which is 78% below the median. The range from 47.9K to 429.6K is shown as a light beige bar.

Metric	Value
Channel Subscribers	33 513
Median	153.4K
Range (Min-Max)	47.9K - 429.6K



— SECTION 08 · STRATEGY

What to do right now

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

01**Post more often**

Now 3.0 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

IMPACT

**Consistency
beats volume****02****Top post of the week — on Saturday**

On this day at 15:00 MSK audience is most active.

IMPACT

**Best window
for an
important post****03****Systematic traffic buying**

3 formats for your media: **Inhouse** (premium channels),
Native (native integrations), **Premium** (target
audience). PromptPress picks sources for your niche.

IMPACT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

IMPACT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment
once a quarter. No need daily — 2-3 collabs give
relevant growth.

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this?

PromptPress?

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

01 **Launch Telegram ad** <https://panel.promptpress.com/register>

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