

PUBLIC PROMTPRESS REPORT

Channel audit

Travel family



@famtraveli

Collab: @bossyura We're a large family. Traveling the world ✈️📺
showing 📺through our eyes.

SUBSCRIBERS

110 271

+4765 per month

ERR (% SEE POSTS)

64.0%

per day 37.6%

REACH/POST

74K

ad reach 41.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 110 271 —	 SUBS REACH 67.09% avg % subs see post	 VIEWS/POST 74K median 79.2K · 25 days	 POSTS/WEEK 7.6 over period
 7-DAY TREND -5.9% vs previous week	 REACTIONS/POST 3392.8 total 91,606 reactions, 5,862 reposts, 886 comments	 POST LENGTH 287 chars median 205 · 25 days	 POSTS ANALYZED 27 25 days
 AD REACH 41.6K 24h avg	 CHURN / MONTH +4765 last month	 CITATION RATE 2 citation index · 9 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 02.07.2022

AI EDITOR SUMMARY

Channel «Travel Family» — 110 271 subs. Each post averages 74K people (67% from subs), wide reach for a channel this size. Publishes 8 posts per week (~1/day) — regular schedule. Week 8–14 Jun reach dropped -5.9% to week 1–7 Jun — need to analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts over 25 days.
- 02 Dominant format – Photo (17/27 posts).
- 03 Avg post length – 287 characters (median 205).
- 04 Audience peak – Tuesday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (88.2K avg for top vs 57.3K for worst) – among 27 posts in 25 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 16:12 VIDEO You know how much I love traveling. So I organized our next trip in just 1 day! Found an apartment on...	VIEWS 89 036 REPOSTS 190	REACTIONS 2 968 ER 80.7%
Nº2 02.06 · 16:11 PHOTO It hit me that next year we'll have TWO GRADUATES! Levushka finishes kindergarten and next year will go to...	VIEWS 88 209 REPOSTS 195	REACTIONS 3 660 ER 80.0%
Nº3 02.06 · 16:11 VIDEO (video post without caption)	VIEWS 87 224 REPOSTS 283	REACTIONS 3 284 ER 79.1%

Nº4

02.06 · 16:11

PHOTO

Tip for all parents, especially large families ✂️ Whenever you can, go to SPA 🧖🏻 helps clear your mind from life's thoughts...

VIEWS

86 234

REPOSTS

194

REACTIONS

2 869

ER

78.2%

Nº5

11.06 · 18:01

PHOTO

iPhone reminds 📱 Can you believe it's been just a year. Kostya and I haven't changed at all! But Yurchik has grown so much... feels like...

VIEWS

84 895

REPOSTS

201

REACTIONS

3 474

ER

77.0%

WORST 3

↓ 28.05 · 15:01 PHOTO And by the way, summer is in a few days ✨ .. and I haven't tanned yet, gotta fix that! 🧖🏻 Hope my cosmetologist doesn't read this😏 Who has used...	VIEWS 59 327 REPOSTS 189	REACTIONS 3 587 ER 53.8%
↓ 28.05 · 15:01 PHOTO Today we started planning our next trip.✈️ This time a new destination.. none of us has been there before...	VIEWS 58 395 REPOSTS 164	REACTIONS 3 867 ER 53.0%
↓ 28.05 · 15:02 PHOTO Why drag a kid thousands of km? On the benefits of faraway travels for the whole family♥️✈️ At first glance, taking a baby or...	VIEWS 54 323 REPOSTS 252	REACTIONS 4 082 ER 49.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

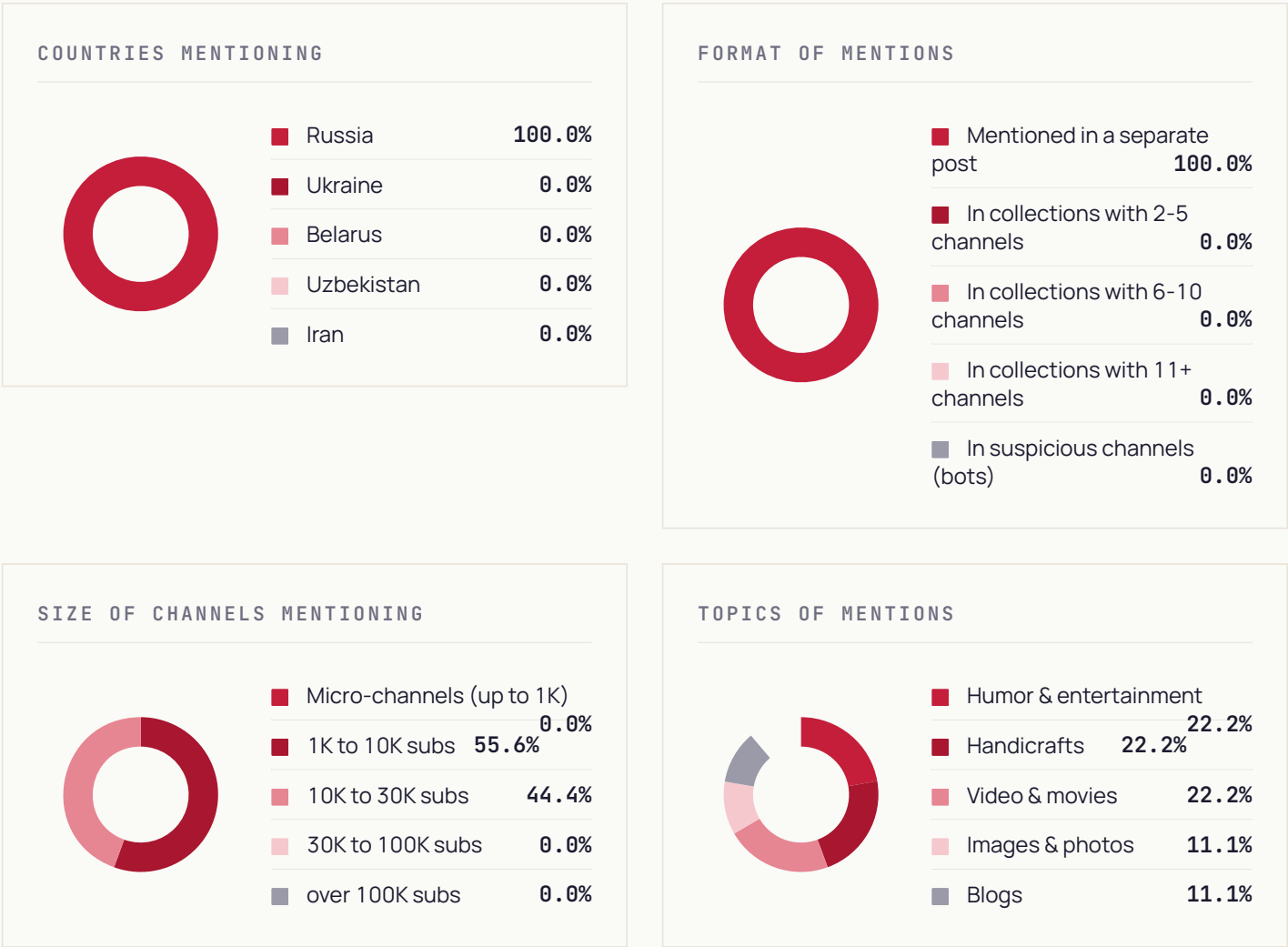
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

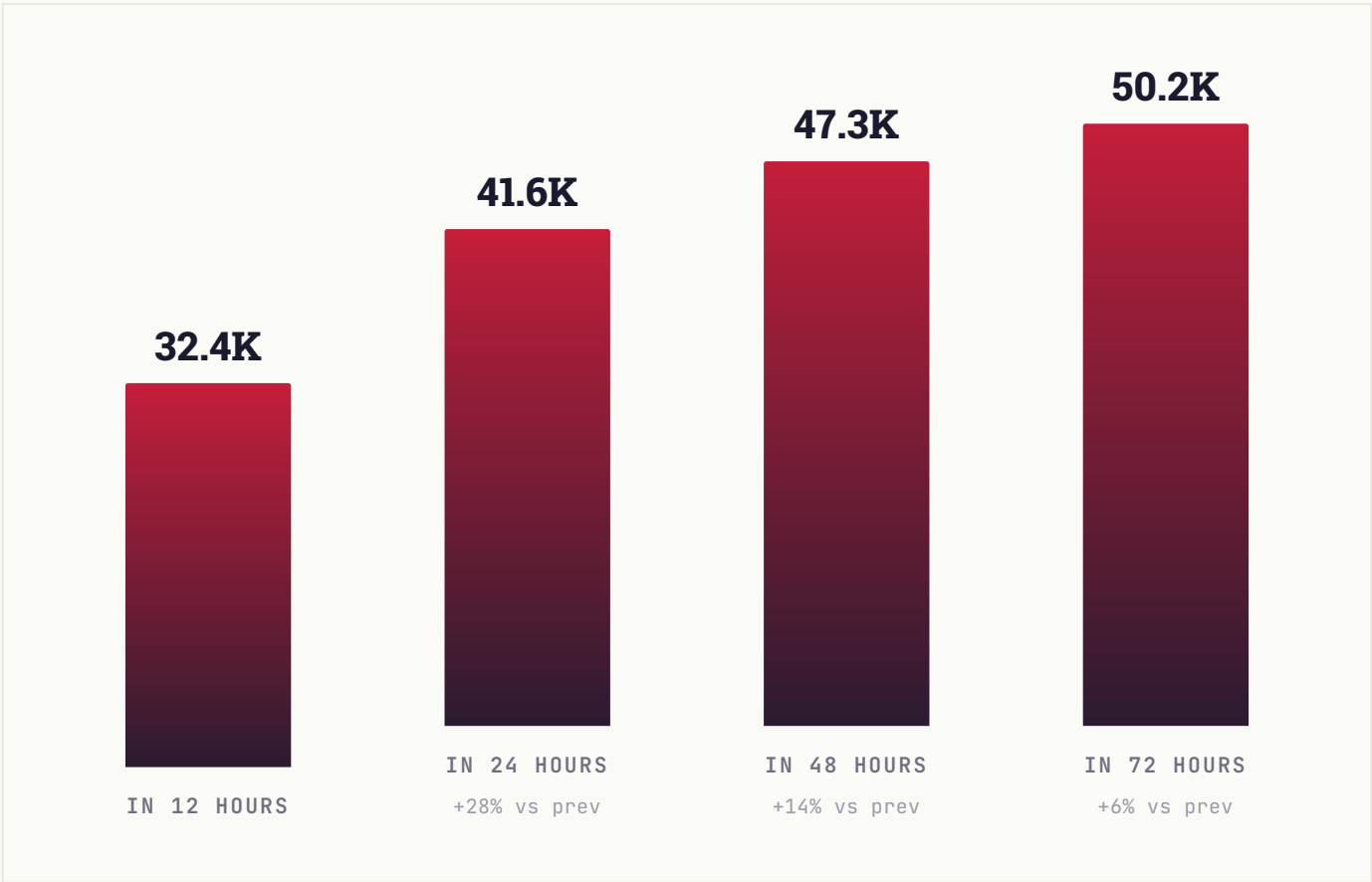
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 9 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
Mon Moscow woman	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount train	433.7K
OT Ozon Travel	407.8K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
TS Travel family YOU	110.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#74 of 94). Niche median — 153.9K subs.
First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

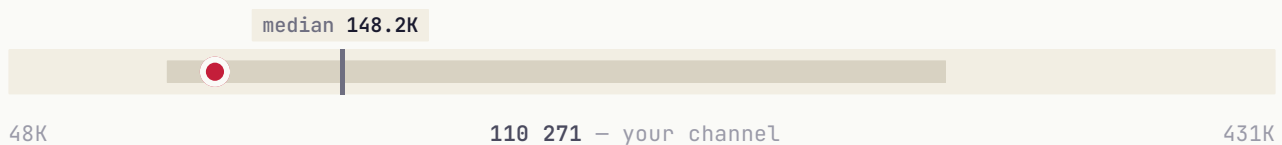
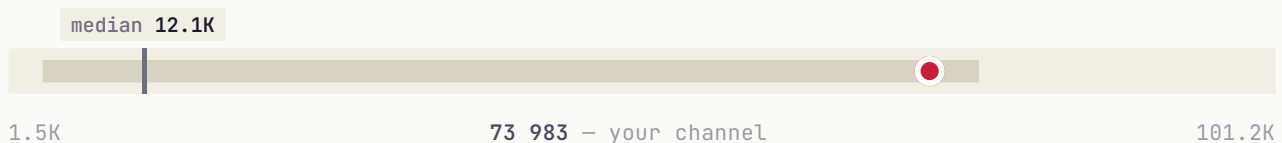
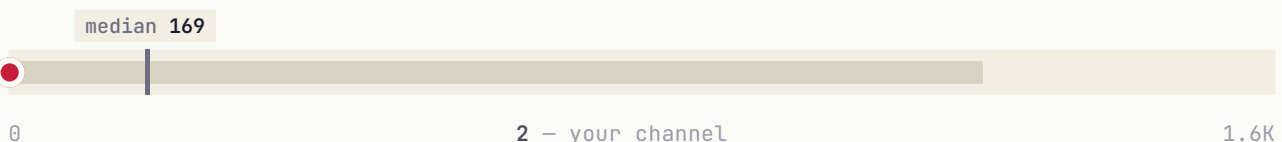
— SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

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

#74 /100

RANK IN NICHE

Channel in bottom half of ranking**SUBSCRIBERS****26% below median****AVG REACH / POST****better than 87% of niche****CITATION INDEX****99% below median**

— 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 | Top post of the week — on Tuesday
Audience most active on this day at 19:00 MSK. | EFFECT
Best window
for important
post |
| 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 with similar channels quarterly. No need daily — 2-3 collabs give relevant growth. | EFFECT
Relevant
audience
growth |
| 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 this PromptPress?

This audit is what we can do in minutes using public data. 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
