

PUBLIC PROMTPRESS REPORT

Channel audit

Discount Express



@fpcrussia

Best deals on train tickets. RZD Bonus promos

SUBSCRIBERS

433 530

-3094 per month

ERR (% SEE POSTS)

14.0%

in 24h **5.8%**

REACH/POST

61K

ad reach **25K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Travel» category

09 Strategy

5 priority actions

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 433 530 —	 SUBS REACH 14.08% avg % subs see post	 VIEWS/POST 61K median 57.4K · 26 days	 POSTS/WEEK 3.8 for period
 7D TREND — no data for period	 REACTS/POST 243.3 total 3,406 reactions, 1,529 reposts, 0 comments	 POST LENGTH 443 chars median 444 · 26 days	 POSTS ANALYZED 14 26 days
 AD REACH 25K 24h avg	 CHURN / MONTH -3094 last month	 CITATION RATE 48 citation index · 285 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 17.01.2018

AI EDITOR SUMMARY

Channel «Discount Express» — 433 530 subs. Each post avg views 61K people (14% of subs), reach low — should expand audience. Publishes 4 posts/week (~1/day) — rare posts.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts in 26 days.
- 02 Dominant format – Photo (8/14 posts).
- 03 Avg post length – 443 chars (median 444).
- 04 Peak audience activity – Wed, 18:00 MSK.
- 05 Top posts get 1× more views than the weakest (77.2K avg for top vs 52.9K for worst) – among 14 posts in 26 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 15:15 PHOTO ✂ Vyborg legends Vyborg like you've never seen! We invite you on a real railway journey from our...	VIEWS 84 209 REPOSTS 177	REACTS 270 ER 19.4%
Nº2 01.06 · 13:33 PHOTO ♥ «Ruskeala Express» Seven years on track. Seven years of legend! Dear friends! On June 1, 2019, a train departed from Sortavala to Ruskeala...	VIEWS 74 036 REPOSTS 209	REACTS 680 ER 17.1%
Nº3 27.05 · 14:35 TEXT ✂ Extra trains for summer! No. 201/202 Petrozavodsk – Belgorod From May 27 to Sep 4, 2026 On selected dates. No. 203/204...	VIEWS 73 376 REPOSTS 76	REACTS 193 ER 16.9%

Nº4

28.05 • 14:46

PHOTO

✖2 Train No. 5/6 «Ocean» Double the points Buy tickets for the «Ocean» train on the Vladivostok ⇌ Khabarovsk route and earn double...

VIEWS

71 508

REACTS

183

REPOSTS

21

ER

16.5%

Nº5

27.05 • 14:35

TEXT

♥ And, of course, don't forget to enter your «RZD Bonus» number when buying tickets to earn points for new trips.

VIEWS

68 102

REACTS

249

REPOSTS

3

ER

15.7%

WORST 3



27.05 • 14:34

TEXT

✂ Night «Aurora» – daily! This summer, high-speed train No. 749/750 «Aurora» Moscow – St. Petersburg will run every day. Tickets...

VIEWS

55 006

REACTS

260

REPOSTS

283

ER

12.7%



27.05 • 14:33

PHOTO

***** Opening summer with great ticket prices. We've picked special offers for you. Buy for yourself and tell...

VIEWS

52 328

REACTS

160

REPOSTS

5

ER

12.1%



19.06 • 14:20

PHOTO

✂ Cut prices by 20% on trips from July 1 to Aug 30 on double-decker trains! ✂ No. 52 Moscow – Penza ⚠ Except Fridays ✂ No. 52 Penza –...

VIEWS

51 435

REACTS

288

REPOSTS

301

ER

11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

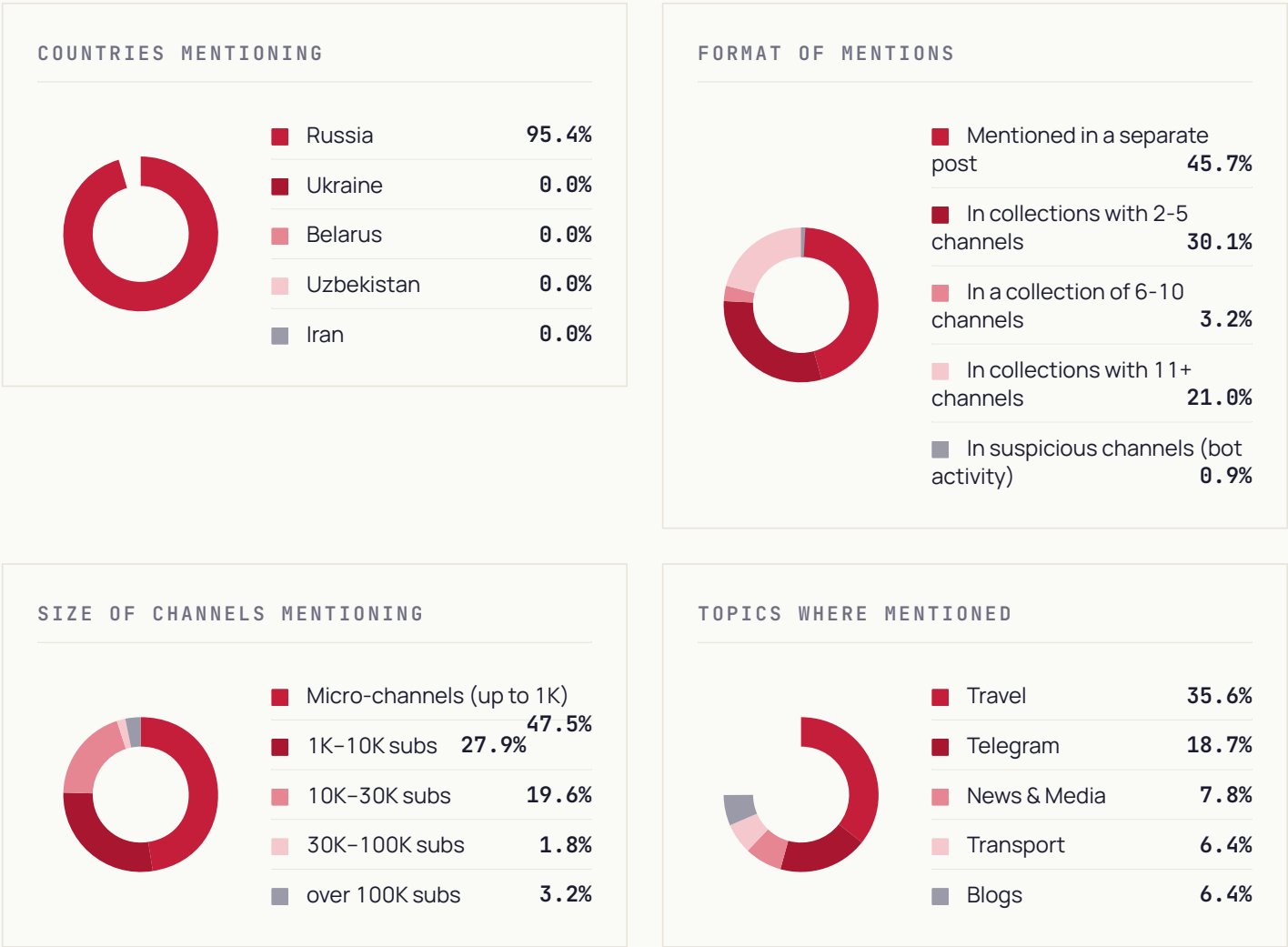
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

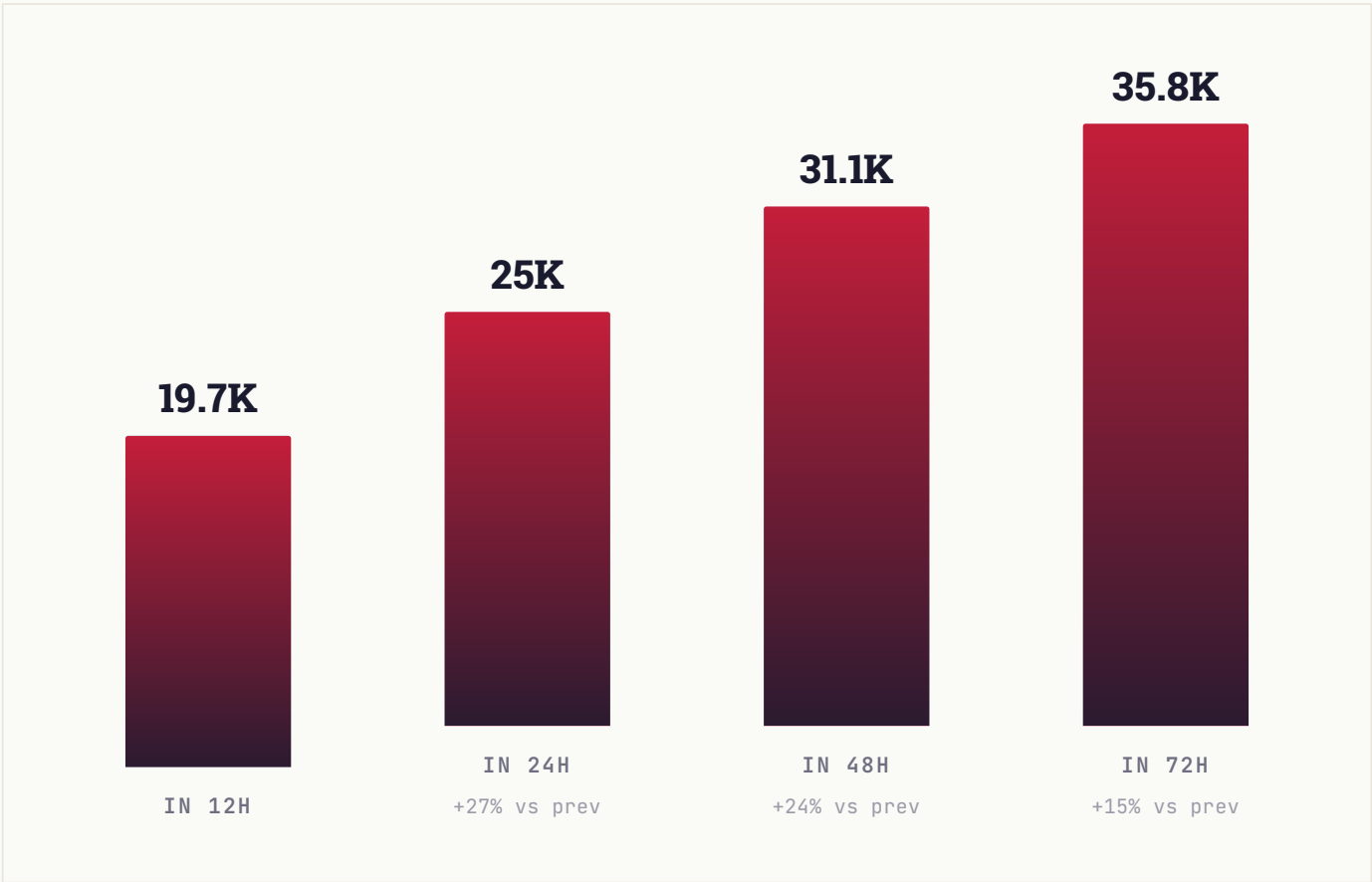
Citation index **48** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **285** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its spot among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AЭ AEROFLOT	526.1K
Mon Moskvichka	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount Express YOU	433.5K
OT Ozon Travel	407.8K
ER Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
Tue Moscow Delights • Events	323.8K

COMPARATIVE CONCLUSION

Channel intop 10 niche (#8 of 94). Strong position. Niche leader — Moscow - Where to Go | Events (1.2M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **21**, they brought **38 259** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	4	4	28 222	
Nov 2025	16	16	0	
Oct 2025	0	0	9 203	
Sep 2025	0	0	0	
August 2025	1	1	0	
July 2025	0	0	834	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
21	6	38 259

SECTION 08 · NICHE COMPARISON

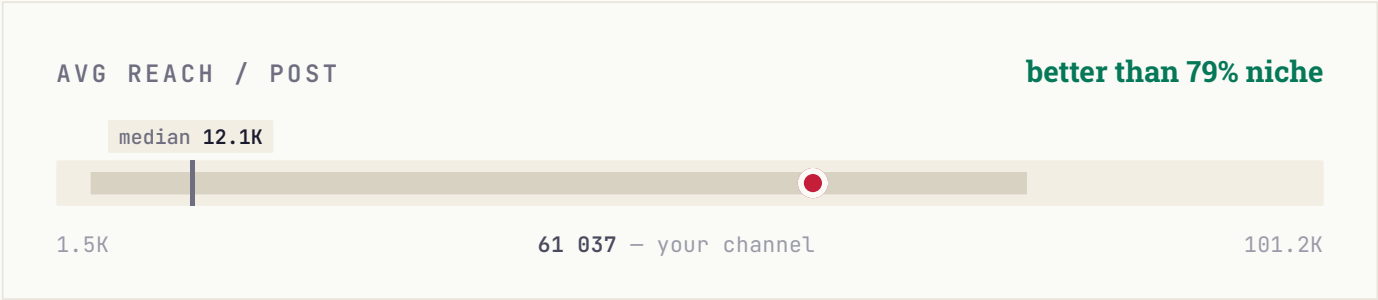
Where the channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#8/100

RANK IN NICHE

Channel in top 8% of Travel Russia



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 3.8 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Wednesday
Audience is most active on this day at 18:00 MSK. | EFFECT
Best window for important posts |
| 03 | Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share. | EFFECT
Video retains audience better |
| 04 | System traffic buy
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll a week on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ 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 through us and hit your growth plan 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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