

PUBLIC PROMTPRESS REPORT

Channel audit

FUN&SUN



@funsuntravel

Tour operator FUN&SUN Russia Fstravel.com Book a tour:
@FUNSUN_online_sales_bot FUN&SUN Friends: <https://clck.ru/3Tn9GP> Rules...

SUBSCRIBERS

75 074

+1145 per month

ERR (% SEE POSTS)

22.0%

last 24 hrs **7.5%**

REACH/POST

16.7K

ad reach **5.6K/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

Year chart · growth

04 Citation Rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

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 under the number shows the period it was calculated for.

 SUBSCRIBERS 75 074 —	 SUBS REACH 22.23% avg % subs see post	 VIEWS/POST 16.7K median 16.8K · 14 days	 POSTS/WEEK 3.7 for period
 7D TREND — no data for period	 REACTIONS/POST 197.1 total 1,577 reactions, 862 reposts, 2,481 comments	 POST LENGTH 879 chars median 1000 · 14 days	 POSTS ANALYZED 8 14 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH +1145 last month	 CITATION RATE 122 citation index · 245 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 15.02.2021

AI EDITOR SUMMARY

Channel «FUN&SUN» — 75 074 subs. Each post averages 16.7K people (22% of subs), average reach — room to grow. Publishes 4 posts per 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 8 posts over 14 days.
- 02 Dominant format – Photo (6/8 posts).
- 03 Avg post length – 879 chars (median 1000).
- 04 Peak audience activity – Sunday, 12:00 MSK.
- 05 Top posts get 1 time more views than the weakest (19K avg for top vs 14.3K for worst) – among 8 posts in 14 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 28.06 · 09:35 PHOTO Dear friends! Thank you for your support and trust in FUN&SUN. We are glad to see you choosing our tours again and planning new...	VIEWS 20 055 REPOSTS 99	REACTIONS 187 ER 26.7%
Nº2 24.06 · 17:39 PHOTO Dear friends! I want to thank our agents and tourists for their trust, support, and patience these days. The FUN&SUN team has been...	VIEWS 19 347 REPOSTS 221	REACTIONS 482 ER 25.8%
Nº3 26.06 · 18:19 PHOTO Dear friends! The FUN&SUN team and I want to sincerely thank you again for your patience, support, and trust. All these days we have been together with...	VIEWS 17 697 REPOSTS 87	REACTIONS 312 ER 23.6%

Nº4 23.06 · 07:13 PHOTO ✈️ FUN&SUN keeps sending tourists on vacation • In the last 4 days, the company served over 90k tourists. • On June 23, FUN&SUN...	VIEWS 17 408 REPOSTS 159	REACTIONS 96 ER 23.2%
--	--	---

Nº5 21.06 · 15:18 TEXT Tour operator fulfills obligations on current bookings and accompanies tourists at all stages of the trip ✈️ Tourists depart on...	VIEWS 16 110 REPOSTS 104	REACTIONS 186 ER 21.5%
---	--	--

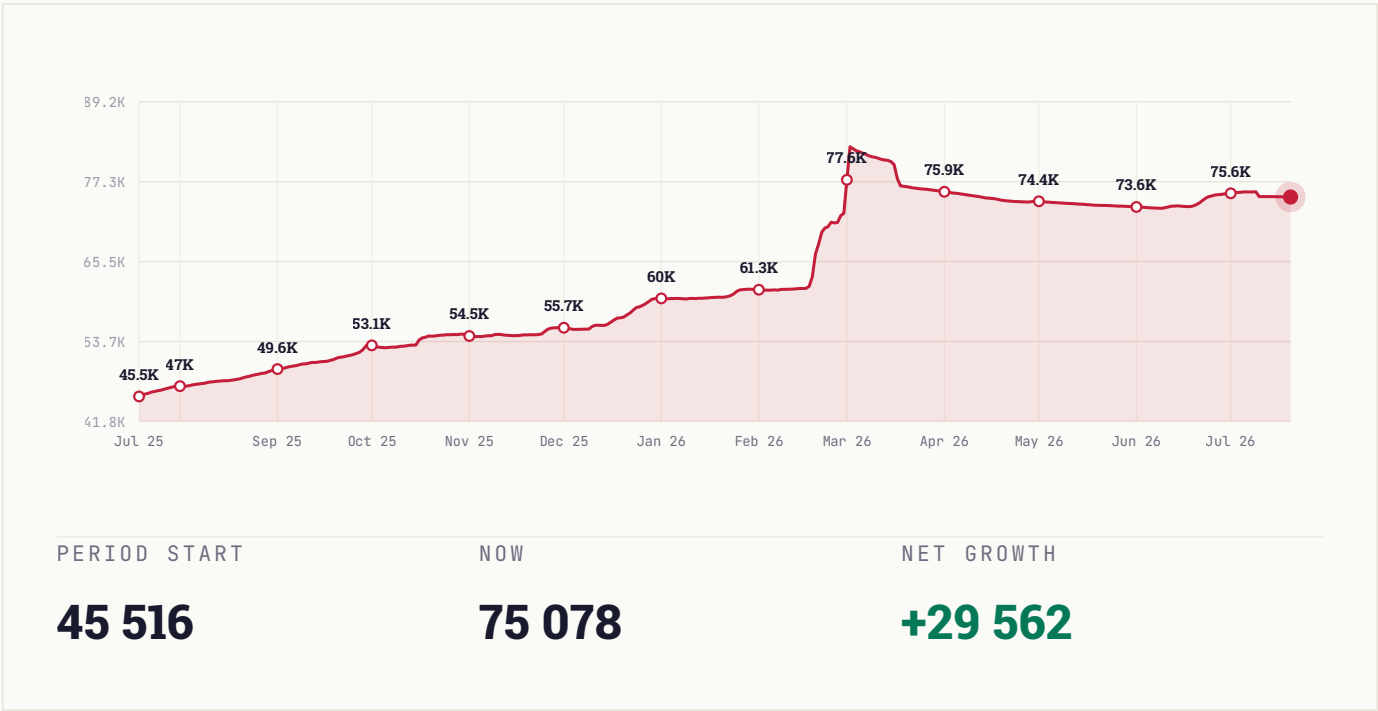
WORST 3

↓ 22.06 · 08:19 PHOTO FUN&SUN keeps sending thousands of tourists on vacation and organizing their scheduled return home ✈️ Today FUN&SUN...	VIEWS 15 149 REPOSTS 56	REACTIONS 99 ER 20.2%
↓ 22.06 · 14:16 TEXT Dear friends! We see a large number of inquiries. In addition to the contacts listed in the post, you can also get all the necessary...	VIEWS 14 855 REPOSTS 68	REACTIONS 108 ER 19.8%
↓ 06.07 · 15:04 PHOTO Dear friends! We continue to restore FUN&SUN digital services 🖥️ During the technical restrictions, the company has already served...	VIEWS 12 864 REPOSTS 68	REACTIONS 107 ER 17.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

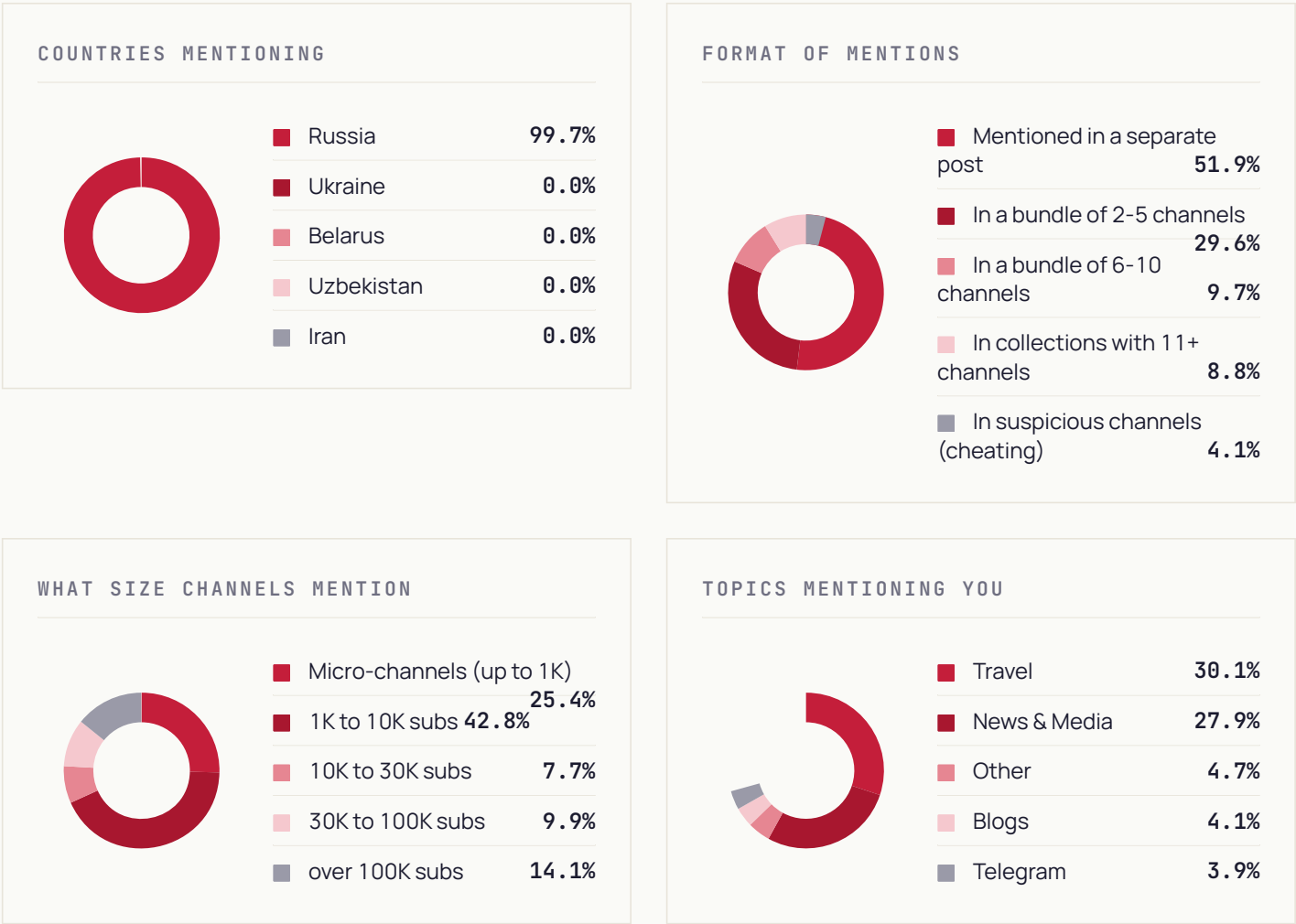
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

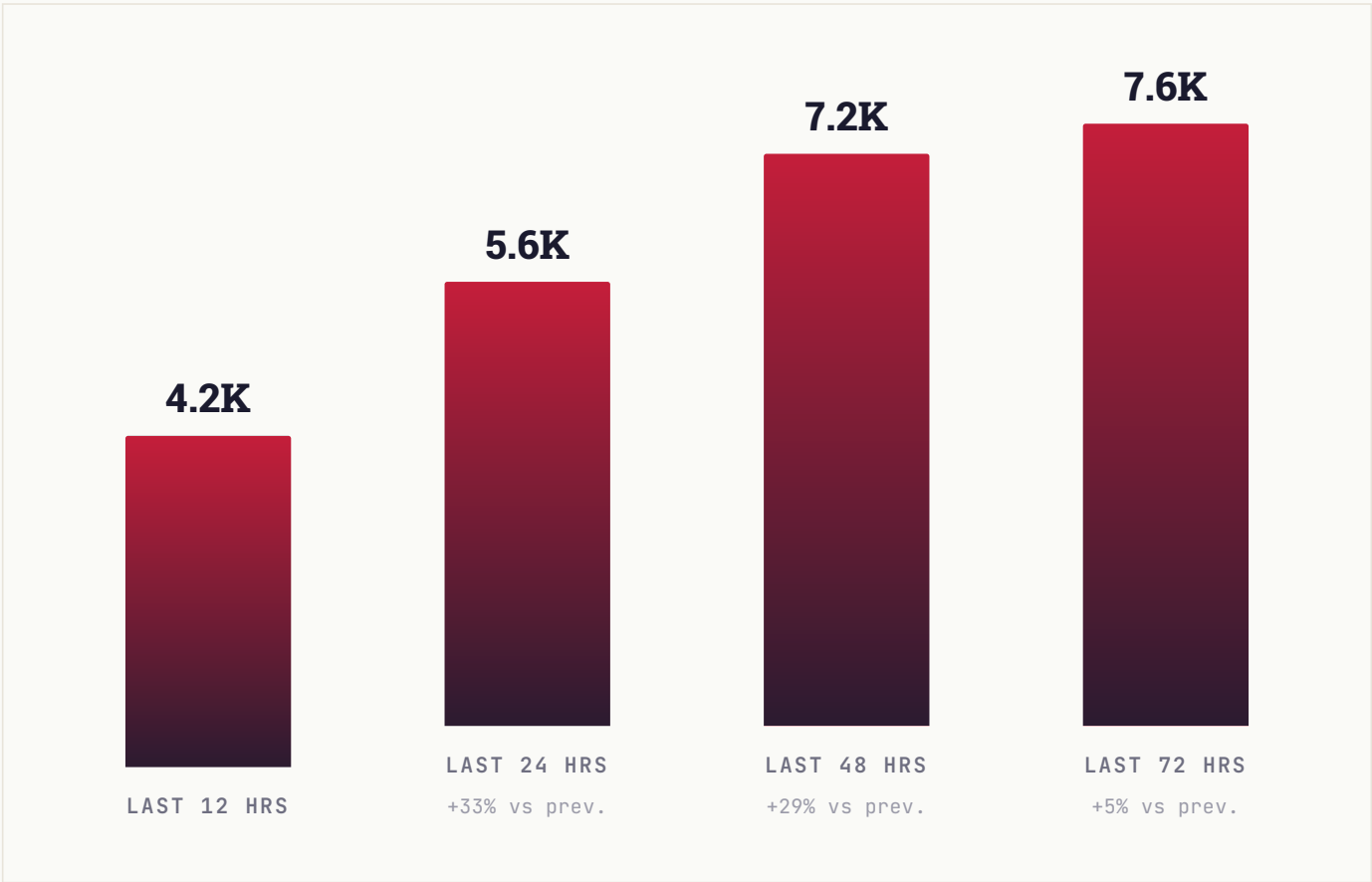
Citation index **122** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **245** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Events	1.2M
AW Amazing World and Travel	1.1M
A« Pobeda Airlines	1.1M
MD Moscow Digest	553.3K
AE AEROFLOT	524.4K
MO Moscow Girl	515.3K
TU Tutu	494.5K
JP Yandex Travel	494.4K
Sun Discount wagon	431K
OT Ozon Travel	416K
FU FUN&SUN YOU	75.1K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Moscow - where to go | Events (1.2M), top-97 median: 159.8K. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

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 **40**, they brought **16 204** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	1 563
December 2025	0	0	4 613
Nov 2025	12	11	1 525
Oct 2025	11	10	2 053
Sep 2025	16	13	3 988
August 2025	1	1	2 462

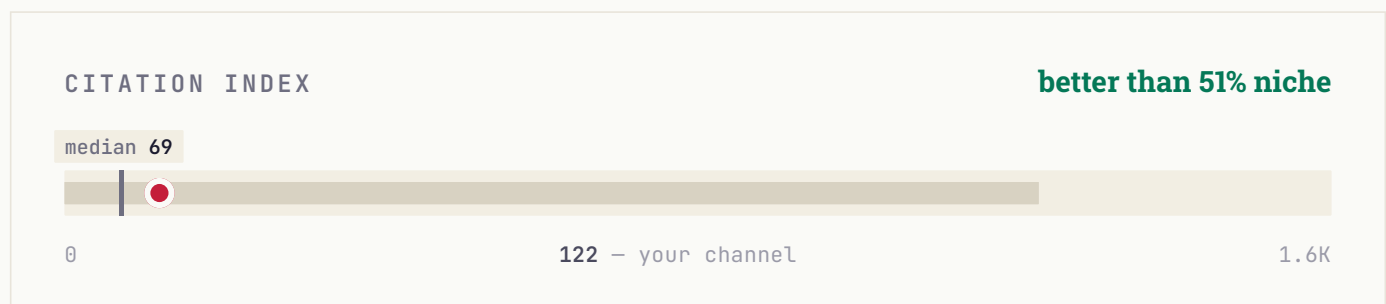
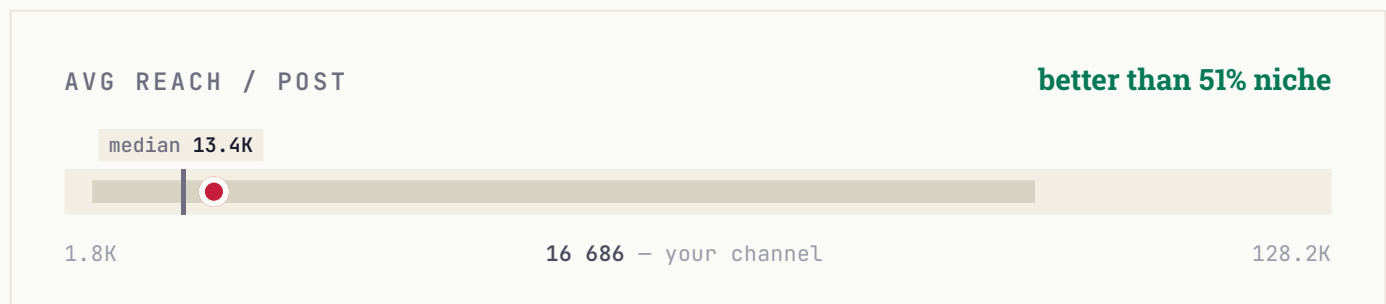
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
40	6	16 204

Where the channel stands in its league

SUBSCRIBERS 53% below median

A horizontal bar chart comparing subscriber counts. The x-axis represents the number of subscribers, with labels at 53.8K, 159.4K (median), and 526.9K. A red dot marks the current channel's position at 75,074 subscribers. A grey bar represents the median at 159.4K. The text '53% below median' is displayed in red. The text '75 074 - your channel' is displayed below the red dot.

Metric	Value
Current Channel Subscribers	75,074
Median Subscribers	159.4K
Percentage Below Median	53%



— SECTION 09 · STRATEGY

What to Do Right Now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.7 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Sunday
On this day at 12:00 MSK audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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