

PUBLIC REPORT PROMTPRESS

Channel audit

Travel

Freeloaders



@halyavshikitavel

All about cheap travel! Hot tours, flight deals, latest tourism news, and useful info for travelers. RKN: <https://hlv.su/brccy> Ads: @reklama_halyavshik

SUBS

206 574

-1586 per month

ERR (% WHO SEE
POSTS)

2.0%

per day 1.5%

REACH/POST

3.5K

ad reach 3.1K/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.

 SUBS 206 574 —	 SUBSCRIBER REACH 1.69% avg % subs see post	 VIEWS/POST 3.5K median 3.5K · 26 days	 POSTS/DAY 8.7 ~61/week
 7D TREND -4.4% vs prev week	 REACTIONS/POST 3.5 only 808 reactions, 1,171 reposts, 6 comments	 POST LENGTH 482 chars median 491 · 26 days	 POSTS ANALYZED 229 26 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH -1586 last month	 CITATION INDEX 45 citation index · 135 channels mentioned all time	 CHANNEL AGE 8 yrs 5 mo created 07.01.2018

AI EDITOR SUMMARY

Channel «Travel Freeloaders» — 206 574 subs. Each post gets avg 3.5K people (2% from subs), reach is low — need to grow audience. Publishes 61 posts/week (~9/day) — active posting. Week of Jun 8–14 reach stable (-4.4% vs week Jun 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **229** posts over 26 days.
- 02 Dominant format — **Photo** (229/229 posts).
- 03 Avg post length — **482** chars (median 491).
- 04 Audience peak activity — **Monday**, 21:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (5.1K avg for top vs 2.9K for worst) — among 229 posts over 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 11:17 PHOTO 📠eSIM 20% off on site & in Yesim app Get a virtual SIM with cheap data for travel worldwide...	VIEWS 5 243 REPOSTS 19	REACTIONS 7 ER 2.5%
Nº2 07.06 · 18:00 PHOTO ✈️Fly at best prices📠 In Russia: • Moscow → Murmansk (Jun) from 2,400₽ • Yekaterinburg → Tyumen (Jun) from 9,700₽ • Moscow → Sochi (Jun) from...	VIEWS 5 134 REPOSTS 4	REACTIONS 7 ER 2.5%
Nº3 16.06 · 18:00 PHOTO ✈️Fly at best prices📠 In Russia: • Omsk → Ulan-Ude (Aug–Oct) from 7,300₽ • Sochi → Saint Petersburg (Jun 18) for 2,700₽ •...	VIEWS 4 871 REPOSTS 4	REACTIONS 2 ER 2.4%

Nº4 15.06 · 18:00 PHOTO ✈️Fly at best prices🌐 In Russia: • Moscow → Ufa (Jun) from 5,200₽ • Krasnoyarsk → Tomsk (Jun) from 5,200₽ • Yaroslavl → Samara (Jul 11)...	VIEWS 4 822 REPOSTS 5	REACTIONS 7 ER 2.3%
Nº5 10.06 · 18:00 PHOTO ✈️Fly at best prices🌐 In Russia: • Kogalym → Moscow (Jun) from 7,900₽ • Makhachkala → Ulyanovsk (Jun) from 6,500₽ • Moscow → Mineralnye...	VIEWS 4 812 REPOSTS 5	REACTIONS 7 ER 2.3%

|

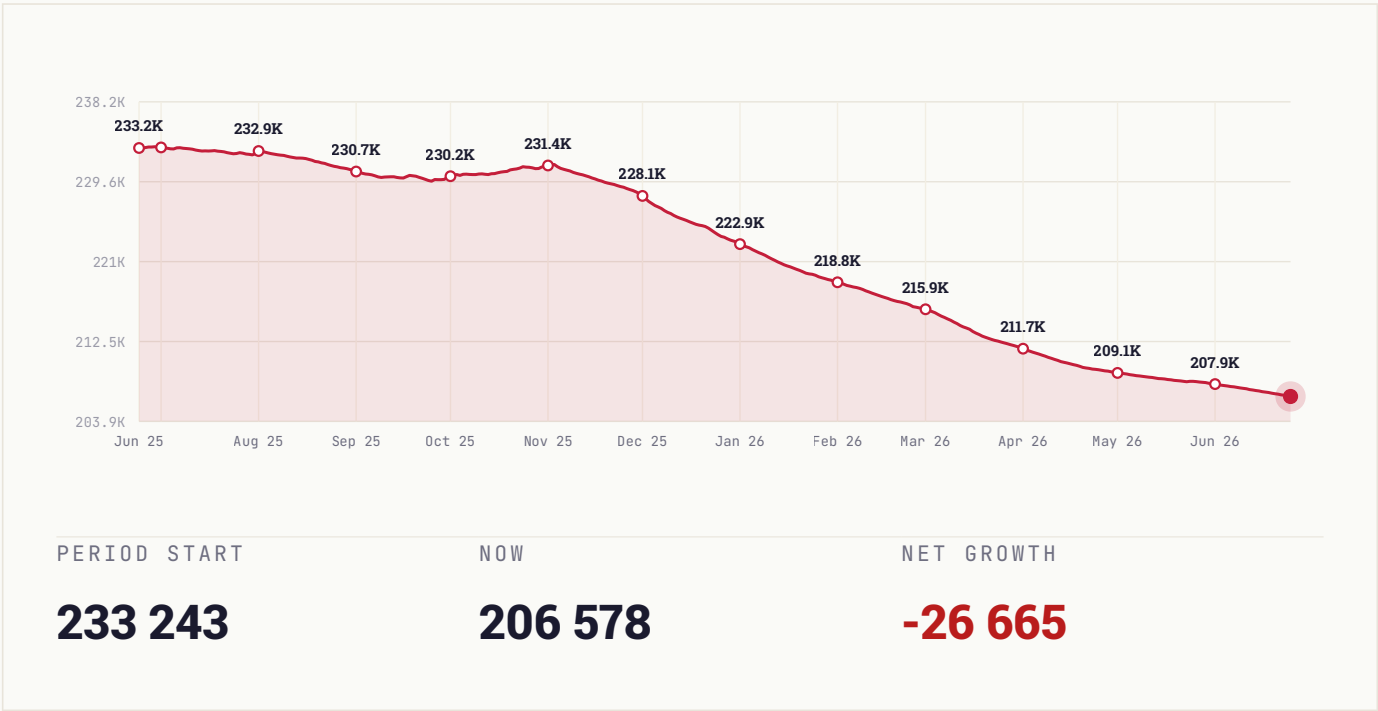
WORST 3

↓ 20.06 · 14:30 PHOTO 🌐Marmaris tours 🌐 from Moscow up to 37% off 🌐Book here🌐 When: Jul 2 Duration: 7 nights Price: from 49,700₽ per person What...	VIEWS 2 904 REPOSTS 4	REACTIONS 5 ER 1.4%
↓ 12.06 · 10:00 PHOTO 🌐Egypt tours 🌐 from Saint Petersburg up to 49% off 🌐Book here🌐 When: Jul 4 Duration: 10 nights Price: from 59,200₽ per...	VIEWS 2 846 REPOSTS 2	REACTIONS 4 ER 1.4%
↓ 12.06 · 11:30 PHOTO 🌐Egypt tours 🌐 at great prices! 🌐7 nights from Perm Jul 2 from 48,900₽ per person 🌐9 nights from Samara 25...	VIEWS 2 838 REPOSTS 4	REACTIONS 2 ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

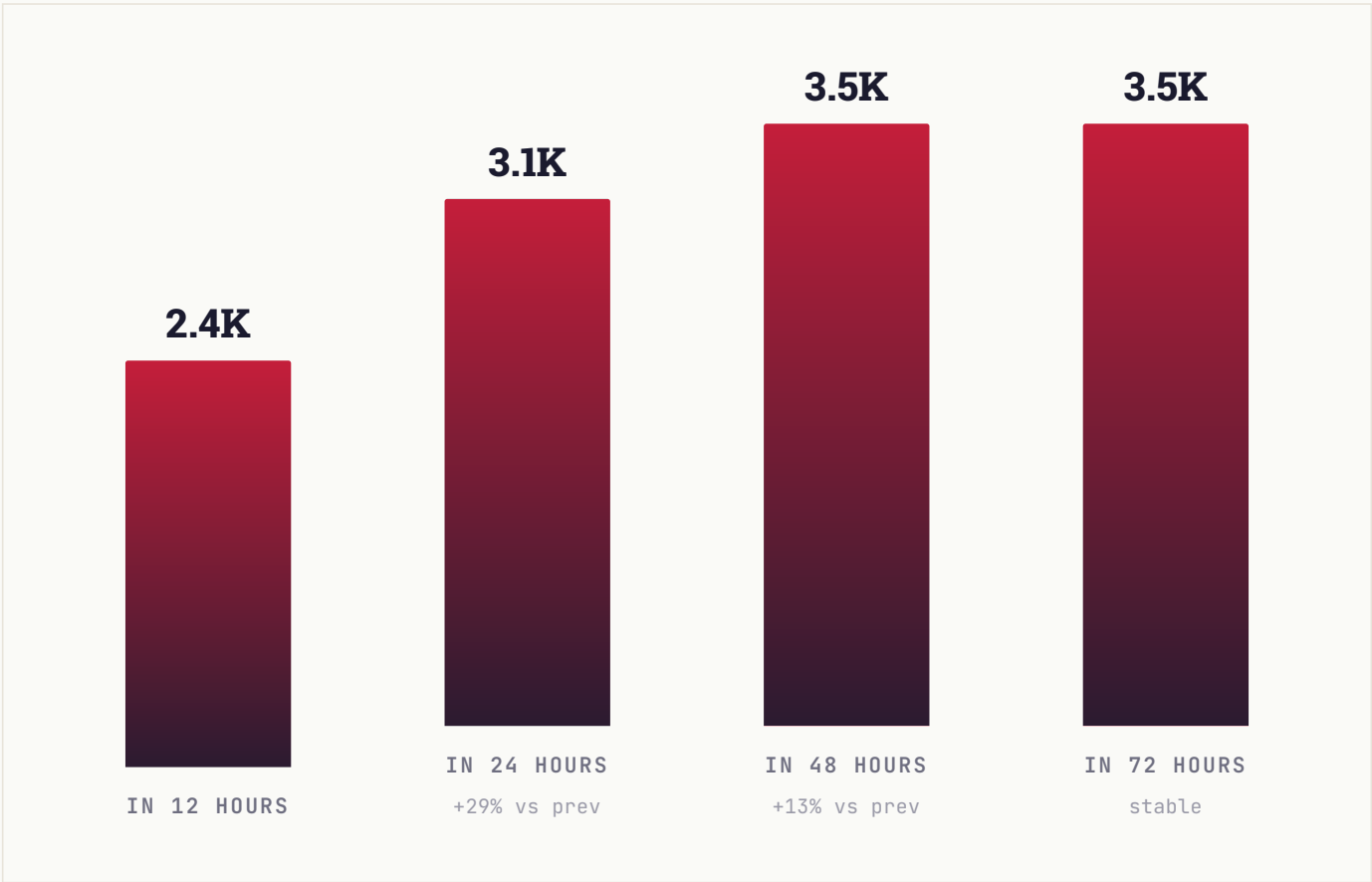
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



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	SUBS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AЭ АЭРОФЛОТ	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount wagon	433.7K
OT Ozon Travel	407.8K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
XT Travel Freeloaders YOU	206.6K

COMPARATIVE INSIGHT

Channel in top half of niche (#31 of 94). Niche leader — Moscow - where to go | Poster (1.2M), median subs 153.9K. Aim for top quartile — realistic 6-12 month horizon.

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 were **56**, they brought **3 319** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
December 2025	8	3	0	
November 2025	19	19	197	
October 2025	3	1	1 616	
September 2025	10	3	772	
August 2025	6	3	296	
July 2025	10	4	438	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
56		6	3 319	

SECTION 07 • NICHE COMPARISON

Where the channel stands 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-p90). Black line — median. Red dot — your channel.

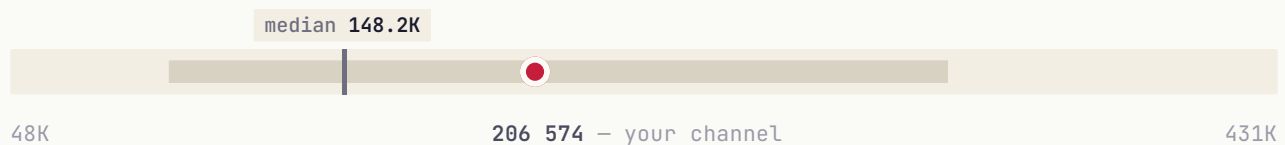
#31/100

POSITION IN NICHE

Channel in top half of ranking

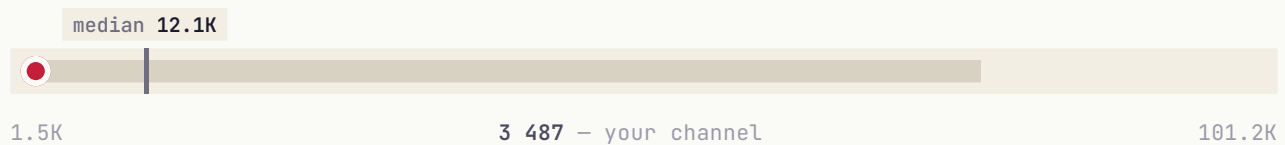
SUBS

better than 62% of niche



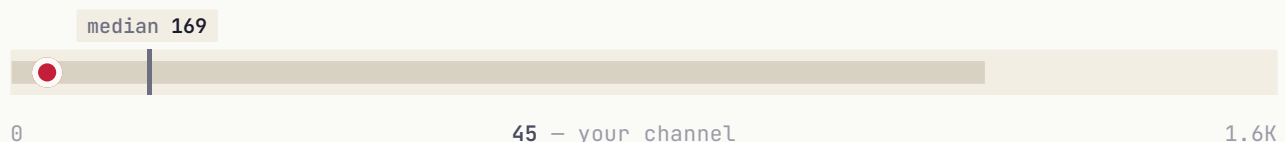
AVG REACH / POST

71% below median



CITATION INDEX

73% below median



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Monday

Audience most active on this day at 21:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 1.69% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+5.8pp ER
- 04

Systematic traffic buying

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

EFFECT

+1K-3K subs
- 05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ 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
