

PUBLIC PROMTPRESS REPORT

Channel audit

I Want to Go Home - Trips You Won't Take



@hochu_domoj

Registration statement with Roskomnadzor No. 5691101695
Contact - pashkowski@gmail.com Ads - https://t.me/lina_surf

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
30 217	40.0%	10.7K
+1000 per month 19.07.2026	per day 15.1%	ad reach 4.5K/24h

HTTPS://PROMTPRESS.COM/AUDIT/HOCHU_DOMOJ

— 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 graph · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates 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. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 30 217 —	 SUBS REACH 35.29% avg % subs see post	 VIEWS/POST 10.7K median 12.2K · 21 days	 POSTS/WEEK 4.2 for period
 7D TREND — no data for period	 REACTIONS/POST 191.6 total 2,491 reactions, 683 reposts, 221 comments	 POST LENGTH 748 chars median 870 · 21 days	 POSTS ANALYZED 13 21 days
 AD REACH 4.5K avg per 24h	 CHURN / MONTH +1000 last month	 CITATION RATE 64 citation index · 328 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 03.03.2022

AI EDITOR SUMMARY

Channel «I want to go home - Travels you won't take» — 30 217 subs. Each post avg views 10.7K people (35% of subs), good reach. Publishes 4 posts per week (~1/day) — rare posts.

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 13 posts in 21 days.
- 02 Dominant format – Photo (9/13 posts).
- 03 Avg post length – 748 chars (median 870).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts get 2x more views than weakest (14.3K avg top vs 7.7K worst) – among 13 posts in 21 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 08:03 PHOTO One of my dumbest travel mistakes – assuming there'd be internet at the spot or in a nearby café. I remember once in...	VIEWS 14 687 REPOSTS 24	REACTIONS 76 ER 48.6%
Nº2 04.07 · 08:03 PHOTO New video from the Colombian Amazon on the channel! Another episode of our Amazon jungle adventures with a daredevil Indian guide...	VIEWS 14 321 REPOSTS 18	REACTIONS 213 ER 47.4%
Nº3 26.06 · 12:01 PHOTO New video from Colombia! In this episode I head into the jungle again with my crazy Indian guide Loco – this time to get into...	VIEWS 13 902 REPOSTS 23	REACTIONS 188 ER 46.0%

Nº4 26.06 • 12:01 TEXT NASVAY AMAZON-STYLE OR COCAINE FOR THE HEALTHY MAN I tell what secret forbidden words I beeped in the new video to avoid trouble...	VIEWS 13 340 REPOSTS 167 REACTIONS 516 ER 44.1%
Nº5 29.06 • 16:47 TEXT Get two SIMs with unlimited data free right now. eSIM.black has a promo – new users get a discount code...	VIEWS 13 114 REPOSTS 25 REACTIONS 66 ER 43.4%

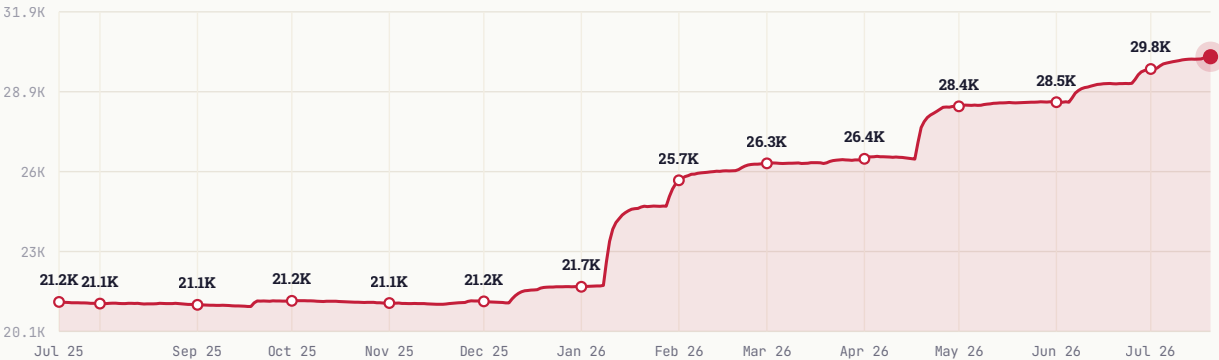
WORST 3

↓ 13.07 • 18:15 PHOTO Another delightful documentary find for the collection of films about Buddhist monks and their "human" side - Becoming Who I...	VIEWS 9 495 REPOSTS 156 REACTIONS 212 ER 31.4%
↓ 15.07 • 16:58 PHOTO Maybe write a book?	VIEWS 6 943 REPOSTS 9 REACTIONS 501 ER 23.0%
↓ 16.07 • 08:04 PHOTO BATUMI KHINKALI RATING Tomorrow a new video drops on the channel – about my road trip across Georgia, from sea to mountain passes...	VIEWS 6 559 REPOSTS 179 REACTIONS 166 ER 21.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

21 170

NOW

30 217

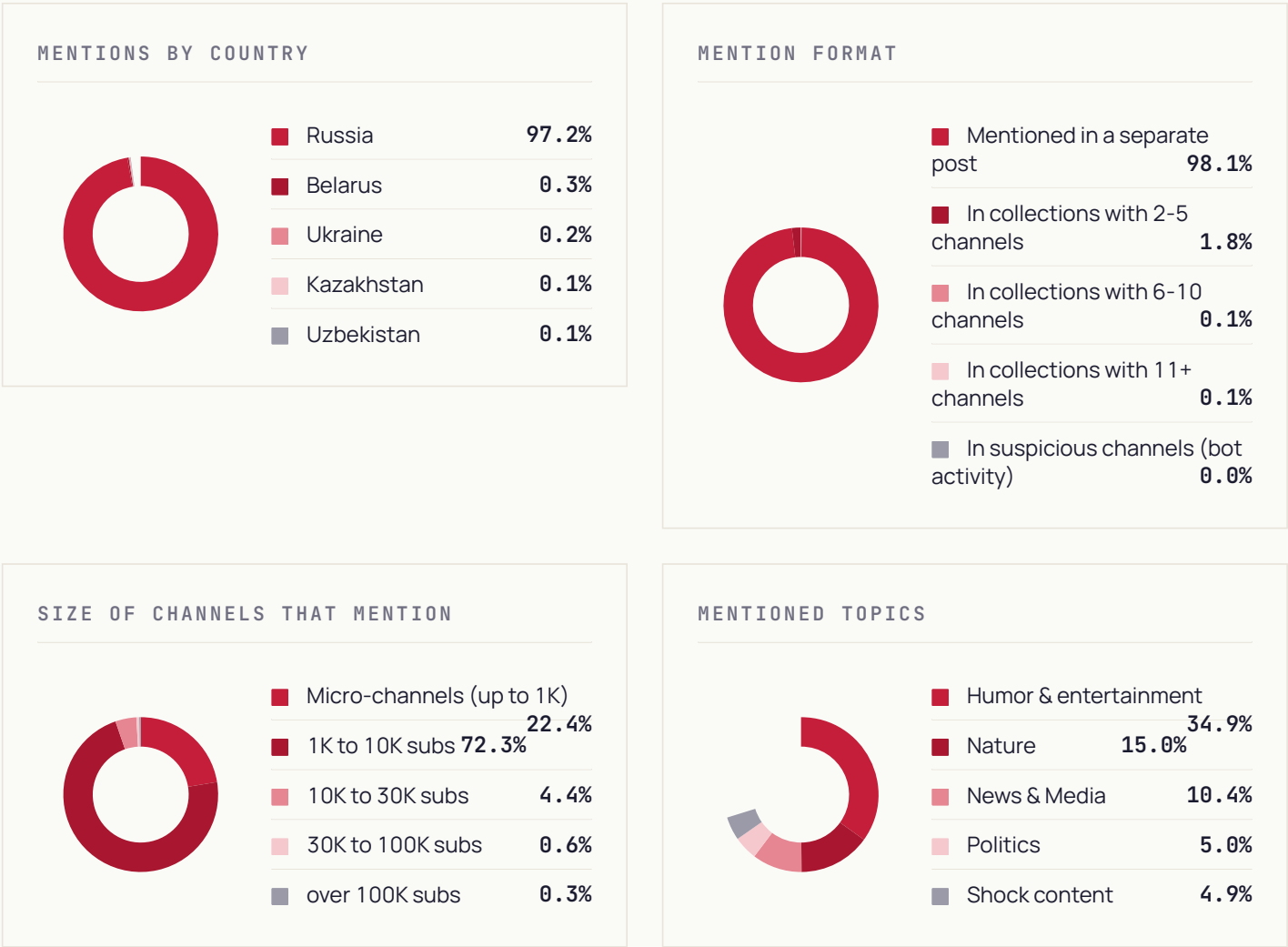
NET GROWTH

+9 047

SECTION 04 · MENTIONS

Who mentions the channel and how

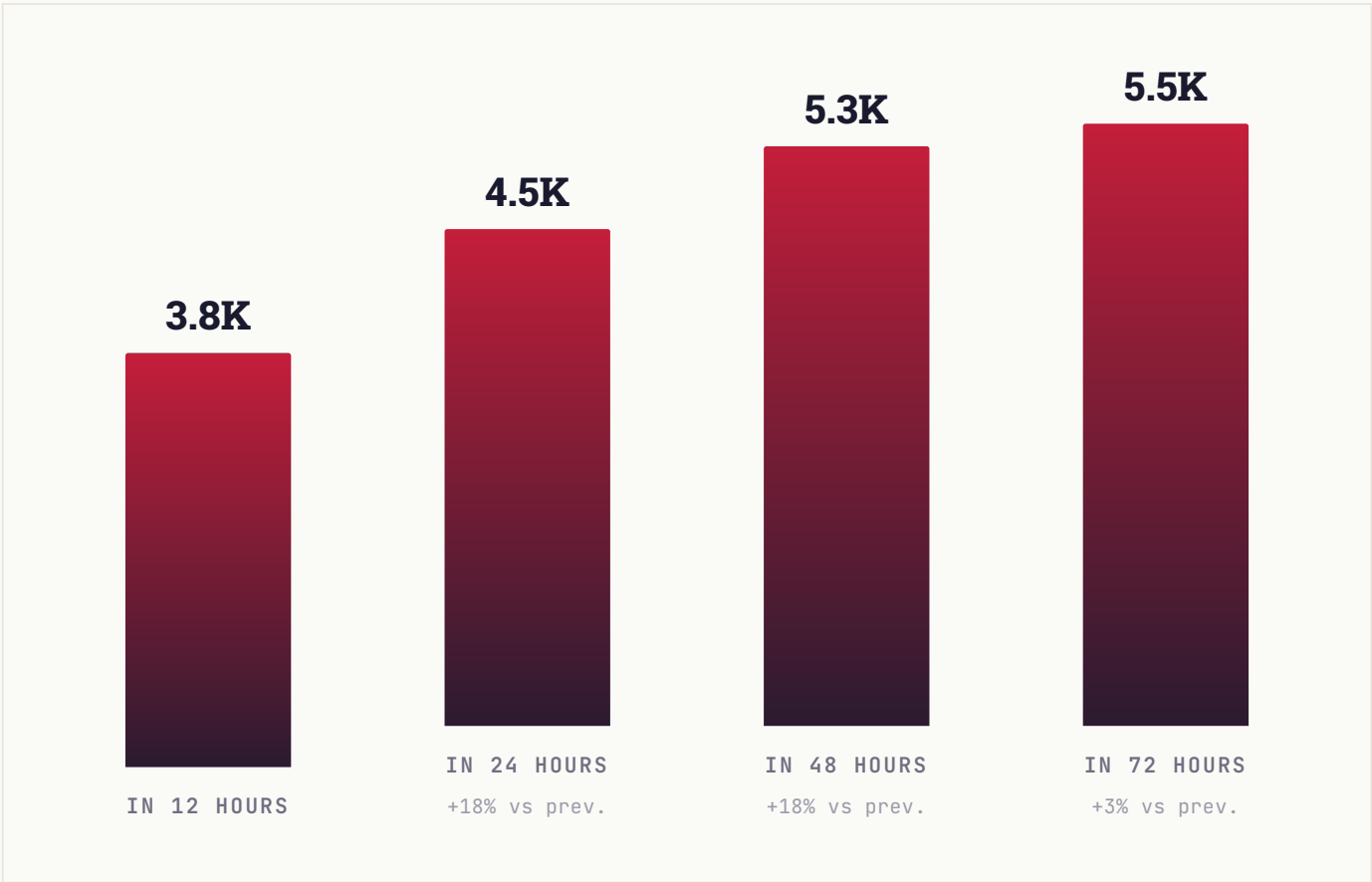
Citation index **64** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **328** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.1M
A« Pobeda Airlines	1.1M
MD Moscow Digest	553.3K
AE AEROFLOT	524.4K
Mon Moskvichka	515.3K
TU Tutu	494.5K
JP Yandex Travel	494.4K
Sun Discount train	431K
OT Ozon Travel	416K
HD I Want to Go Home - Trips You Won't Take YOU	30.2K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 560**, they brought **4 902** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	295	25	3 831
December 2025	270	28	607
November 2025	143	28	138
October 2025	346	28	37
September 2025	195	24	223
August 2025	311	24	66

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1 560	6	4 902

SECTION 08 · NICHE COMPARISON

Where 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 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience most active on this day at 15:00 MSK.

EFFECT

**Best window
for important
post**

03

Increase video post share

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

EFFECT

**Video retains
audience
better**

04

System traffic purchase

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 and interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — 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. To go further — run ads through us and close your growth plan in a month.

01 **Launch ad in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
