

PUBLIC REPORT PROMTPRESS

Channel audit to stay



@hotostay

Architectural tourism and global hedonism: hotels, locations, culture. Author channel of two architects. RKN: <https://clck.ru/3Fn3MW> Contact and ads: Maria @mvertinskaya Kirill...

SUBSCRIBERS

52 153

-206 per month

ERR (% SEE POSTS)

9.0%

last day **4.9%**

REACH/POST

4.5K

ad reach **2.6K**/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.

 SUBSCRIBERS 52 153 —	 SUBS REACH 8.64% avg % subs see post	 VIEWS/POST 4.5K median 4.3K · 29 days	 POSTS/WEEK 11.1 for period
 7D TREND -33.7% vs previous week	 REACTIONS/POST 80.4 total 3,698 reactions, 3,260 reposts, 7 comments	 POST LENGTH 308 chars median 299 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -206 last month	 QUOTE RATE 549 citation index · 725 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 18.08.2020

AI EDITOR SUMMARY

Channel «to stay» — 52 153 subs. Each post averages 4.5K people (9% of subs), reach is low — consider expanding audience. Publishes 11 posts per week (~2/day) — consistent schedule. For week Jun 29 – Jul 5 reach dropped -33.7% by week 22–28 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 46 posts over 29 days.
- 02 Dominant format – Photo (37/46 posts).
- 03 Avg post length – 308 chars (median 299).
- 04 Peak audience activity – Wednesday, 18:00 MSK.
- 05 Top posts get 3× more views than the weakest (10.7K avg for top vs 3.6K for worst) – among 46 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 15:00 PHOTO Our top hotels for a getaway in Tula region • Usadba Bekhovo – atmospheric guesthouse next to Polenovo Museum • Khoromy...	VIEWS 20 518 REPOSTS 470	REACTIONS 82 ER 39.3%
Nº2 13.06 · 10:35 PHOTO Apartura Spacious apartments in Kaliningrad, in our favorite Amalienau district. Located in a former burgomaster's villa of Königsberg...	VIEWS 5 778 REPOSTS 194	REACTIONS 139 ER 11.1%
Nº3 16.06 · 16:26 VIDEO Surfer record-holder Sebastian Steudtner conquers giant wave in Nazaré #Portugal	VIEWS 5 708 REPOSTS 281	REACTIONS 250 ER 10.9%

Nº4 12.06 • 12:55 PHOTO  Shishi-iwa House Boutique hotel in Karuizawa forests by Japanese architect Shigeru Ban. Curved roof, lots of wood, panoramic views and...	VIEWS 5 046 REACTIONS 64 REPOSTS 60 ER 9.7%
Nº5 16.06 • 10:47 PHOTO  Palácio de Tavira New hotel in southern Portugal, in cozy Tavira. Housed in an 18th-century residence that was once the center of...	VIEWS 4 917 REACTIONS 62 REPOSTS 38 ER 9.4%

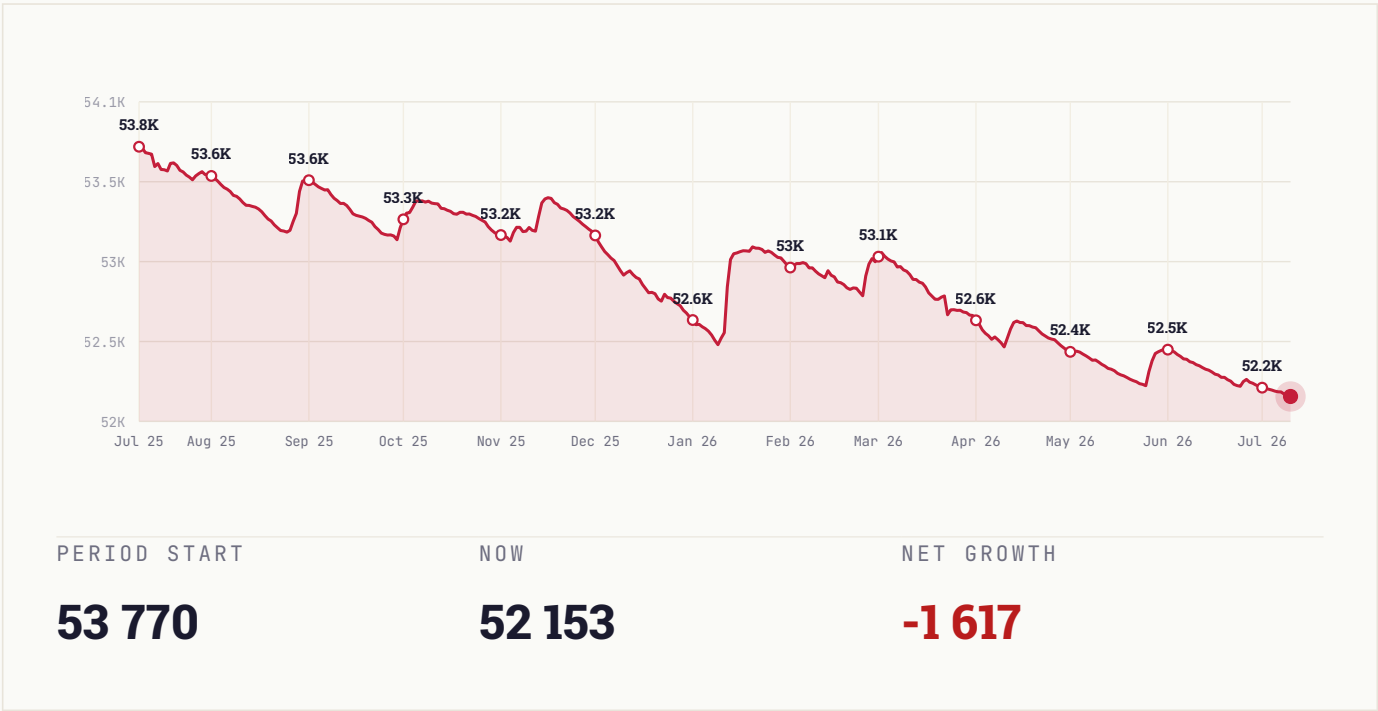
WORST 3

 06.07 • 16:10 PHOTO  Gatehouse Cottage Miniature castle on Loch Ness – a bit of fairy tale in northern Scotland, on the grounds of Aldourie Castle. By day you can explore...	VIEWS 3 607 REACTIONS 81 REPOSTS 57 ER 6.9%
 06.07 • 12:35 VIDEO Half a year left until 2027, and if you want to celebrate New Year in a special way – it's time to think about it. Nastoyashchiy invites you to...	VIEWS 3 573 REACTIONS 16 REPOSTS 5 ER 6.9%
 06.07 • 10:19 VIDEO Dreaming of Edinburgh #UK Video: Rachel Hughes	VIEWS 3 565 REACTIONS 117 REPOSTS 67 ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

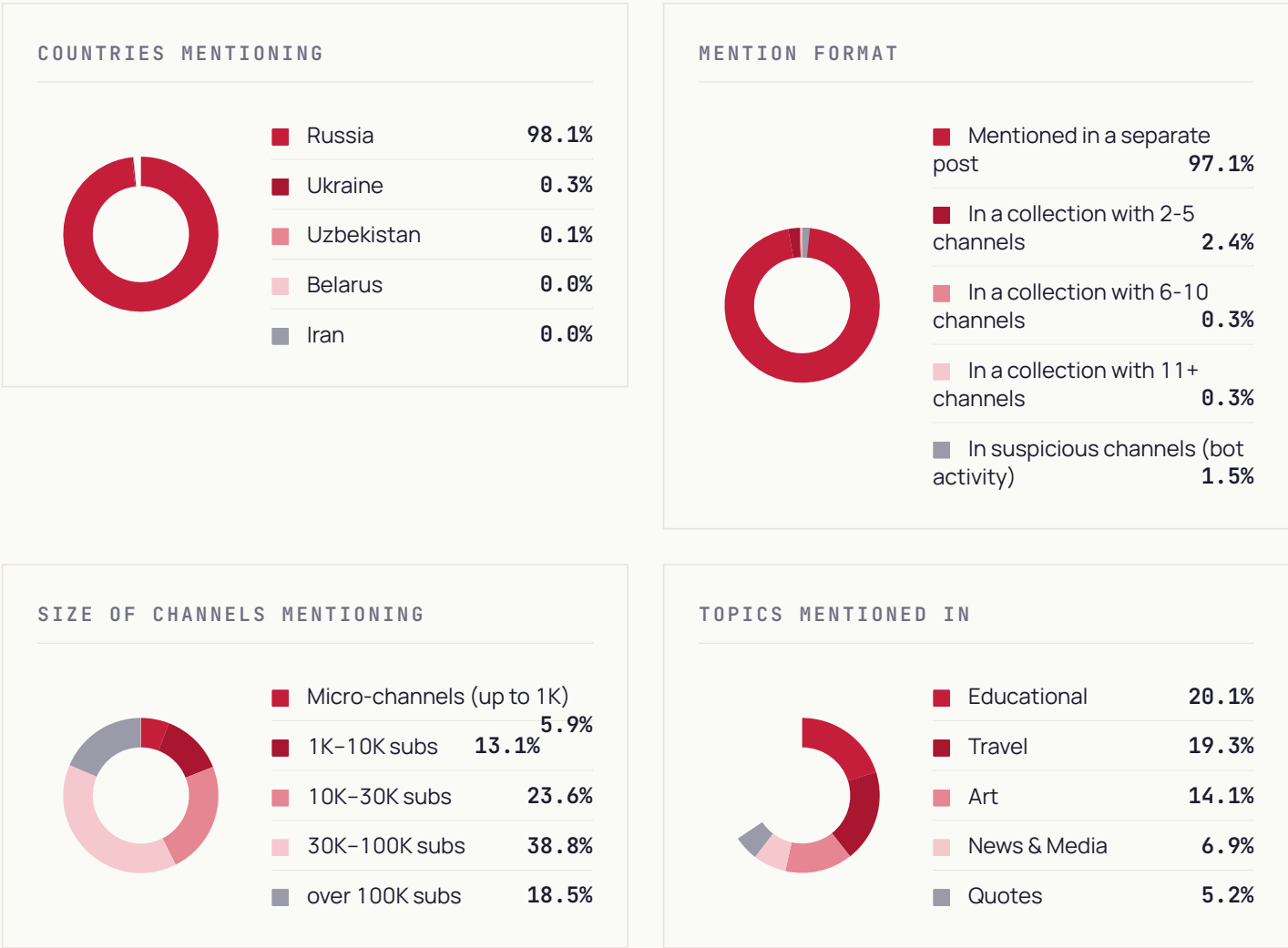
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

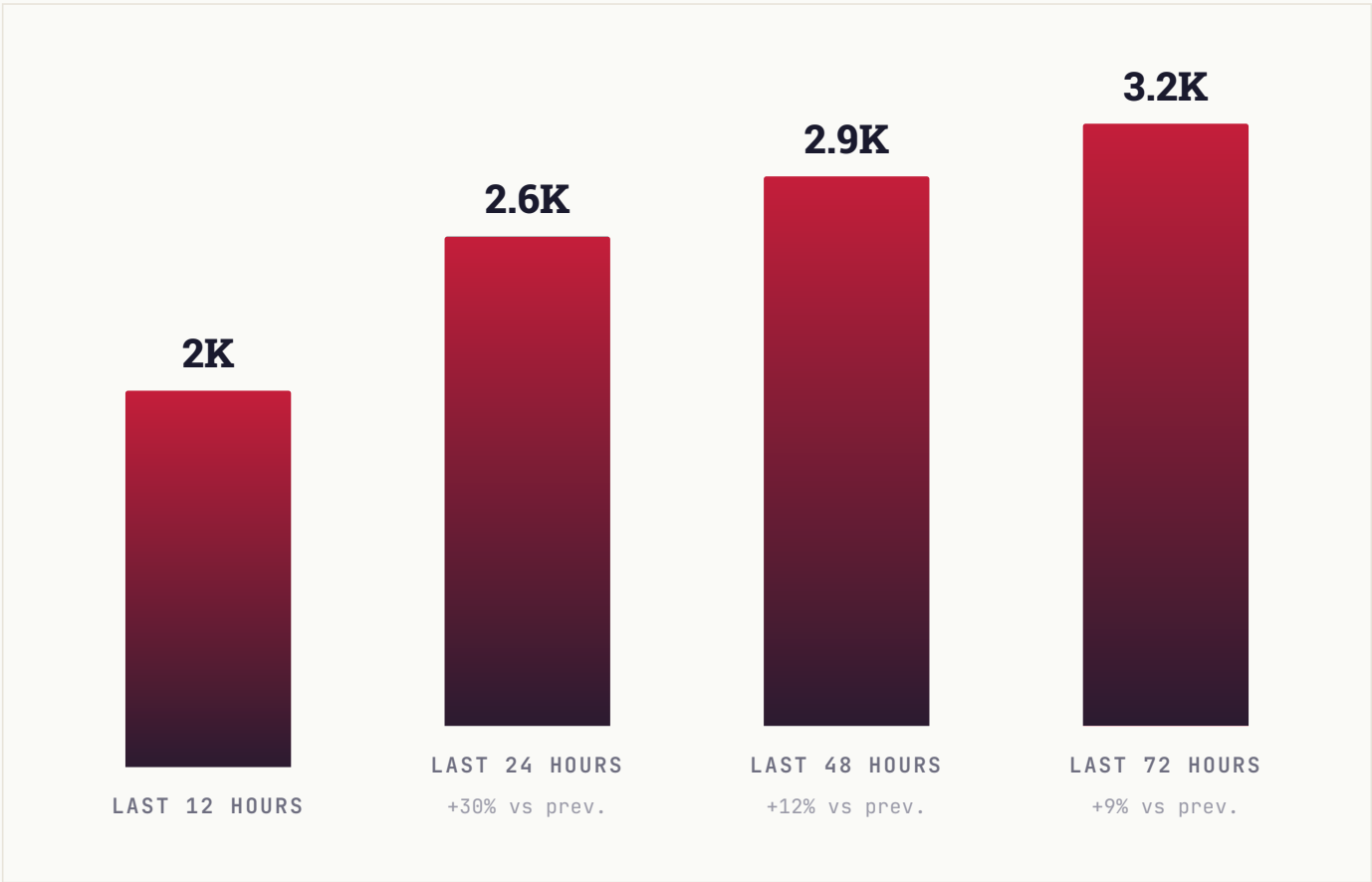
Citation index **549** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **725** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP How to travel almost for free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.8K
OT Ozon Travel	398.9K
TS to stay YOU	52.2K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 96 — early growth stage. Niche leader — Moscow events | Poster (1.2M), top-96 median: 151.6K. First goal — enter top-96 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 **67**, they brought **1 675** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	8	6	650	
December 2025	13	13	74	
Nov 2025	12	12	332	
Oct 2025	14	4	194	
September 2025	6	4	93	
August 2025	14	13	332	

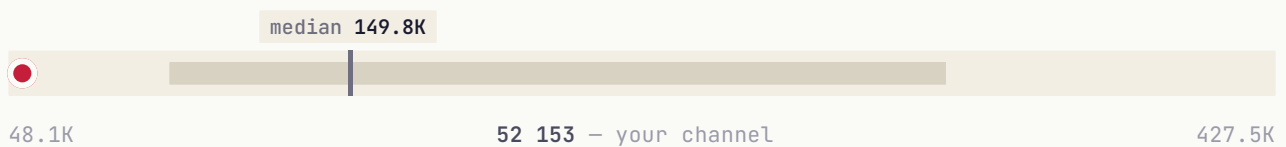
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
67	6	1 675

— SECTION 08 • NICHE COMPARISON

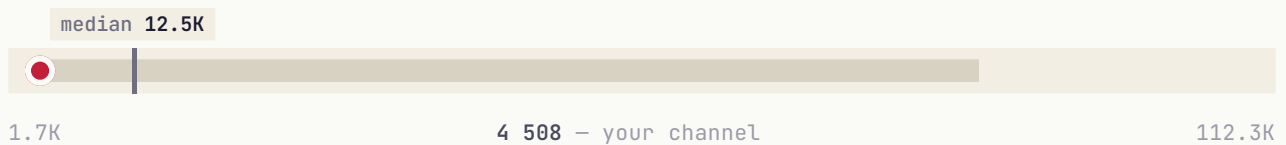
Where the channel ranks in its league

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

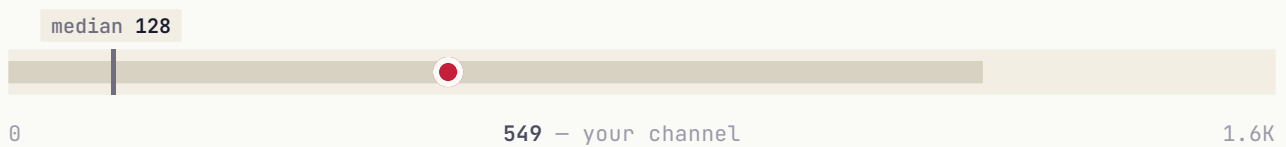
SUBSCRIBERS

65% below median

AVG REACH / POST

64% below median

CITATION INDEX

better than 65% of niche

— 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**Top post of the week — on Wednesday**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls and interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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