

PUBLIC PROMTPRESS REPORT

# Channel audit

## Routes of Inspiration



@inspiration\_routes

Leading you to inspiring places. Travel stories & tips on when to go & what to see. Let every route be your discovery. Ad @antony\_sayme  
RKN:...

SUBSCRIBERS

**279 325**

+13340 per month

ERR (% SEE POSTS)

**40.0%**

per day 20.4%

REACH/POST

**95.3K**

ad reach 57.1K/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 Mentions

Who mentions the channel and how

---

## 05 Ad potential

How long a post generates reach

---

## 06 Competitors

Niche neighbors · your place

---

## 07 Niche comparison

Rank in «Travel» category

---

## 08 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.

|                                                                                                                                                     |                                                                                                                                                                                          |                                                                                                                                                                             |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>279 325</div> <div>—</div>            | <div> SUBS REACH</div> <div>34.13%</div> <div>avg % subs see post</div>                                 | <div> VIEWS/POST</div> <div>95.3K</div> <div>median 96.4K · 26 days</div>                  | <div> POSTS/WEEK</div> <div>2.6</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>-15.3%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>641.5</div> <div>total 6,415 reactions, 3,243 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>869 chars</div> <div>median 1K · 26 days</div>                | <div> POSTS ANALYZED</div> <div>10</div> <div>26 days</div>                        |
| <div> AD REACH</div> <div>57.1K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>+13340</div> <div>last month</div>                                     | <div> MENTIONS</div> <div>0</div> <div>citation index · 18 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>2 years 19 days</div> <div>created 06.06.2024</div> |

AI EDITOR SUMMARY

Channel «Routes of Inspiration» — 279 325 subs. Each post avg views 95.3K people (34% of subs), that's good reach. Publishes 3 posts per week (~0/day) — rare. Week Jun 8–14 reach dropped -15.3% vs week 1–7 June — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 26 days.
- 02 Dominant format — Video (8/10 posts).
- 03 Avg post length — 869 chars (median 1,000).
- 04 Peak audience activity — Friday, 20:00 MSK.
- 05 Top posts get 2× more views than the weakest (128.2K avg for top vs 84.2K for worst) — among 10 posts in 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                   |                                                                       |                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>19.06 · 17:05</div><div>PHOTO</div></div> <div>Where to go for the perfect Turkish holiday? ☺ You surely remember that amazing feeling: you take the first sip of ice-cold...</div>       | <div>VIEWS</div> <div>149 954</div> <div>REPOSTS</div> <div>230</div> | <div>REACTIONS</div> <div>641</div> <div>ER</div> <div>53.7%</div> |
| <div><div>Nº2</div><div>29.05 · 12:18</div><div>VIDEO</div></div> <div>Wild Alaska near Knik Glacier The Knik Range in Alaska looks like a route for those seeking true northern drama. Narrow...</div>           | <div>VIEWS</div> <div>119 972</div> <div>REPOSTS</div> <div>665</div> | <div>REACTIONS</div> <div>540</div> <div>ER</div> <div>43.0%</div> |
| <div><div>Nº3</div><div>02.06 · 17:10</div><div>VIDEO</div></div> <div>Niagara Falls Niagara lies right on the border of Canada and the USA, on the eponymous river connecting two Great Lakes: Erie and...</div> | <div>VIEWS</div> <div>114 723</div> <div>REPOSTS</div> <div>192</div> | <div>REACTIONS</div> <div>641</div> <div>ER</div> <div>41.1%</div> |

|                                                                                                                                                                                                  |                                                                       |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>06.06 · 06:43</div><div>VIDEO</div></div> <div>Iranian peak for mountain lovers Alam-Kuh is in Iran's Alborz range, in the Takht-e Soleyman massif. It's one of...</div> | <div>VIEWS</div> <div>112 917</div> <div>REPOSTS</div> <div>284</div> | <div>REACTIONS</div> <div>654</div> <div>ER</div> <div>40.4%</div> |
| <div><div>Nº5</div><div>11.06 · 17:08</div><div>VIDEO</div></div> <div>☒ Not sure how this happened, but the guys on the Black Sea coast have leveled up. Now they (well, one specific...</div>  | <div>VIEWS</div> <div>101 447</div> <div>REPOSTS</div> <div>348</div> | <div>REACTIONS</div> <div>672</div> <div>ER</div> <div>36.3%</div> |

|

WORST 3

|                                                                                                                                                                                                                                            |                                                                      |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>14.06 · 18:29</div><div>VIDEO</div></div> <div>A route for those unafraid of heights In Austria, there's a place where a mountain walk suddenly becomes a nerve test. On Mount...</div>                              | <div>VIEWS</div> <div>91 401</div> <div>REPOSTS</div> <div>355</div> | <div>REACTIONS</div> <div>612</div> <div>ER</div> <div>32.7%</div> |
| <div><div>↓</div><div>18.06 · 16:10</div><div>VIDEO</div></div> <div>Chirkhalyu, Dagestan There are places in Dagestan that don't make tourist lists right away, but that's exactly what makes them special. Chirkhalyu waterfall...</div> | <div>VIEWS</div> <div>81 208</div> <div>REPOSTS</div> <div>404</div> | <div>REACTIONS</div> <div>614</div> <div>ER</div> <div>29.1%</div> |
| <div><div>↓</div><div>20.06 · 09:28</div><div>VIDEO</div></div> <div>New temple amid water and gold in Ningbo In Chinese Ningbo, a new Buddhist temple has appeared that looks almost like a ready-made scene from...</div>                | <div>VIEWS</div> <div>79 870</div> <div>REPOSTS</div> <div>364</div> | <div>REACTIONS</div> <div>679</div> <div>ER</div> <div>28.6%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

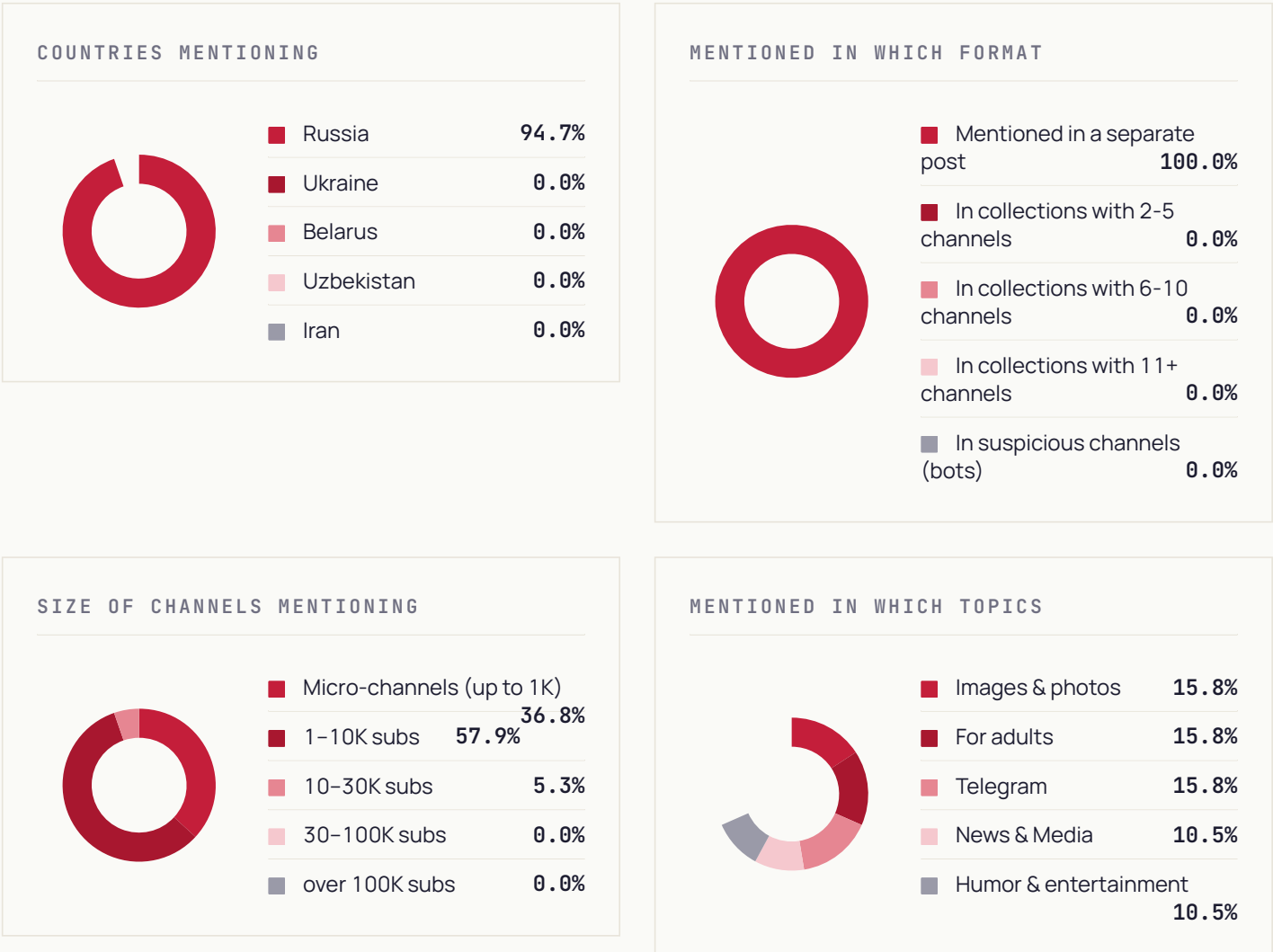
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

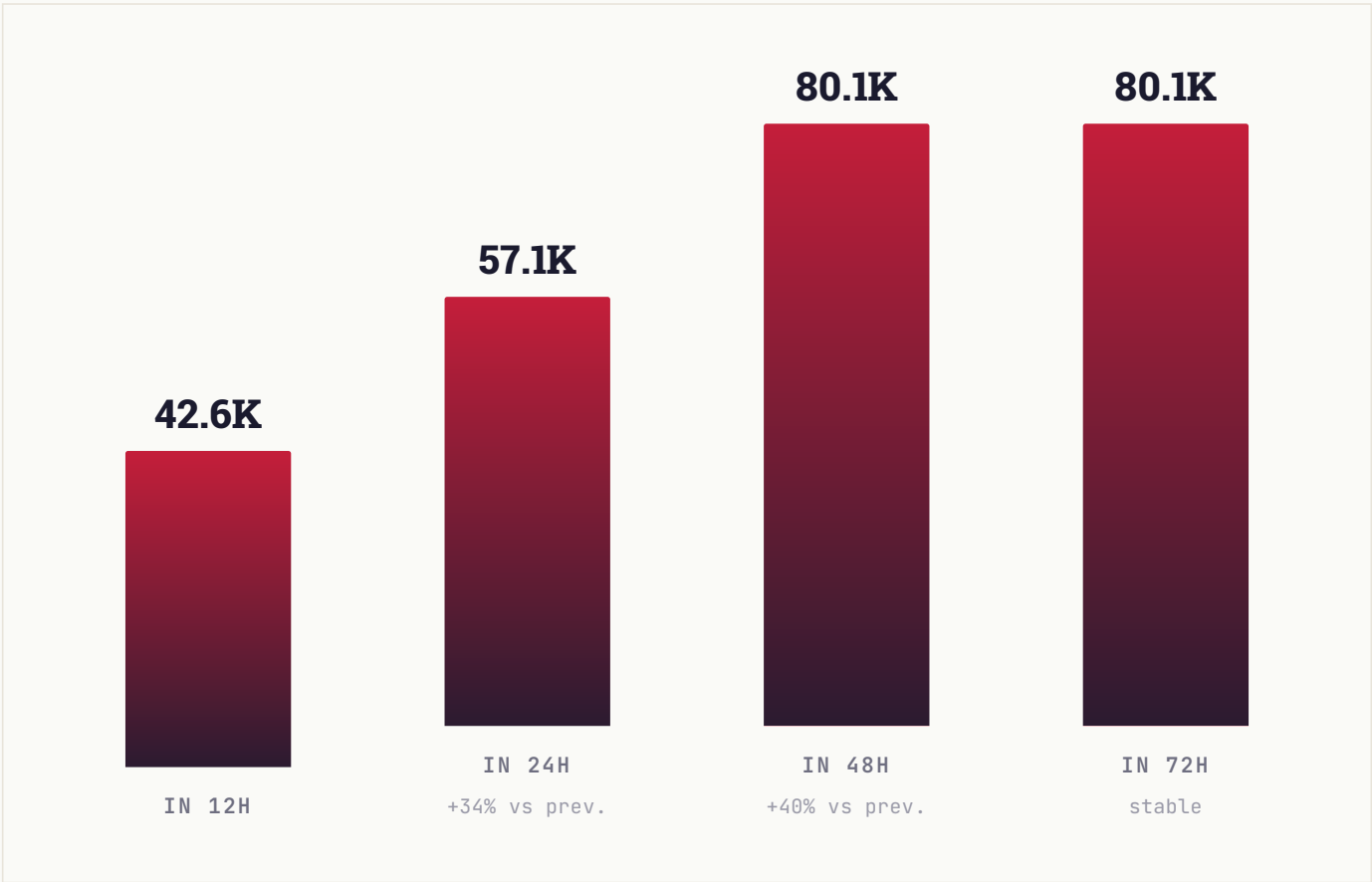
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned 18 different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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





SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                                                        | SUBSCRIBERS |
|--------------------------------------------------------------------------------|-------------|
| M- Moscow - where to go   Poster                                               | 1.2M        |
| A« Pobeda Airlines                                                             | 1.1M        |
| MD Moscow Digest                                                               | 569.1K      |
| AE AEROFLOT                                                                    | 526.1K      |
| MO Moskvichka                                                                  | 510.9K      |
| TU Tutu                                                                        | 505.7K      |
| JP Yandex Travel                                                               | 502.4K      |
| VS Discount wagon                                                              | 433.7K      |
| OT Ozon Travel                                                                 | 407.8K      |
| SP Ways to travel almost free (RU)   Vandrouki, Вандруки, вандроки — that's us | 401.8K      |
| MV Routes of Inspiration YOU                                                   | 279.3K      |

COMPARATIVE CONCLUSION

Channel in first quartile of niche (#15 of 94). Leader — Moscow - where to go | Poster (1.2M). Goal for the coming months: enter the niche top-10 through systematic traffic work.

SECTION 07 · NICHE COMPARISON

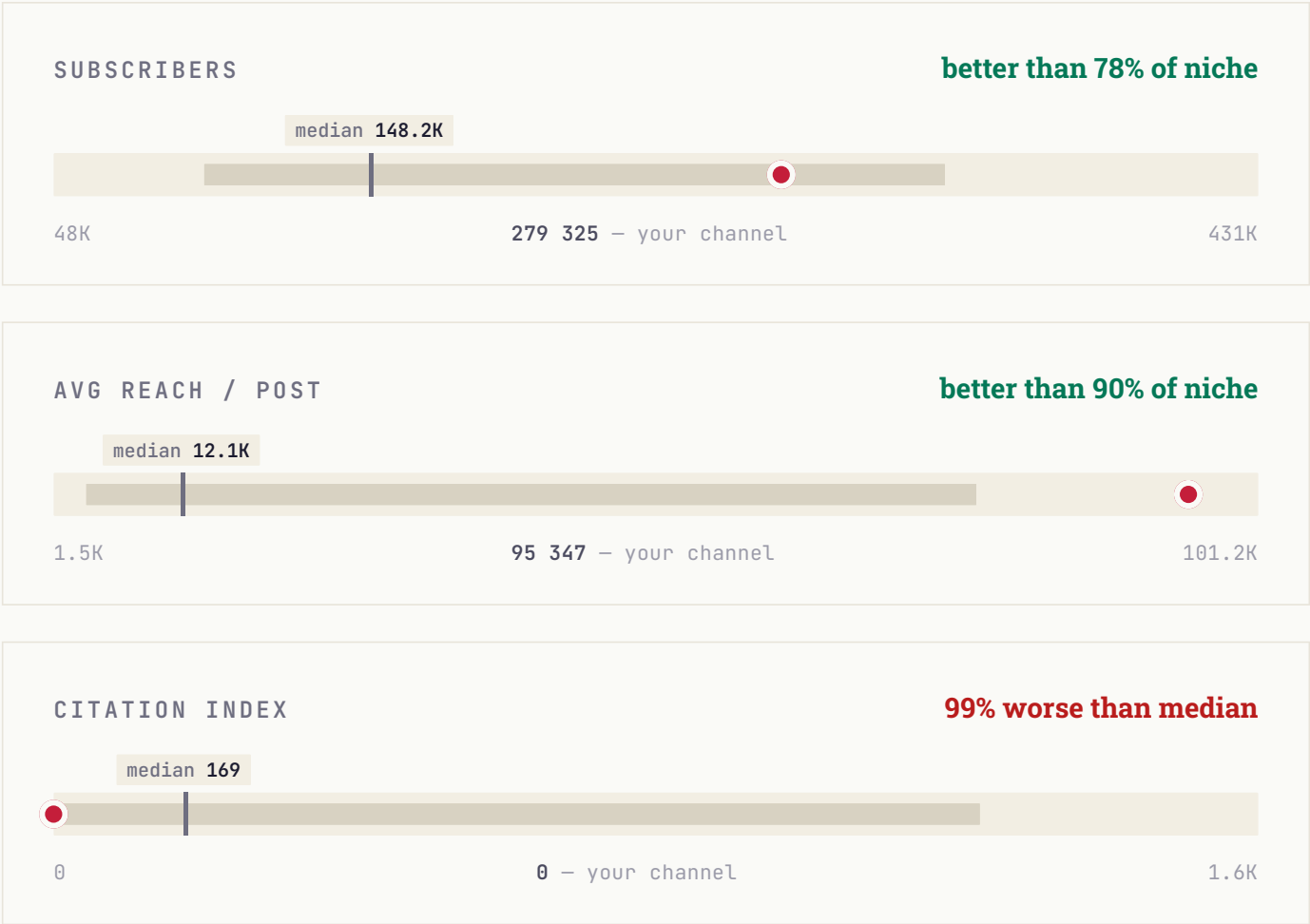
# Where the channel stands in its league

Top-100 channels in category "Travel» (Russia) and compared your channel against them. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is the median. Red dot is your channel.

#15/100

RANK IN NICHE

Channel in top 15% – strong position



## — SECTION 08 · 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 2.6 posts/week. Active channels average 7-10.  
Consistency is key to retention.

EFFECT

**Consistency  
beats volume**

02

## Top post of the week — on Friday

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post**

03

## Systematic traffic buying

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

EFFECT

**+1000-3000  
subs**

04

## Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is 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 ad** <https://panel.promptpress.com/register>

---

**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

---