

PROMTPRESS PUBLIC REPORT

Channel audit

Куда в Краснодаре



@kuda_vkrasnodare

Krasnodar always finds a reason to take to the streets. We collect the best events: concerts, exhibitions, parties, new spaces and places worth telling friends about. All you have to do is choose —...

SUBS

37 693

4 posts —

ERR (% SEE POSTS)

1.0%

per day **0.0%**

REACH/POST

74

Ad reach **0/24h**

— CONTENTS · 2026

What's in the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · bottom 3 · conclusions

03 Citations

Who mentions the channel and how

04 Ad potential

How long a post drives reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Position in the 'Travel' category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows for which period it is calculated.

 SUBS 37 693 —	 SUBSCRIBER REACH 0.2% Avg % subs see post	 VIEWS/POST 74 median 72 · —	 POSTS/WK. 4.0 for the period
 TREND 7D — no data for the period	 REACTS/POST — MTPROTO only	 POST LENGTH 276 chars median 294 · —	 ANALYZED POSTS 4 —
 AD REACH 0 24h avg	 CITATIONS 1 Citation index · Cited by 125 channels all-time	 CHANNEL AGE 8 days created 15.08.2026	

EDITOR'S AI SUMMARY

Channel «Куда в Краснодаре» – 37 693 subs. Each post on average gets 74 people (0% from subs), low reach – worth expanding. Publishes 4 posts per week (~1 per day) – rare posts.

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 SHARE

- 01 Analysis based on 4 posts for –.
- 02 Dominant format – Photo (3/4 posts).
- 03 Average post length – 276 characters (median 294).
- 04 Audience activity peak – Saturday, 13:00 MSK.
- 05 Strongest posts get by 1x more views than the weakest (77 avg for top vs 69 for worst) – among 4 posts for –. Worth checking what top posts share – topic, format, timing.

TOP 4 POSTS

Nº1 15.08 · 10:29 PHOTO Free movie screening "Masha and the Bears" Masha has to save her brother, who fell under a forest spell and turned into...	VIEWS 89 REPOSTS —	REACTS — ER 0.2%
Nº2 15.08 · 10:29 PHOTO Thinking where to spend the weekend? Of course, in Krasnodar parks 😊 As always, visitors to city parks can expect a packed program ❤️	VIEWS 79 REPOSTS —	REACTS — ER 0.2%
Nº3 15.08 · 10:29 PHOTO Summer gastro festival - ФУД МИШКИН You'll have a day of delicious food, music, entertainment and a true summer atmosphere July 17 16.08, 12:00-20:00...	VIEWS 65 REPOSTS —	REACTS — ER 0.2%

Nº4 15.08 · 10:29 VIDEO Perseids — the brightest meteor shower of the year. From August 12 to 13, the sky put on a show hard to forget People got to see the peak of one of...	VIEWS 63 REPOSTS —	REACTS — ER 0.2%
---	--	--

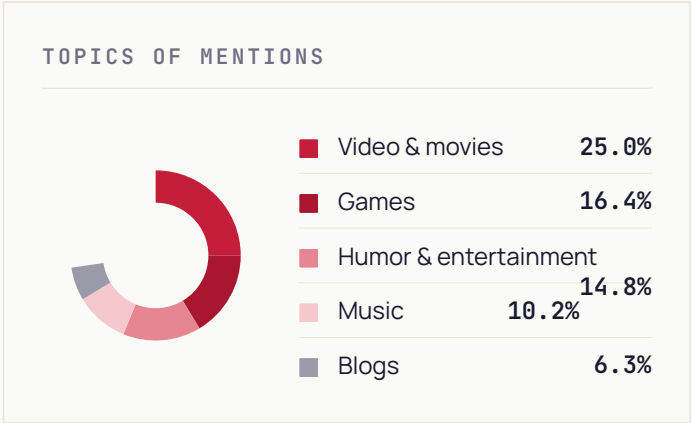
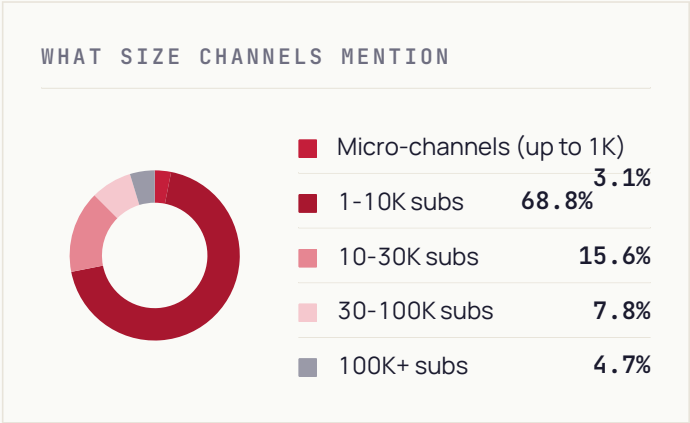
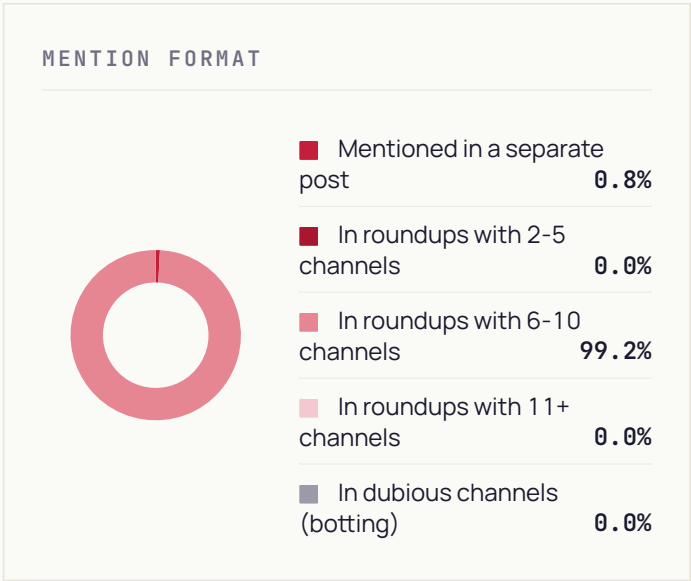
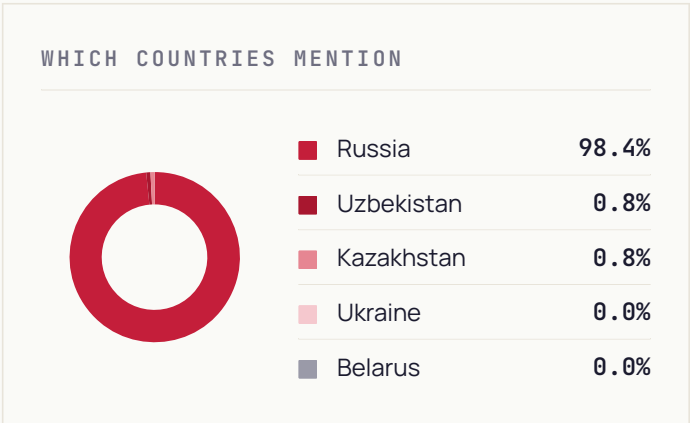
WORST 3

↓ 15.08 · 10:29 PHOTO Thinking where to spend the weekend? Of course, in Krasnodar parks 😊 As always, visitors to city parks can expect a packed program ❤️	VIEWS 79 REPOSTS —	REACTS — ER 0.2%
↓ 15.08 · 10:29 PHOTO Summer gastro festival - ФУД МИШКИН You'll have a day of delicious food, music, entertainment and a true summer atmosphere 📅 17 16.08, 12:00-20:00...	VIEWS 65 REPOSTS —	REACTS — ER 0.2%
↓ 15.08 · 10:29 VIDEO Perseids — the brightest meteor shower of the year. From August 12 to 13, the sky put on a show hard to forget People got to see the peak of one of...	VIEWS 63 REPOSTS —	REACTS — ER 0.2%

SECTION 03 · CITATIONS

Who mentions the channel and how

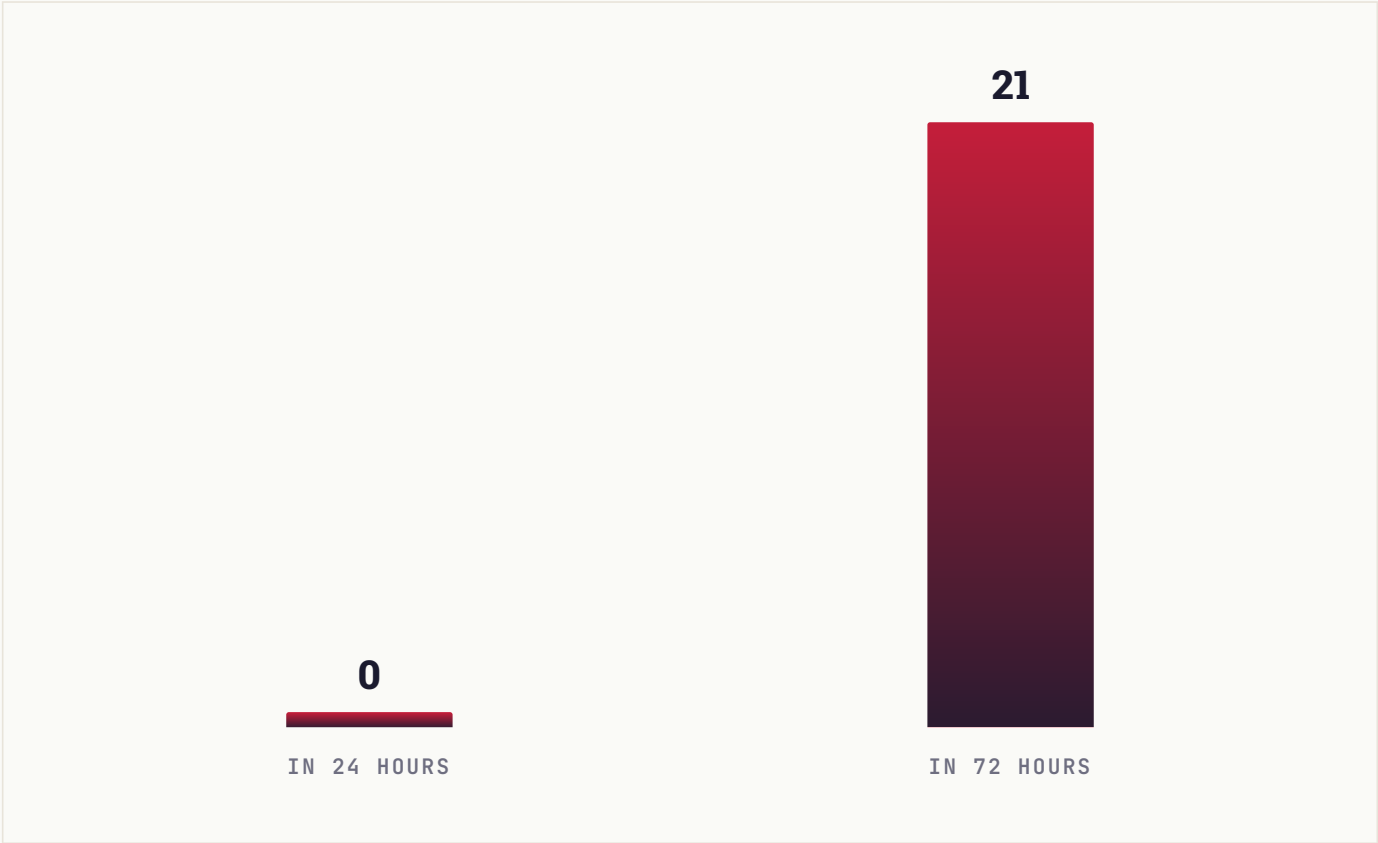
Citation index 1 – channel popularity rating based on mentions. Takes into account not only their number but also the weight of mentioners: a post from a channel with 100 K subscribers 'weighs' more than from a channel with 1 K. Over all time the channel was mentioned **125** different channels.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Average reach of an ad post by time since publication. Helps gauge how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who You Compete With

11 nearest channels by topic and audience. Highlighted your channel — see where it ranks among peers in its niche.

CHANNEL	SUBS
М- Moscow - where to go Афиша	1.2M
А« Airline 'Pobeda'	1M
МО Москвичка	668.4K
АЭ АЭРОФЛОТ	523.4K
Current Туту	504.8K
level MD Москвач Daily • 02.09.	495.7K
ЯП Yandex Travel	489K
Sun Discount wagon	427.5K
OT Ozon Travel	406.5K
Avg Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	403K
ER Куда в Краснодаре YOU	37.7K

COMPARATIVE CONCLUSION

Your channel outside niche top-96 — early growth stage. Niche leader — Moscow - where to go | Афиша (1.2M), median top-96: 142K. First goal — enter top-96 through systematic work with traffic and content.

SECTION 06 · NICHE COMPARISON

Where the channel is in its league

Took top-100 channels in category «Travel» (Russia) and looked at how the channel looks against their background. Gray band — range in which 80% of niche channels fall (from p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 07 · STRATEGY

What to do now

5 priority actions sorted by expected impact. Check off as a checklist and return to this report in a month.

-
- | | | |
|----|--|--|
| 01 | <p>Increase posting frequency</p> <p>Currently 4.0 posts/wk. Active channels post 7-10.
Consistency is the main retention factor.</p> | <p>IMPACT</p> <p>Consistency
beats volume</p> |
|----|--|--|
-
- | | | |
|----|--|---|
| 02 | <p>Main post of the week — on Saturday</p> <p>On this day and at 13:00 MSK the audience is most active.</p> | <p>IMPACT</p> <p>Best window
for an
important post</p> |
|----|--|---|
-
- | | | |
|----|---|---------------------------------------|
| 03 | <p>ER below niche benchmark — revise formats</p> <p>Current ER 0.2% vs norm 7.5%. Worth testing polls and interactive formats.</p> | <p>IMPACT</p> <p>+7.3pp ER</p> |
|----|---|---------------------------------------|
-
- | | | |
|----|---|---|
| 04 | <p>Systematic traffic buying</p> <p>Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for the niche.</p> | <p>IMPACT</p> <p>+1000-3000
subs</p> |
|----|---|---|
-
- | | | |
|----|--|---------------------------------------|
| 05 | <p>Test polls and interactive formats</p> <p>Posts with polls/reactions usually add +5-15% to ER.
One poll a week on a 'hot' topic — easy growth point.</p> | <p>IMPACT</p> <p>+5-15% ER</p> |
|----|--|---------------------------------------|
-

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit — we can do it in a few minutes on public data. Want to go further — run ads via us and hit your growth plan in a month.

01

**Run ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager