

PROMTPRESS PUBLIC REPORT

Channel audit

Куда в Красноярске



@kuda_vkrasnoyarske

Krasnoyarsk — a city that always has plans for the evening. We share where to go: concerts, exhibitions, parties, new places, and unmissable events. Pick your mood — we...

SUBSCRIBERS

37 689

5 posts —

ERR (% SEE POSTS)

1.0%

per day **0.0%**

REACH/POST

48

ad reach **0/24h**

— CONTENTS · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 37 689 —	 SUBSCRIBER REACH 0.13% avg % of subs see post	 VIEWS/POST 48 median 44 · —	 POSTS/DAY 42.9 ~300 per week
 TREND 7D — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 695 chars median 604 · —	 POSTS ANALYZED 5 —
 AD REACH 0 avg per 24h	 QUOTABILITY 1 citation index · 125 channels mentioned all time	 CHANNEL AGE 8 days created 15.08.2026	

AI EDITOR SUMMARY

Channel «Куда в Красноярске» – 37 689 subs. Each post on average gets 48 people (0% from subs), low reach – expand audience. Publishes 300 posts per week (~43 per day) – very active publishing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 5 posts per —.
- 02 Dominant format – Photo (4/5 posts).
- 03 Average post length – 695 chars (median 604).
- 04 Audience activity peak – Saturday, 13:00 MSK.
- 05 Strongest posts get 2 times more views than the weakest (61 avg top vs 34 worst) – among 5 posts for —. Worth analyzing what the top share – topic, format, timing.

TOP-5 POSTS

Nº1 15.08 · 10:20 PHOTO Aug 24: 'Ojo' concert in the TYUZ courtyard. Free entry, but more below. This is the band's debut concert – and a great...	VIEWS 76 REPOSTS —	REACTIONS — ER 0.2%
Nº2 15.08 · 10:20 PHOTO Schedule of Krasnoyarsk's only stand-up club for the coming days. Full program in cards; below, selected shows...	VIEWS 63 REPOSTS —	REACTIONS — ER 0.2%
Nº3 15.08 · 10:19 TEXT Saturday, August 15 🍷. 36 venues, 11 bands and artists, and a delivery to «Радость». Review from «Главного по Афише» with prices and music...	VIEWS 44 REPOSTS —	REACTIONS — ER 0.1%

Nº4 15.08 · 10:19 PHOTO "Frontline Dog Day" will take place on August 16 at Tatyshev Park. Starts at 12:00. Free entry This is a tribute to those who served side by side with...	VIEWS 30 REPOSTS —	REACTIONS — ER 0.1%
Nº5 15.08 · 10:19 PHOTO Aug 14: Krasnoyarsk Art Museum opens an exhibition dedicated to Andrei Pozdeev's early work and the 100th anniversary...	VIEWS 28 REPOSTS —	REACTIONS — ER 0.1%

|

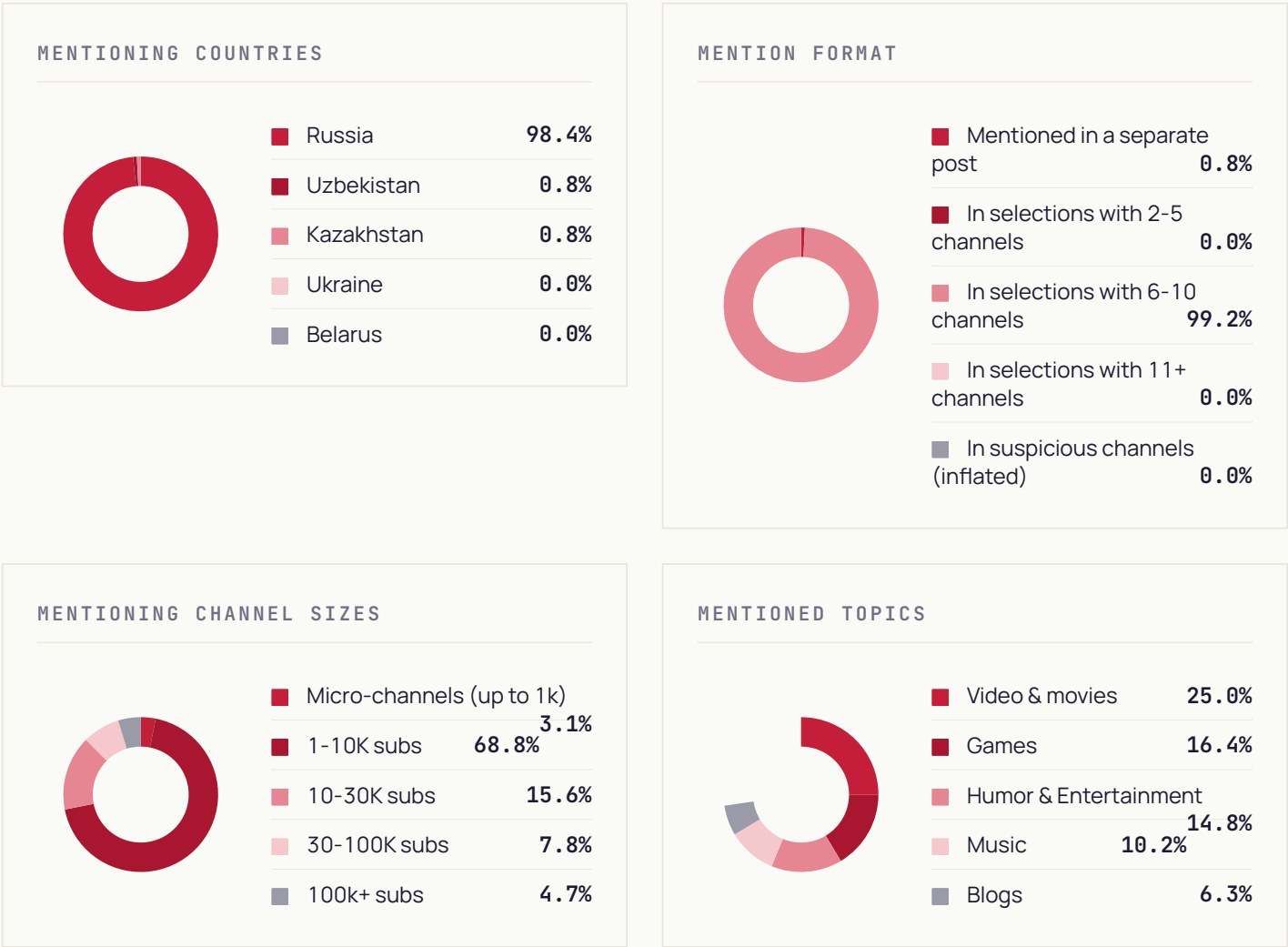
WORST 3

↓ 15.08 · 10:19 TEXT Saturday, August 15🍷🍷. 36 venues, 11 bands and artists, and a delivery to «Радость». Review from «Главного по Афише» with prices and music...	VIEWS 44 REPOSTS —	REACTIONS — ER 0.1%
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SECTION 03 · CITATIONS

Who and how mentions the channel

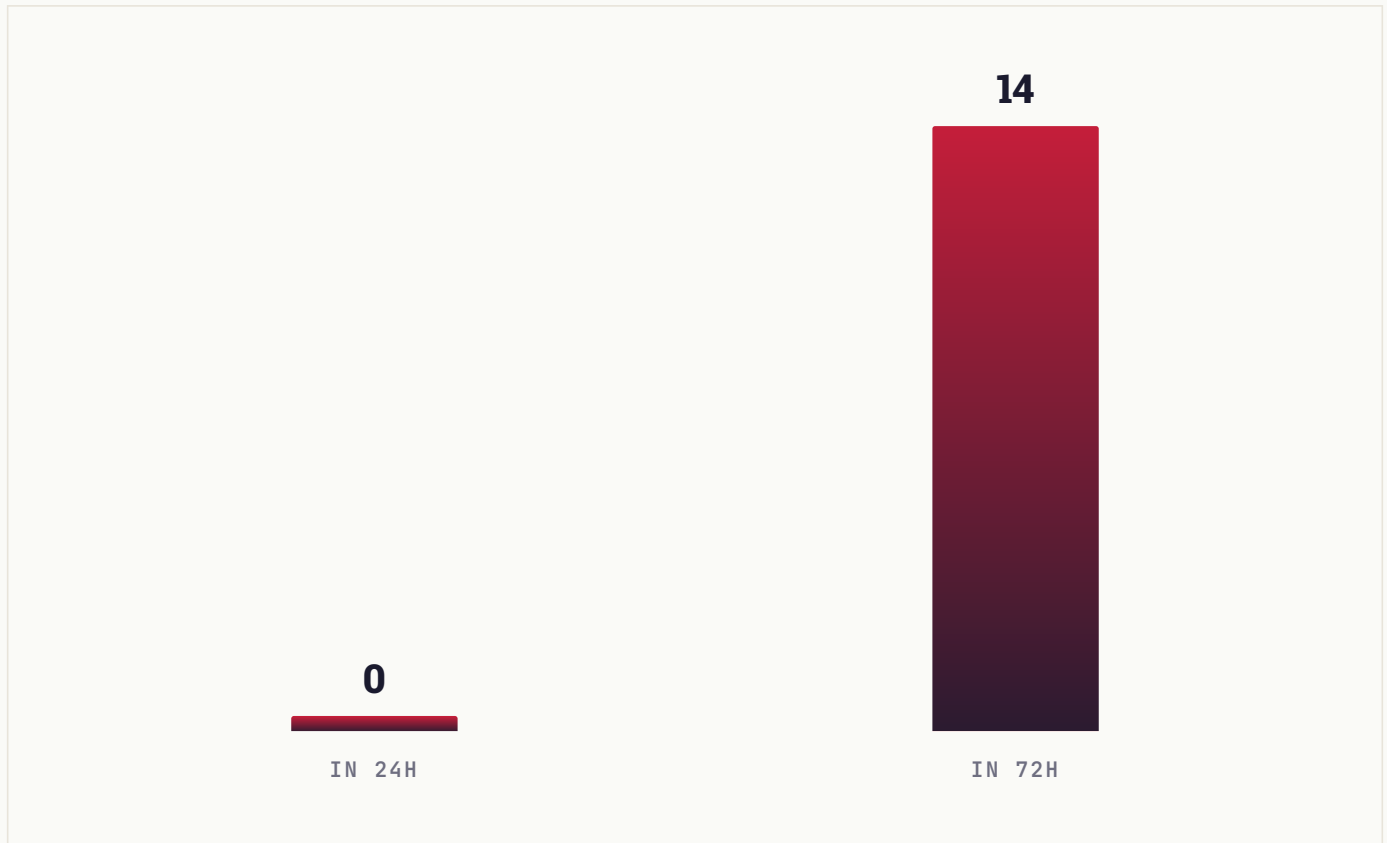
Citation index 1 – channel popularity ranking based on mentions. Counts not only their quantity, but also the weight of mentioners: a post from a 100 thousand sub channel 'weighs' more than from a 1 thousand sub channel. All time mentions: **125** different channels.



— SECTION 04 · AD POTENTIAL

Post reach duration

Average reach of a promo post over time since publication. Helps estimate how long a placement should live.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
Mean Moscow - where to go Events	1.2M
A« Pobeda Airlines	1M
Mode Москвичка	668.4K
AE AEROFLOT	523.4K
Top Туту	504.8K
mentions MedianМосквач Daily • 02.09.	495.7K
яп Яндекс Travel	489K
Sun Discounts galore	427.5K
OT Ozon Travel	406.5K
Avg Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	403K
ER Куда в Красноярске YOU	37.7K

COMPARATIVE CONCLUSION

Channel so far outside top-96 niche — early growth stage. Niche leader — Moscow - where to go | Events (1.2M), top-96 median: 142K. First goal — get into top-96 through systematic work with traffic and content.

SECTION 06 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Travel**» (Russia) and looked at how the channel looks against their background. The gray band is the range where 80% of niche channels fall (from p10 to p90). The black vertical line is the median. The red dot is your channel.



— SECTION 07 • STRATEGY

What to do right now

5 priority actions, ranked by expected impact. Use as a checklist and return to this report in a month.

- 01

Main post of the week — Saturday
 The audience is most active at 13:00 MSK on this day.

EFFECT
Best timing for important posts
- 02

Increase share of video posts
 Video in Telegram holds audiences longer and boosts algorithm reach. Aim for 15-25%.

EFFECT
Video retains audiences better
- 03

ER below niche benchmark — rethink formats
 Current ER 0.13% vs norm 7.5%. Worth testing polls and interactive formats.

EFFECT
+7.4pp ER
- 04

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress matches sources to your niche.

EFFECT
+1000-3000 subs
- 05

Test polls and interactive formats
 Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a 'hot' topic — easy growth.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done? PromptPress?

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

01

Run Telegram ads

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

02

Contact manager

t.me/PromptPress_manager
