

PROMTPRESS PUBLIC REPORT

Channel audit

Куда в Нижнем Новгороде



@kuda_vnignemnovgorode

Nizhny knows how to surprise — we'll help you not miss a thing. We gather the best city events: concerts, exhibitions, parties, new spaces, and interesting places. All you have to do is choose — where.

SUBS

37 673

4 posts —

ERR (% SEE POSTS)

1.0%

per day **0.0%**

REACH/POST

69

ad reach **0/24h**

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 37 673 —	 SUBSCRIBER REACH 0.18% avg % subscribers see post	 VIEWS/POST 69 median 70 · —	 POSTS/WK 4.0 for the period
 7D TREND — no data for the period	 REACTS/POST — MTPROTO only	 POST LENGTH 639 chars median 550 · —	 POSTS ANALYZED 4 —
 AD REACH 0 avg for 24h	 CITATIONS 1 citation index · 124 channels mentioned all time	 CHANNEL AGE 8 days created 15.08.2026	

AI EDITOR'S SUMMARY

Channel «Куда в Нижнем Новгороде» – 37 673 subscribers. Each post averages 69 people (0% from subscribers), reach is low – expand audience. Publishes 4 posts per week (~1/day) – rare posting.

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 (4/4 posts).
- 03 Avg. post length – 639 characters (median 550).
- 04 Audience activity peak – Saturday, 13:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (76 avg top vs 62 worst) – among 4 posts for –. Analyze what top posts have in common – topic, format, timing.

TOP-4 POSTS

Nº1 15.08 · 10:23 PHOTO Loving Salvador A multimedia fairy-tale performance for adults that opens doors to Salvador Dalí’s universe. Based on psychoanalysis...	VIEWS 89 REPOSTS —	REACTS — ER 0.2%
Nº2 15.08 · 10:23 PHOTO Minor Peoples – Great Steppe Festival The festival will feature an exhibition by Natasha Yankelevich 'Great Steppe. Nomadic Peoples...	VIEWS 82 REPOSTS —	REACTS — ER 0.2%
Nº3 15.08 · 10:23 PHOTO Details. Nizhny Novgorod region Exhibition Russian Museum of Photography, Luna Art Gallery, and Rekord Culture Center with support from...	VIEWS 57 REPOSTS —	REACTS — ER 0.2%

Nº4 15.08 · 10:23 PHOTO Collage Kintsugi New workshop Collage is an art form that emerged in European artistic communities in the early 20th...	VIEWS	REACTS
	47	—
	REPOSTS	ER
	—	0.1%

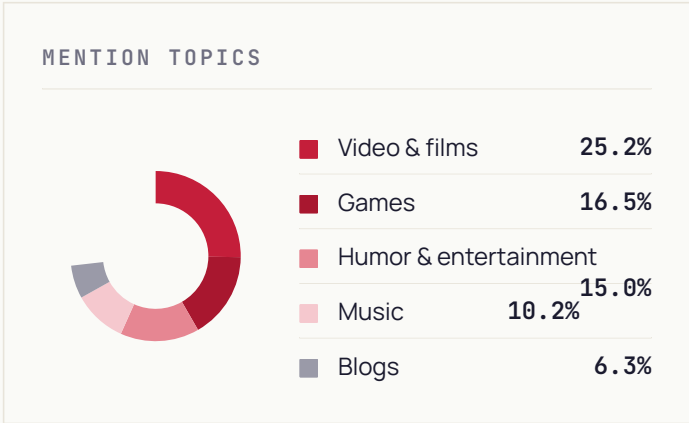
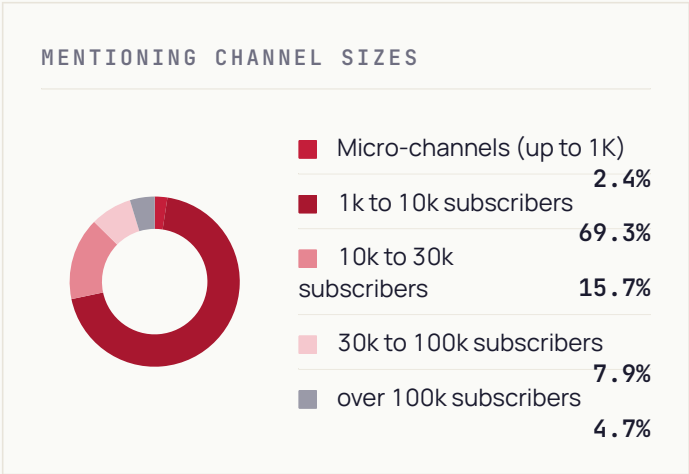
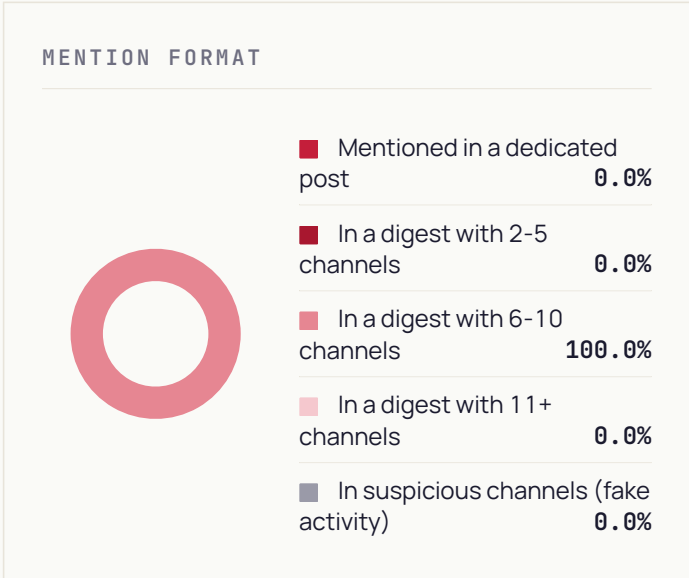
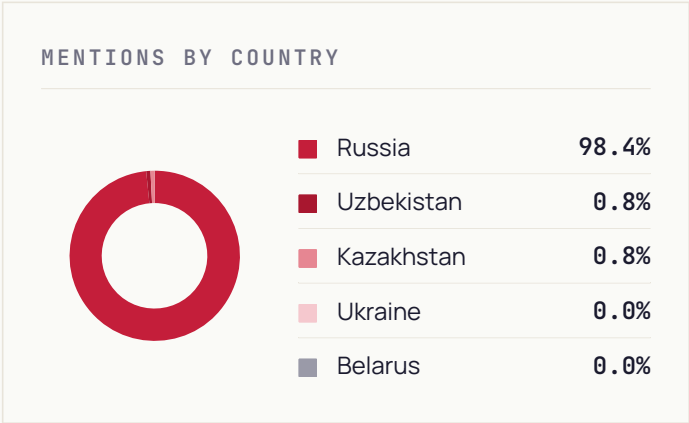
WORST 3

↓ 15.08 · 10:23 PHOTO Minor Peoples – Great Steppe Festival The festival will feature an exhibition by Natasha Yankelevich 'Great Steppe. Nomadic Peoples...	VIEWS	REACTS
	82	—
	REPOSTS	ER
	—	0.2%
↓ 15.08 · 10:23 PHOTO Details. Nizhny Novgorod region Exhibition Russian Museum of Photography, Luna Art Gallery, and Rekord Culture Center with support from...	VIEWS	REACTS
	57	—
	REPOSTS	ER
	—	0.2%
↓ 15.08 · 10:23 PHOTO Collage Kintsugi New workshop Collage is an art form that emerged in European artistic communities in the early 20th...	VIEWS	REACTS
	47	—
	REPOSTS	ER
	—	0.1%

SECTION 03 · CITATIONS

Who and how mentions the channel

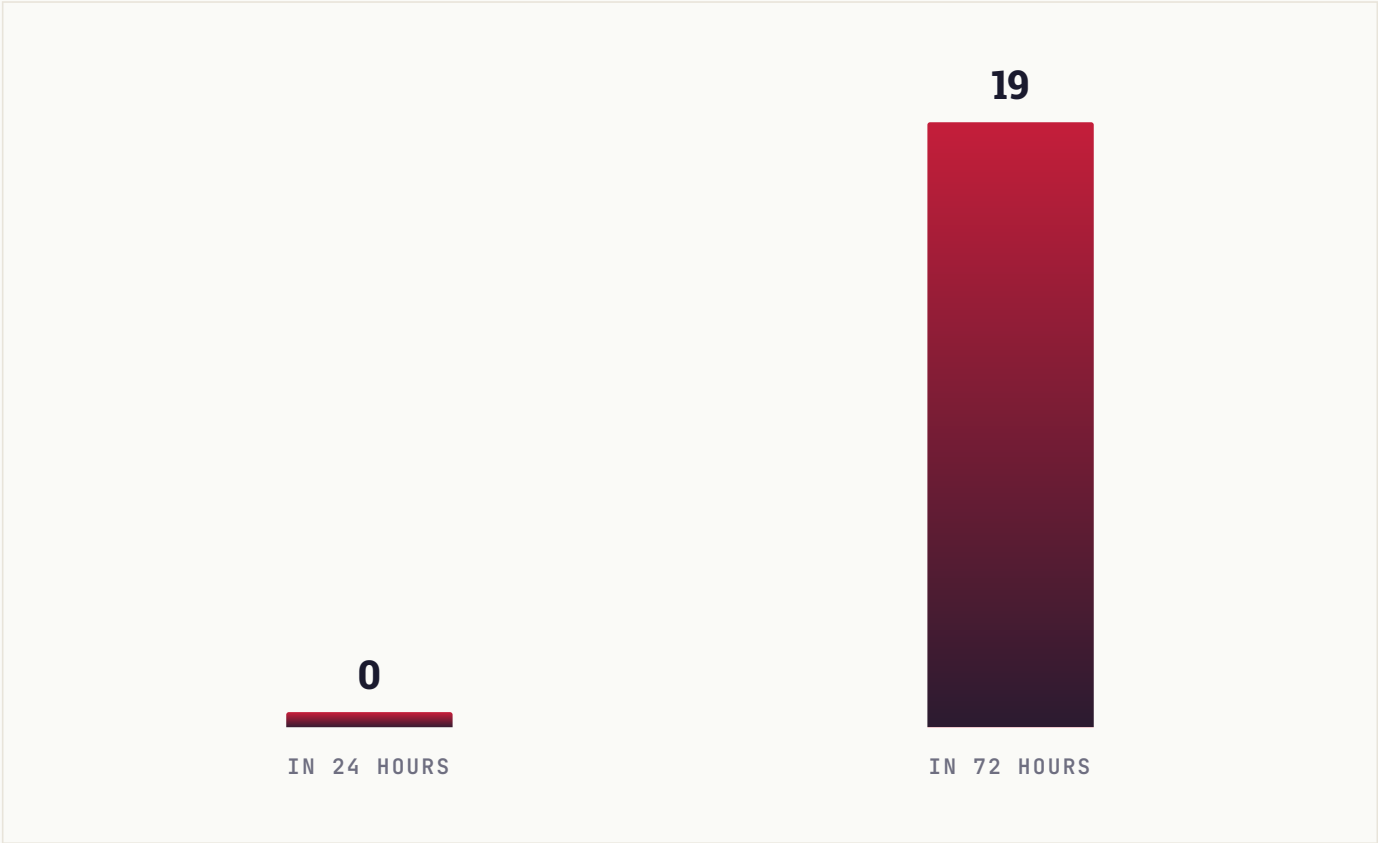
Citation Index 1 – channel popularity rating based on mentions. Counts both volume and mentioner weight: a post from a 100 K sub channel weighs more than a 1 K one. All-time mentions: **124** different channels.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBS
M- Moscow - Where to Go Events	1.2M
A« Airline «Pobeda»	1M
Moscow Москвичка	668.4K
Region AЭ Aeroflot	523.4K
Top Туту	504.8K
mentions MD Москвач Daily • 02.09.	495.7K
YandexYandex Travel	489K
Plus Sun Discount wagon	427.5K
OT Ozon Travel	406.5K
Avg. Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	403K
position ER Куда в Нижнем Новгороде YOU	37.7K

COMPARATIVE CONCLUSION

Channel so far outside top-96 in niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 142K. First goal — enter top-96 via systematic traffic & content work.

SECTION 06 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 07 · STRATEGY

What to do right now

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

01

Increase post frequency

Currently 4.0 posts/wk. Active norm 7-10. Regularity is key to retention.

IMPACT

**Consistency
over volume**

02

Main post of the week — on Saturday

Audience is most active on this day at 13:00 MSK.

IMPACT

**Best time for
an important
post**

03

Increase video post share

Video in Telegram holds audience longer and ranks better. Recommend raising share to 15-25%.

IMPACT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 0.18% vs norm 7.5%. Try polls and interactive formats.

IMPACT

+7.3pp ER

05

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

★ WHAT'S NEXT

Want this done PromptPress?

This audit — done in minutes from public data. Want to go further? Run ads through 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