

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kuda uedem?



@kuda_yedem

Travel with 4 kids ■Hotel reviews and interesting vacation options
You won't sit still with us ■subscribe Media <https://clck.ru/3FS5qV>

SUBS

242 786

2 posts 10 days

ERR (% SEE POSTS)

42.0%

per day **41.2%**

REACH/POST

102K

ad reach **100K**/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 Ad potential

How long a post generates reach

04 Competitors

Niche neighbors · your spot

05 Niche comparison

Position in «Travel» category

06 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 242 786 —	 SUBSCRIBER REACH 42.02% avg % subs see post	 VIEWS/POST 102K median 102K · 10 days	 POSTS/WK 1.3 over period
 7D TREND — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 676 chars median 676 · 10 days	 POSTS ANALYZED 2 10 days
 AD REACH 100K 24h avg	 MENTIONS 0 citation index (cumulative)	 CHANNEL AGE 4 years 6 months created 30.11.2021	

AI EDITOR SUMMARY

Channel «Kuda uedem?» – 242 786 subs. Each post gets avg 102K people (42% from subs), wide reach for a channel this size. Publishes 1 posts per week (~0/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts in 10 days.
- 02 Dominant format: **Photo** (1/2 posts).
- 03 Avg post length – **676** chars (median 676).
- 04 Audience peak activity – **Wednesday**, 09:00 MSK.
- 05 Strongest posts get ×1 more views than the weakest (68K avg for top vs 102K for worst) – among 2 posts in 10 days. Analyze commonalities: topic, format, timing.

TOP 2 POSTS

Nº1 24.06 · 06:11 VIDEO After every trip I realize one simple thing: rest is not just about beautiful places, but also about the emotions that stay with us...	VIEWS	REACTS
	103 477	—
Nº2 13.06 · 15:10 PHOTO I have so many photos and memories from our trip to Gelendzhik 🐱 The weather wasn't great, but the impressions are wonderful! We visited 2...	REP.	ER
	399	42.6%

WORST 2

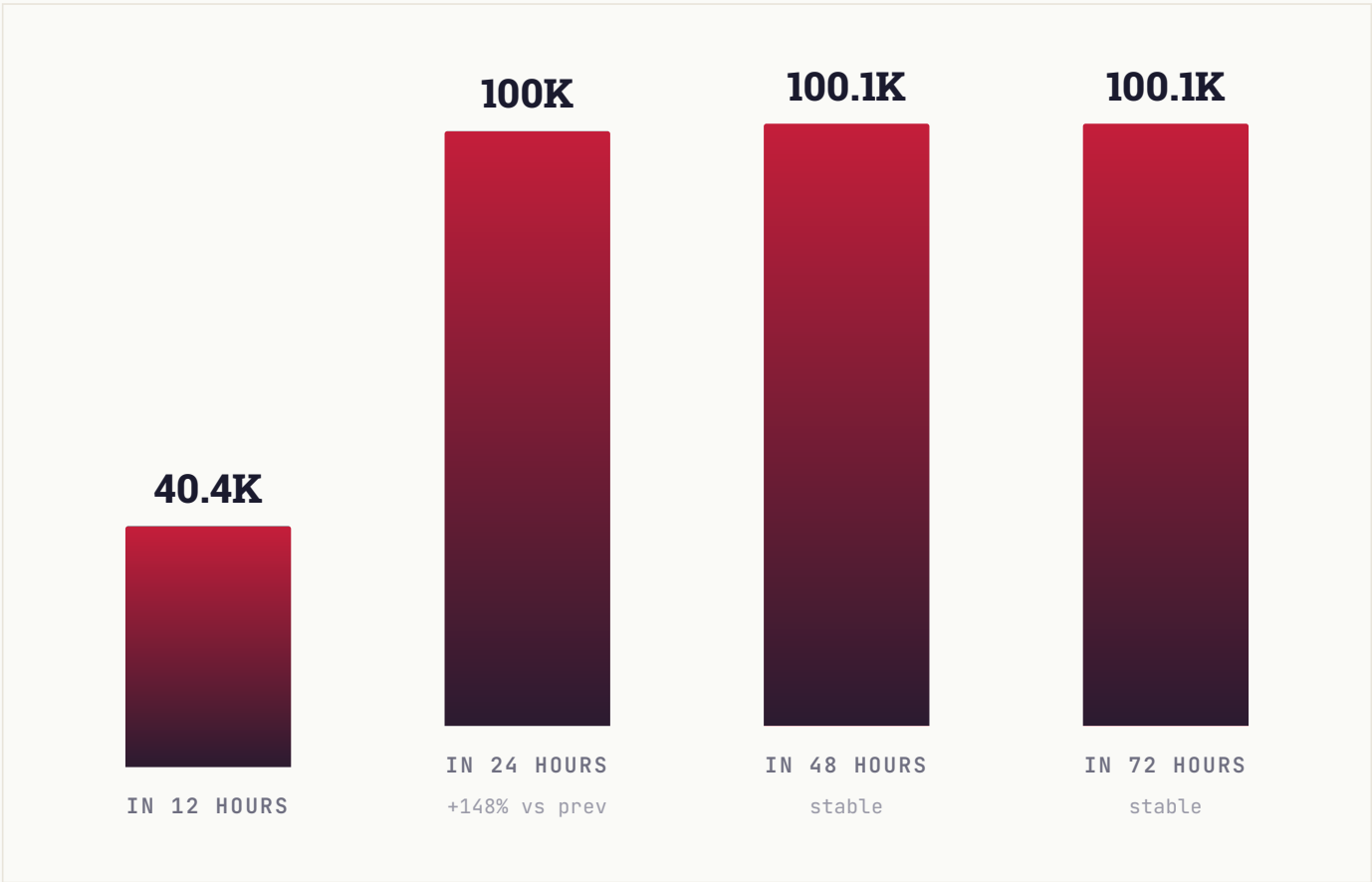
↓ 24.06 · 06:11 VIDEO After every trip I realize one simple thing: rest is not just about beautiful places, but also about the emotions that stay with us...	VIEWS	REACTS
	103 477	—
	REP.	ER
	399	42.6%

↓ 13.06 · 15:10 PHOTO I have so many photos and memories from our trip to Gelendzhik 🐱 The weather wasn't great, but the impressions are wonderful! We visited 2...		VIEWS 100 551 REP. 1	REACTS — ER 41.4%
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SECTION 03 · AD POTENTIAL

How long a post generates reach

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



SECTION 04 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
M- Moscow - where to go Poster	1.2M
A« Airline «Pobeda»	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
YP Yandex Travel	502.4K
Sun Discount wagon	433.7K
OT Ozon Travel	407.8K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
KU Kuda uedem? YOU	242.8K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#20 of 94). Leader — Moscow - where to go | Poster (1.2M). Goal for the coming months: break into the niche top 10 through systematic traffic work.

SECTION 05 • NICHE COMPARISON

Where your channel stands in its league

Took top-**100** channels in category "**Travel**" (Russia) and saw how your channel stacks up. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

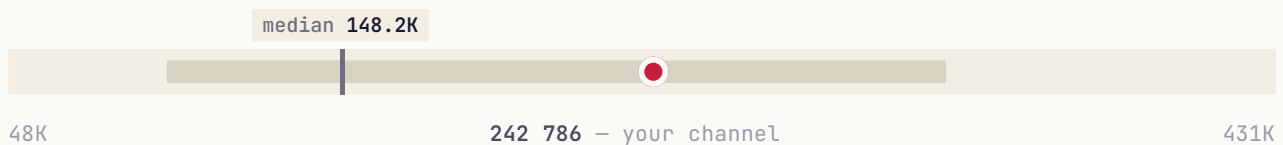
#20/100

POSITION IN NICHE

Channel in top 20% – strong position

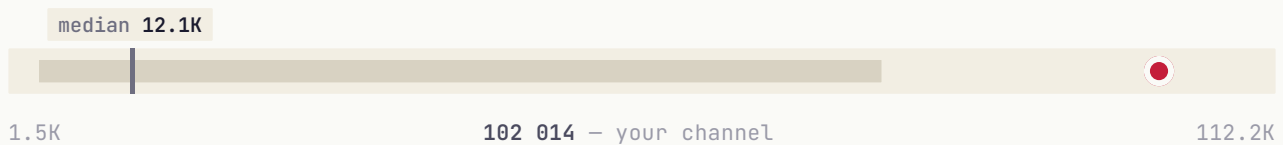
SUBS

better than 70% of niche



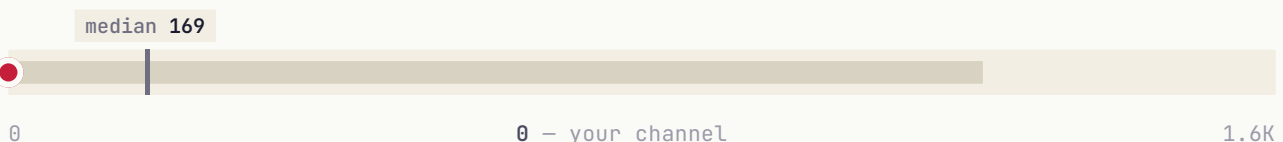
AVG REACH / POST

better than 90% of niche



CITATION INDEX

99% below median



— SECTION 06 · 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 1.3 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Best post day: Wednesday**

On this day at 09:00 MSK audience is most active.

EFFECT

**Best time for
an important
post****03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with similar channels**

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager
