

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Padarozhnik



@kudago\_by

All about travel: ■where to go ■little-known resorts ■beautiful places ■unusual hotels and more. #XCDB0 Channel in RKN:...

SUBS

**26 417**

+1142 per month

ERR (% SEE POSTS)

**19.0%**

24h 0.1%

REACH/POST

**4.9K**

ad reach 27/24h

---

**— 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 Citation rate**

Who and how mentions the channel

**05 Ad potential**

How long a post generates reach

**06 Competitors**

Niche neighbors · your spot

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Rank in «Travel» category

**09 Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                             |                                                                                                                                                                   |                                                                                                                                                                                              |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>26 417</div><div>—</div></div>                   | <div><div> SUBS REACH</div><div>18.47%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>4.9K</div><div>median 5K · 27 days</div></div>                              | <div><div> POSTS/WEEK</div><div>14.2</div><div>over period</div></div>                      |
| <div><div> 7D TREND</div><div>-7.5%</div><div>vs previous week</div></div> | <div><div> REACTS/POST</div><div>—</div><div>MTPROTO only</div></div>            | <div><div> POST LENGTH</div><div>410 chars</div><div>median 386 · 27 days</div></div>                       | <div><div> POSTS ANALYZED</div><div>56</div><div>27 days</div></div>                        |
| <div><div> AD REACH</div><div>27</div><div>24h avg</div></div>            | <div><div> CHURN / MONTH</div><div>+1142</div><div>last month</div></div>       | <div><div> CITATION RATE</div><div>10</div><div>citation index · 7 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>4 years 4 months</div><div>created 01.02.2022</div></div> |

AI EDITOR SUMMARY

Channel «Padarozhnik» — 26 417 subs. Each post averages 4.9K people (18% of subs), this is average reach — room to grow. Publishes 14 posts/week (~2/day) — regular schedule. For week Jun 15–21 reach dropped -7.5% to week Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 56 posts over 27 days.
- 02 Dominant format – Photo (49/56 posts).
- 03 Avg post length – 410 chars (median 386).
- 04 Peak audience activity – Thursday, 23:00 MSK.
- 05 Top posts drive 2× more views than the weakest (5K avg for top vs 3.1K for worst) – among 56 posts over 27 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                           |                                                                   |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>Nº1</div><div>27.05 · 19:27</div><div>PHOTO</div></div> <div>👤👤 Alive after over a week in flooded cave in Laos Rescuers in Laos found five people alive who had been...</div>                  | <div>VIEWS</div> <div>5 018</div> <div>REPOSTS</div> <div>2</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>19.0%</div> |
| <div><div>Nº2</div><div>18.06 · 18:47</div><div>TEXT</div></div> <div>👤👤👤👤 Belavia to fly to Bangkok! Regular flights Minsk–Bangkok start October 25. Tickets on sale: from 1704 BYN one-way and...</div> | <div>VIEWS</div> <div>5 017</div> <div>REPOSTS</div> <div>2</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>19.0%</div> |
| <div><div>Nº3</div><div>11.06 · 20:06</div><div>PHOTO</div></div> <div>👤 World's safest countries ranking 2026 released Iceland tops for 19th year in a row. Top 10: 🇮🇸 Iceland; 🇳🇴 New...</div>          | <div>VIEWS</div> <div>5 011</div> <div>REPOSTS</div> <div>2</div> | <div>REACTS</div> <div>—</div> <div>ER</div> <div>19.0%</div> |

Nº4

31.05 · 15:38

TEXT

🇮🇪 Ireland: important visa change. From June 1, 2026, appeals for short-stay C visa refusals will no longer be accepted (there...

VIEWS

5 009

REPOSTS

1

REACTS

—

ER

19.0%

Nº5

07.06 · 17:28

PHOTO

🇷🇺🇧🇪 More flights between Belarus and Russia possible Minsk and Moscow discuss increasing air routes, wi...

VIEWS

5 009

REPOSTS

3

REACTS

—

ER

19.0%

WORST 3

|                                                                                                                                                                                                                                  |                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>↓</div><div>10.06 · 13:26</div><div>PHOTO</div></div> <div><div>🇩🇰 Børsen, Denmark Copenhagen Stock Exchange building on Slotsholmen island in central Copenhagen, built 1619–1640. Architects brothers...</div></div> | <div><div>VIEWS</div><div>4 624</div><div>REPOSTS</div><div>2</div><div>REACTS</div><div>—</div><div>ER</div><div>17.5%</div></div> |
| <div><div>↓</div><div>10.06 · 13:17</div><div>PHOTO</div></div> <div><div>🇨🇪 St. Vitus Cathedral, Czechia Gothic Catholic cathedral at Prague Castle, seat of the Archbishop of Prague. It is considered...</div></div>          | <div><div>VIEWS</div><div>4 621</div><div>REPOSTS</div><div>2</div><div>REACTS</div><div>—</div><div>ER</div><div>17.5%</div></div> |
| <div><div>↓</div><div>17.06 · 12:56</div><div>PHOTO</div></div> <div><div>🇵🇹 Pena Palace, Portugal Perched on a high cliff above Sintra, known for its fantastic pseudo-medieval style. #Portugal...</div></div>                 | <div><div>VIEWS</div><div>31</div><div>REPOSTS</div><div>2</div><div>REACTS</div><div>—</div><div>ER</div><div>0.1%</div></div>     |

SECTION 03 · SUBS DYNAMICS

# How the channel grew over the year

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

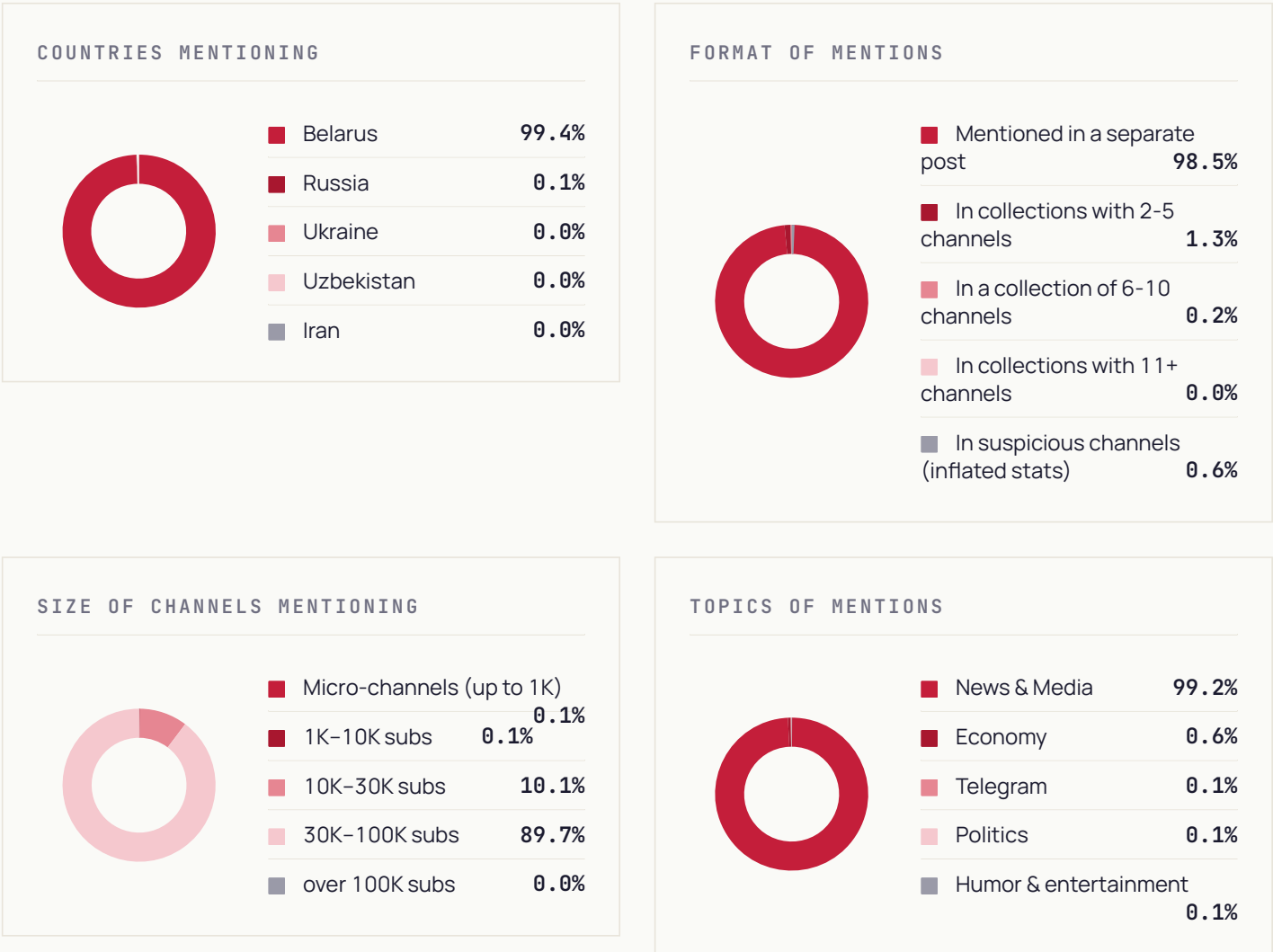


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 28 801       | 26 413 | -2 388     |

SECTION 04 · MENTIONS

# Who and how mentions the channel

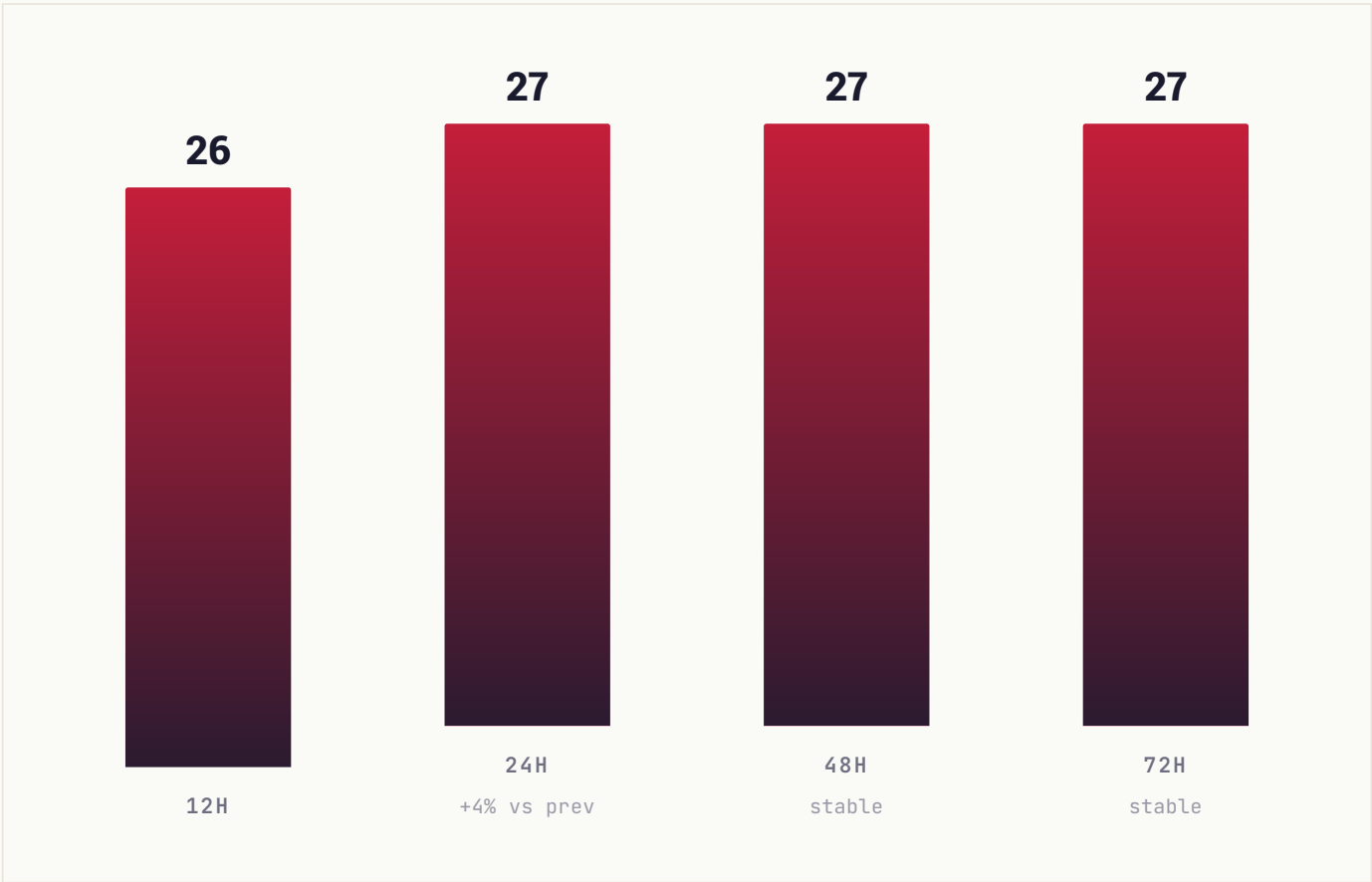
Citation index **10** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **7** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                           | SUBS  |
|-----------------------------------|-------|
| TT TEZ TOUR                       | 45.8K |
| VA Vandrowki                      | 38.3K |
| PA Padarozhnik YOU                | 26.4K |
| CPM Pack your bag                 | 24.4K |
| M- MKS - Minsk, where to go?      | 21.9K |
| AG Atlasbas: border online        | 21.2K |
| AM Minsk Poster                   | 20.4K |
| ST Siesta Travel about sea tours. | 19.9K |
| BV Belarusians in Poland          | 18.6K |
| RO Rosting                        | 15.3K |
| GV Gaenkova in Poland             | 12.5K |

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 94 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **315**, they brought **10 762** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| December 2025  | 45       | 1        | 2 126        |
| Nov 2025       | 38       | 1        | 2 101        |
| Oct 2025       | 61       | 1        | 6 535        |
| September 2025 | 55       | 1        | 0            |
| August 2025    | 55       | 1        | 0            |
| July 2025      | 61       | 1        | 0            |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 315            | 6              | 10 762        |

— SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

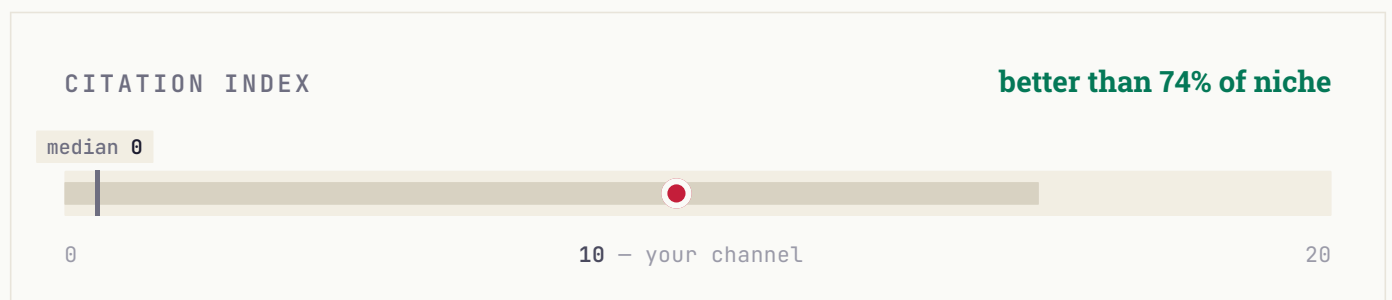
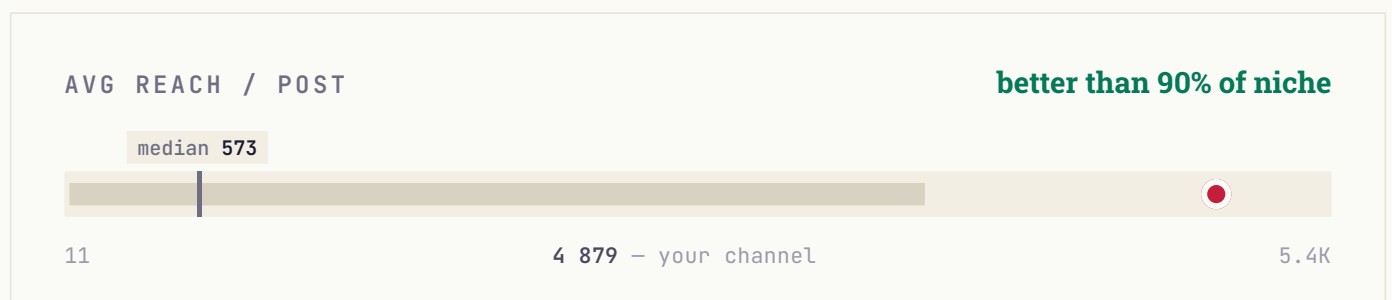
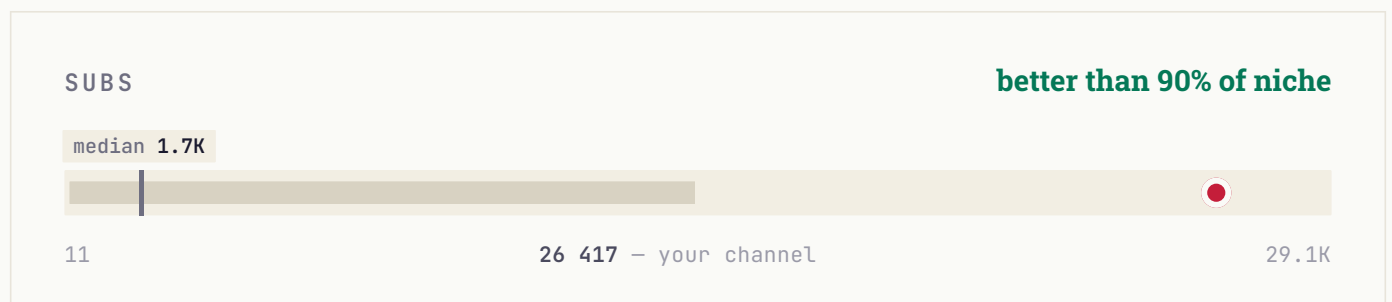
Took top-94 channels in category "Travel» (Belarus) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#3

/94

RANK IN NICHE

Channel in top 3% travel Belarus



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

## Main post of the week — on Thursday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains  
audience  
better**

03

## System 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 give +5-15% ER. One poll per week on a hot topic is an easy growth point.

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 us to do this **PromptPress?**

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

---

**01**      **Launch ads in Telegram**      <https://panel.promptpress.com/register>

---

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

---