

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Лети Отсюда: недорогие путешествия, билеты, гайды



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SUBS

48 433

ERR (% SEE POSTS)

17.0%

REACH/POST

7.8K

+10651 per month

per day 9.7%

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 48 433 —	 SUBSCRIBER REACH 16.05% avg % of subscribers seeing a post	 VIEWS/POST 7.8K median 7.8K · 27 days	 POSTS/WK 14.0 for the period
 TREND 7D -10.1% vs previous week	 REAC./POST 133.0 total 7 450 reactions, 5 538 reposts, 307 comments.	 POST LENGTH 928 chars. median 1000 · 27 days	 POSTS ANALYZED 56 27 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH +10651 over the last month	 QUOTABILITY 3 citation index · 12 channels mentioned all time	 CHANNEL AGE 5 years 4 months created 02.04.2021

AI EDITOR SUMMARY

Channel «Лети Отсюда: недорогие путешествия, билеты, гайды» – 48 433 subscribers. Each post, on average, is viewed by 7.8K people (16% of subscribers), this is average reach – room to grow. Publishes 14 posts per week (~2 per day) – regular pace. For the week of Aug 10–16, reach down -10.1% for the week of Aug 3–9 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What performs best

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

COMMON TRAITS OF SUCCESSFUL POSTS

- 01 Analysis built on 56 posts over 27 days.
- 02 Dominant format – Photo (50/56 posts).
- 03 Average post length – 928 characters (median 1000).
- 04 Peak audience activity – Tuesday, 13:00 MSK.
- 05 Top posts get by 2x more views than the weakest (9.8K on average for top vs 6.4K for worst) – across 56 posts over 27 days. Worth analyzing what’s common among top – topic, format, timing.

TOP 5 POSTS

Nº1 04.08 · 10:47 PHOTO 57 700 рублей and you're in Beijing for a week! Detailed route and links to book tours in the description. All you have to do is fly☀️ first...	VIEWS 10 095 REAC. 185 REP. 220 ER 20.8%
Nº2 01.08 · 09:06 PHOTO 2 weeks in Malaysia from just 90 000 рублей per person for all flights, accommodation and even some breakfasts 🍳 first, we grab tickets...	VIEWS 9 707 REAC. 92 REP. 53 ER 20.0%
Nº3 03.08 · 17:52 PHOTO 87 500 rubles per person and you're chilling in the Philippines for 2 weeks! Includes all flights and hotels with breakfasts! first, let's grab...	VIEWS 9 512 REAC. 134 REP. 184 ER 19.6%

Nº4 28.07 · 10:36 PHOTO 75 000 rubles per person and you fly direct to Nha Trang and stay 8 days in a 5* hotel. Chic? Definitely! first, let's grab tickets: 31.07...	VIEWS 9 265 REP. 67	REAC. 92 ER 19.1%
Nº5 10.08 · 10:55 PHOTO 73 000 rubles per person and you explore Tokyo for a week. Includes flight+accommodation with breakfasts and a bonus: detailed walking itinerary for...	VIEWS 9 216 REP. 174	REAC. 171 ER 19.0%

|

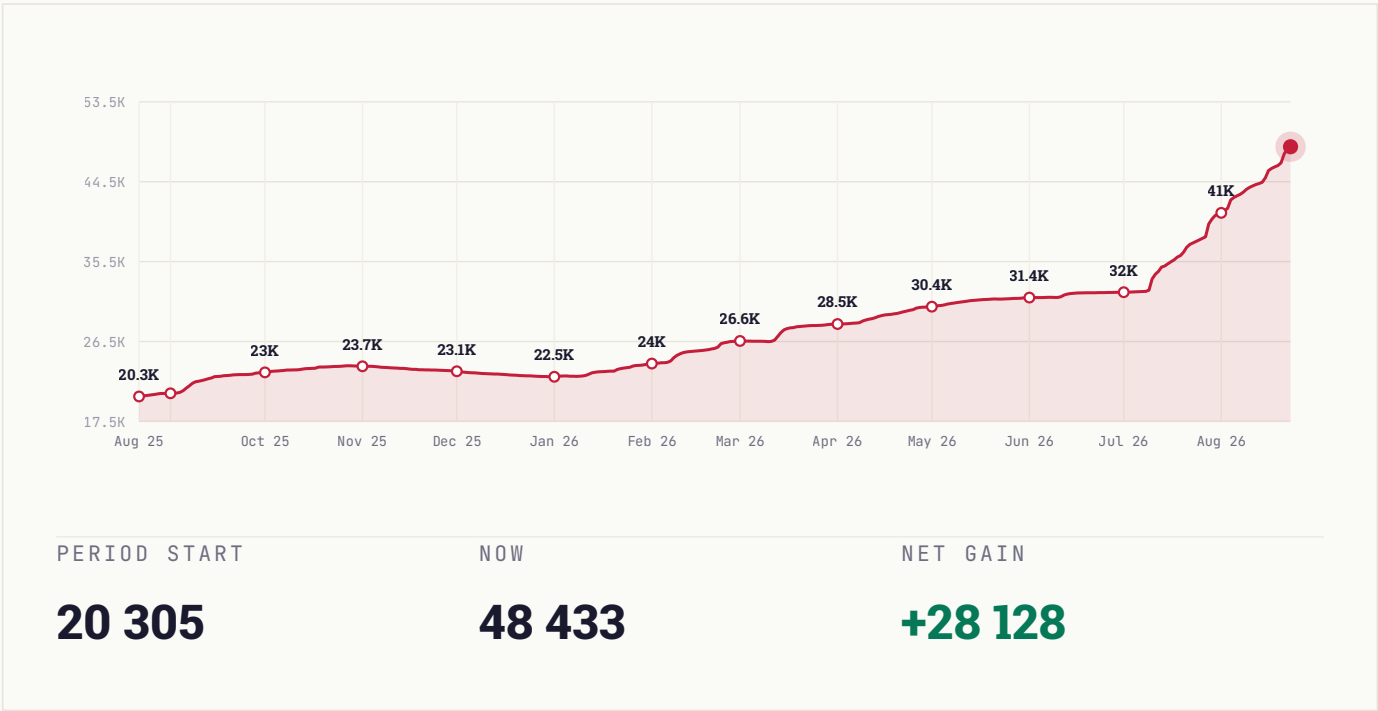
WORST 3

↓ 19.08 · 15:52 PHOTO tickets to Nha Trang from Ekb, as requested 🌞 22.08 - 01.09 Ekb - Nha Trang - Ekb, 60 615 RUB per person 26.08 - 04.09 Ekb - Nha Trang - Ekb...	VIEWS 6 424 REP. 3	REAC. 29 ER 13.3%
↓ 19.08 · 12:13 PHOTO Amazing tickets to Morocco! 4.11 - 17.11 Moscow - Casablanca - Moscow, (direct flight!!) 29 251 rubles per person 11.11 - 24.11 Moscow -...	VIEWS 6 390 REP. 72	REAC. 86 ER 13.2%
↓ 19.08 · 11:47 PHOTO Nha Trang for those who missed out on summer! 79 000 рублей for 9 days with direct flight and hotel with breakfast! First, let's grab the tickets...	VIEWS 6 339 REP. 23	REAC. 48 ER 13.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

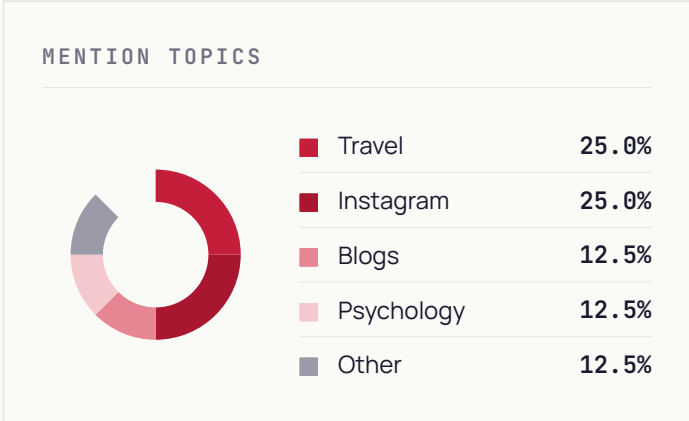
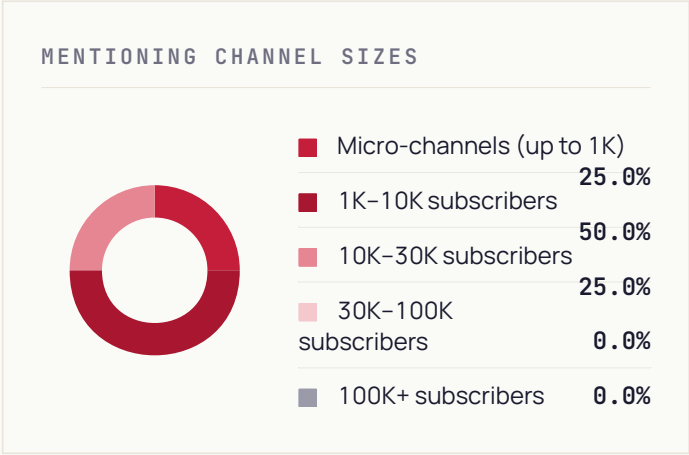
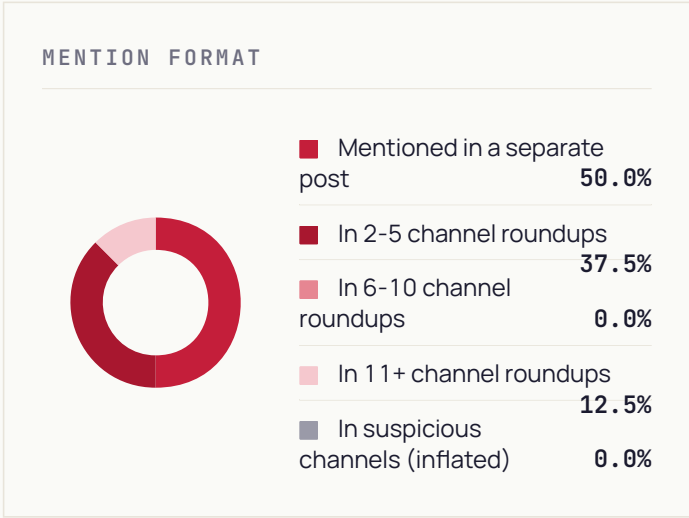
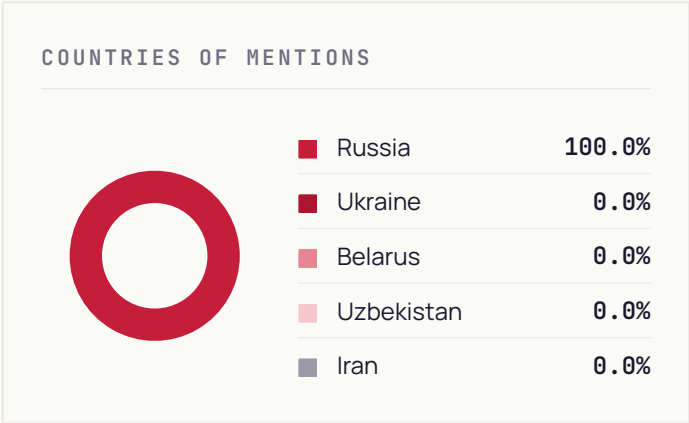
Subscriber growth chart for the year. Exact counts on key months. Shows gains and losses.



SECTION 04 · CITATIONS

Who and how mentions channel

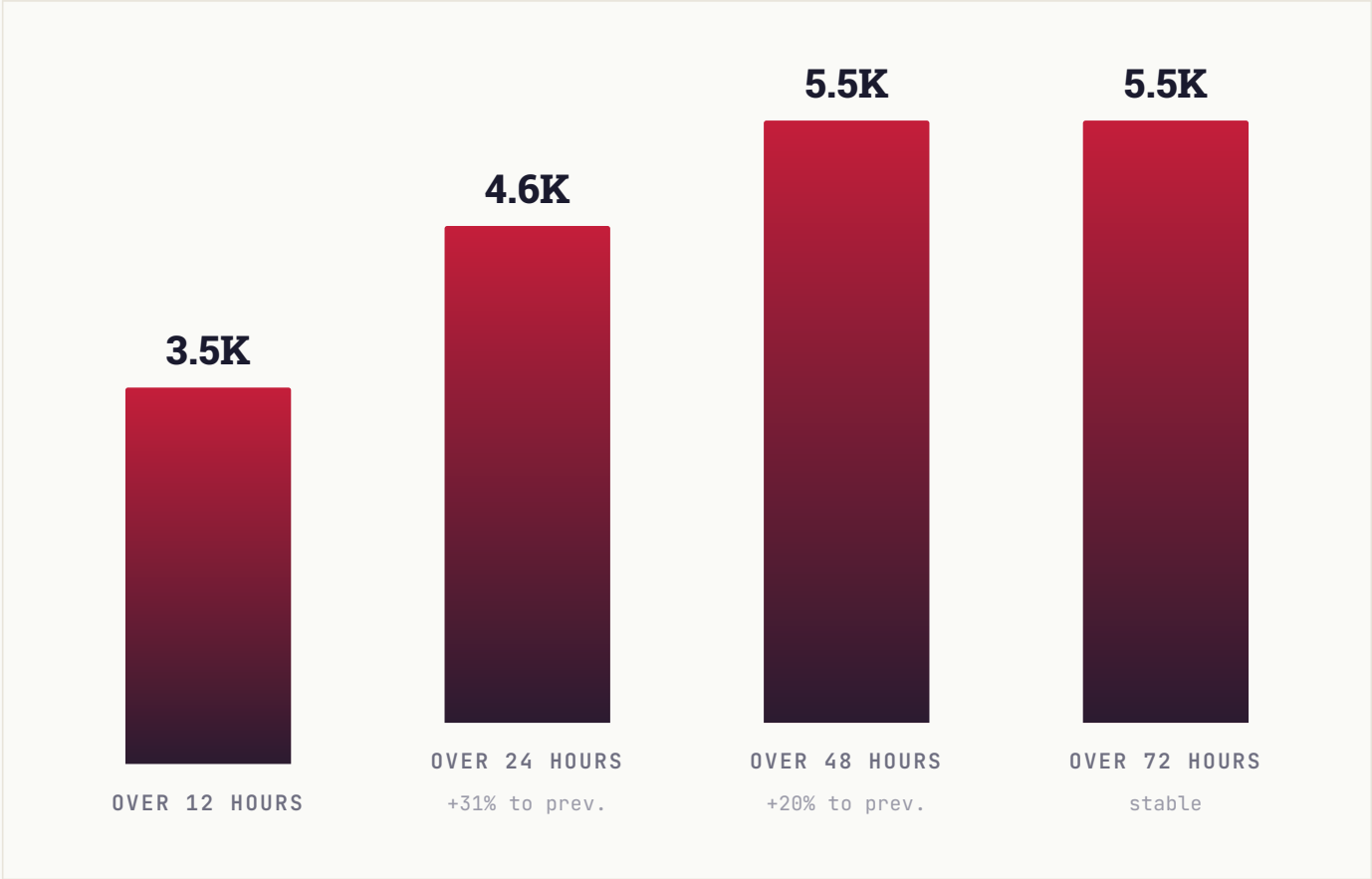
Citation index 3 – channel popularity rating based on mentions. Counts not only their count but also mentioner weight: a post from a channel with 100 K subs 'weighs' more than from a channel with 1 K. All time mentions: 12 different channels.



SECTION 05 · AD POTENTIAL

How long posts get reach

Average reach of an ad post by time since publication. Helps estimate how long a placement makes sense to “live”.



SECTION 06 · COMPETITORS

Who you compete with

11 nearby channels by topic and audience. Highlighted your channel — see where it ranks among neighbors by niche.

CHANNEL	SUBS
М- Москва - куда сходить Афиша	1.2M
А« Airline «Победа»	1M
МО Москвичка	668.4K
АЭ АЭРОФЛОТ	523.4K
ТУ Туту	504.8K
MD Москвач Daily • 02.09.	495.7K
ЯП Яндекс Travel	489K
Sun A ton of discounts	427.5K
ОТ Ozon Travel	406.5K
СП Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	403K
ЛО Лети Отсюда: недорогие путешествия, билеты, гайды YOU	48.4K

COMPARATIVE CONCLUSION

Channel so far outside niche top 96 — early growth stage. Niche leader — Москва - куда сходить | Афиша (1.2M), median top-96: 142K. First goal — break into top-96 via systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Monthly we track posts in other channels that mention you. Over the last **6 months** such mentions were **0**, they brought **7 184** new subscribers.

PERIOD	MENTIONS	CHANNELS	SUBS REFERRED
February 2026	0	0	2 585 
January 2026	0	0	1 481 
December 2025	0	0	2 
November 2025	0	0	6 
October 2025	0	0	794 
September 2025	0	0	2 316 

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
0	6	7 184

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 09 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off like a checklist and return to this report in a month.

- 01

Week's top post – Tuesday
Audience most active this day at 13:00 MSK.

IMPACT
Best posting window
- 02

Increase share of video posts
Video holds audience longer and ranks better.
Recommended share: 15-25%.

IMPACT
Video retains better
- 03

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

IMPACT
+1000-3000 subs
- 04

Test polls and interactive formats
Posts with polls/reactions usually add +5-15% to ER.
One poll per week on a "hot" topic is an easy growth point.

IMPACT
+5-15% ER
- 05

Cross-promo with adjacent channels
Exchange posts with same-segment channels once a quarter. No need to do it daily – 2-3 collabs bring relevant growth.

IMPACT
Relevant audience growth

★ WHAT'S NEXT

Want this done **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — launch ads through us and close your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
