

PROMTPRESS PUBLIC REPORT

Channel audit

Masha Turagent



@masha_turagent

Maria Olovyanikova - the very main travel agent of Russia. 2000+ hotels personally checked Top seller of most major Russian tour operators Team of best travel agents #RGZRT For any questions...

SUBSCRIBERS

57 587

-467 per month

ERR (% SEE POSTS)

29.0%

last day 10.5%

REACH/POST

15.8K

ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 57 587 —	SUBS REACH 27.47% avg % subs see post	VIEWS/POST 15.8K median 16.6K · 24 days	POSTS/WEEK 1.7 for period
7D TREND — no data for period	REACTIONS/POST 221.7 only 1,330 reactions, 743 reposts, 0 comments	POST LENGTH 1,000 chars median 1000 · 24 days	POSTS ANALYZED 6 24 days
AD REACH 6.1K 24h avg	CHURN / MONTH -467 last month	CITATION RATE 84 citation index · 143 channels mentioned ever	CHANNEL AGE 8 years 7 months created 22.11.2017

AI EDITOR SUMMARY

Channel «Masha Turagent» — 57 587 subs. Avg views per post: 15.8K people (27% of subs), good reach. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 24 days.
- 02 Dominant format — Text (4/6 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Peak audience activity — Friday, 09:00 MSK.
- 05 Top posts get 1x more views than the weakest (18.3K avg for top vs 13.4K for worst) — among 6 posts over 24 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 06:27 VIDEO Very important news about Maldives ❤️ Last night, in the middle of the Indian Ocean, I received one of the most important awards for me. First...	VIEWS 19 767 REPOSTS 17	REACTIONS 587 ER 34.3%
Nº2 22.06 · 08:58 TEXT Tour sales to UAE & Gulf countries open! Friends, great news! On Friday, almost simultaneously, the Ministry of Foreign Affairs and...	VIEWS 18 200 REPOSTS 86	REACTIONS 133 ER 31.6%
Nº3 26.06 · 10:44 TEXT Special offer on Lujo with Black Jet flight! Friends, I found an amazing price on my favorite Lujo with a flight on...	VIEWS 16 841 REPOSTS 86	REACTIONS 135 ER 29.2%

Nº4

02.07 · 10:55

TEXT

🇲🇩 ! Kids stay free this summer in the Maldives! Friends, today we have the best summer & fall deals on family Maldives hotels...

VIEWS

16 365

REPOSTS

142

REACTIONS

91

ER

28.4%

Nº5

07.07 · 08:23

PHOTO

40% off my favorite hotel in Mauritius. Last year I spent three weeks in Mauritius, staying at various hotels from the priciest to...

VIEWS

14 258

REPOSTS

371

REACTIONS

251

ER

24.8%

WORST 3

↓ 02.07 · 10:55 TEXT 🇲🇩 ! Kids stay free this summer in the Maldives! Friends, today we have the best summer & fall deals on family Maldives hotels...	VIEWS 16 365 REPOSTS 142 REACTIONS 91 ER 28.4%
↓ 07.07 · 08:23 PHOTO 40% off my favorite hotel in Mauritius. Last year I spent three weeks in Mauritius, staying at various hotels from the priciest to...	VIEWS 14 258 REPOSTS 371 REACTIONS 251 ER 24.8%
↓ 13.07 · 08:12 TEXT ! Don't message me if you're planning a vacation these dates. If you're planning a New Year's break, don't write me in November! Friends, in November I already...	VIEWS 9 485 REPOSTS 41 REACTIONS 133 ER 16.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

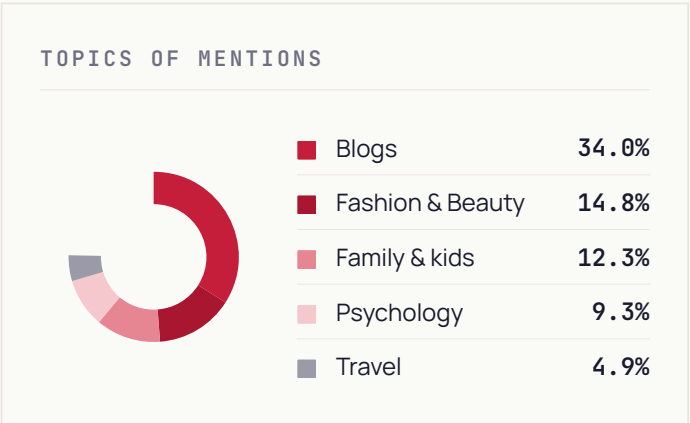
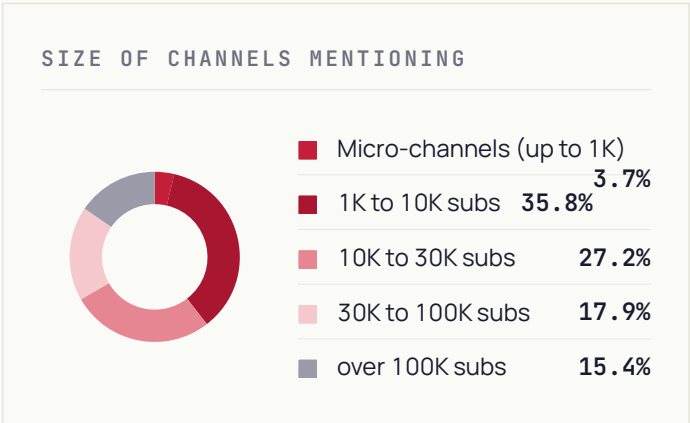
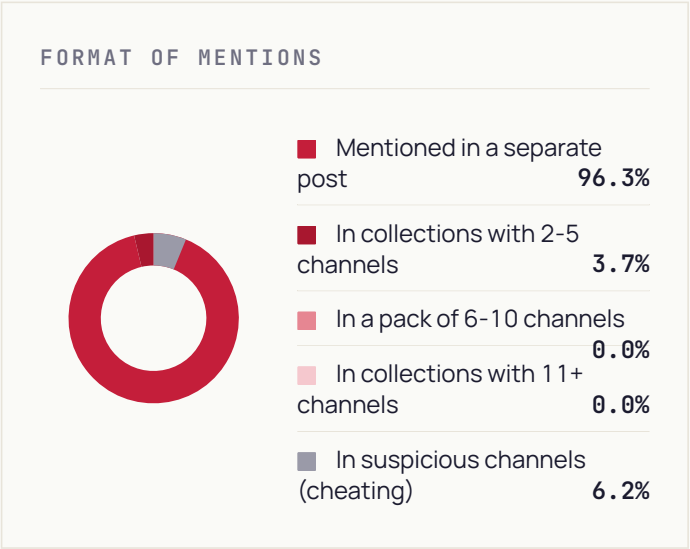
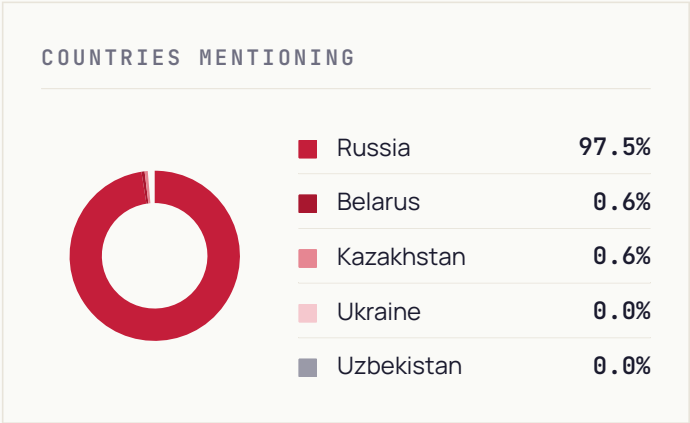


START OF PERIOD	NOW	NET GROWTH
53 830	57 590	+3 760

SECTION 04 · CITATIONS

Who and how mentions the channel

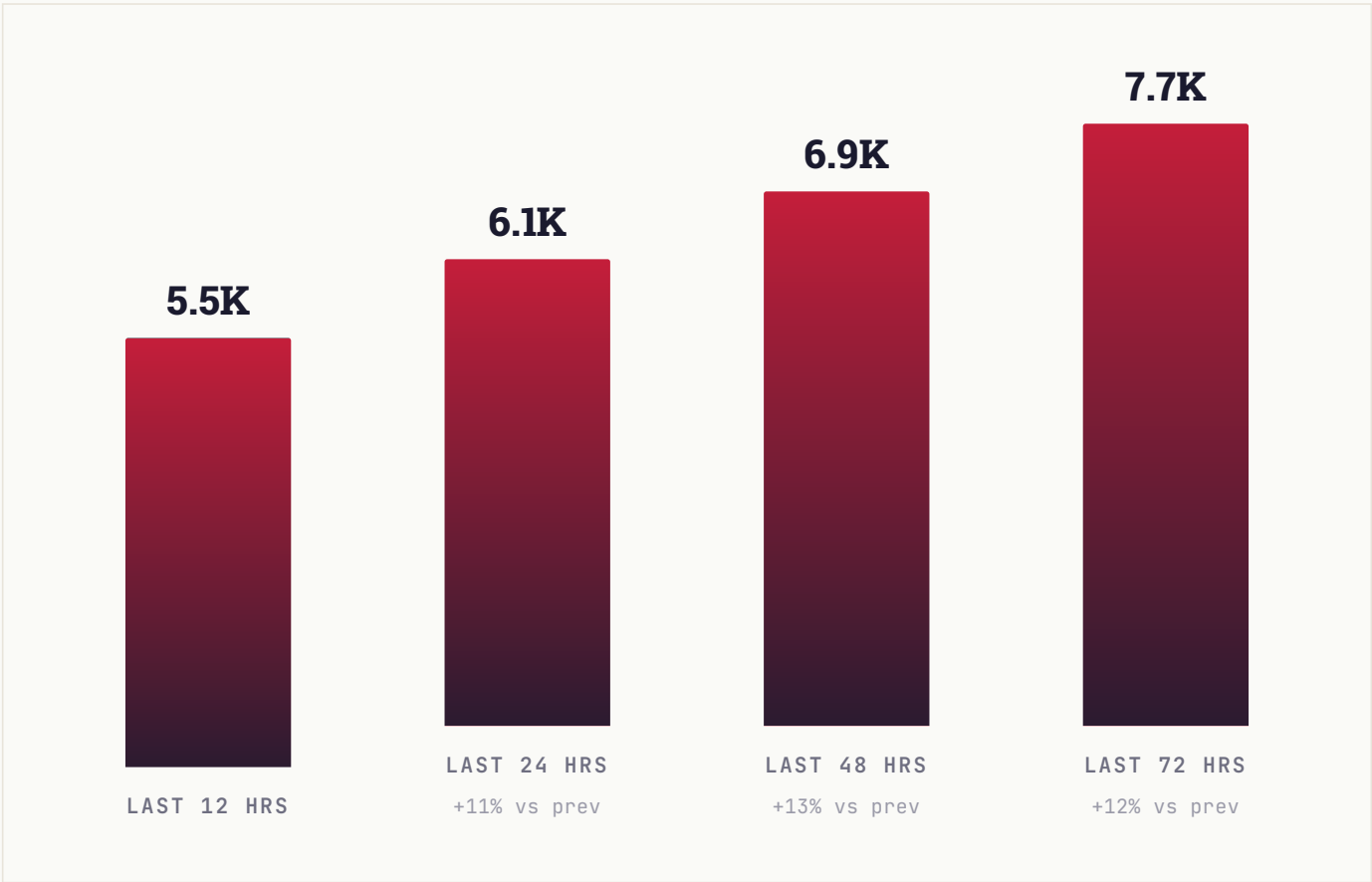
Citation index **84** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time channel mentions **143** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
ER How to travel almost for free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
MT Masha Turagent YOU	57.6K

COMPARATIVE SUMMARY

Channel not yet outside niche top 95 — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal — enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **12**, they brought **10 909** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	12	12	10 759	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
Sep 2025	0	0	0	
August 2025	0	0	150	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
12	6	10 909

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 1.7 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Friday
Audience is most active on this day at 09:00 MSK. | EFFECT
Best window
for an
important post |
| 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 boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
