

PROMTPRESS PUBLIC REPORT

Channel audit

More than a trip



@morethantrip_ru

Channel rules – <https://clck.ru/3GXf3b> Thanks to «More than a trip» over 320K participants saw unique Russian places. The program is part of the national project...

SUBSCRIBERS

21 262

+113 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.5%

REACH/POST

988

ad reach 527/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings 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 below the number shows the period it covers.

 SUBSCRIBERS 21 262 —	 SUBS REACH 4.65% avg % of subs who see a post	 VIEWS/POST 988 median 916 · 29 days	 POSTS/WK 23.9 over period
 7D TREND -3.9% vs previous week	 REACTIONS/POST 11.1 only 1,122 reactions, 534 reposts, 45 comments	 POST LENGTH 752 chars median 792 · 29 days	 POSTS ANALYZED 101 29 days
 AD REACH 527 24h avg	 CHURN / MONTH +113 last month	 CITATION RATE 374 citation index · 2,674 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 01.04.2022

AI EDITOR SUMMARY

Channel "More than a trip" – 21 262 subs. Each post averages 988 people (5% of subs), reach is low – consider expanding audience. Publishes 24 posts per week (~3/day) – active posting. For week Jun 29 – Jul 5, reach stable (-3.9% vs week of June 22–28).

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 101 posts over 29 days.
- 02 Dominant format — Photo (59/101 posts).
- 03 Avg post length — 752 chars (median 792).
- 04 Audience peak — Friday, 14:00 MSK.
- 05 Strongest posts get 4× more views than the weakest (2.3K avg for top vs 611 for worst) — among 101 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 12:49 PHOTO  Znaylyuba Gordeevna pops into your feed with good news Submit your application for the project 'Know. Love. Be Proud!' now...		VIEWS 2 566 REP. 54	REACTIONS 37 ER 12.1%
Nº2 03.07 · 11:21 PHOTO  Develop a project for Caucasus resorts: Rosmolodezh.Predprinimay and Caucasus.RF opened registration for the intensive 'Regional Potential...'		VIEWS 2 310 REP. 18	REACTIONS 7 ER 10.9%
Nº3 17.06 · 16:16 PHOTO If you haven't heard about the project "On your mark, attention, Russia!", we're here to explain 🚗 In the cards we told about...		VIEWS 2 016 REP. 14	REACTIONS 12 ER 9.5%

Nº412.06 · 19:02TEXT Deputy Head of the Training Center of Rosdetcenter Anna Sergutina on the launch of the All-Russian project "Unity of the Peoples of Russia".  In...	VIEWS	REACTIONS
	2 014	10
	REP.	ER
	1	9.5%
Nº518.06 · 14:09PHOTO  Somewhere on the edge of the map, in the cold waters of the Sea of Okhotsk, an archipelago hides that looks like a movie set Main feature...	VIEWS	REACTIONS
	1 977	20
	REP.	ER
	25	9.3%

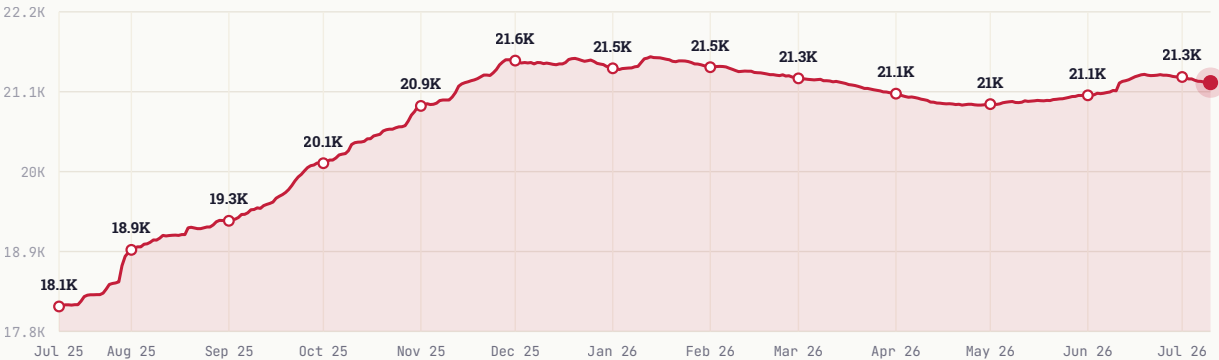
| WORST 3

↓ 26.06 · 12:04PHOTO Another surprise... For Youth Day we launched an interactive app where everyone can make their breakthrough – from dream to reality...	VIEWS	REACTIONS
	620	5
	REP.	ER
	2	2.9%
↓ 01.07 · 12:08VIDEO (post without caption – video)	VIEWS	REACTIONS
	613	—
	REP.	ER
	—	2.9%
↓ 01.07 · 12:45VIDEO (post without caption – video)	VIEWS	REACTIONS
	600	—
	REP.	ER
	2	2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.

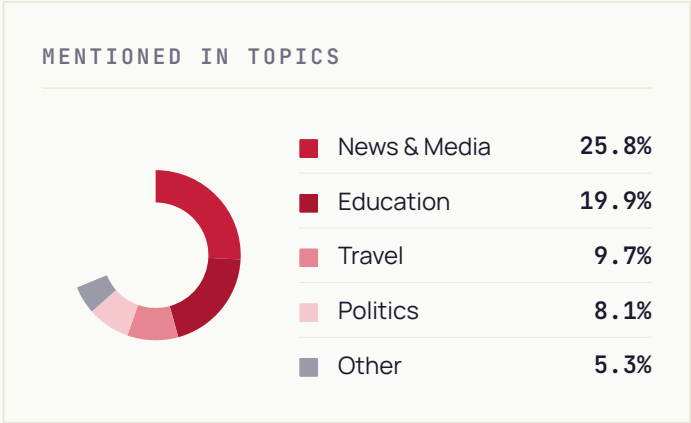
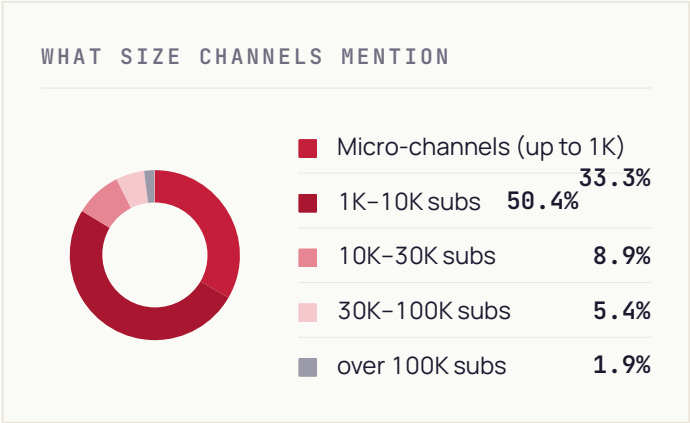
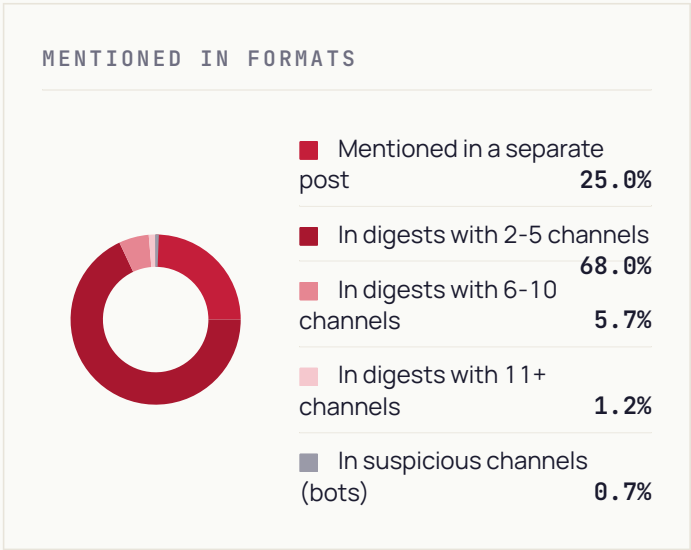
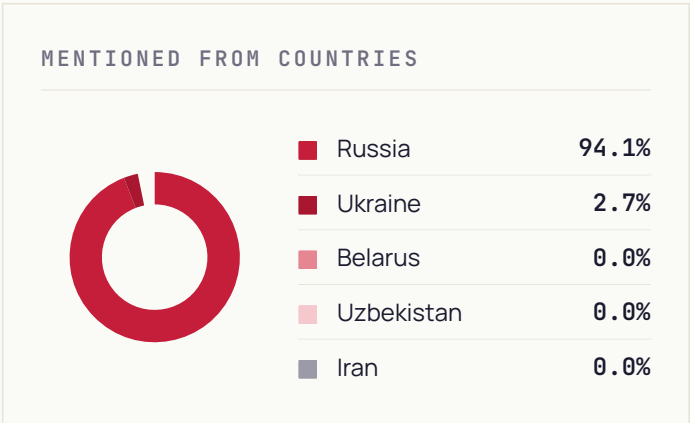


START DATE	NOW	NET GROWTH
18 142	21 263	+3 121

SECTION 04 · MENTIONS

Who mentions the channel & how

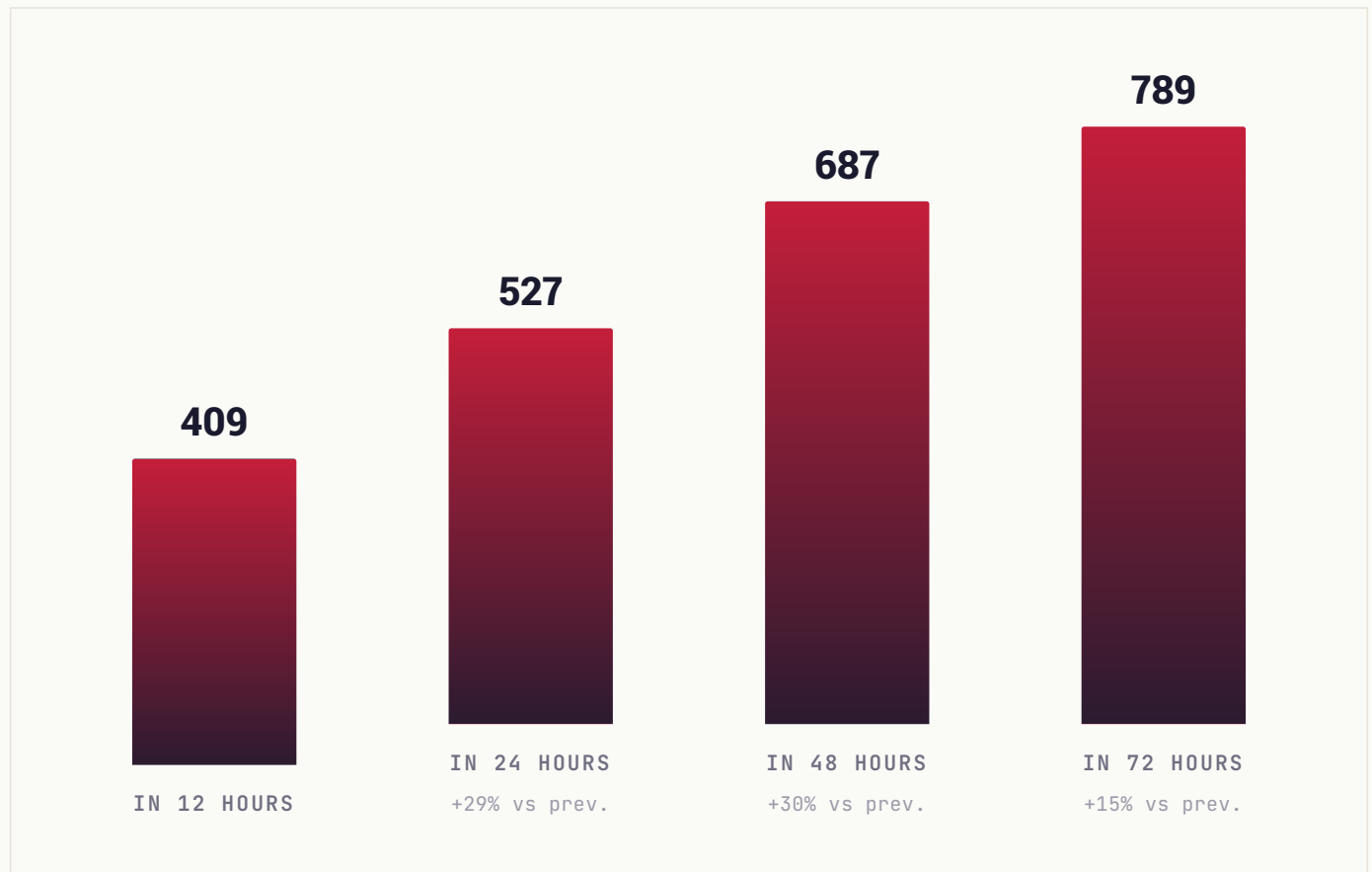
Citation index **374** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **2 674** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
BC More than a trip YOU	21.3K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 96 — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal: enter top-96 through systematic traffic & content work.

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 **1 314**, they brought **3 101** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	71	55	190	
December 2025	195	123	141	
Nov 2025	219	157	675	
Oct 2025	194	120	788	
Sep 2025	278	160	814	
August 2025	357	275	493	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 314	6	3 101

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel against them. Gray band = range covering 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 this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best time for
key posts**

02

ER below niche benchmark — rethink formats

Current ER 4.65% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.8pp ER

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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 from public data.
Want 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
