

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Delights

• Events



@moscow_happy

We cover the brightest and most current events in the capital Ad inquiries: @Joe_barbaro_2 Our channels: @Scaletta_Agency Work with: @swaymedia, @Spiral_Yuri RKN:...

SUBSCRIBERS

323 265

+7531 per month

ERR (% SEE POSTS)

5.0%

last day **3.1%**

REACH/POST

13.8K

ad reach **10K**/24h

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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.

 SUBSCRIBERS 323 265 —	 SUBSCRIBER REACH 4.28% avg % subs see post	 VIEWS/POST 13.8K median 13.9K · 29 days	 POSTS/WEEK 40.9 for period
 7D TREND -1.8% vs previous week	 REACTIONS/POST 85.6 total 14,811 reactions, 17,683 reposts, 0 comments	 POST LENGTH 278 chars median 264 · 29 days	 POSTS ANALYZED 173 29 days
 AD REACH 10K 24h avg	 CHURN / MONTH +7531 last month	 CITATION RATE 481 citation index · 988 channels mentioned all time	 CHANNEL AGE 3 years 17 days created 11.06.2023

AI EDITOR SUMMARY

Channel «Moscow delights • Events» — 323 265 subs. Each post averages 13.8K people (4% from subs), reach is low — consider expanding audience. Publishes 41 posts/week (~6/day) — active posting. Week 15–21 Jun reach stable (-1.8% vs week Jun 8–14).

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 173 posts over 29 days.
- 02 Dominant format — Photo (89/173 posts).
- 03 Avg post length — 278 chars (median 264).
- 04 Peak audience activity — Thursday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (21.8K avg top vs 10.1K worst) — among 173 posts in 29 days. Analyze what top shares: topic, format, time.

TOP 5 POSTS

№103.06 · 04:42PHOTO	VIEWS	REACTIONS
	22 482	188
☒ The Main Botanical Garden is especially beautiful after rain ☒ Moscow Delights · Events	REPOSTS	ER
	48	7.0%
№203.06 · 12:31PHOTO	VIEWS	REACTIONS
	21 835	82
♥ Heading to the Gzhel Porcelain Factory Here you can not only see how the famous blue-and-white ceramics are made, but also...	REPOSTS	ER
	109	6.8%
№302.06 · 17:56VIDEO	VIEWS	REACTIONS
	21 031	99
☒ There's a photo studio in Moscow where you can bring your dog for a shoot At 'YuYu' on Myasnitskaya, they gladly welcome guests with...	REPOSTS	ER
	69	6.5%

Nº4 02.06 • 19:59 VIDEO ☒ A girl from her Moscow apartment window captured an incredible double rainbow – a sight you can't look away from! ☒...	VIEWS 20 128 REACTIONS 301 REPOSTS 73 ER 6.2%
Nº5 05.06 • 17:17 PHOTO ♥ Love is ice cream in heart shape now at Dixy stores The new item is heart-shaped, with strawberry and chocolate flavors...	VIEWS 19 969 REACTIONS 138 REPOSTS 213 ER 6.2%

WORST 3

↓ 24.06 • 17:03 VIDEO ☒ VK Fest will again feature the electronic stage of Radio Record VK Fest organizers revealed the lineup of one of the most dance-friendly venues...	VIEWS 10 307 REACTIONS 36 REPOSTS 33 ER 3.2%
↓ 24.06 • 16:04 PHOTO ♻ Plastic buckets from construction sites are being turned into new ones instead of thrown away SberCity and SIBUR launched this project. Used containers...	VIEWS 10 170 REACTIONS 61 REPOSTS 13 ER 3.1%
↓ 21.06 • 18:37 PHOTO Girls, we're giving away Dyson Airwrap HS09 Coanda2x and Golden Apple gift cards ☒ To enter: 1) subscribe to the channels...	VIEWS 9 912 REACTIONS 41 REPOSTS 25 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

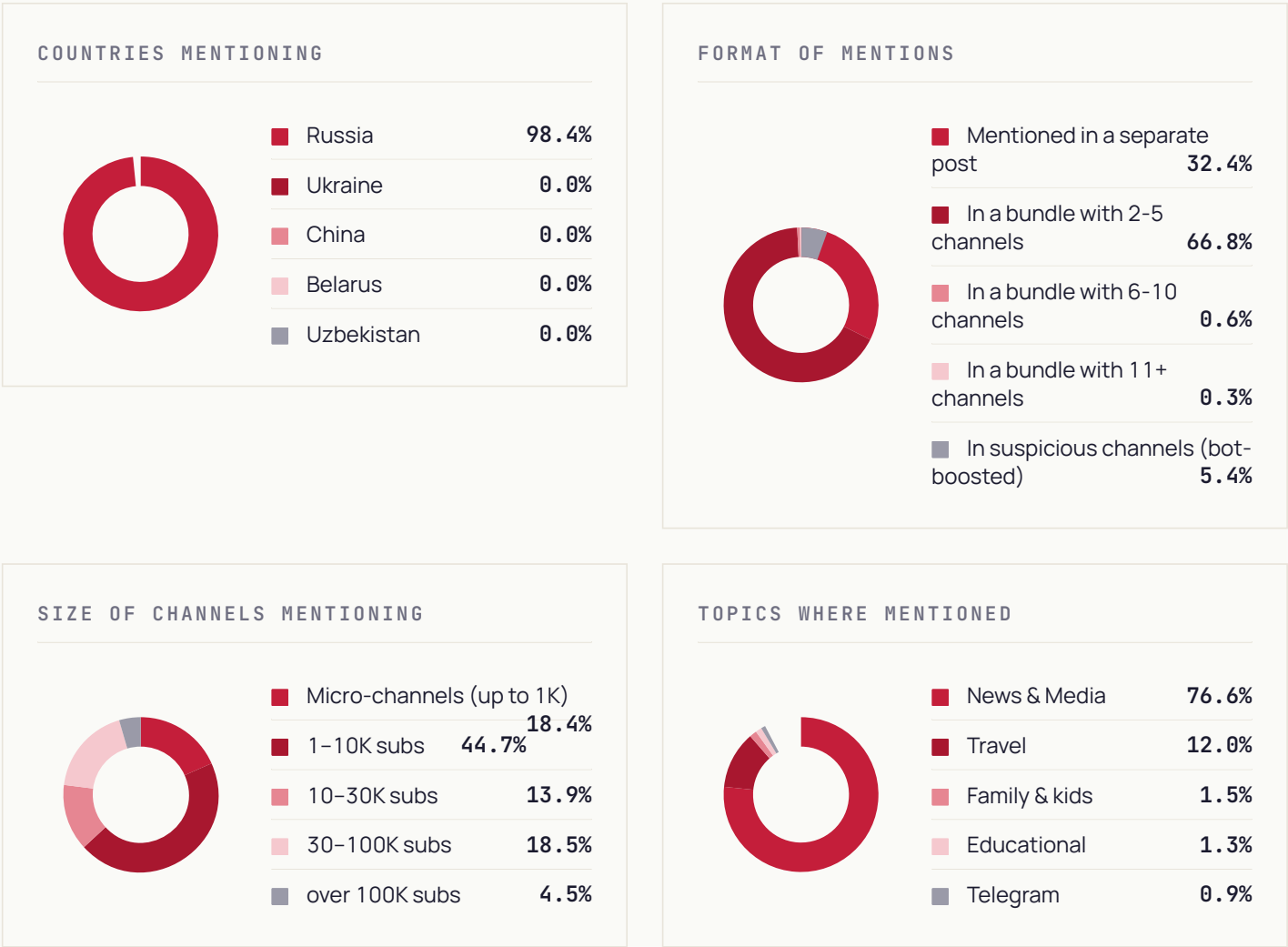
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

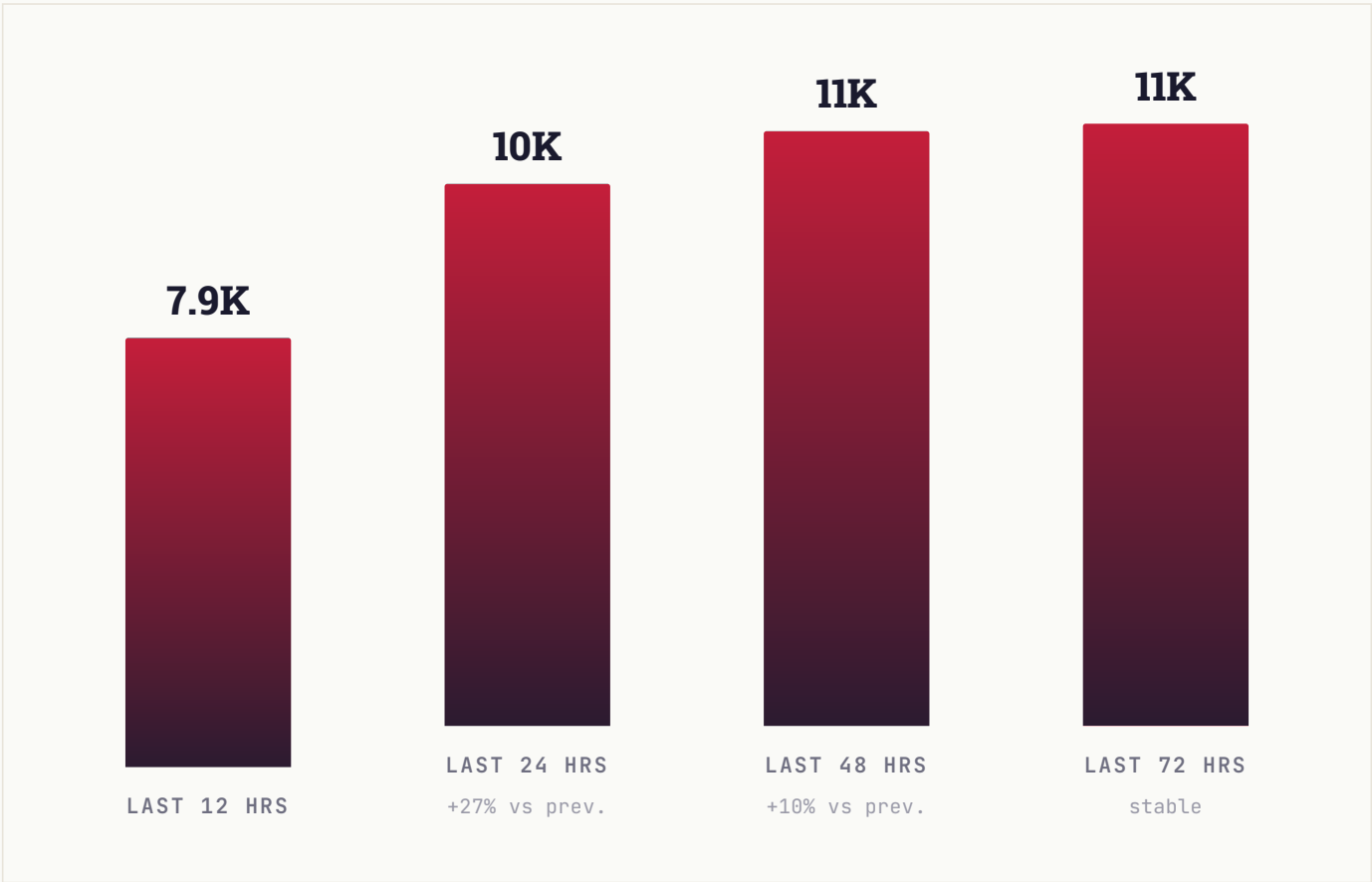
Citation index **481** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **988** different channels.



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

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moscow Girl	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
MR Moscow Delights • Events	323.3K

COMPARATIVE SUMMARY

Channel in top quarter of niche (#13 of 97). Leader — **Amazing World and Travel** (1.2M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **4 422**, they brought **69 255** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1 185	339	8 024
Nov 2025	1 492	349	11 209
Oct 2025	283	29	8 157
Sep 2025	1 223	592	34 937
August 2025	146	22	3 319
July 2025	93	14	3 609

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4 422	6	69 255

SECTION 08 · NICHE COMPARISON

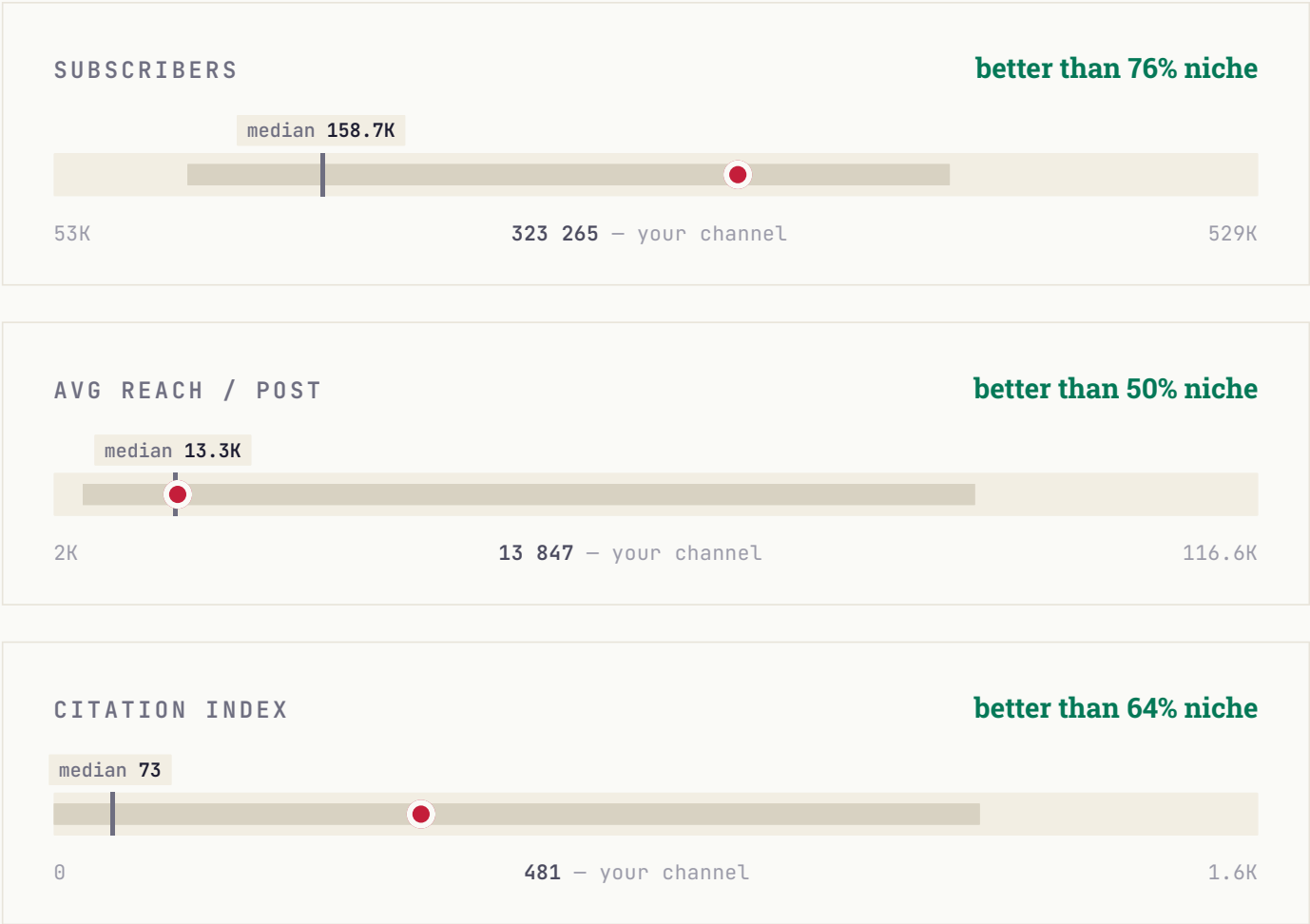
Where the channel stands in its league

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

#13/100

POSITION IN NICHE

Channel in top 13% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.28% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+3.2pp ER

03

System traffic buy

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 with same-segment channels 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 — what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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