

PUBLIC PROMTPRESS REPORT

Channel audit

Cheap flights from Moscow



@moskvatravel

Travel news & cheap tickets! P.S.: We don't sell tickets, just find the best deals) @avian555 collab (link in bio), giveaway results @reklamnayalisa Suggest...

SUBSCRIBERS

113 610

-1418 per month

ERR (% WHO SEE POSTS)

7.0%

in 24h 4.5%

REACH/POST

7.8K

ad reach 5.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 113 610 —	SUBSCRIBER REACH 6.83% avg % subs see post	VIEWS/POST 7.8K median 7.7K · 29 days	POSTS/DAY 8.7 ~61 per week
7D TREND +12.4% vs previous week	REACTIONS/POST 11.1 total 2,872 reactions, 4,785 reposts, 0 comments	POST LENGTH 324 chars. median 266 · 29 days	POSTS ANALYZED 258 29 days
AD REACH 5.1K 24h avg	CHURN / MONTH -1418 last month	CITATION RATE 319 citation index · 397 channels mentioned all time	CHANNEL AGE 1 year 3 months created 05.03.2025

AI EDITOR SUMMARY

Channel «Cheap flights from Moscow» — 113 610 subs. Avg views per post 7.8K people (7% of subs), reach low — expand audience. Publishes 61 posts/week (~9/day) — active. Week Jun 15–21 reach up +12.4% by week Jun 8–14 — positive trend.

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 **258** posts in 29 days.
- 02 Dominant format — **Photo** (198/258 posts).
- 03 Avg post length — **324** chars (median 266).
- 04 Peak audience activity — **Thursday**, 20:00 MSK.
- 05 Top-performing posts get **3 times** 3x more views than the weakest (16.5K avg for top vs 5.6K for worst) — among 258 posts over 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 15:06 PHOTO ✈️✈️ Fly to Sharm el-Sheikh (Egypt) June 19 from 7,528₽ — ticket here Subscribe to our channel and never miss deals like this. ✈️Prices...	VIEWS 18 798 REPOSTS 21 REACTIONS 8 ER 16.5%
Nº2 13.06 · 09:57 PHOTO ✈️✈️ Fly to Sharm el-Sheikh (Egypt) June 15–24 from 19,871₽ — ticket here Subscribe to our channel and never miss deals like this. ✈️Prices...	VIEWS 16 394 REPOSTS 14 REACTIONS 6 ER 14.4%
Nº3 22.06 · 16:38 PHOTO ✈️✈️ Fly to Minsk June 25–July 1 from 5,560₽ — ticket here No visa required for Russian citizens. Subscribe to our channel and...	VIEWS 14 239 REPOSTS 44 REACTIONS — ER 12.5%

Nº4

23.06 · 15:38

PHOTO

✈️ Fly to St. Petersburg June 24 from 1,499₽ — ticket here

Subscribe to our channel and never miss deals like this.

📄 Prices valid as of...

VIEWS

13 291

REPOSTS

30

REACTIONS

—

ER

11.7%

Nº5

23.06 · 10:04

PHOTO

🇷🇺 Fly from Moscow to Shanghai June 24 from 13,813₽ — ticket here

Russian citizens can visit China visa-free for up to 30 days...

VIEWS

13 123

REPOSTS

40

REACTIONS

9

ER

11.6%

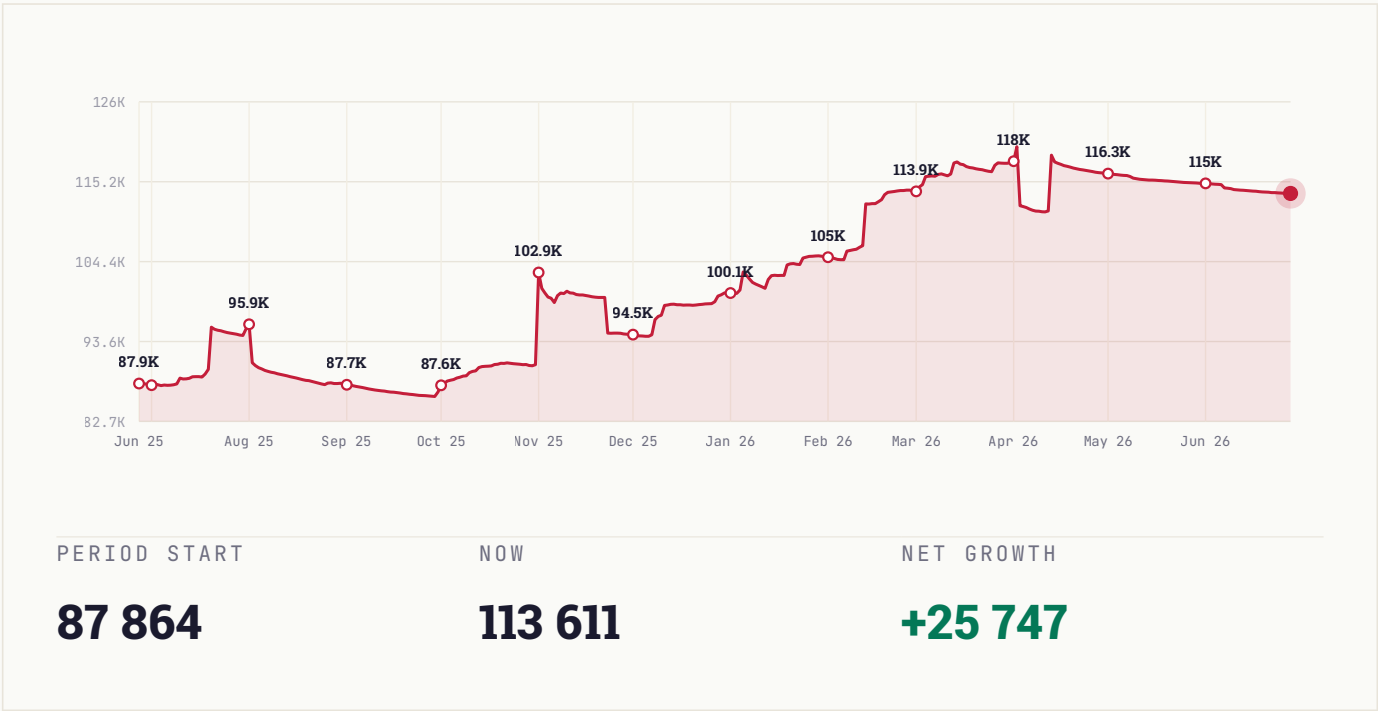
WORST 3

↓ 12.06 · 07:02 PHOTO 🇷🇺 Fly to Nha Trang (Vietnam) June 14–21 with Ikar & Red Wings from 30,959₽ — ticket here No visa required for Russian citizens...	VIEWS 5 815 REPOSTS 15	REACTIONS 7 ER 5.1%
↓ 09.06 · 09:03 PHOTO 😊 Tastiest giveaway! Win a 20,000 ruble certificate to any* of 100+ top restaurants...	VIEWS 5 580 REPOSTS 12	REACTIONS 26 ER 4.9%
↓ 10.06 · 07:35 VIDEO Beer trucks replace fluff trucks Right in time for the heat😊 🇷🇺 Subscribe Send news	VIEWS 5 265 REPOSTS 137	REACTIONS 72 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

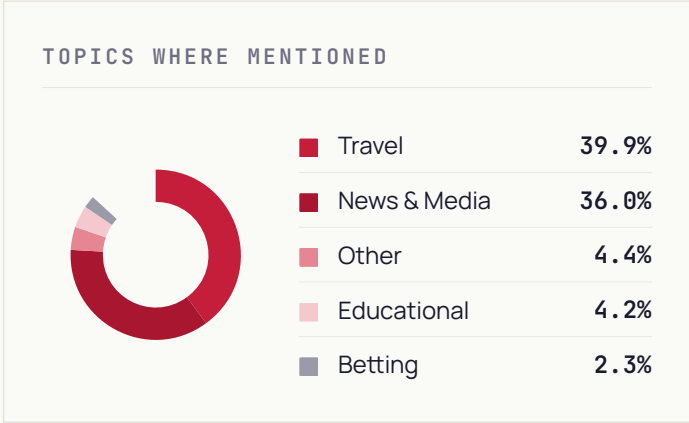
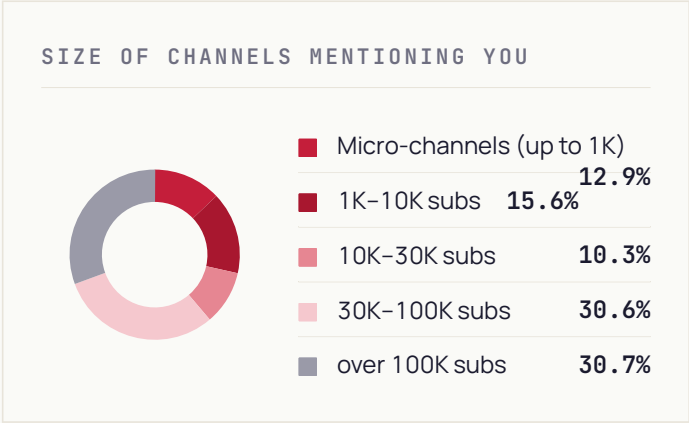
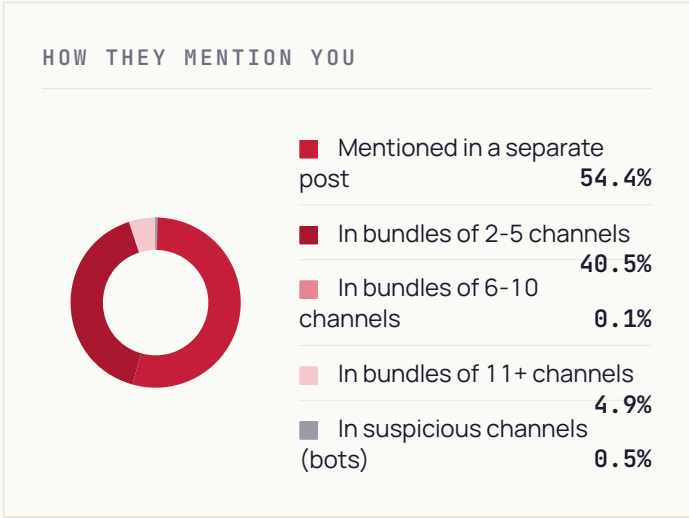
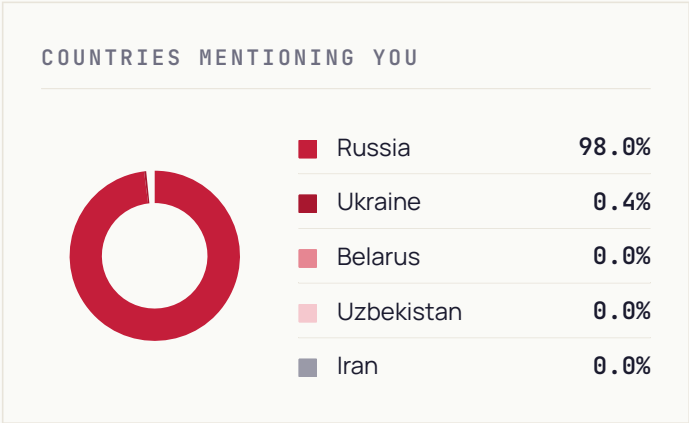
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · CITATIONS

Who mentions the channel and how

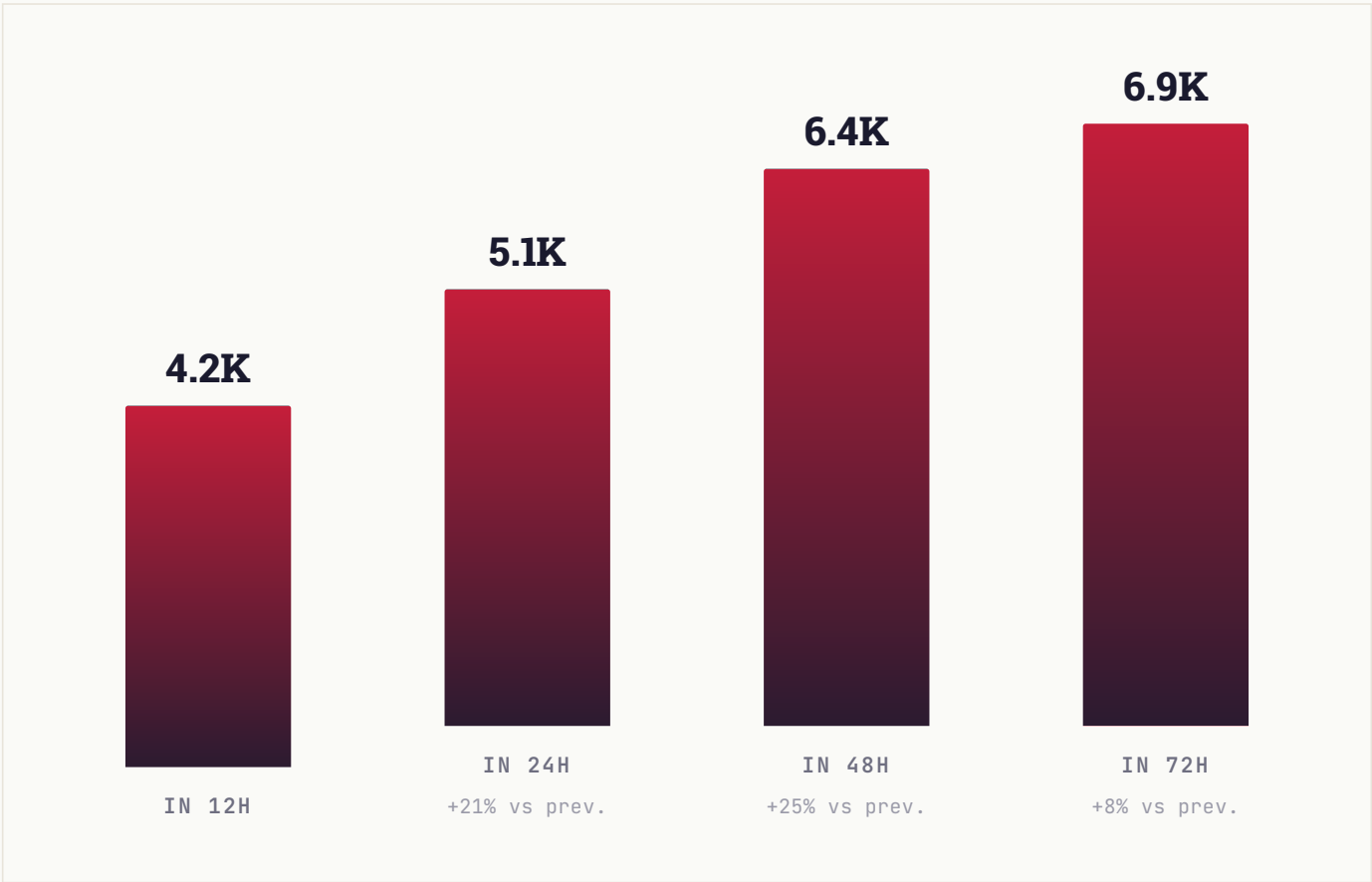
Citation index **319** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **397** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moskvichka	508.6K
TU Tutu	504.9K
JP Yandex Travel	501.7K
Sun Discount train	433.4K
OT Ozon Travel	407K
Sat Cheap flights from Moscow YOU	113.6K

COMPARATIVE SUMMARY

Channel inbottom half of top-100 niche (#79 of 97). Niche median — 159.5K subs.
First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **263**, they brought **35 051** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	24	20	6 132
Nov 2025	15	9	14 110
Oct 2025	34	21	4 143
Sep 2025	19	16	585
August 2025	59	34	909
Jul 2025	112	56	9 172

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
263	6	35 051

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

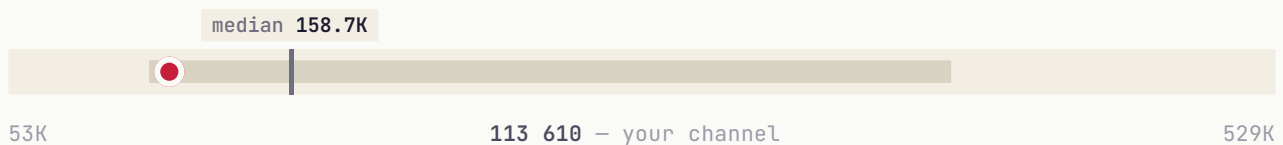
Took top-**100** channels in category «**Travel**» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#79 /100

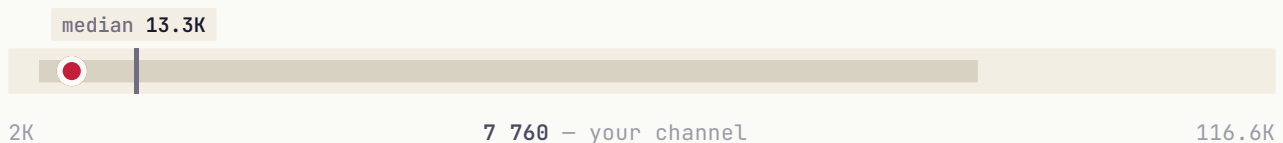
RANK IN NICHE

Channel in the bottom half of the ranking

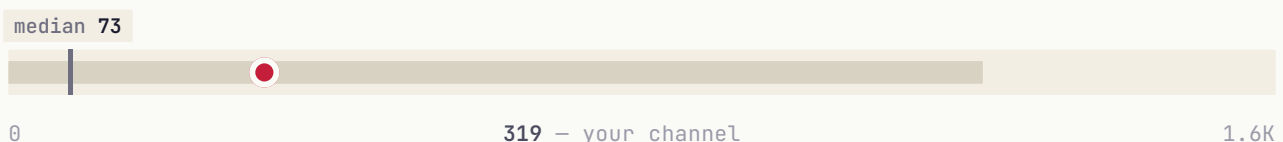
SUBSCRIBERS

28% below median


AVG REACH / POST

42% below median


CITATION INDEX

better than 58% of niche


— 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 20:00 MSK. | EFFECT
Best window
for key posts |
| 02 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 03 | ER below niche benchmark — rethink formats
Current ER 6.83% vs norm 7.5%. Try polls & interactive formats. | EFFECT
+0.7pp ER |
| 04 | System traffic buy
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000
subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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