

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscowtrends



@msktrnds

Oat milk latte, e-scooter and two power banks. We write about the roaring capital more often than they repave tiles.

SUBSCRIBERS

25 591

202 posts 29 days

ERR (% WHO SEE
POSTS)

5.0%

per day 22.0%

REACH/POST

709

ad reach 5.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 25 591 —	SUBSCRIBER REACH 2.77% avg % subs see post	VIEWS/POST 709 median 18 · 29 days	POSTS/WEEK 47.8 for the period
7D TREND +2691.1% vs prev week	REACTIONS/POST 1.9 only 382 reactions, 181 rep., 0 comments	POST LENGTH 178 chars median 158 · 29 days	POSTS ANALYZED 202 29 days
AD REACH 5.6K 24h avg	CITATIONS 0 citation index (cumulative)	CHANNEL AGE 5 months 16 days created 31.01.2026	

AI EDITOR SUMMARY

Channel «Moscowtrends» – 25 591 subs. Each post gets avg 709 people (3% from subs), low reach – consider expanding audience. Publishes 48 posts per week (~7/day) – active posting. Week July 6–12 reach grew +2691.1% by week June 29 – July 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **202** posts over 29 days.
- 02 Dominant format — **Video** (126/202 posts).
- 03 Avg post length — **178** chars (median 158).
- 04 Audience peak activity — **Tuesday**, 18:00 MSK.
- 05 Top posts get **987x** more views than the weakest (7.9K avg for top vs 8 for worst) — among 202 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

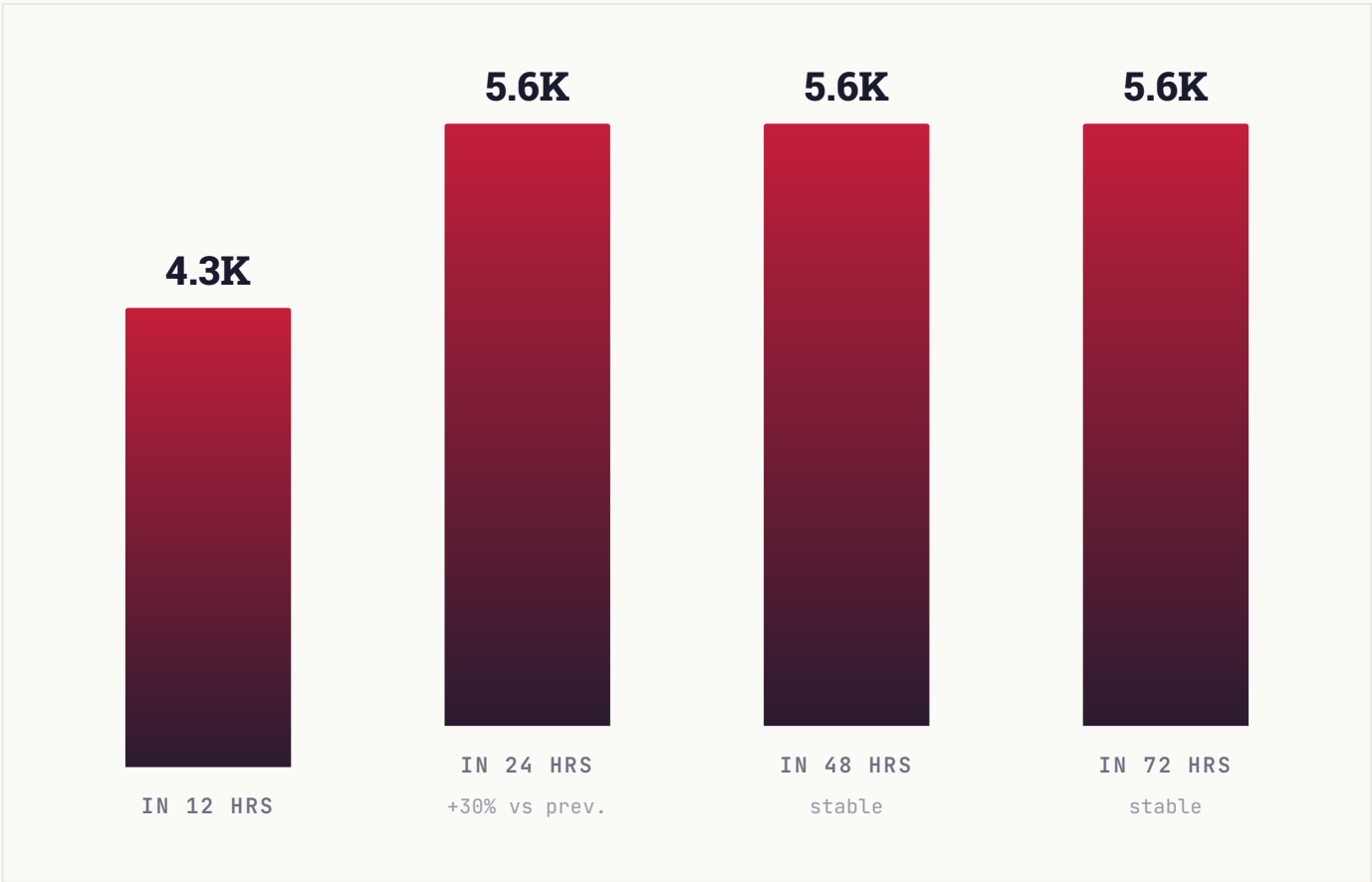
Nº1 13.07 · 17:10 VIDEO 000000000000000000000000 Typical summer day in the capital: girls in herring costumes organized a SUP swim on the river near Serebryany Bor...	VIEWS 8 283 REP. 13	REACTIONS 19 ER 32.4%
Nº2 13.07 · 21:35 VIDEO In Moscow, a veranda that looks like a tropical paradise. At Erwin on Kutuzovsky, a dome of garlands, fountains...	VIEWS 7 875 REP. 6	REACTIONS 12 ER 30.8%
Nº3 13.07 · 19:27 PHOTO Wanted Moscow registration, but something went wrong 🤔	VIEWS 7 528 REP. 2	REACTIONS 28 ER 29.4%

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SECTION 03 · AD POTENTIAL

How long a post brings reach

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



SECTION 04 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AЭ AEROFLOT	524.9K
MO Moscow girl	500.8K
YP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
SP How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
MO Moscowtrends YOU	25.6K

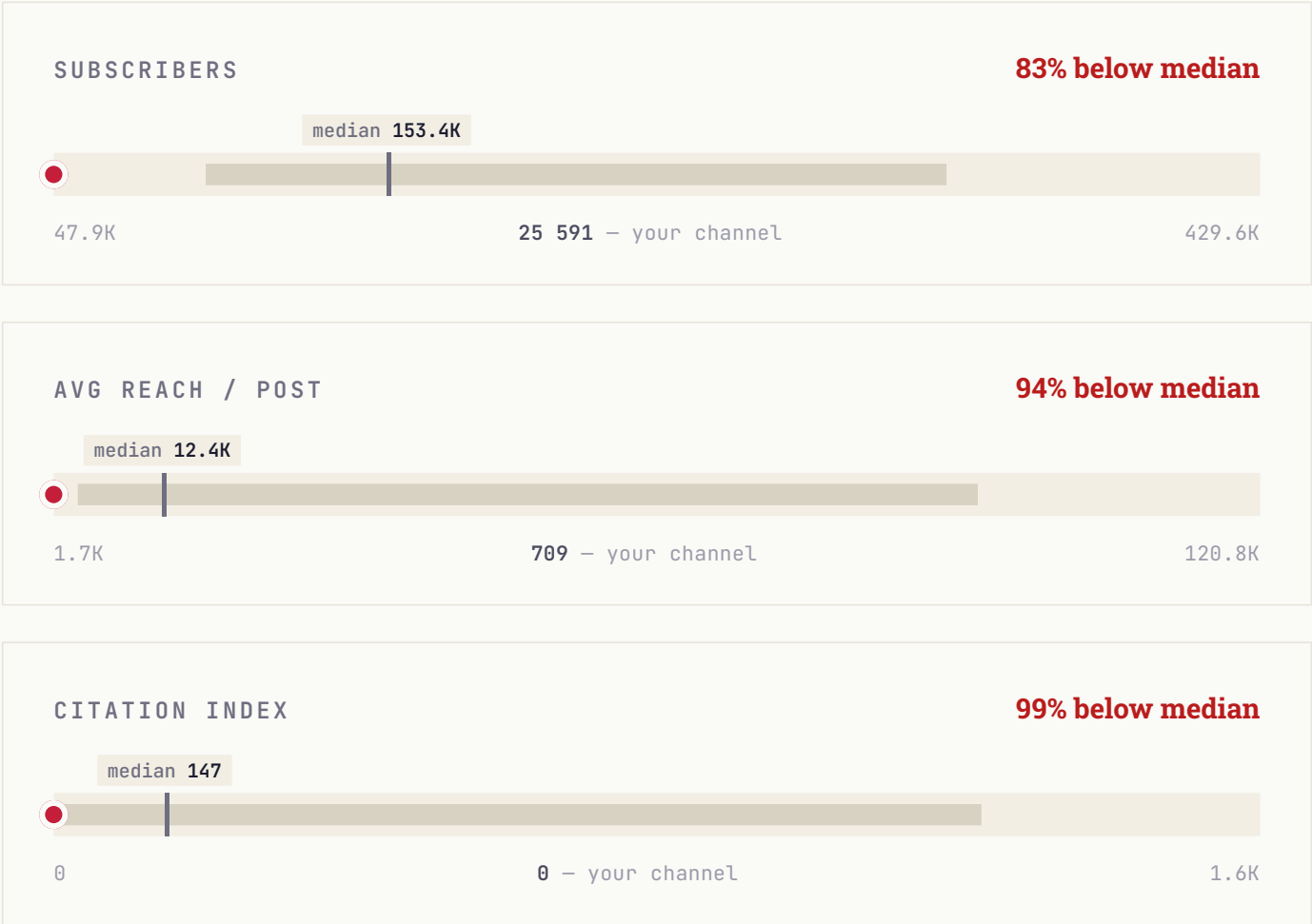
COMPARATIVE INSIGHT

Channel 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 05 · 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.



— SECTION 06 · STRATEGY

What to do right now

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

01**Top post of the week — on Tuesday**

Audience most active at this time and 18:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.77% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+4.7pp 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 — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager