
PUBLIC PROMTPRESS REPORT

Channel audit

Crimea - my land (Sevastopol, Simferopol, Yalta, Evpatoria, Kerch (tourism business, tourism))



@mykrim

— CONTENTS · 2026

What's Inside the Report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Worst 3 · Insights

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 Place

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 shows the period.

 SUBSCRIBERS 38 263 -	 SUBS REACH 5.76% avg % subs see post	 VIEWS/POST 2.2K median 2K · 28 days	 POSTS/WEEK 18.2 for the period
 7D TREND -4.7% vs previous week	 REACTS/POST 52.6 only 3,943 reactions, 1,064 reposts, 5 comments	 POST LENGTH 405 chars median 349 · 28 days	 POSTS ANALYZED 75 28 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -139 last month	 CITATION RATE 382 citation index · 1,004 channels mentioned all time	 CHANNEL AGE 6 years 7 months created 30.11.2019

AI EDITOR SUMMARY

Channel «Crimea - my land (Sevastopol, Simferopol, Yalta, Evpatoria, Kerch (tourism business, tourism))» – 38 263 subs. Each post gets avg 2.2K people (6% from subs), reach is low – consider expanding audience. Posts 18 posts/week (~3/day) – regular schedule. For week Jun 29 – Jul 5 reach stable (-4.7% vs week Jun 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **75** posts over 28 days.
- 02 Dominant format – **Photo** (65/75 posts).
- 03 Avg post length – **405** chars (median 349).
- 04 Peak audience activity – **Saturday**, 15:00 MSK.
- 05 Top posts get **3×** more views than the weakest (4.8K avg for top vs 1.5K for worst) – among 75 posts over 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

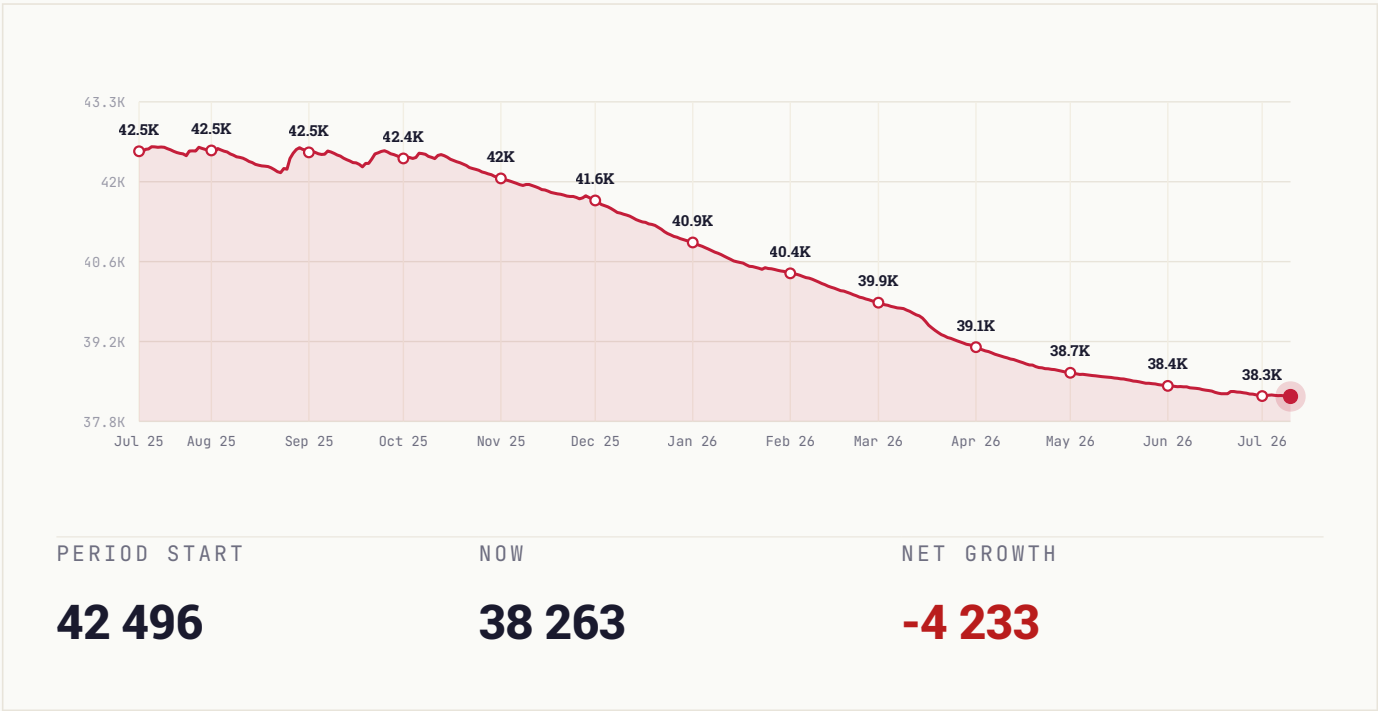
Nº1 20.06 · 12:09 PHOTO  This is how Koreiz and its surroundings look now. 🌴 On the Southern Coast of Crimea, mountains meet the sea, and ancient palaces are immersed in greenery and...	VIEWS 5 938 REPOSTS 20	REACTS 55 ER 15.5%
Nº2 03.07 · 05:04 PHOTO  Sevastopol. Kholmovka village. Found a beautiful spot with a lake view. Here in silence you can enjoy the beauty and listen to the singing...	VIEWS 4 418 REPOSTS 62	REACTS 69 ER 11.5%
Nº3 05.07 · 05:01 PHOTO  Little Jerusalem – an old town district in Yevpatoria. A very beautiful historical route where ancient religious monuments coexist...	VIEWS 4 005 REPOSTS 28	REACTS 61 ER 10.5%

Nº4 21.06 · 05:05 PHOTO 📅 June 21 - summer solstice: today is the shortest night and the longest day of the year. 🏰 Summer in the Old Town of Yevpatoria. 📷...	VIEWS 4 004 REPOSTS 12 REACTS 61 ER 10.5%
Nº5 28.06 · 05:09 PHOTO 👤 On the Yevpatoria embankment in Frunze Park stands a bronze sculpture "Resting Hercules" - one of the recognizable symbols of Yevpatoria. 🏛️ Here...	VIEWS 3 915 REPOSTS 19 REACTS 58 ER 10.2%
WORST 3	
↓ 24.06 · 12:46 PHOTO ☁️ Ak-Kaya. Summer in steppe Crimea, storm clouds and a beautiful blooming plateau. 📷 Photo: Anna Izyumskaya 📍 Crimea is my land 📷 t.me/myKrim - we in...	VIEWS 1 600 REPOSTS 2 REACTS 51 ER 4.2%
↓ 23.06 · 13:26 PHOTO 🌊 A scenic lake in Goncharnoye — a real secret near Sevastopol. 🌴 The water here has an unusual hue, the shores are quiet and green, and around —...	VIEWS 1 598 REPOSTS 4 REACTS 32 ER 4.2%
↓ 07.07 · 13:14 PHOTO 🌊 This place in Crimea looks like a movie scene. And here it is in different seasons. 📷 @alexey_latysh 📍 Crimea is my land 📷 t.me/myKrim - we...	VIEWS 1 358 REPOSTS 3 REACTS 34 ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

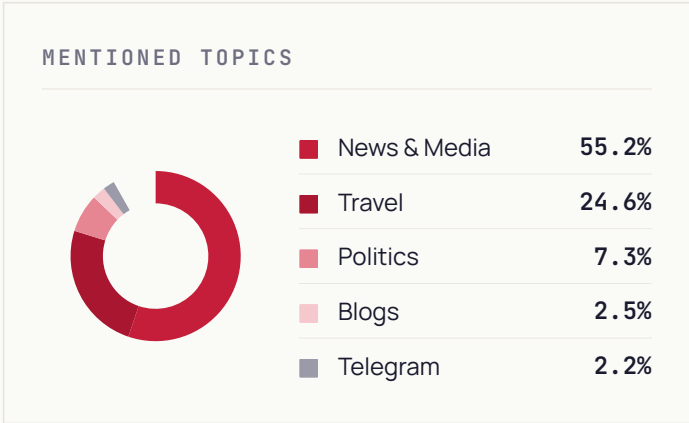
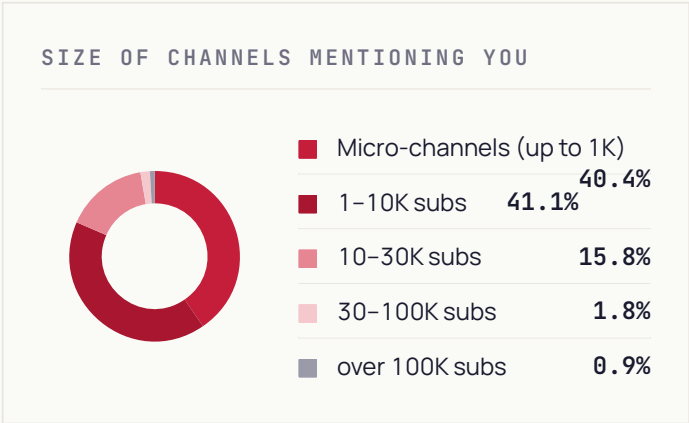
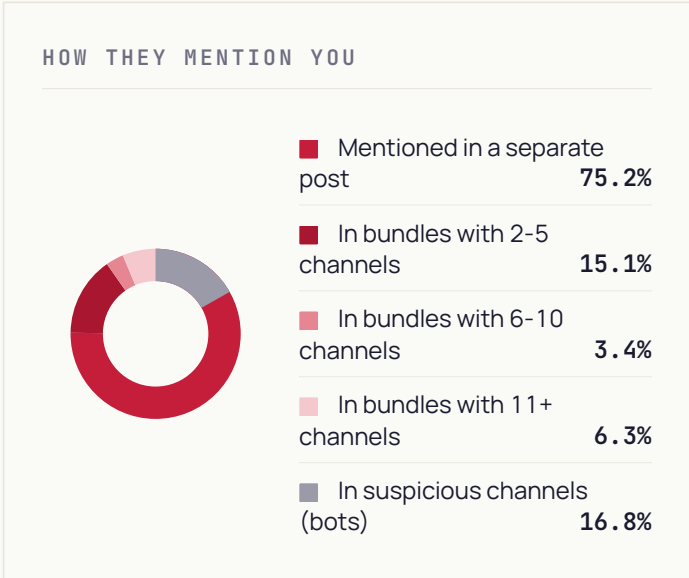
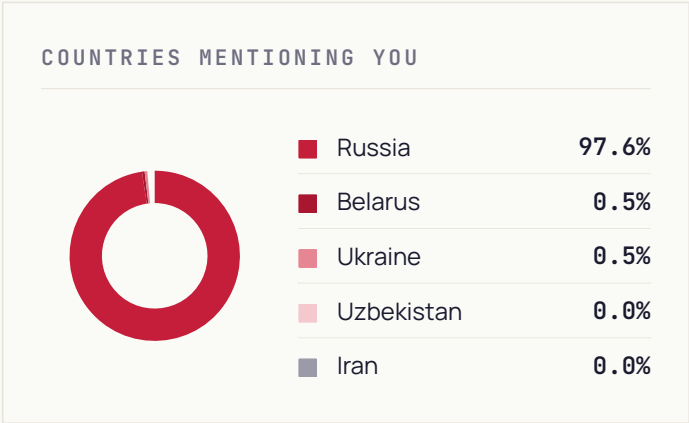
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

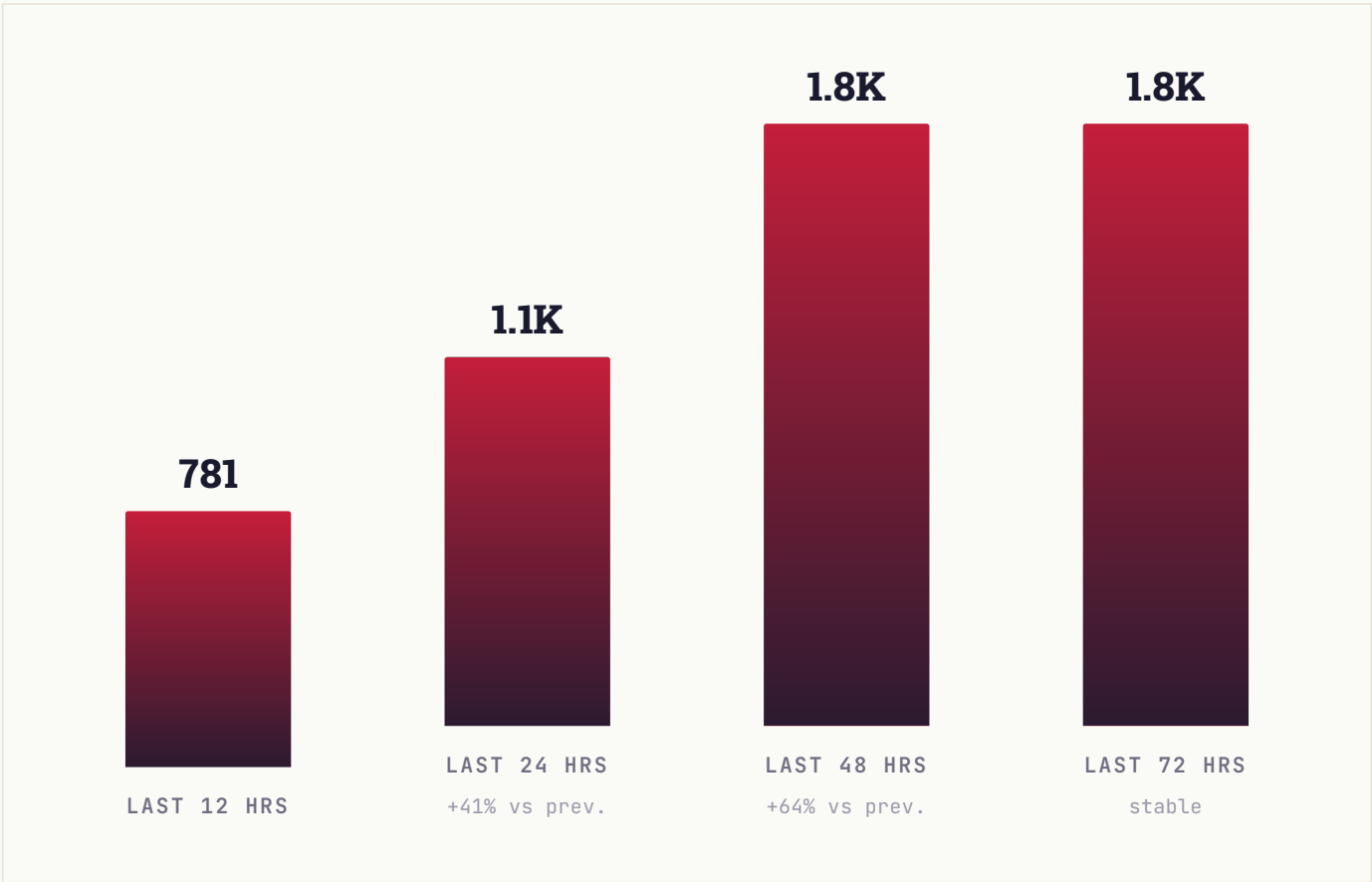
Citation index **382** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 004** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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 Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
Mon Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount train	432.2K
ER Ways to Travel Almost Free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
K- Crimea - my land (Sevastopol, Simferopol, Yalta, Evpatoria, Kerch (tourism business, tourism) YOU	38.3K

COMPARATIVE CONCLUSION

Channel is still outside niche top 96 — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **38**, they brought **1 144** new subs.

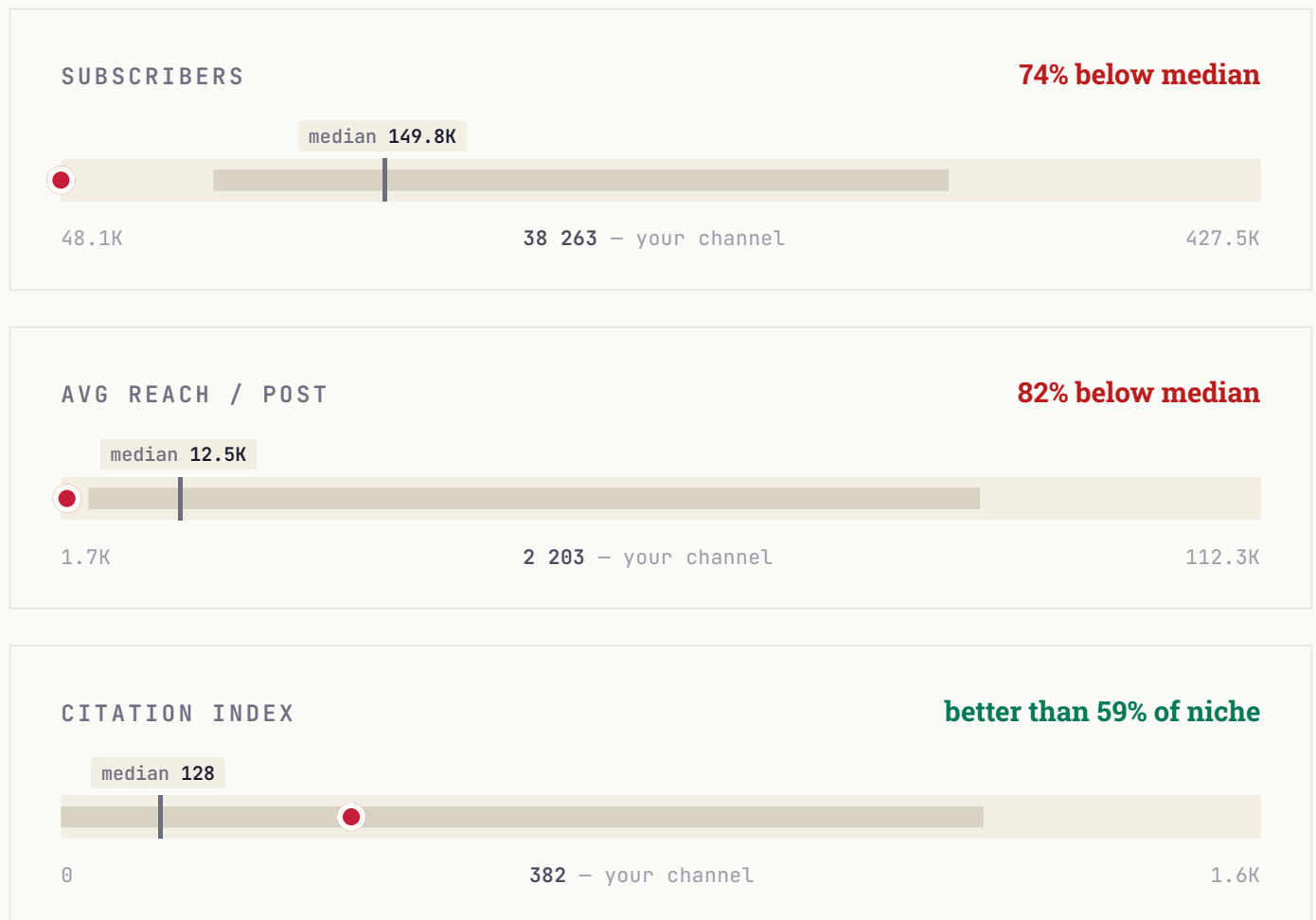
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	9	9	28
December 2025	0	0	0
Nov 2025	0	0	69
Oct 2025	4	4	183
Sep 2025	16	11	356
August 2025	9	9	508

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
38	6	1 144

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
 Gray band = range for 80% of niche channels (p10–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 next month.

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

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for important
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 5.76% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.7pp ER**04****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****05****Test polls & interactive formats**

Posts with polls/reactions typically 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 is what we can do in a few 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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