

PROMTPRESS PUBLIC REPORT

Channel audit

Mysterious Russia



@mysrussia

Russia worth seeing! Hidden gems & rare crafts. Travel & explore the most unusual places with us Questions: @Konstantin980
Exchange:...

SUBSCRIBERS

18 463

-166 per month

ERR (% WHO SEE POSTS)

6.0%

per day **3.0%**

REACH/POST

1.2K

ad reach **551**/24h

— 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 Quotability

Who and how mentions the channel

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 18 463 —	 SUBSCRIBER REACH 6.37% avg % subs see post	 VIEWS/POST 1.2K median 1.3K · 29 days	 POSTS/WEEK 7.5 for the period
 7D TREND -17.2% vs previous week	 REACTIONS/POST 65.1 total 2,019 reactions, 353 reposts, 1 comment	 POST LENGTH 503 chars median 457 · 29 days	 POSTS ANALYZED 31 29 days
 AD REACH 551 24h avg	 CHURN / MONTH -166 last month	 QUOTABILITY 615 citation index · 945 channels mentioned it all time	 CHANNEL AGE 2 years 4 months created 21.02.2024

AI EDITOR SUMMARY

Channel «Mysterious Russia» — 18 463 subs. Each post avg views 1.2K people (6% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. For week Jun 29 — Jul 5, reach dropped -17.2% vs week Jun 22–28 — worth analyzing reasons.

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 31 posts over 29 days.
- 02 Dominant format — Photo (31/31 posts).
- 03 Avg post length — 503 chars (median 457).
- 04 Audience peak activity — Wednesday, 07:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.5K avg top vs 893 worst) — among 31 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

№125.06 · 04:53PHOTO	VIEWS	REACTIONS
	1 546	61
Main Caucasus Range. Kashina, Semiglavaya, Batareynaya mountains. Kashina Mountain closes the Tuapse section of the Main Caucasus Range from the east...	REPOSTS	ER
	9	8.4%
№213.06 · 06:53PHOTO	VIEWS	REACTIONS
	1 445	62
Wolf Gate (Tuapse District) The gorge consists of vertical rock formations of alternating layers...	REPOSTS	ER
	14	7.8%
№311.06 · 04:53PHOTO	VIEWS	REACTIONS
	1 442	64
Azhek Waterfall, Khosta District Azhek is one of the most scenic and little-known natural wonders of the Western Caucasus. It seems hidden from...	REPOSTS	ER
	12	7.8%

Nº4 23.06 • 04:53 PHOTO Memorial ensemble 'Malaya Zemlya'. The name 'Malaya Zemlya' refers to a small section of the Tsemess Bay coast in Novorossiysk. Its history...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>1 421</td><td>63</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>10</td><td>7.7%</td></tr> </table>	VIEWS	REACTIONS	1 421	63	REPOSTS	ER	10	7.7%
VIEWS	REACTIONS								
1 421	63								
REPOSTS	ER								
10	7.7%								
Nº5 19.06 • 04:53 PHOTO Russia is home to one chipmunk species – the Siberian chipmunk. Its range starts in northern Siberia, where larches grow, and...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>1 375</td><td>78</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>14</td><td>7.4%</td></tr> </table>	VIEWS	REACTIONS	1 375	78	REPOSTS	ER	14	7.4%
VIEWS	REACTIONS								
1 375	78								
REPOSTS	ER								
14	7.4%								

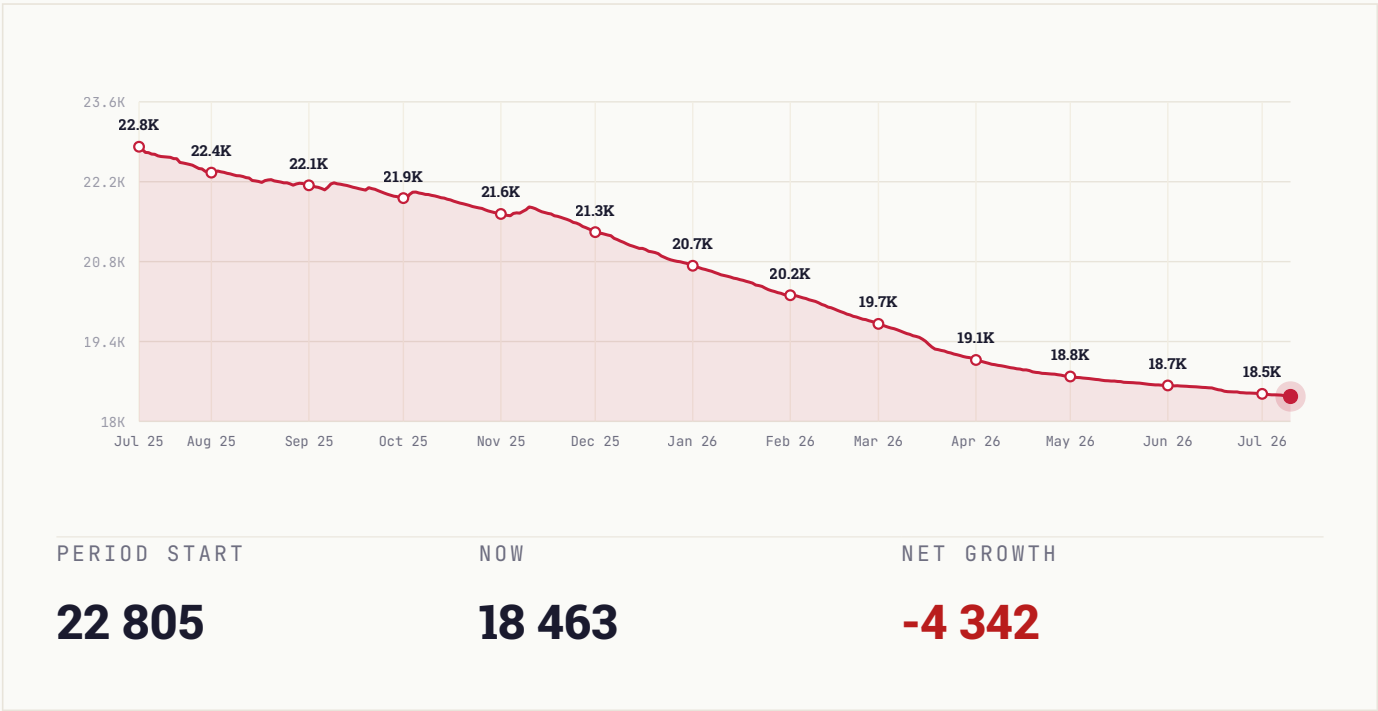
WORST 3

↓ 05.07 • 06:53 PHOTO Cave monastery Shuldan ('Echoing' or 'Impregnable place' in Crimean Tatar) – one of the most impressive and...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>948</td><td>49</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>7</td><td>5.1%</td></tr> </table>	VIEWS	REACTIONS	948	49	REPOSTS	ER	7	5.1%
VIEWS	REACTIONS								
948	49								
REPOSTS	ER								
7	5.1%								
↓ 06.07 • 04:53 PHOTO Primorsky Krai, Putyatin Island Photo: berkov_vitalii, @government_rus, @primorskyru #Primorsky_Krai Mysterious Russia  ...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>889</td><td>66</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>10</td><td>4.8%</td></tr> </table>	VIEWS	REACTIONS	889	66	REPOSTS	ER	10	4.8%
VIEWS	REACTIONS								
889	66								
REPOSTS	ER								
10	4.8%								
↓ 07.07 • 04:53 PHOTO Mount Kizinchii – a unique geological and natural site in Mostovskoy District, Krasnodar Krai. The mountain is located in a mountain-forest...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>842</td><td>48</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>6</td><td>4.6%</td></tr> </table>	VIEWS	REACTIONS	842	48	REPOSTS	ER	6	4.6%
VIEWS	REACTIONS								
842	48								
REPOSTS	ER								
6	4.6%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

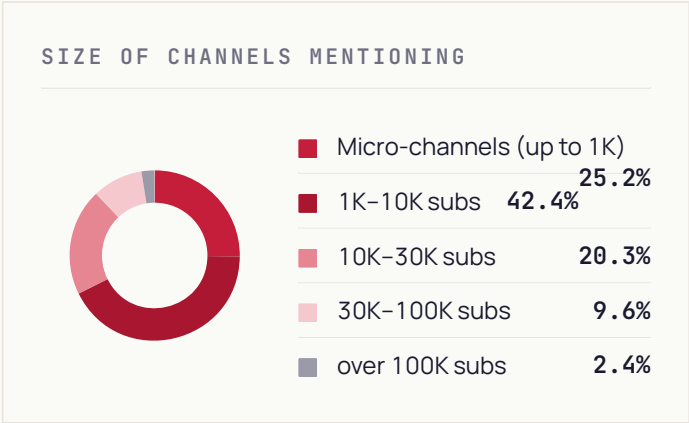
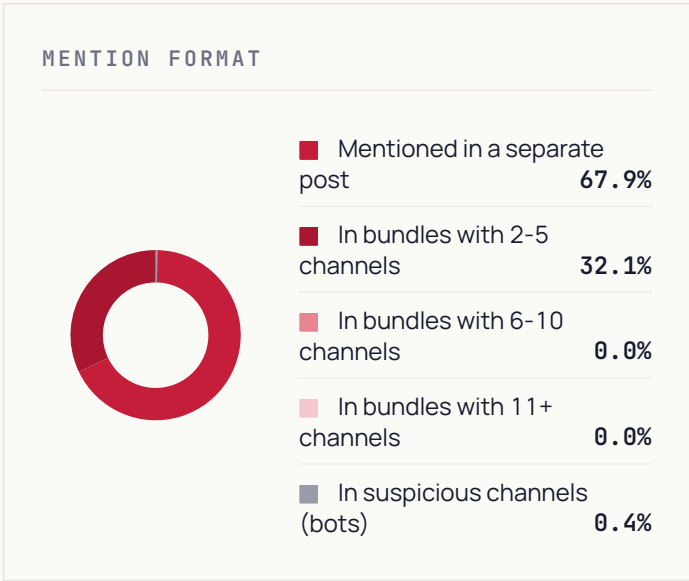
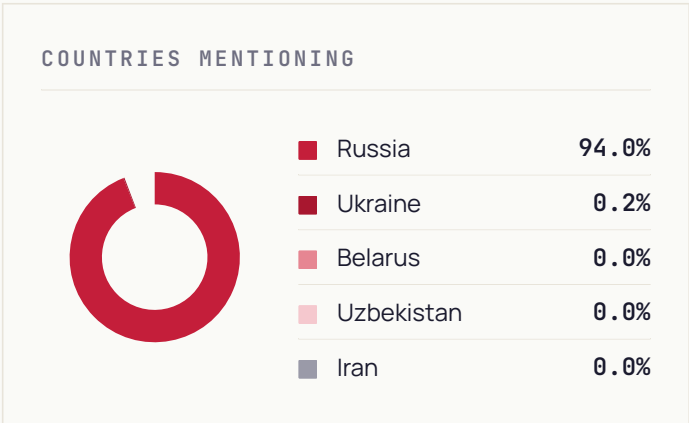
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

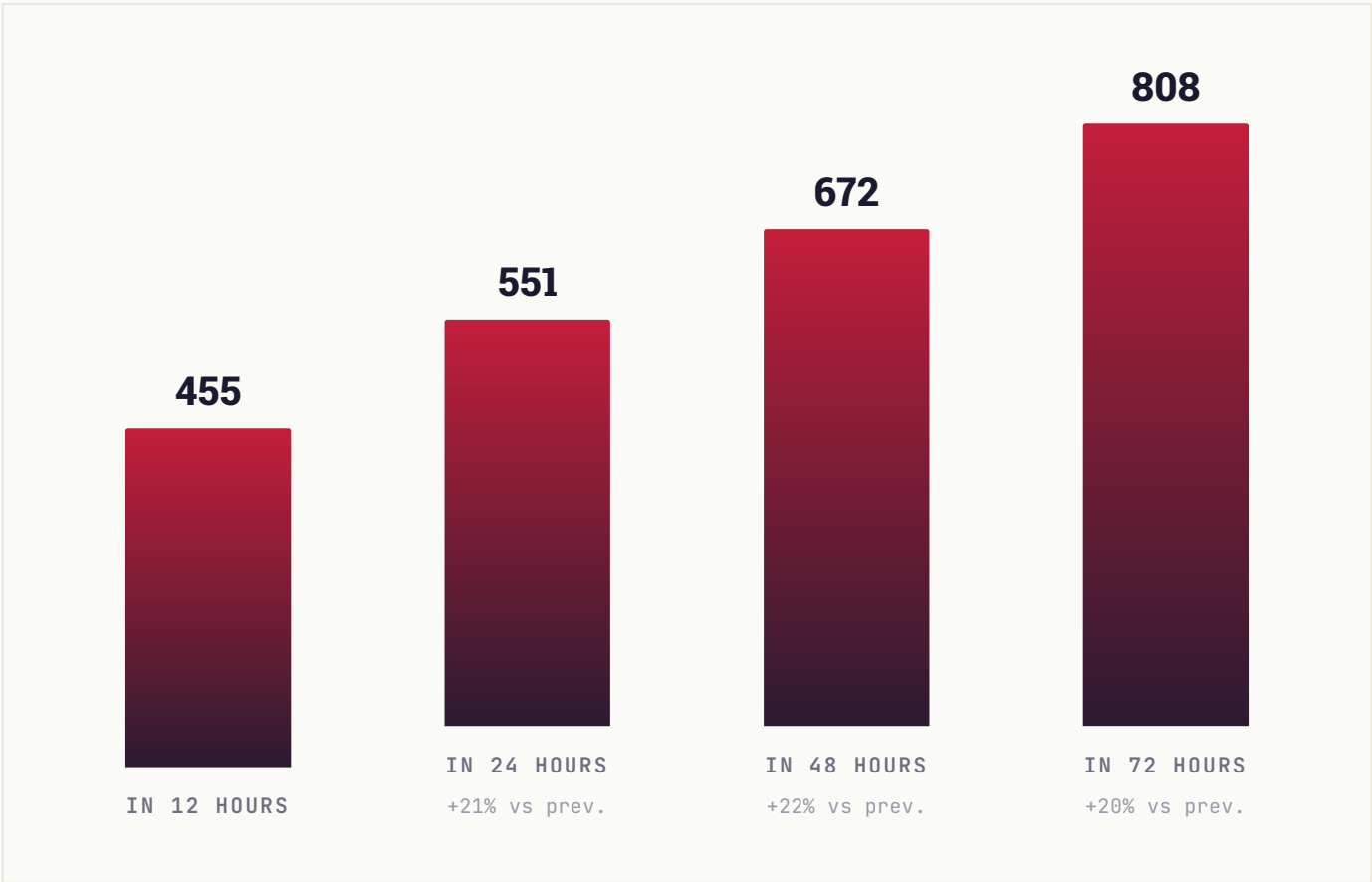
Citation index **615** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **945** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see 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
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — this is us	401.8K
OT Ozon Travel	398.9K
ER Mysterious Russia YOU	18.5K

COMPARATIVE INSIGHT

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

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 **272**, they brought **551** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	32	9	0	
December 2025	49	13	6	
November 2025	46	15	158	
October 2025	42	17	113	
Sep 2025	50	16	165	
August 2025	53	17	109	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
272	6	551

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a vertical line for the median, and a red dot for the channel's performance. The channel's performance is consistently below the median in the first two metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	18 463	149.8K	88% below median
AVG REACH / POST	1 176	12.5K	91% below median
CITATION INDEX	615	128	better than 67% of niche

SUBSCRIBERS 88% below median

median 149.8K

48.1K 18 463 – your channel 427.5K

AVG REACH / POST 91% below median

median 12.5K

1.7K 1 176 – your channel 112.3K

CITATION INDEX better than 67% of niche

median 128

0 615 – your channel 1.6K

— SECTION 09 · STRATEGY

What to do right now

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

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

Audience is most active on this day at 07:00 MSK.

EFFECT

**Best time for
key posts****02****Increase video posts share**

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 6.37% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.1pp ER**04****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****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 is what we can do in a few minutes from public data.
Want to go further — run ads with us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	--------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
