

PUBLIC PROMTPRESS REPORT

# Channel audit

## Natalia Sakado.

### Africa vs Petersburg



@natasakado\_official

Africa vs. Petersburg. Had the strength to leave and come back. Four kids 📺Manager ➡ @nastya\_kova\_kmteam Included by Roskomnadzor in the list of personal...

| SUBSCRIBERS                                     | ERR (% SEE POSTS)                                                                 | REACH/POST                    |
|-------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------|
| 119 309                                         | 20.0%                                                                             | 24.6K                         |
| <div>+392 per month</div> <div>28.06.2026</div> | <div>daily 8.6%</div> <div>HTTPS://PROMTPRESS.COM/AUDIT/NATASAKADO_OFFICIAL</div> | <div>ad reach 10.2K/24h</div> |

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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.

|                                                                                                                                                    |                                                                                                                                                                                     |                                                                                                                                                                                        |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>119 309</div> <div>—</div>           | <div> SUBSCRIBER REACH</div> <div>20.61%</div> <div>avg % subs see post</div>                      | <div> VIEWS/POST</div> <div>24.6K</div> <div>median 23.6K · 29 days</div>                             | <div> POSTS/WEEK</div> <div>13.4</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>+7.3%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>676.3</div> <div>37,874 reactions, 825 reposts, 872 comments</div> | <div> POST LENGTH</div> <div>282 chars</div> <div>median 133 · 29 days</div>                          | <div> POSTS ANALYZED</div> <div>56</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>10.2K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>+392</div> <div>last month</div>                                  | <div> CITATION RATE</div> <div>33</div> <div>citation index · 136 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 3 months</div> <div>created 11.03.2022</div> |

AI EDITOR SUMMARY

Channel «Natalia Sakado. Africa vs Petersburg» — 119 309 subs. Each post averages 24.6K people (21% of subs), that's average reach — room to grow. Publishes 13 posts per week (~2/day) — consistent. For week Jun 15–21, reach grew +7.3% vs 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 56 posts over 29 days.
- 02 Dominant format — Photo (33/56 posts).
- 03 Avg post length — 282 chars (median 133).
- 04 Peak audience activity — Monday, 20:00 MSK.
- 05 Top posts get 3x more views than the weakest (41.1K avg top vs 15.8K worst) — among 56 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                    |                                                                  |                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>01.06 · 17:36</div><div>TEXT</div></div> <div>By the way, noticed Leon is in his favorite shape again?)) Last summer he never took it off.</div>                                                                           | <div>VIEWS</div> <div>43 141</div> <div>REP.</div> <div>2</div>  | <div>REACTIONS</div> <div>607</div> <div>ER</div> <div>36.2%</div>   |
| <div><div>Nº2</div><div>01.06 · 15:46</div><div>VIDEO</div></div> <div>Had a great walk today. I noticed how much more confident the kids have become this year. They introduce themselves, chat, play with others more confidently...</div>       | <div>VIEWS</div> <div>42 623</div> <div>REP.</div> <div>8</div>  | <div>REACTIONS</div> <div>1 176</div> <div>ER</div> <div>35.7%</div> |
| <div><div>Nº3</div><div>01.06 · 13:29</div><div>TEXT</div></div> <div>I took a lease from T-Bank, it worked out well, almost no overpayment. But it's only available for legal entities (sole proprietors). Maybe someone in the comments...</div> | <div>VIEWS</div> <div>37 483</div> <div>REP.</div> <div>10</div> | <div>REACTIONS</div> <div>199</div> <div>ER</div> <div>31.4%</div>   |

|                                                                                                                                                                                             |                                                                 |                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº4</div><div>01.06 · 13:28</div><div>TEXT</div></div> <div>Good afternoon, I also need to change my car, anyone know about favorable loan offers? I'd be very grateful ♥♥♥</div> | <div>VIEWS</div> <div>36 151</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>121</div> <div>ER</div> <div>30.3%</div>   |
| <div><div>Nº5</div><div>01.06 · 12:48</div><div>PHOTO</div></div> <div>We tried the car with the guys)) SO CONVENIENT 😊 I'd forgotten))</div>                                               | <div>VIEWS</div> <div>35 990</div> <div>REP.</div> <div>4</div> | <div>REACTIONS</div> <div>1 221</div> <div>ER</div> <div>30.2%</div> |

|

WORST 3

|                                                                                                                                                                                                                            |                                                                  |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>23.06 · 11:56</div><div>PHOTO</div></div> <div>☒ Ghana Remember the colorful sorcerer Nana Kwaku Bonsam, whose name translates as 'devil'? This time he's seriously preparing for the match...</div> | <div>VIEWS</div> <div>15 958</div> <div>REP.</div> <div>25</div> | <div>REACTIONS</div> <div>224</div> <div>ER</div> <div>13.4%</div> |
| <div><div>↓</div><div>23.06 · 16:11</div><div>PHOTO</div></div> <div>Nothing unusual: just dashiki shirts sold near a St. Petersburg metro 😊</div>                                                                         | <div>VIEWS</div> <div>15 943</div> <div>REP.</div> <div>8</div>  | <div>REACTIONS</div> <div>381</div> <div>ER</div> <div>13.4%</div> |
| <div><div>↓</div><div>23.06 · 19:32</div><div>VIDEO</div></div> <div>White nights ☒ Right now the shortest nights of the year.</div>                                                                                       | <div>VIEWS</div> <div>15 545</div> <div>REP.</div> <div>93</div> | <div>REACTIONS</div> <div>664</div> <div>ER</div> <div>13.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

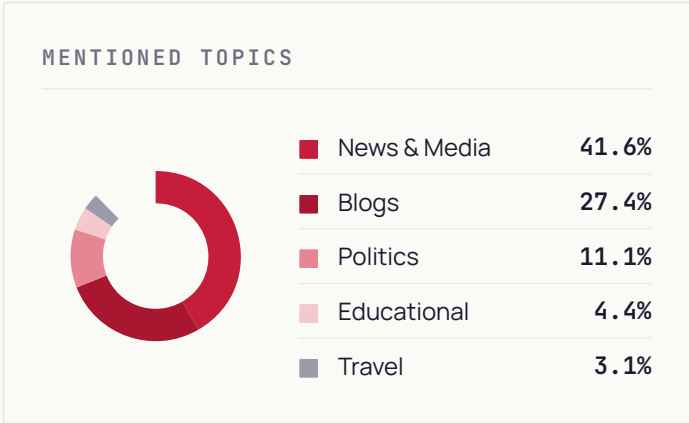
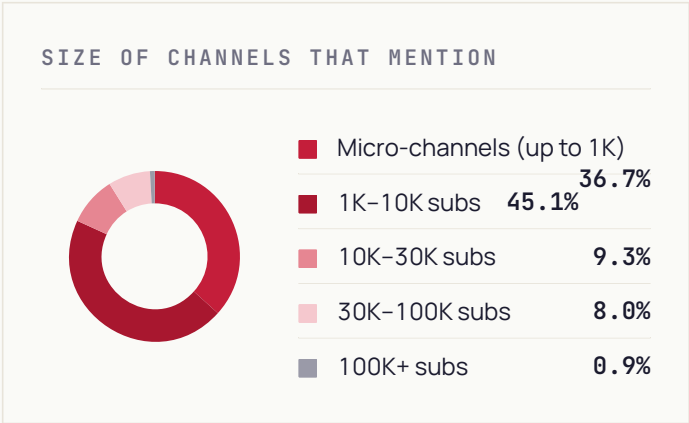
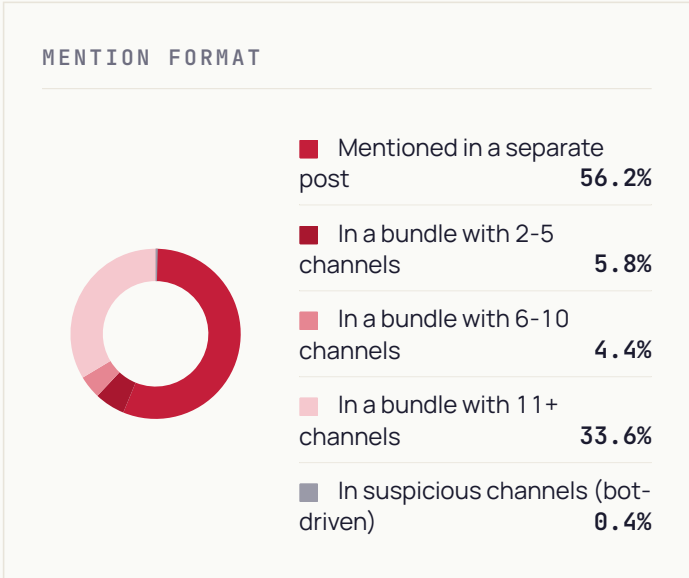
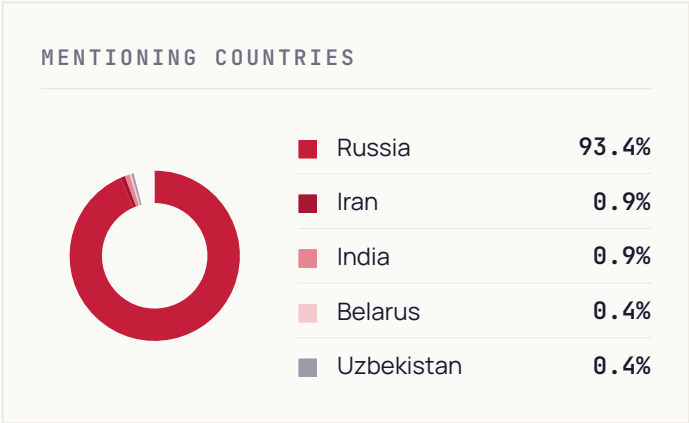
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

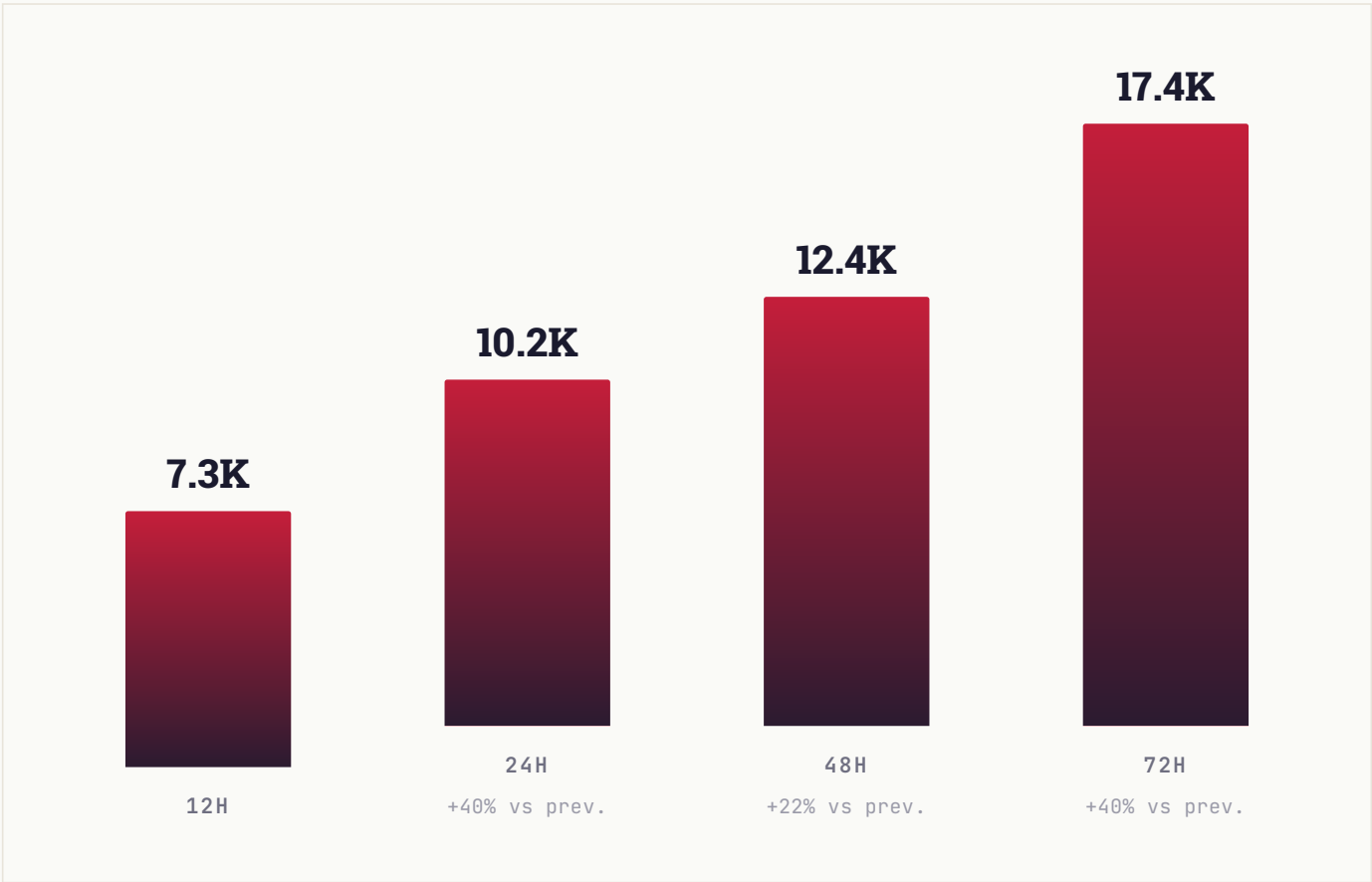
Citation index **33** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **136** different channels.



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 nearest channels by topic & 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 Moskvichka                               | 508.6K      |
| TU Tutu                                     | 504.9K      |
| JP Yandex Travel                            | 501.7K      |
| Sun Discount wagon                          | 433.4K      |
| OT Ozon Travel                              | 407K        |
| NS Natalia Sakado. Africa vs Petersburg YOU | 119.3K      |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#73 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

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 **8**, they brought **51 290** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS           |
|---------------|----------|----------|-------------------------------|
| December 2025 | 1        | 1        | 4 835 <div><div></div></div>  |
| Nov 2025      | 0        | 0        | 3 866 <div><div></div></div>  |
| Oct 2025      | 1        | 1        | 13 190 <div><div></div></div> |
| Sep 2025      | 1        | 1        | 6 826 <div><div></div></div>  |
| August 2025   | 2        | 1        | 17 556 <div><div></div></div> |
| July 2025     | 3        | 2        | 5 017 <div><div></div></div>  |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 8              | 6              | 51 290                |

SECTION 08 · NICHE COMPARISON

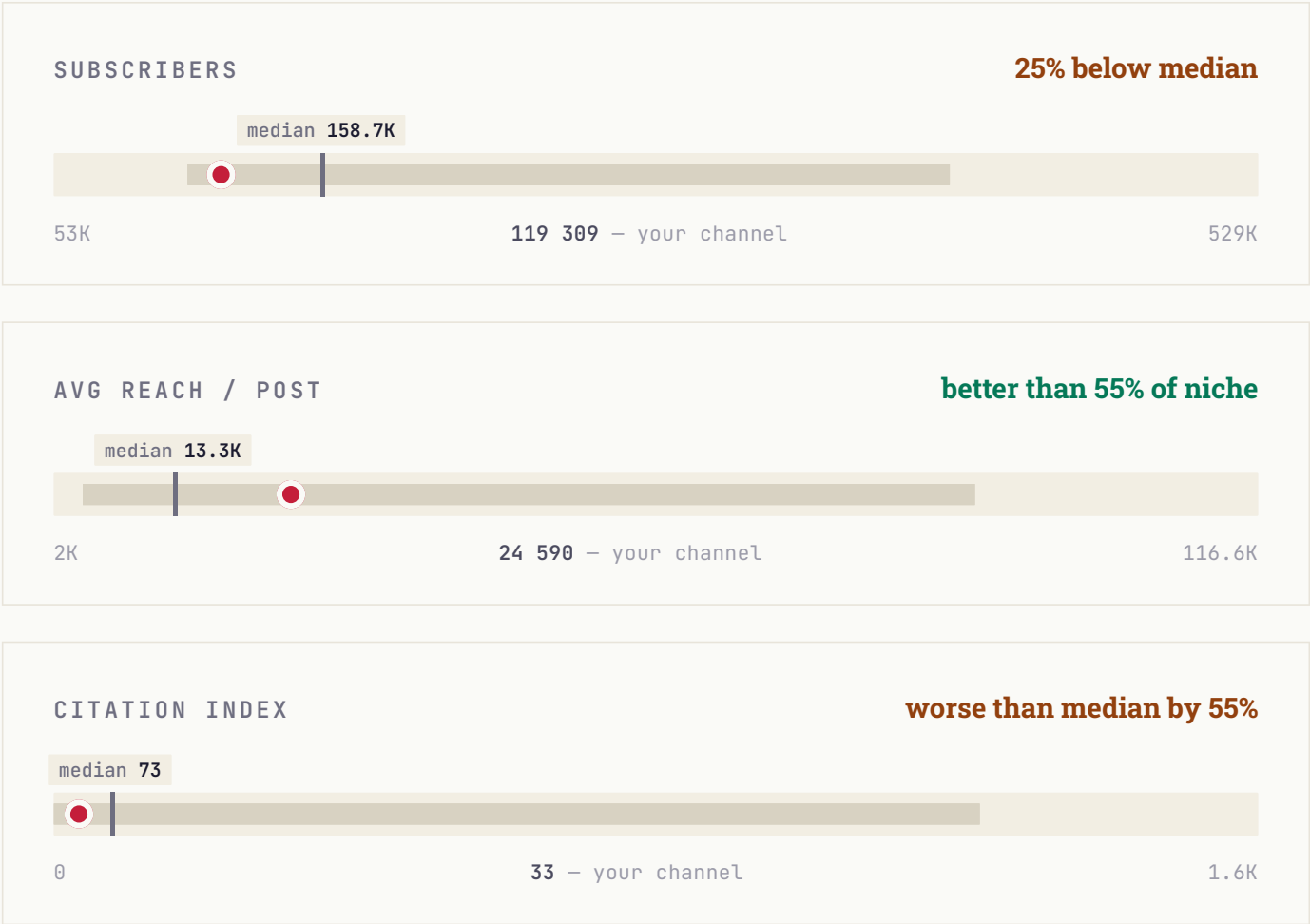
# Where the channel stands in its league

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

#73/100

POSITION IN NICHE

Channel in the lower half of the ranking



## — 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

## Main post of the week — on Monday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## 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**

03

## Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.  
One poll per week on a hot topic — easy growth point.

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

05

## Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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