

PUBLIC REPORT BY PROMTPRESS

Channel audit

Непутевый тревел



@neputeviy_travel

Непутёвый тревел, style, coffee, aesthetics, impressions ✈️☕📺

Ads @svetliy_ads, <https://clck.ru/3FS5qV>

SUBSCRIBERS

268 399

+1685 per month

ERR (% SEE POSTS)

40.0%

per day 25.0%

REACH/POST

107.9K

ad reach 67K/24h

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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.

SUBSCRIBERS 268 399 —	SUBS REACH 40.2% avg % subs see post	VIEWS/POST 107.9K median 110.4K · 24 days	POSTS/WK 4.2 over period
7D TREND -0.4% vs previous week	REACTIONS/POST 1457.2 total 21,858 reactions, 4,809 reposts, 0 comments	POST LENGTH 991 chars median 1000 · 24 days	POSTS ANALYZED 15 24 days
AD REACH 67K 24h avg	CHURN / MONTH +1685 last month	CITATION RATE 7 citation index · 25 channels mentioned all time	CHANNEL AGE 3 years 4 months created 30.01.2023

AI EDITOR SUMMARY

Channel «Непутевый тревел» — 268 399 subs. Each post averages 107.9K people (40% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. Week of Jun 15–21 reach stable (-0.4% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts in 24 days.
- 02 Dominant format – Photo (13/15 posts).
- 03 Avg post length – 991 chars (median 1000).
- 04 Peak audience activity – Tuesday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (1 14.4K avg for top vs 106.2K for worst) – among 15 posts over 24 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 16:32 PHOTO 📍 There are places you visit for a weekend and leave feeling like you've had a full vacation. That's the impression Swissôtel...	VIEWS 114 746 REPOSTS 460	REACTIONS 1 162 ER 42.8%
Nº2 02.06 · 10:01 PHOTO 📍 THREE DAYS WITHOUT AN ALARM. Probably the best plan for the long June weekend. Sometimes you don't need a full vacation – just a change of...	VIEWS 114 350 REPOSTS 293	REACTIONS 1 818 ER 42.6%
Nº3 17.06 · 08:32 PHOTO 📍 Today I attended an exclusive roadshow for Mauritius, organized by the Mauritius Tourism Promotion Authority (MTPA). The event was held...	VIEWS 114 039 REPOSTS 482	REACTIONS 949 ER 42.5%

Nº4 10.06 · 07:04 PHOTO ✈ Sometimes the journey begins not at the destination, but the moment you take your seat in business class. A recent flight with...	VIEWS 113 981 REPOSTS 243	REACTIONS 1 862 ER 42.5%
Nº5 21.06 · 07:03 PHOTO 🍴 Santara — where dinner becomes a real show Dubai has long known how to surprise with restaurants, but Santara bets not only on...	VIEWS 113 386 REPOSTS 210	REACTIONS 1 356 ER 42.2%

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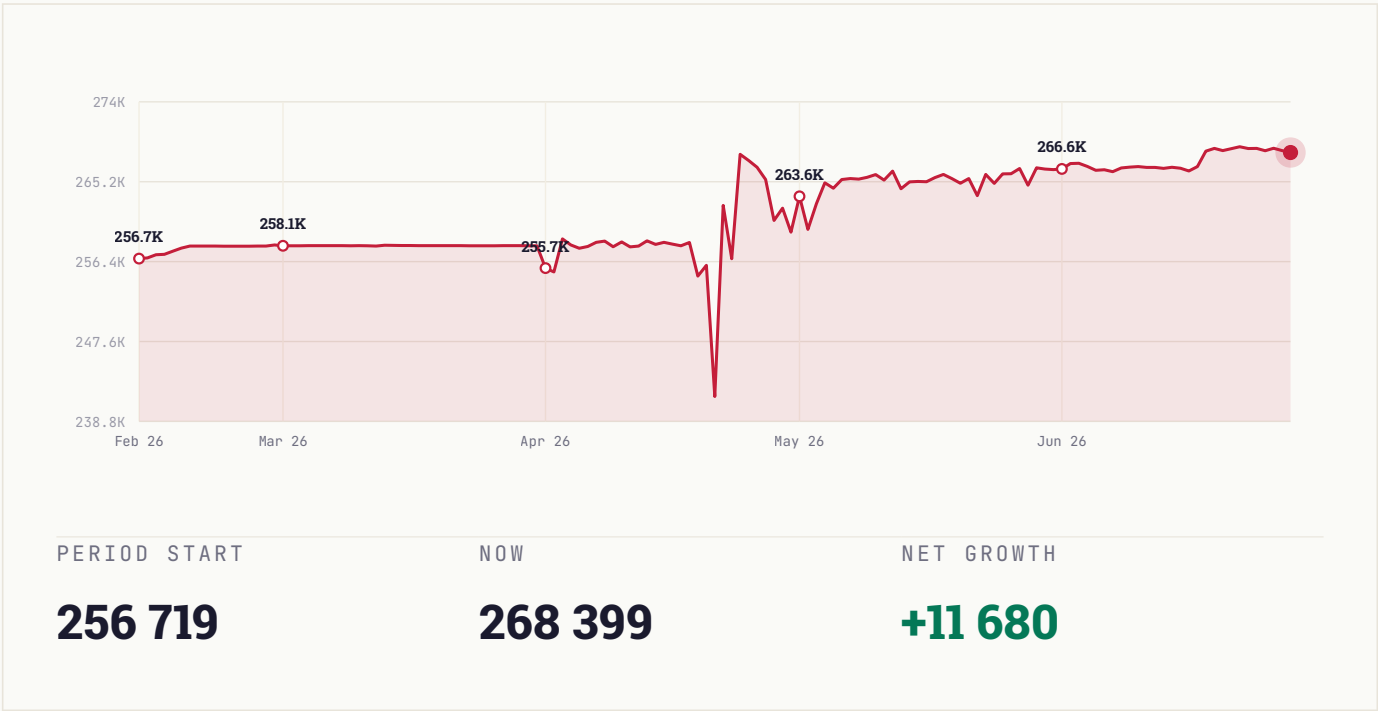
WORST 3

↓ 23.06 · 06:34 PHOTO 🍴 Among the many restaurants in Sochi, some are memorable not just for the cuisine but for the atmosphere. Mamai-Calé is one such...	VIEWS 109 020 REPOSTS 101	REACTIONS 1 158 ER 40.6%
↓ 19.06 · 06:46 PHOTO 🍴 Some hotels become part of the journey. Others are destinations in themselves. InterContinental...	VIEWS 106 755 REPOSTS 198	REACTIONS 1 440 ER 39.8%
↓ 22.06 · 07:17 VIDEO (post without caption — video)	VIEWS 102 937 REPOSTS 304	REACTIONS 1 284 ER 38.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

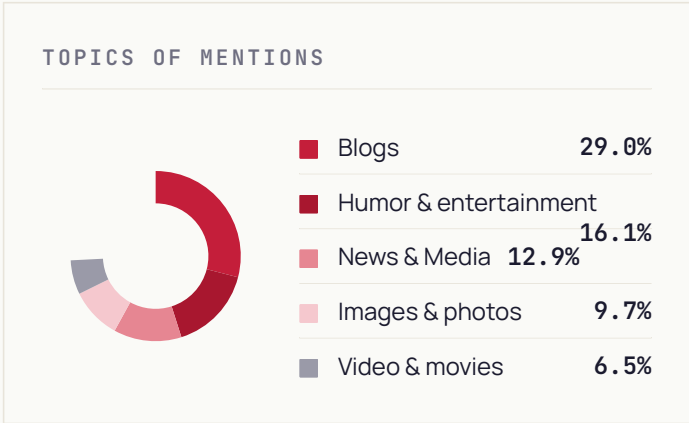
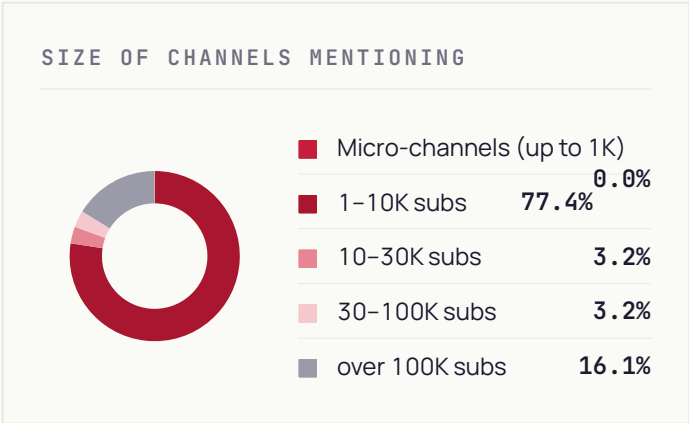
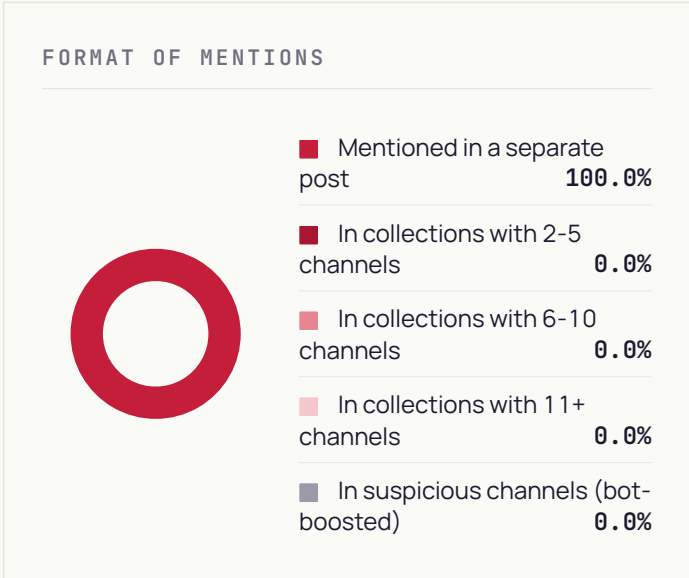
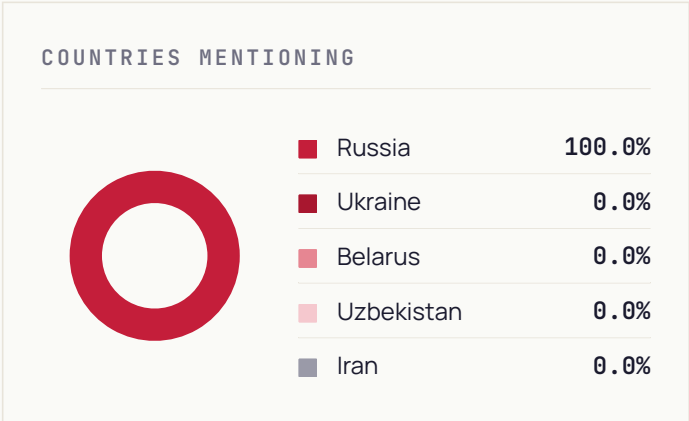
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

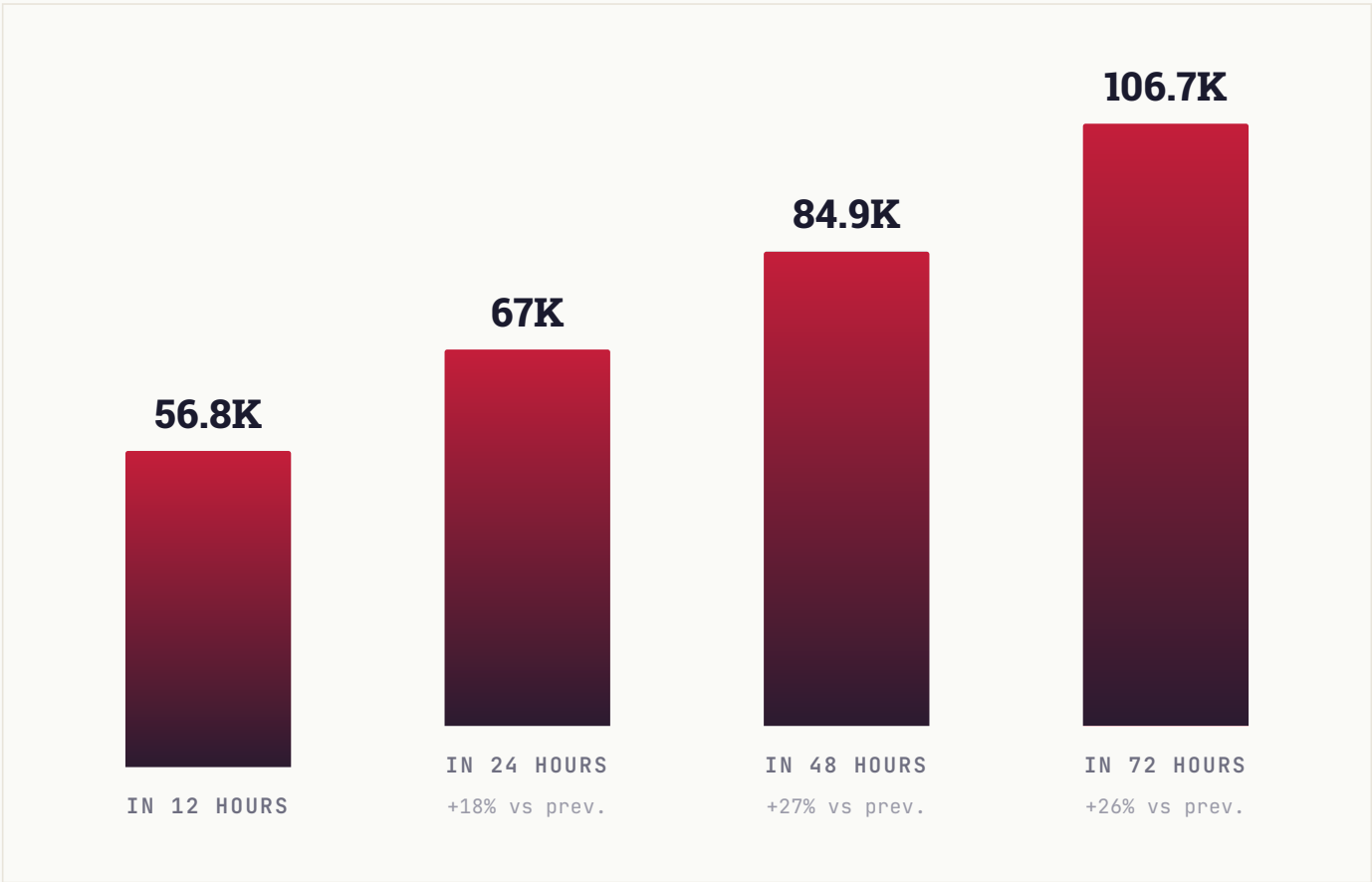
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **25** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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. Highlighted your channel — shows its rank among niche peers.

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 Travels	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
NT Непутевый тревел YOU	268.4K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#19 of 97). Leader — Amazing World and Travel (1.2M). Goal for coming months: enter niche top 10 via systematic traffic work.

SECTION 07 · NICHE COMPARISON

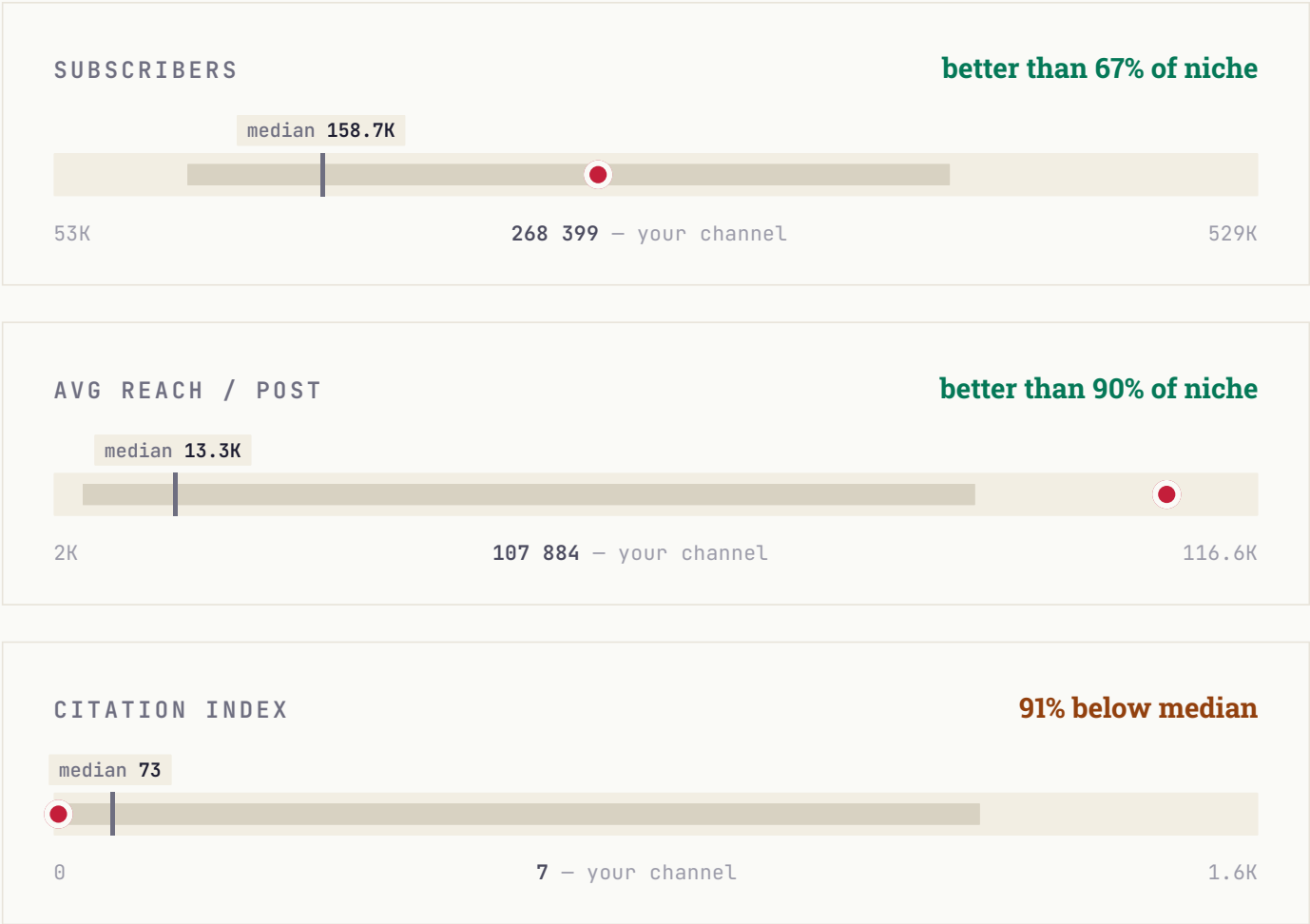
Where the channel stands in its league

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.

#19/100

RANK IN NICHE

Channel in top 19% – strong position



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Tuesday
Audience is most active on this day at 19:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%. | EFFECT
Video retains audience better |
| 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 usually boost ER by +5-15%.
One poll per week on a hot topic is an 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 based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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