

PROMTPRESS PUBLIC REPORT

Channel audit

OneTwoTrip!



@onetwotrip

Travel planning app 3M ■ worldwide Tickets for ✈ ■ Car rental ■ ■
<https://taplink.cc/onetwotrip> Registered with Roskomnadzor:
<https://clck.ru/3FGBq7>

SUBS

112 515

-1327 per month

ERR (% SEE POSTS)

6.0%

per day 3.1%

REACH/POST

5.8K

ad reach 3.5K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 112 515 -	 SUBSCRIBER REACH 5.2% avg % subs see post	 VIEWS/POST 5.8K median 6K · 29 days	 POSTS/WEEK 8.9 over period
 TREND 7D +1.0% vs previous week	 REACTIONS/POST 111.8 total 4,250 reactions, 1,015 reposts, 154 comments	 POST LENGTH 769 chars median 862 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -1327 last month	 CITATION RATE 1 311 citation index · 1,456 channels mentioned ever	 CHANNEL AGE 9 years 5 days created 23.06.2017

AI EDITOR SUMMARY

Channel «OneTwoTrip!» – 112 515 subs. Avg views per post 5.8K people (5% from subs), reach is low – expand audience. Publishes 9 ~1 post/day – regular. Jun 15–21 reach stable (+1.0% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **38** posts in 29 days.
- 02 Dominant format — **Photo** (28/38 posts).
- 03 Avg post length — **769** chars (median 862).
- 04 Audience peak activity — **Fri, 15:00 MSK**.
- 05 Top posts get **1×** more views than the weakest (7.4K avg top vs 5.2K worst) — among 38 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 06:01 PHOTO 📍 Sea & beach guide If you're tired of crowded beaches, standard hotels, and classic poolside relaxation, it's time to...	VIEWS 7 637 REPOSTS 18	REACTIONS 73 ER 6.8%
Nº2 17.06 · 07:00 PHOTO 📍 «Hotel Wednesday» — refined Giving away a weekend at the 4-star River Palace Hotel in St. Petersburg — let the most...	VIEWS 7 307 REPOSTS 151	REACTIONS 538 ER 6.5%
Nº3 29.05 · 12:00 PHOTO Family weekend at Radisson Zavidovo apart-hotel 📍 Ahead of Children's Day, we remind you how important quality time with loved ones is...	VIEWS 7 300 REPOSTS 154	REACTIONS 348 ER 6.5%

Nº4 03.06 • 07:00 PHOTO ☒ «Hotel Wednesday» — first summer edition! And not just anywhere, but in Altai — right on the bank of the Chermal River near its confluence with the Katun...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>7 262</td><td>303</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>81</td><td>6.5%</td></tr> </table>	VIEWS	REACTIONS	7 262	303	REPOSTS	ER	81	6.5%
VIEWS	REACTIONS								
7 262	303								
REPOSTS	ER								
81	6.5%								
Nº5 10.06 • 07:00 PHOTO ☒ «Hotel Wednesday» — stylish cabins Rest aesthetically, colleagues! Today's prize: a long weekend in Leningrad Oblast. Where exactly? In...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>6 903</td><td>381</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>105</td><td>6.1%</td></tr> </table>	VIEWS	REACTIONS	6 903	381	REPOSTS	ER	105	6.1%
VIEWS	REACTIONS								
6 903	381								
REPOSTS	ER								
105	6.1%								

WORST 3

↓ 24.06 • 07:00 PHOTO «Hotel Wednesday» — mineral ☒ So, who needs a reset? Pretty sure almost everyone... Here's a little option: a weekend at Park &...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 558</td><td>386</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>106</td><td>4.9%</td></tr> </table>	VIEWS	REACTIONS	5 558	386	REPOSTS	ER	106	4.9%
VIEWS	REACTIONS								
5 558	386								
REPOSTS	ER								
106	4.9%								
↓ 22.06 • 07:21 PHOTO ☒ Want a hotel booking discount? Who doesn't... At 12:00 we'll share a promo code in our «MAX» channel. ☒ Go to...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 507</td><td>77</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>5</td><td>4.9%</td></tr> </table>	VIEWS	REACTIONS	5 507	77	REPOSTS	ER	5	4.9%
VIEWS	REACTIONS								
5 507	77								
REPOSTS	ER								
5	4.9%								
↓ 25.06 • 09:00 TEXT ☒ #отельнаясреда giveaway results Winner: @yrbar Well, off to the waters, colleague! Don't forget to send your email to...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>4 598</td><td>89</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>4</td><td>4.1%</td></tr> </table>	VIEWS	REACTIONS	4 598	89	REPOSTS	ER	4	4.1%
VIEWS	REACTIONS								
4 598	89								
REPOSTS	ER								
4	4.1%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

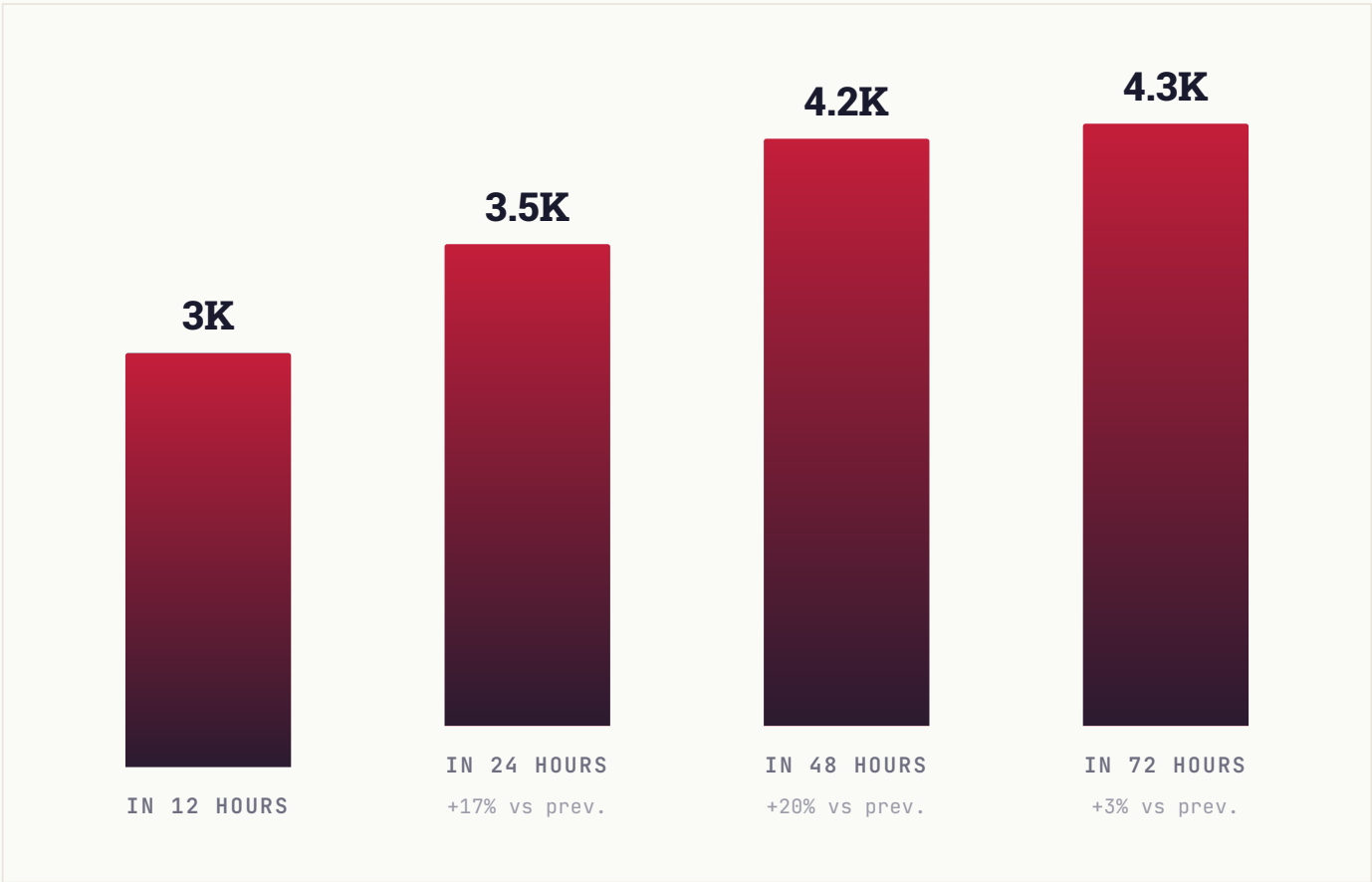
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
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 Travel	501.7K
Sun Discount wagon	433.4K
OT Ozon Travel	407K
ON OneTwoTrip! YOU	112.5K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#83 of 97). Niche median — 159.5K subs. First growth KPI — reach the median. Leader: Amazing World and Travel (1.2M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **235**, they brought **11 840** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
December 2025	13	12	0
November 2025	12	12	1 177
October 2025	46	26	1 721
September 2025	42	21	3 797
August 2025	65	45	2 922
July 2025	57	39	2 223

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
235	6	11 840

SECTION 07 · NICHE COMPARISON

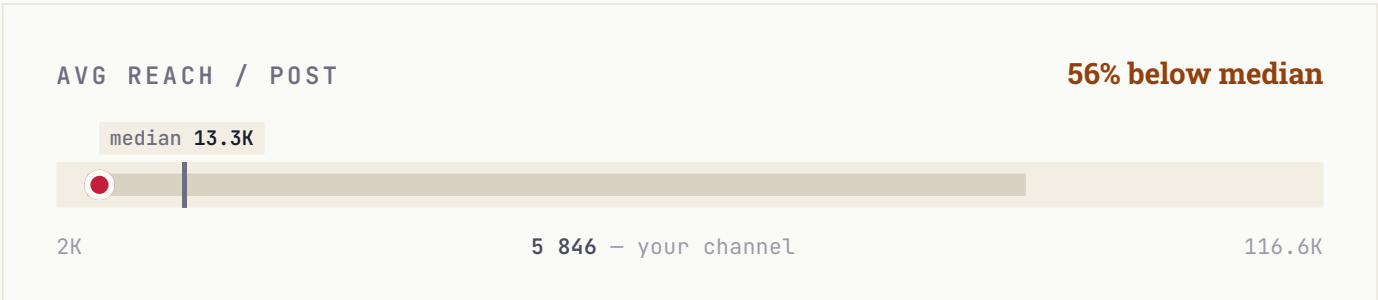
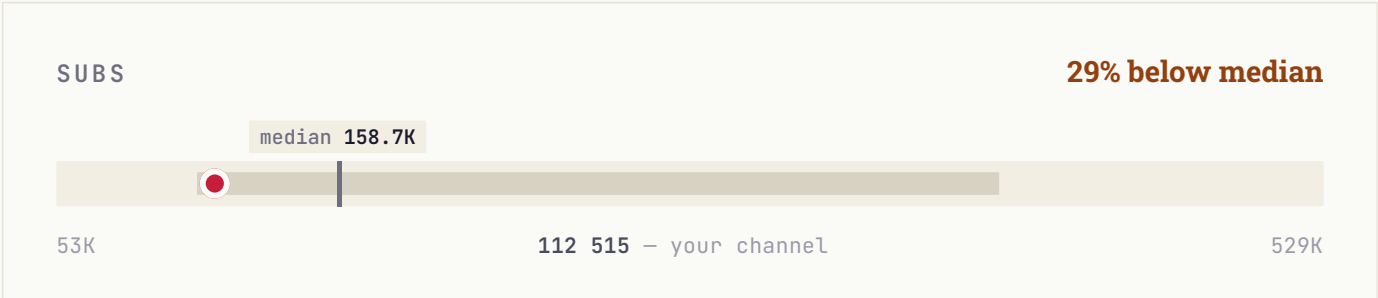
Where the channel stands in its league

Top-100 channels in category «Travel» (Russia) and compared your channel to them. Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.

#83/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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

Main post of the week — on Friday

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

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains 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 5.2% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+2.3pp ER

04

Systematic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

+1K-3K subs

05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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