

PUBLIC PROMTPRESS REPORT

Channel audit

Onlinetours



@onlinetours

Making the world closer and more accessible • Over 1000 tours online • Friendly service — support during travel • Quick tour search
Website: <https://www.onlinetours.ru> Tour selection
@Onlinetours_ru_bot Reg. in...

SUBSCRIBERS

65 633

-426 per month

ERR (% SEE POSTS)

21.0%

last day 8.7%

REACH/POST

13.1K

ad reach 5.7K/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 65 633 —	 SUBSCRIBER REACH 19.97% avg % subs see post	 VIEWS/POST 13.1K median 13.7K · 29 days	 POSTS/WEEK 5.0 for period
 7D TREND -10.4% vs previous week	 REACTIONS/POST 65.1 only 1,367 reactions, 1,048 reposts, 177 comments	 POST LENGTH 996 chars median 1000 · 29 days	 POSTS ANALYZED 21 29 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -426 last month	 CITATION RATE 23 citation index · 58 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Onlinetours» — 65 633 subs. Each post avg views 13.1K people (20% of subs), avg reach — room to grow. Posts 5 posts per week (~1/day) — rare. Week Jun 29 – Jul 5 reach dropped -10.4% by week 22–28 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts in 29 days.
- 02 Dominant format – Photo (15/21 posts).
- 03 Avg post length – 996 chars (median 1000).
- 04 Peak audience activity – Friday, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (18.4K avg for top vs 10.7K for worst) – among 21 posts over 29 days. Worth analyzing what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 10:09 TEXT Vietnam introduces electronic arrival cards: new rules from June 22! 🇻🇳 Starting June 22, 2026, all travelers arriving in...	VIEWS 19 295 REPOSTS 248	REACTIONS 83 ER 29.4%
Nº2 18.06 · 07:07 TEXT 🔖 Hot Deals As usual, our weekly expert picks. Click the price to see dates...	VIEWS 18 741 REPOSTS 46	REACTIONS 43 ER 28.6%
Nº3 25.06 · 16:12 PHOTO UAE back in focus: let's recap the details What to know before traveling? After the lifting of restrictions on tours to the UAE, the destination...	VIEWS 17 036 REPOSTS 13	REACTIONS 45 ER 26.0%

Nº4 26.06 • 13:42 PHOTO Basins, ladles, kettles... Same every summer 😞 But we & Onlinetours Premium have a solution. Tour to Kamchatka – with...	VIEWS 16 586 REPOSTS 40 REACTIONS 85 ER 25.3%
Nº5 17.06 • 10:40 PHOTO Seen it? Direct flights to Zanzibar 🌴✈️ Starting July 2, direct flights by Air Tanzania from Moscow have been announced. This means logistics and...	VIEWS 16 422 REPOSTS 126 REACTIONS 243 ER 25.0%

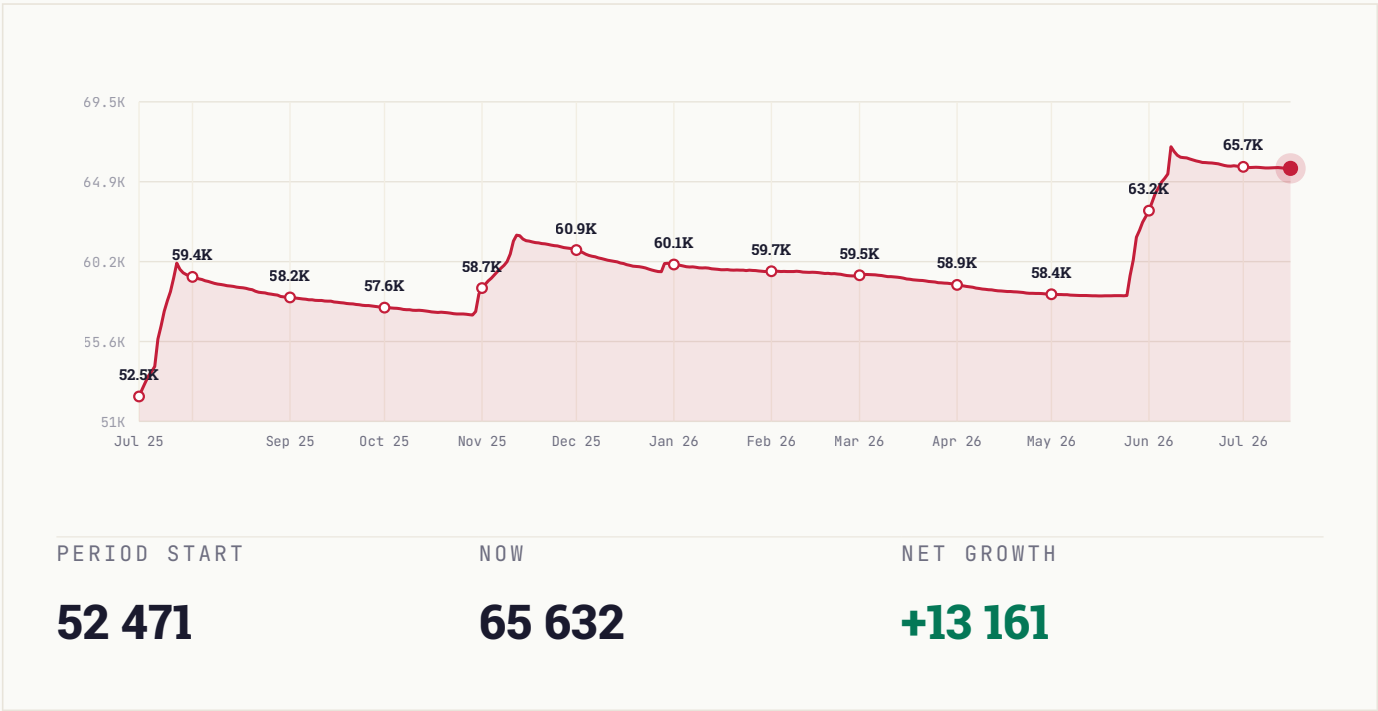
WORST 3

↓ 10.07 • 12:30 TEXT 🗂️ Hot Deals As usual, our weekly expert picks. Click the price to see dates...	VIEWS 11 203 REPOSTS 37 REACTIONS 34 ER 17.1%
↓ 07.07 • 15:17 PHOTO Which area of Hurghada to choose? Egypt has been in the top 3 summer destinations for years. Yes, in July and August it will be scorching during the day. However...	VIEWS 10 504 REPOSTS 69 REACTIONS 55 ER 16.0%
↓ 06.07 • 15:00 PHOTO ● Traveler's Digest What's new in tourism? 🟡 Tunisia On July 14 a new charter program to Tunisia, Monastir, from Moscow starts...	VIEWS 10 407 REPOSTS 13 REACTIONS 36 ER 15.9%

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 and lost subs.

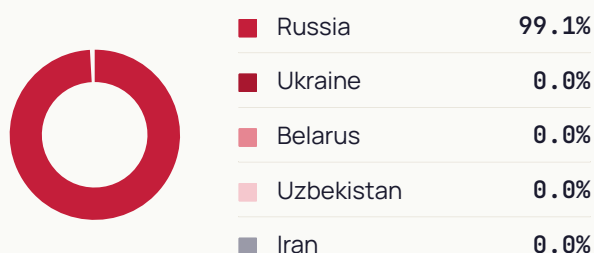


SECTION 04 • MENTIONS

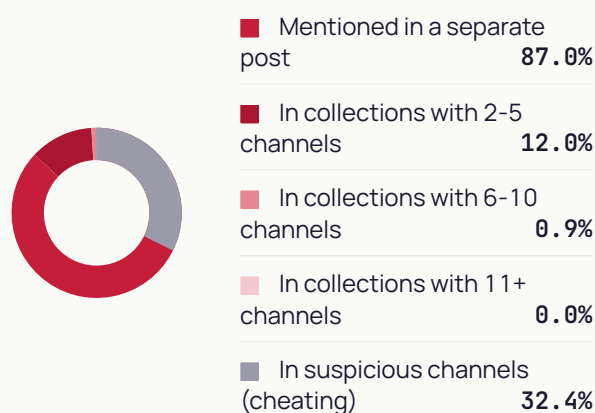
Who and how mentions the channel

Citation index **23** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **58** different channels.

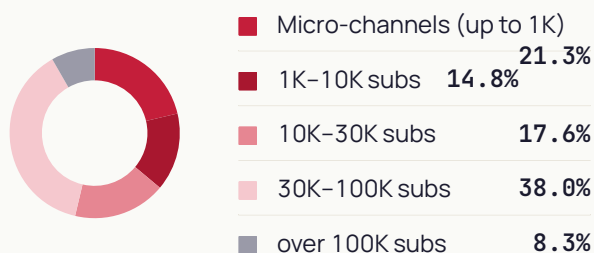
COUNTRIES MENTIONING



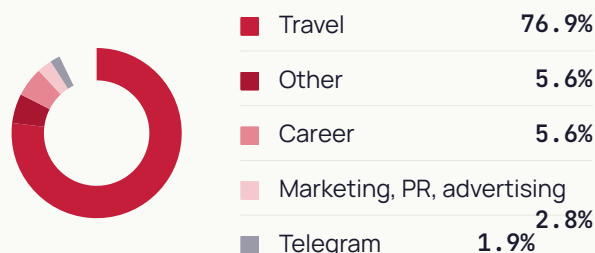
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



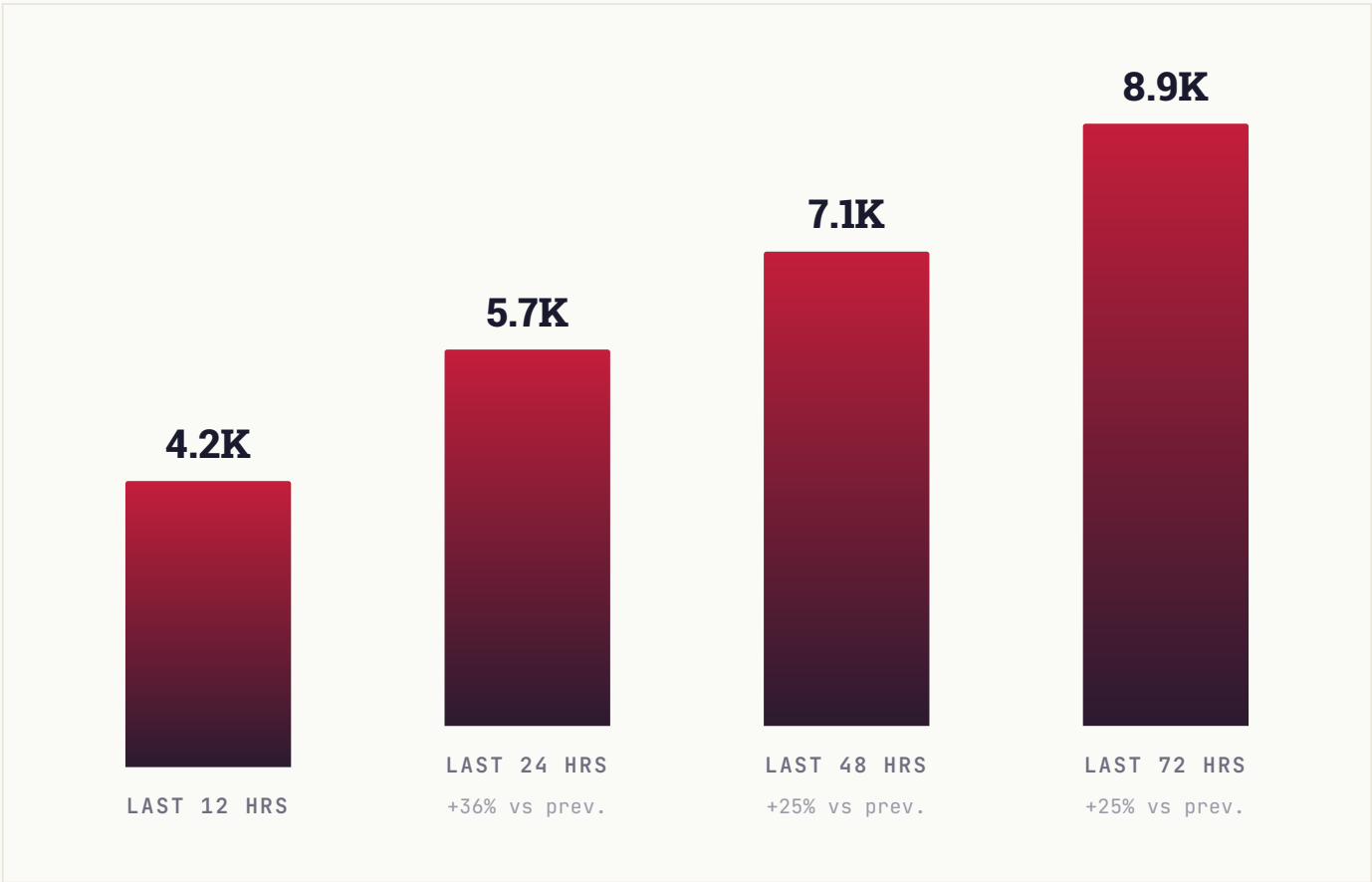
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
Mon Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
CPM Мы How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это	401.7K
ON Onlinetours YOU	65.6K

COMPARATIVE CONCLUSION

Channel is still outside niche top 95 — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-95 median: 157K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

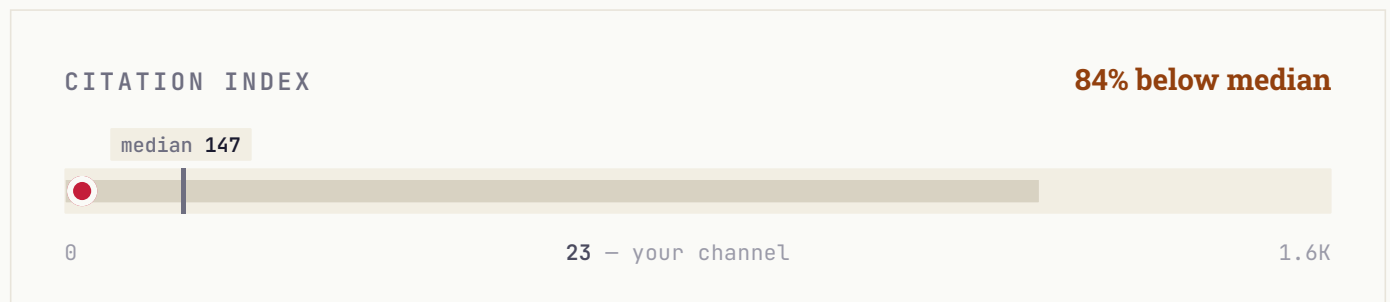
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **4**, they brought **5 199** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	74
December 2025	3	2	482
November 2025	0	0	3 406
October 2025	1	1	1 235
September 2025	0	0	2
August 2025	0	0	0

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
4	6	5 199

Where the channel stands in its league

Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Main post of the week — on Friday

On this day at 1:00 PM MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing the share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System 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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. 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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