

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ostrovok!



@ostrovok_travel

Oh! — Ostrovok. Oh! — that's your experience. Registered in the RKN list: <https://knd.gov.ru/license?id=67390582772bb113f52b7c75&istryType=bloggersPermission>

SUBSCRIBERS

88 323

-782 per month

ERR (% WHO SEE POSTS)

7.0%

per day **3.1%**

REACH/POST

5.6K

ad reach **2.7K/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 88 323 —	 SUBSCRIBER REACH 6.35% avg % subs see post	 VIEWS/POST 5.6K median 5.7K · 29 days	 POSTS/WEEK 13.4 for period
 7D TREND -6.8% vs previous week	 REACT./POST 80.8 total 4,527 reactions, 846 reposts, 9,662 comments	 POST LENGTH 320 chars median 296 · 29 days	 POSTS ANALYZED 56 29 days
 AD REACH 2.7K avg per 24h	 CHURN / MONTH -782 last month	 CITATION RATE 602 citation index · 1,082 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 15.11.2017

AI EDITOR SUMMARY

Channel «Ostrovok!» — 88 323 subs. Each post avg views 5.6K people (6% from subs), reach is low — consider expanding audience. Publishes 13 posts per week (~2/day) — regular schedule. For week 22–28 Jun reach dropped -6.8% to week 15–21 Jun — 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 56 posts in 29 days.
- 02 Dominant format — Photo (31/56 posts).
- 03 Avg post length — 320 chars (median 296).
- 04 Peak audience activity — Monday, 14:00 MSK.
- 05 Top posts get 3x more views than the weakest (9.2K avg top vs 3.5K worst) — among 56 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 11:28 PHOTO Imagine: you wake up in the morning, open the window and hear the sound of the sea The beach is literally a five-minute walk away. That's what vacation looks like in...	VIEWS 9 693 REP. 90	REACTIONS 389 ER 11.0%
Nº2 08.06 · 10:05 PHOTO We have a mountain hotel in mind that you'll never want to leave... 😊 Let's spill the beans — today we're raffling a stay voucher...	VIEWS 9 539 REP. 140	REACTIONS 749 ER 10.8%
Nº3 08.06 · 16:43 PHOTO We know the thought 'I could really go for some cold okroshka...' can strike anywhere in the world We've rounded up tasty alternatives for you from...	VIEWS 8 270 REP. 10	REACTIONS 71 ER 9.4%

Nº4 22.06 · 18:28 TEXT Giveaway results 🎉 Stay voucher at IN2IT apartment hotel won by @Talachev22 (winner's comment below). Congratulations to the winner and...	VIEWS 8 143 REP. 7	REACTIONS 62 ER 9.2%
Nº5 09.06 · 09:02 TEXT VACATION REQUEST Please grant urgent leave to all Ostrovok subscribers on the grounds that: 1. The sun prevents...	VIEWS 8 057 REP. 41	REACTIONS 120 ER 9.1%

|

WORST 3

↓ 30.06 · 16:01 POLL (captionless post — poll)	VIEWS 3 703 REP. 4	REACTIONS 26 ER 4.2%
↓ 30.06 · 10:38 VIDEO (captionless post — video)	VIEWS 3 467 REP. 2	REACTIONS 38 ER 3.9%
↓ 30.06 · 16:00 VIDEO Our running tour is in full swing, and we're curious — are you all for sports on vacation or totally against? Vote below 🙌	VIEWS 3 199 REP. 2	REACTIONS 38 ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

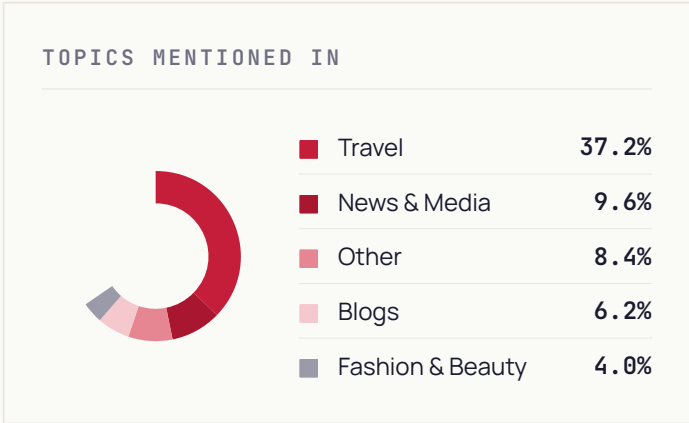
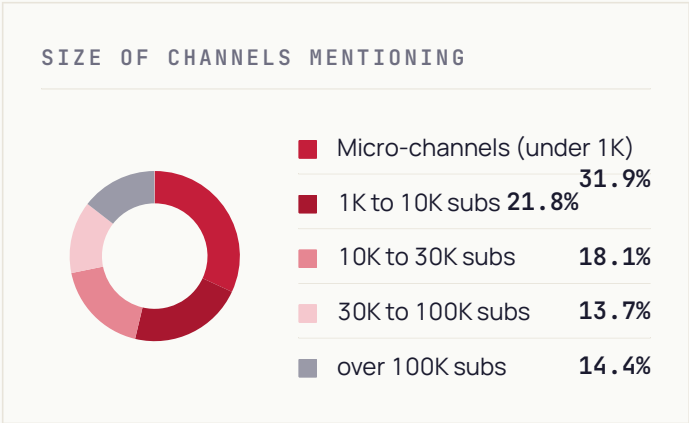
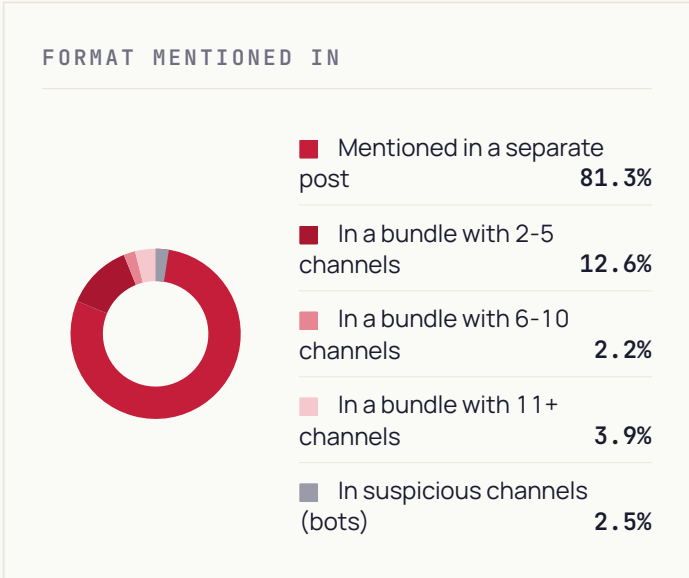
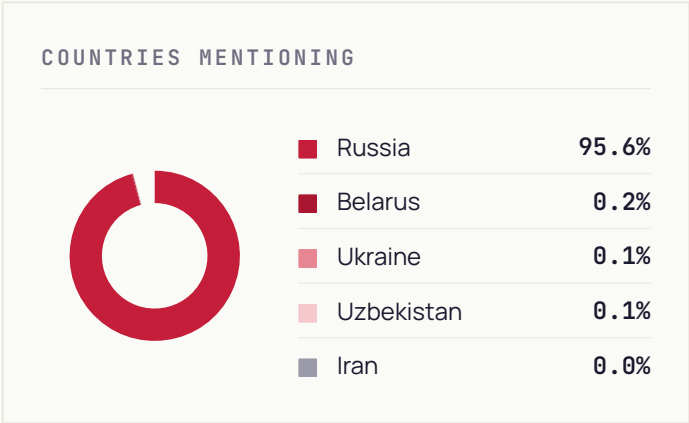
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

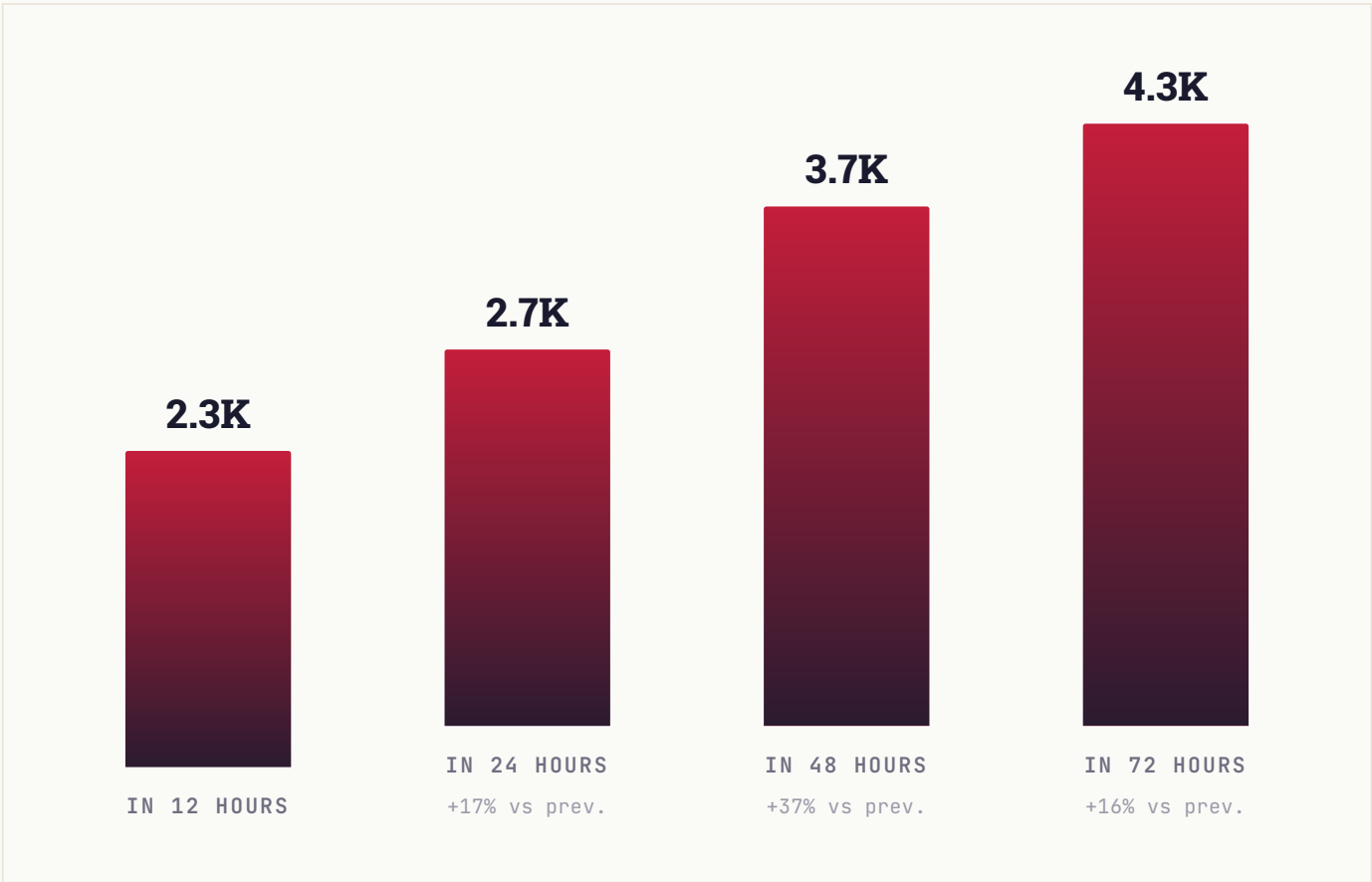
Citation index **602** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 082** different channels.



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. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
OS Ostrovok! YOU	88.3K

COMPARATIVE CONCLUSION

Channel is still outside top 97 of niche — early growth stage. Niche leader — Moscow - Where to Go | Poster (1.2M), top-97 median: 158.9K. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

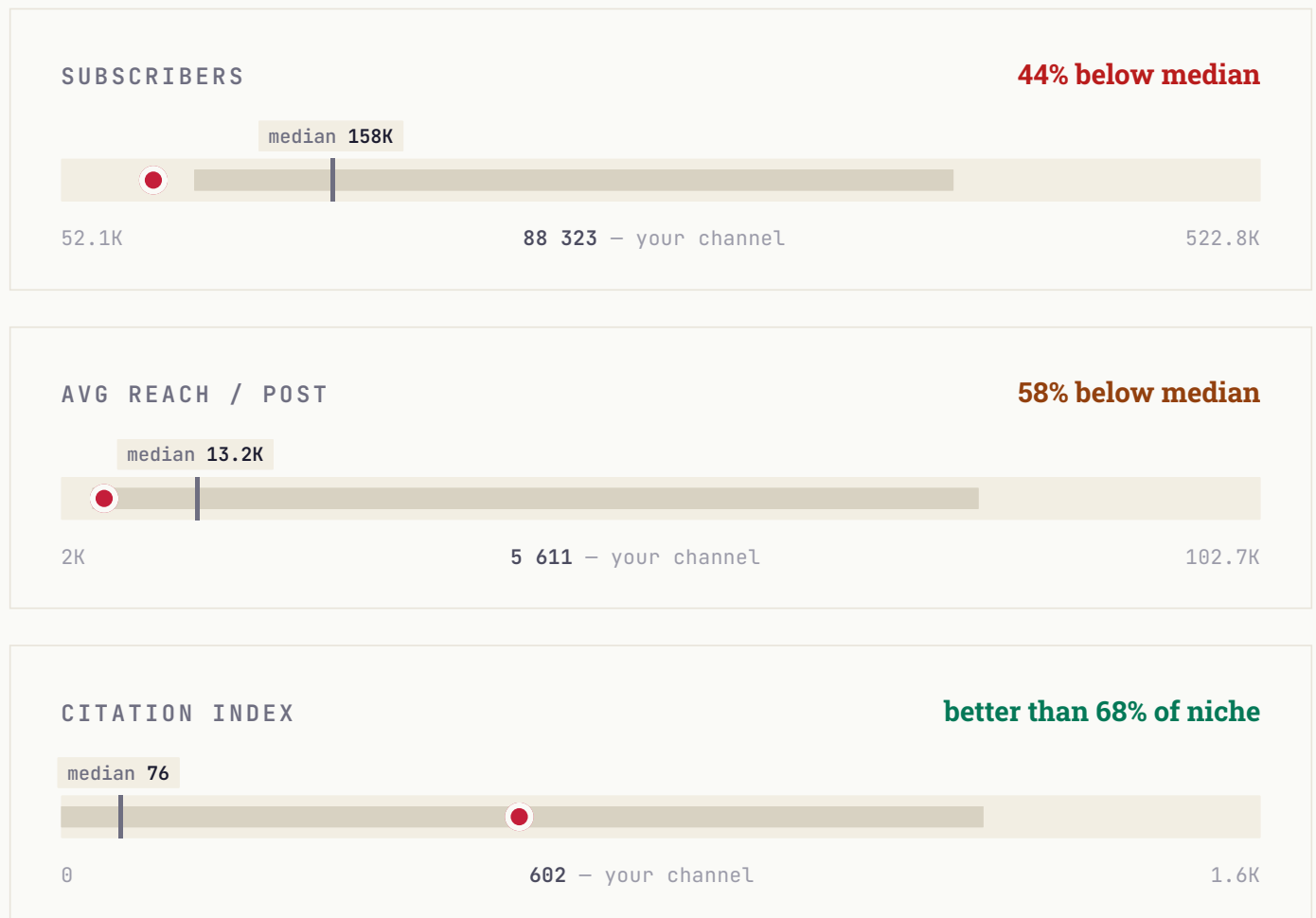
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **708**, they brought **49 678** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	87	61	4 589	
December 2025	112	68	13 013	
November 2025	163	130	18 038	
October 2025	118	73	4 962	
September 2025	123	80	3 184	
August 2025	105	60	5 892	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
708		6	49 678	

SECTION 08 • 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 to p90). Black vertical — median.
Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Monday

Audience is most active on this day at 14:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 6.35% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.2pp ER
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need to do it 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 from public data.
To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
