

PROMTPRESS PUBLIC REPORT

Channel audit

Ozon Travel



@ozontravel_official

Book hotels, apartments, tickets and tours at great prices on Ozon Travel
Registered in Roskomnadzor list: <https://ozon.ru/t/03565kr>
Our support chat: <https://bit.ly/36WodUh> Our chatbot:...

SUBSCRIBERS

405 759

-3497 per month

ERR (% WHO SEE POSTS)

4.0%

last 24 hrs **2.3%**

REACH/POST

15.9K

ad reach **9.4K/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 405 759 —	 SUBSCRIBER REACH 3.92% avg % subs see post	 VIEWS/POST 15.9K median 15.1K · 29 days	 POSTS/WEEK 14.6 for period
 7D TREND +9.0% vs previous week	 REACTIONS/POST 147.5 total 9,146 reactions, 1,517 reposts, 448 comments	 POST LENGTH 440 chars median 426 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH -3497 last month	 CITATION RATE 258 citation index · 598 channels mentioned all time	 CHANNEL AGE 7 years 3 months created 21.03.2019

AI EDITOR SUMMARY

Channel «Ozon Travel» — 405 759 subs. Each post averages 15.9K people (4% of subs), reach is low — should expand audience. Publishes 15 posts per week (~2/day) — regular schedule. For week 15–21 Jun reach grew by +9.0% by week 8–14 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 62 posts over 29 days.
- 02 Dominant format – Photo (44/62 posts).
- 03 Avg post length – 440 chars (median 426).
- 04 Peak audience activity – Thursday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (26.6K avg for top vs 12.5K for worst) – among 62 posts over 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:05 VIDEO 📄LAST-MINUTE TOURS📄📄 Turkey, Alanya – from 158,797 ₺ per couple Royalisa Palmiye Beach (Adults Only 16+) Departure from Moscow Jun 4 for 8 nights 📄...	VIEWS 29 407 REPOSTS 16	REACTIONS 143 ER 7.2%
Nº2 18.06 · 15:05 PHOTO 📄 Ozon points for you! Win 10,000 Ozon points for 5 winners 📄 Use points to pay up to 90% of order...	VIEWS 25 775 REPOSTS 706	REACTIONS 2 125 ER 6.4%
Nº3 17.06 · 14:34 PHOTO Looking for sweet-tooth travelers 📄📄 Telltale signs – never skip dessert, first thing in a new city...	VIEWS 24 487 REPOSTS 21	REACTIONS 182 ER 6.0%

Nº4 18.06 • 08:25 VIDEO Claim your travel reward ☑ Book a trip to the Northern capital by July 15 and get the White Nights Hunter badge! ☑ In St. Petersburg...	VIEWS 24 389 REACTIONS 143 REPOSTS 10 ER 6.0%
Nº5 18.06 • 16:32 VIDEO <HOT HOTELS & APARTMENTS < Best vacation picks in Moscow, Kazan & Anapa ☑ Moscow ☑ Vega Izmailovo Hotel &...	VIEWS 24 334 REACTIONS 134 REPOSTS 10 ER 6.0%

WORST 3

↓ 22.06 • 14:29 PHOTO Okay, here are top vacation spots as you asked☞ ☑ Antalya – sun, beaches, service & spa ☑ Yerevan – so diverse...	VIEWS 12 619 REACTIONS 92 REPOSTS 13 ER 3.1%
↓ 23.06 • 16:12 VIDEO ☑HOT FLIGHTS☑ ☑ Moscow – St. Petersburg Jun 27 from 2,679 ₺ ☑ Moscow – Kazan Jun 28 from 3,879 ₺ ☑ Yekaterinburg – St. Petersburg ...	VIEWS 12 605 REACTIONS 79 REPOSTS 12 ER 3.1%
↓ 23.06 • 06:50 PHOTO Going on vacation? Turn packing into profit ☑☑ Read on if you run a blog in MAH or VK and are heading off. Now...	VIEWS 12 370 REACTIONS 83 REPOSTS 14 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

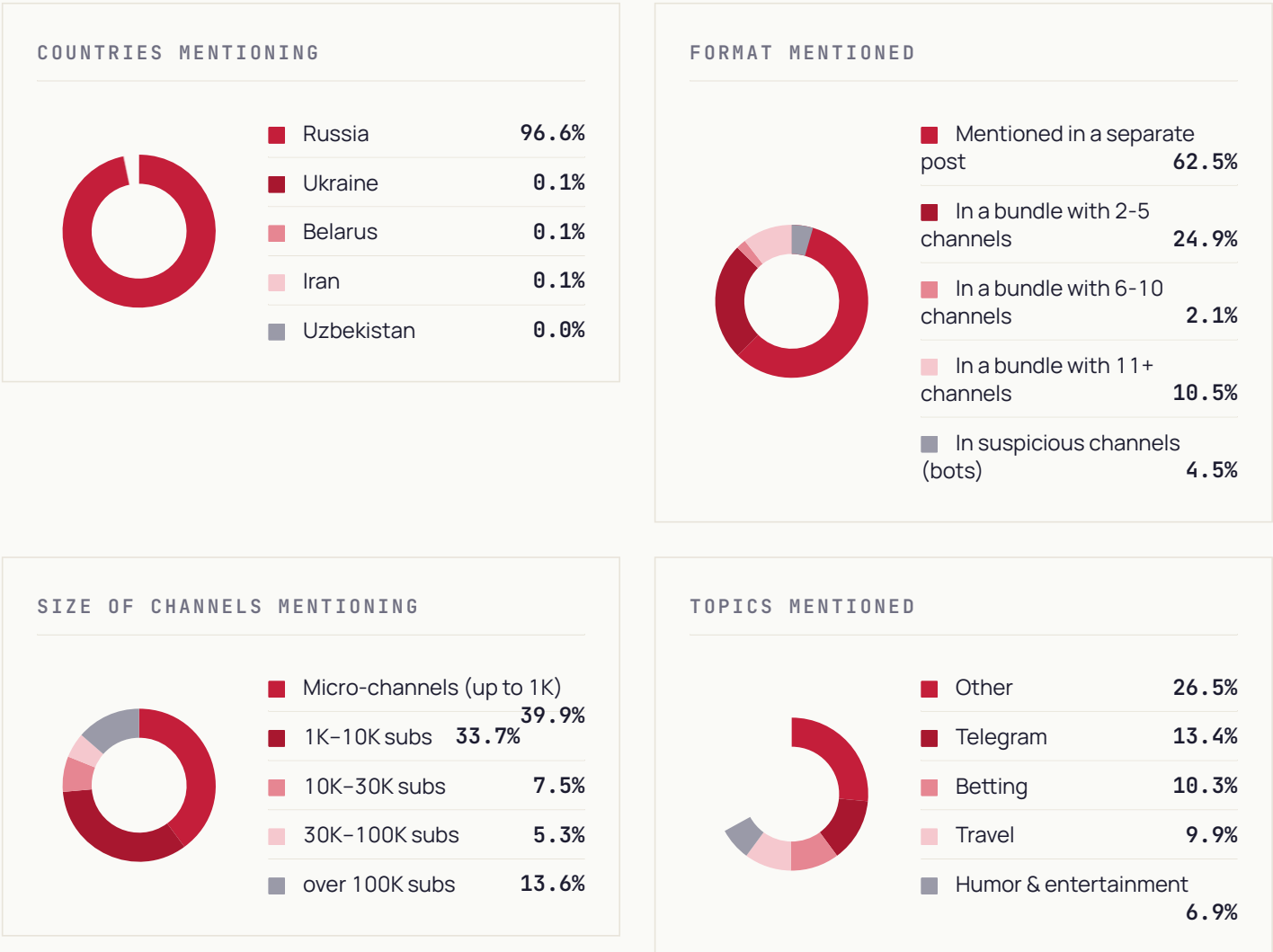
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

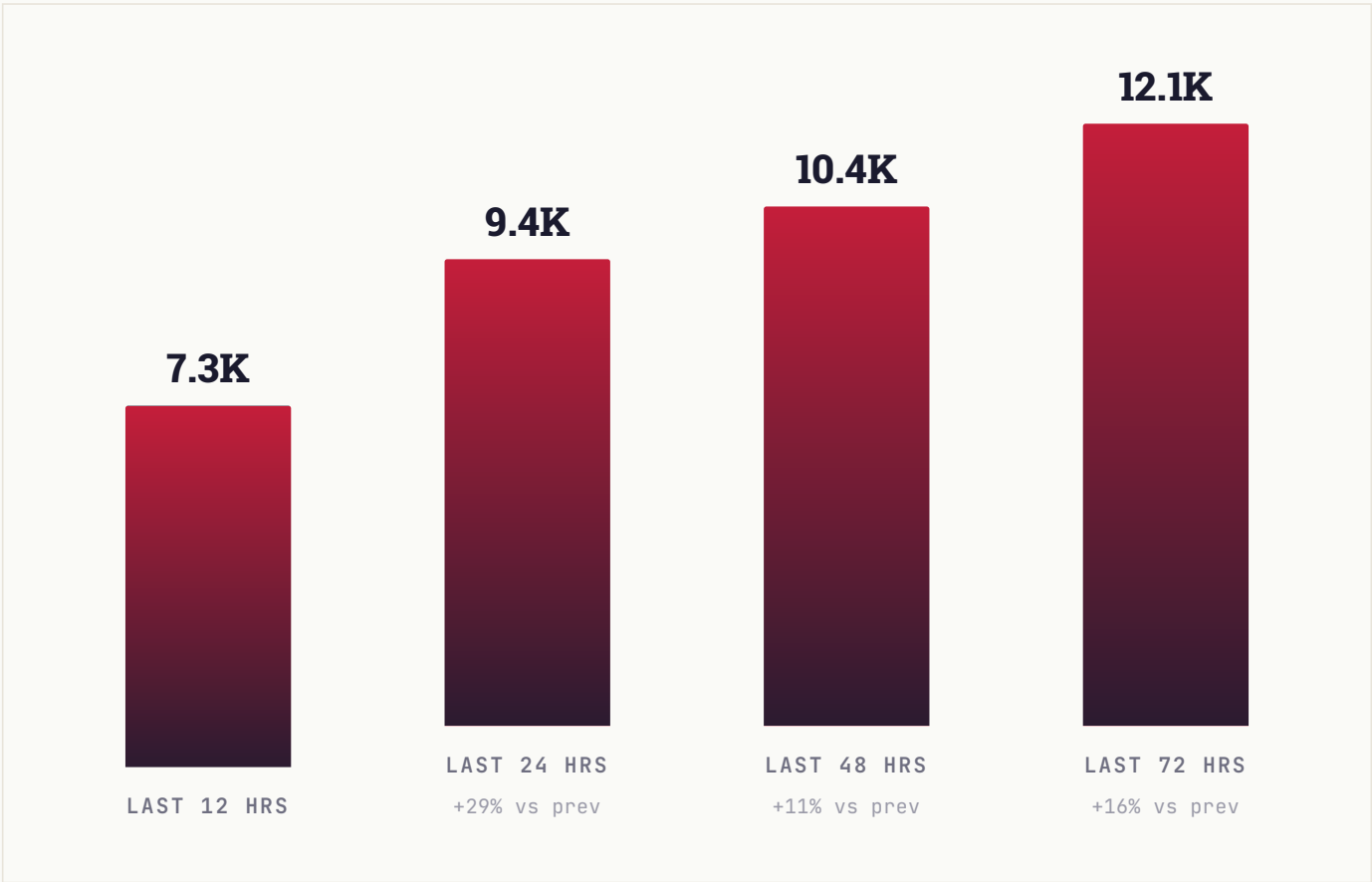
Citation index **258** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **598** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place 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
3 333bet.cc Official ®	406.9K
OT Ozon Travel YOU	405.8K

COMPARATIVE SUMMARY

Channel in top 10 niche (#10 of 97). Strong position. Niche leader — **Amazing World and Travel** (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

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 **308**, they brought **125 961** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	49	28	20 170
Nov 2025	84	50	26 011
Oct 2025	42	34	21 099
September 2025	55	33	31 774
August 2025	51	34	25 941
Jul 2025	27	19	966
TOTAL MENTIONS			308
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			125 961

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#10

/100

RANK IN NICHE

Channel in top 10% travel Russia

SUBSCRIBERS

better than 89% of niche

median 158.7K

53K

405 759 — your channel

529K

AVG REACH / POST

better than 51% of niche

median 13.3K

2K

15 905 — your channel

116.6K

CITATION INDEX

better than 56% of niche

median 73

0

258 — your channel

1.6K

— SECTION 09 · STRATEGY

What to do right now

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

01**Best post day — Thursday**

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.92% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+3.6pp ER**03****System traffic purchase**

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 typically boost ER by 5-15%.
One poll per week on a hot topic is an 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 is what we can do in minutes using 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
