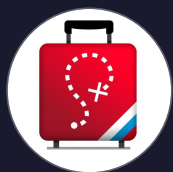


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Travel cheap

Piratesru



@piratesru

Pirates Russia - cheap flights & DIY travel! Discussion: vk.com/piratesru Collaboration: @PiratesGo RKN registration: <https://p.irat.es/rkntgp>

SUBSCRIBERS

157 043

-3 per month

ERR (% SEE POSTS)

5.0%

daily 3.5%

REACH/POST

7.1K

ad reach 5.5K/24h

— CONTENTS · 2026

What's inside the report

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6 months · monthly

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Position in «Travel» category

09 Strategy

5 priority actions

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 157 043 —	 SUBSCRIBER REACH 4.51% avg % subs see post	 VIEWS/POST 7.1K median 7K · 29 days	 POSTS/DAY 9.8 ~69 per week
 7D TREND +0.5% vs previous week	 REACTIONS/POST 7.0 2,030 reactions, 3,587 reposts, 100 comments	 POST LENGTH 229 chars median 222 · 29 days	 POSTS ANALYZED 291 29 days
 AD REACH 5.5K 24h avg	 CHURN / MONTH -3 last month	 CITATION RATE 45 citation index · 199 channels mentioned ever	 CHANNEL AGE 10 years 3 months created 08.03.2016

AI EDITOR SUMMARY

Channel «Travel Cheap Piratesru» — 157 043 subs. Each post avg views 7.1K people (5% of subs), reach low — expand audience. Publishes 69 posts/week (~10/day) — active. Week Jun 15–21 reach stable (+0.5% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **291** posts in 29 days.
- 02 Dominant format – **Photo** (290/291 posts).
- 03 Avg post length – **229** chars (median 222).
- 04 Peak audience activity – **Friday, 19:00 MSK**.
- 05 Top posts get **2×** More views than weakest (9.5K top avg vs 5.8K worst) – among 291 posts in 29 days. Worth analyzing top posts: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 15:37 PHOTO Back in stock! Cheap flights Moscow–Nha Trang from 39400₽ round trip https://p.irat.es/EXI #Moscow #Flights To stay in touch...	VIEWS 9 515 REP. 10	REACTIONS 12 ER 6.1%
Nº2 07.06 · 06:03 PHOTO Flying to South Africa! Tickets from Moscow to Johannesburg for 48990₽ round trip https://p.irat.es/5pv #Moscow #Flights To stay connected...	VIEWS 9 435 REP. 75	REACTIONS 28 ER 6.0%
Nº3 18.06 · 11:31 PHOTO Air China opens Asia: Vietnam, Thailand, Philippines, Indonesia from 42200₽ round trip https://p.irat.es/HvF #Moscow #AirTickets To...	VIEWS 9 424 REP. 83	REACTIONS 28 ER 6.0%

Nº4 07.06 • 16:19 PHOTO Fly to Thailand with Aeroflot! Hot deals from Krasnoyarsk & Moscow from 15100₽ one way https://p.irat.es/uLe #Moscow #Flights...	VIEWS 9 378 REACTIONS 6 REP. 12 ER 6.0%
Nº5 29.05 • 16:05 PHOTO New dates. Cheap flights Moscow–Nha Trang from 39600₽ round trip https://p.irat.es/QFO #Moscow #Flights To stay in touch...	VIEWS 9 222 REACTIONS 10 REP. 7 ER 5.9%

WORST 3

↓ 03.06 • 14:02 PHOTO Back in stock! Cheap flights Novosibirsk–Nha Trang from 32200₽ round trip https://p.irat.es/rSS #Flights #Siberia To stay in...	VIEWS 5 794 REACTIONS 3 REP. 6 ER 3.7%
↓ 18.06 • 08:19 PHOTO Cheap tours to Vietnam (Nha Trang) for 9 nights from Moscow from 53400₽ per person https://p.irat.es/aF1 #Moscow #Tours To stay connected...	VIEWS 5 784 REACTIONS 7 REP. 10 ER 3.7%
↓ 18.06 • 08:34 PHOTO Tours to China (Hainan) 7 nights from Moscow from 47700₽ per person (scheduled flights) https://p.irat.es/axL #Moscow #Tours To stay in...	VIEWS 5 751 REACTIONS 6 REP. 18 ER 3.7%

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 or lost subs.



PERIOD START

157 549

NOW

157 037

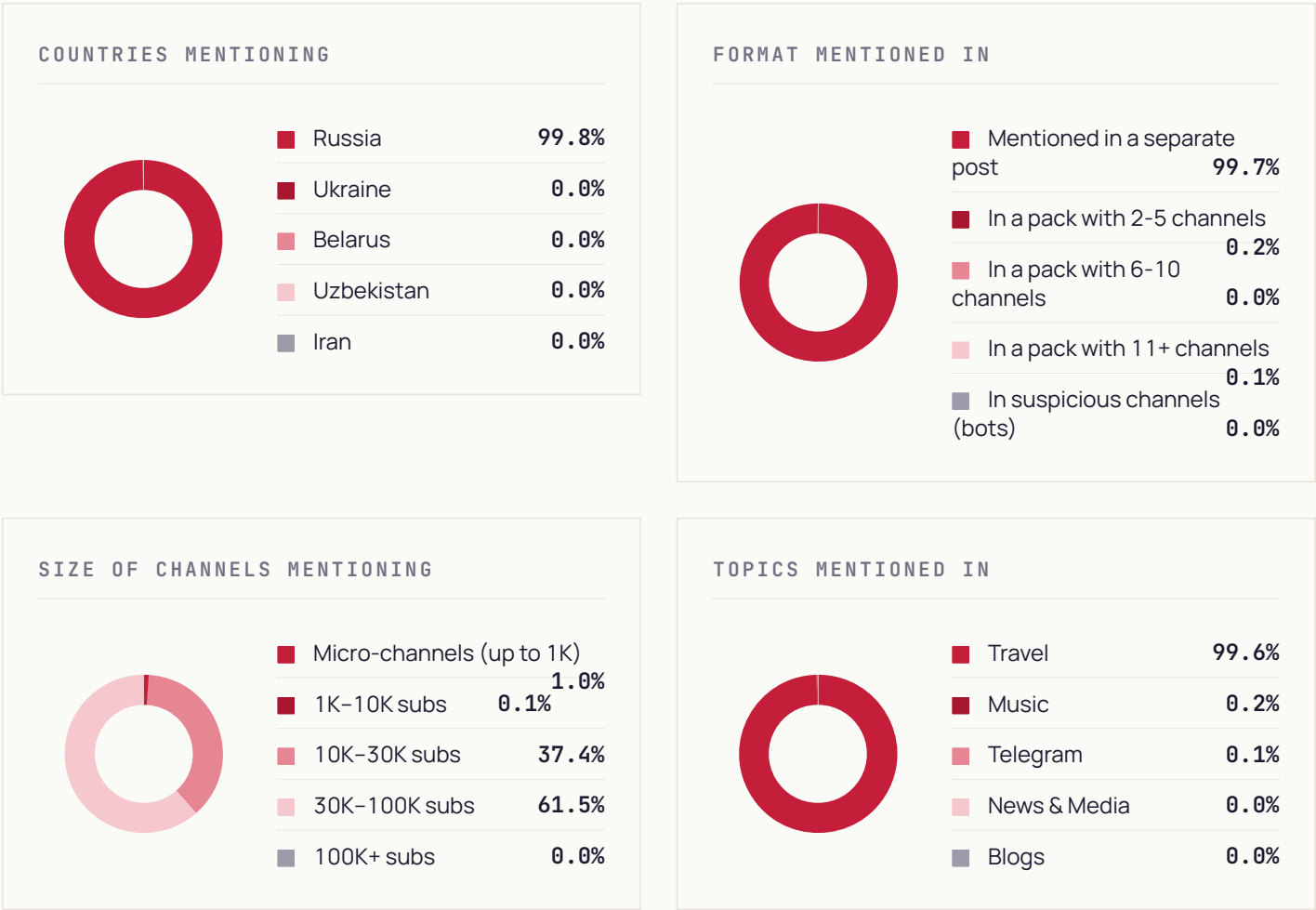
NET GROWTH

-512

SECTION 04 · MENTIONS

Who mentions the channel and how

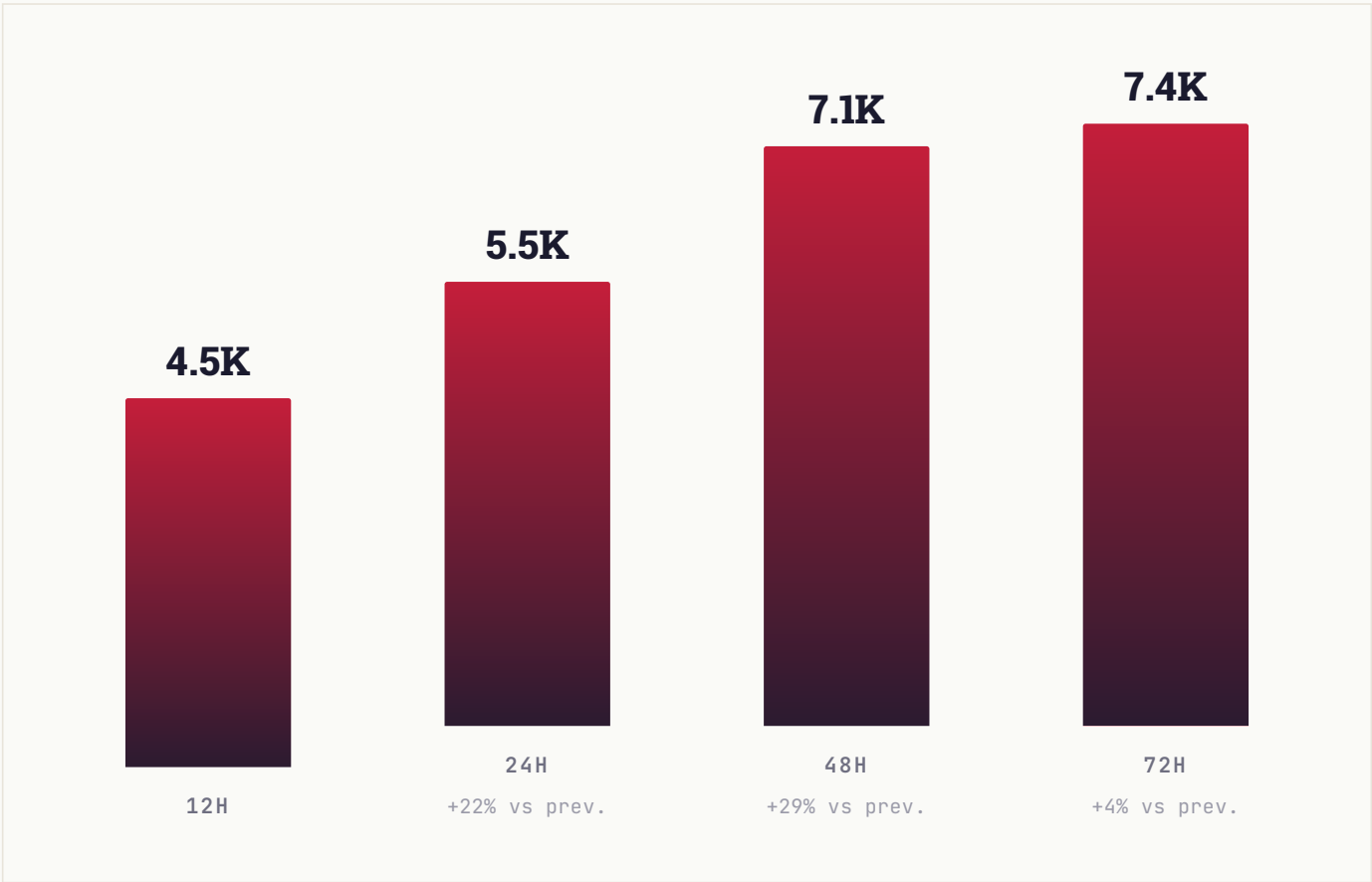
Citation index **45** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **199** different channels.



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

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 Travel	501.7K
All Discount train	433.4K
OT Ozon Travel	407K
PD Travel cheap Piratesru YOU	157K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#53 of 97). Niche median — 159.5K subs. First growth KPI — reach the median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION TRENDS

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 **8 240**, they brought **3 041** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2 480	4	31	
November 2025	1 265	3	134	
October 2025	1 012	4	402	
Sep 2025	1 184	3	867	
August 2025	1 183	4	830	
July 2025	1 116	3	777	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
8 240	6	3 041

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

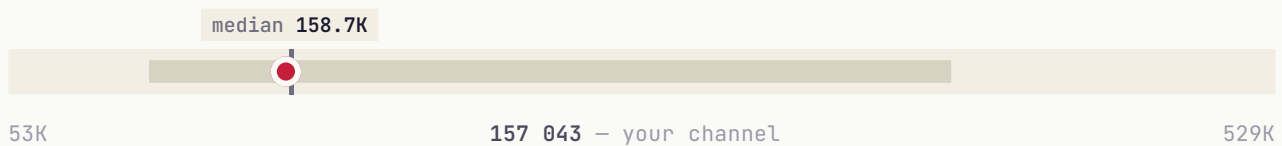
#53 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

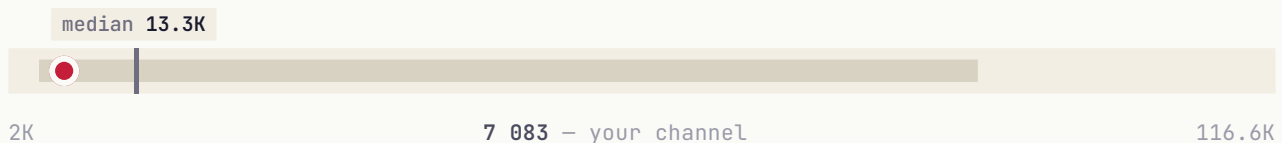
SUBSCRIBERS

1% below median



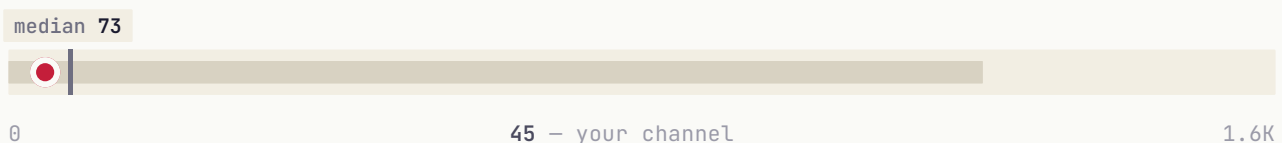
AVG REACH / POST

47% below median



CITATION INDEX

39% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 4.51% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.0pp ER
- 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 and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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>

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