

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ptushkin Roman

on sports, travel & business



@ptuski

Blogger, athlete, traveler & fitness coach For all questions: <https://clck.ru/3Q976B> A+ <https://gosuslugi.ru/snet/67a0c11fcd63644ac9b00af> Perfluence <https://clck.ru/3Q8dqx>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
26 359	71.0%	26.1K
15.07.2026 -6854 per month	last day 49.3%	ad reach 16.8K /24h
	HTTPS://PROMTPRESS.COM/AUDIT/PTUSKI	

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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 26 359 —	 SUBS REACH 99.03% avg % of subs see post	 VIEWS/POST 26.1K median 26.2K · 26 days	 POSTS/WK 1.1 for the period
 7D TREND — no data for period	 REACTIONS/POST 345.0 total 1 380 reactions, 108 reposts, 56 comments	 POST LENGTH 999 chars median 999 · 26 days	 POSTS ANALYZED 4 26 days
 AD REACH 16.8K 24h average	 CHURN / MONTH -6854 last month	 CITATION RATE 33 citation index · 17 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 02.05.2023

AI EDITOR SUMMARY

Channel «Ptushkin Roman on sports, travel & business» — 26 359 subs. Each post averages 26.1K people (99% of subs), wide reach for a channel this size. Publishes 1 posts per week (~0 per day) — rare publications.

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 4 posts over 26 days.
- 02 Dominant format — **Photo** (2/4 posts).
- 03 Avg post length — **999** chars (median 999).
- 04 Peak audience activity — **Monday**, 12:00 MSK.
- 05 Top posts get 1× more views than the weakest (27.5K avg for top vs 24.8K for worst) — among 4 posts in 26 days. Analyze what the top has in common: topic, format, timing.

TOP 4 POSTS

Nº1 06.07 · 09:39 PHOTO Today I was shown a place I now want to keep as a personal secret. A secret location with no transport access, where you can...	VIEWS 30 135 REPOSTS 29	REACTIONS 362 ER 114.3%
Nº2 23.06 · 22:40 VIDEO (video post without caption)	VIEWS 27 911 REPOSTS 28	REACTIONS 379 ER 105.9%
Nº3 17.06 · 18:23 PHOTO One of the main things I've learned from years of travel — experiences begin long before the plane or train. They...	VIEWS 24 545 REPOSTS 28	REACTIONS 322 ER 93.1%

Nº4

13.07 • 20:14

VIDEO

(video post without caption)

VIEWS	REACTIONS
21 827	317
REPOSTS	ER
23	82.8%

|

WORST 3

↓

23.06 • 22:40

VIDEO

(video post without caption)

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17.06 • 18:23

PHOTO

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VIDEO

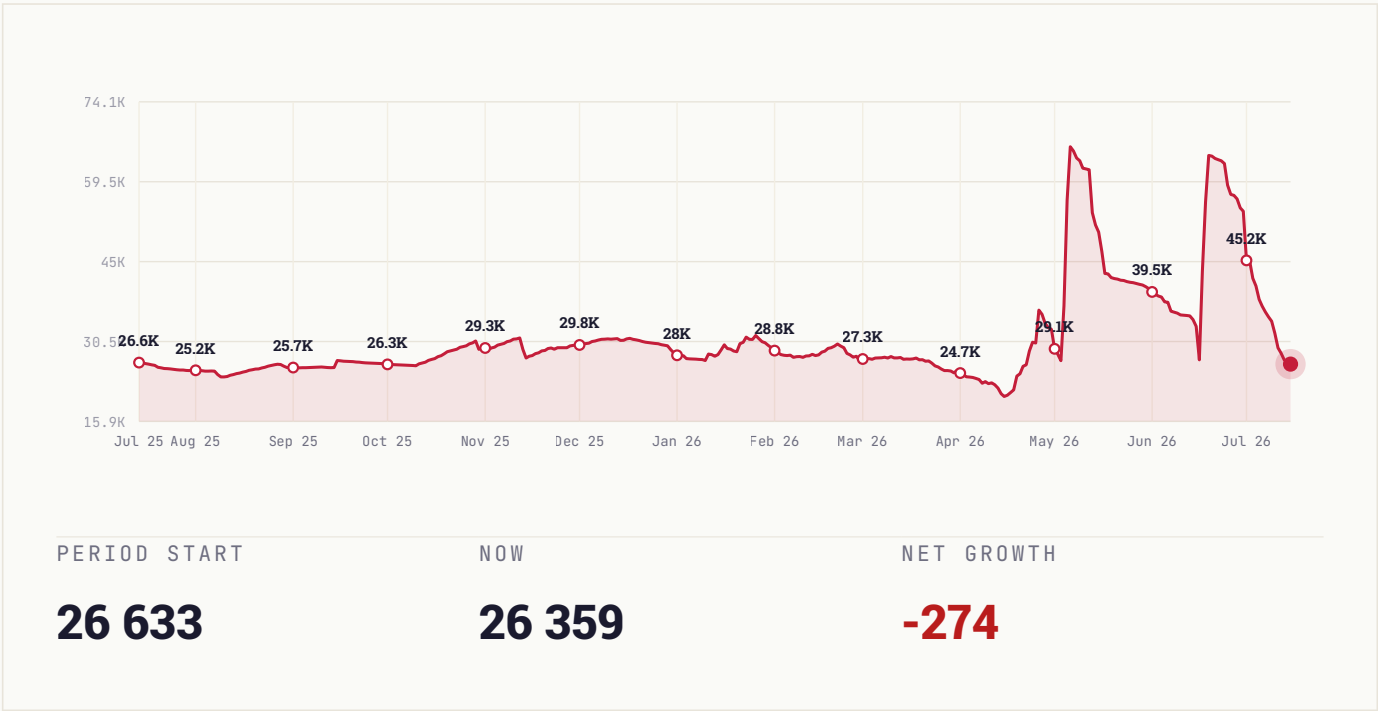
(video post without caption)

VIEWS	REACTIONS
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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.



— SECTION 04 · CITATIONS

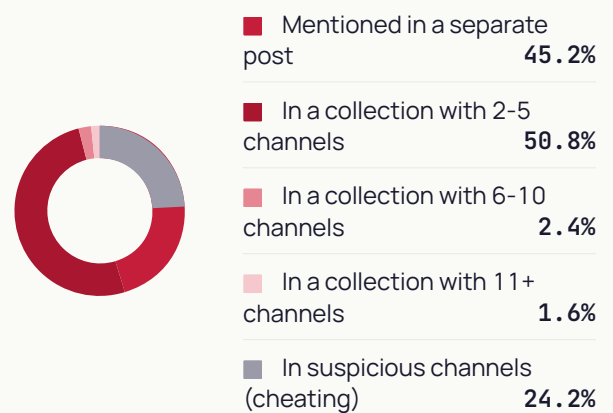
Who and how mentions the channel

Citation index **33** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time mentions: **17** different channels.

COUNTRIES MENTIONING



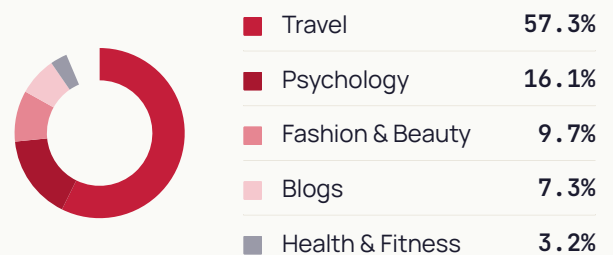
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



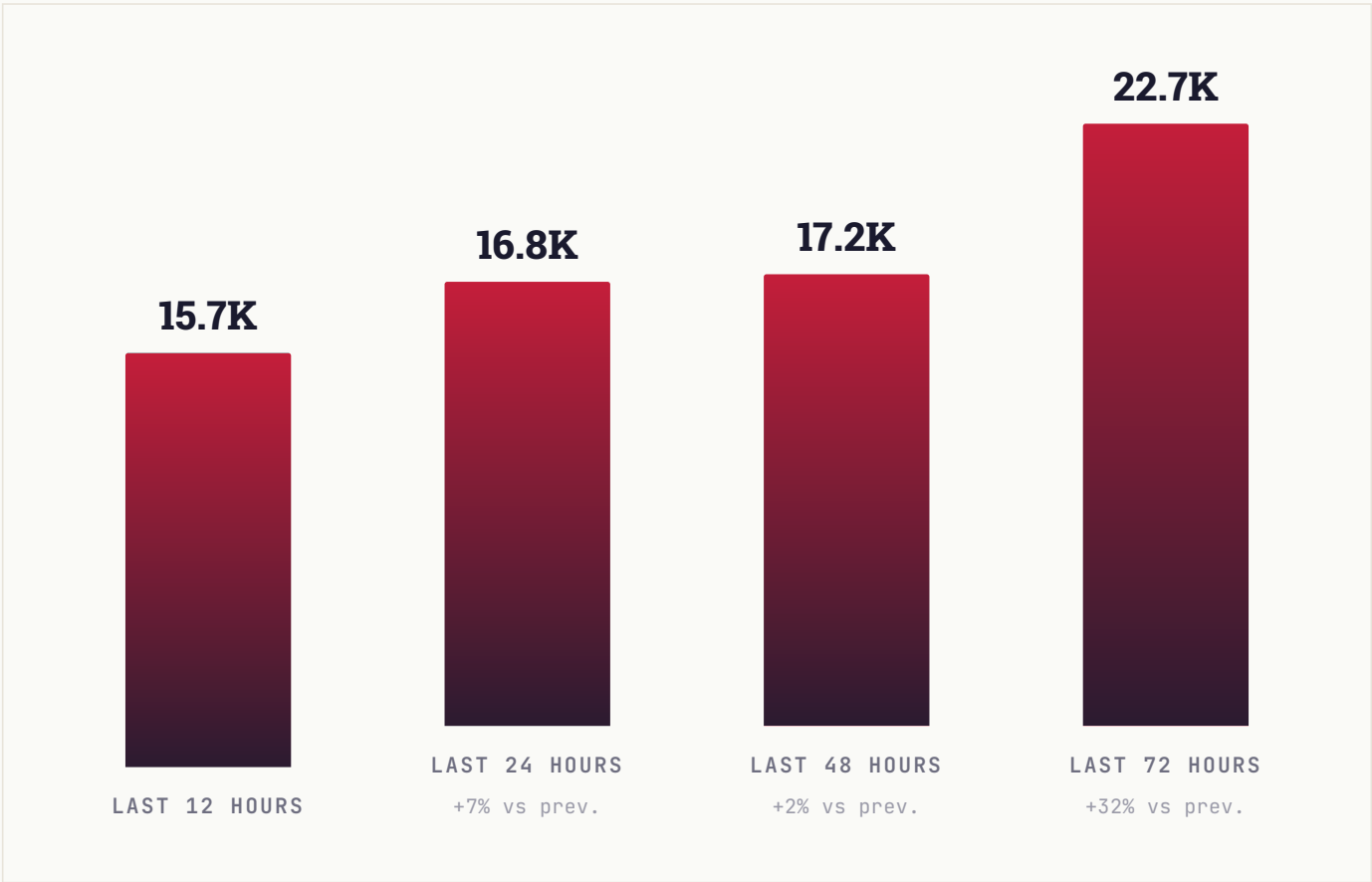
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AЭ AEROFLOT	524.9K
MO Muscovite	500.8K
JP Yandex Travels	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	401.7K
PR Ptushkin Roman on sports, travel & business	YOU 26.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 95 — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal: enter top-95 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **29**, they brought **21 558** new subs.

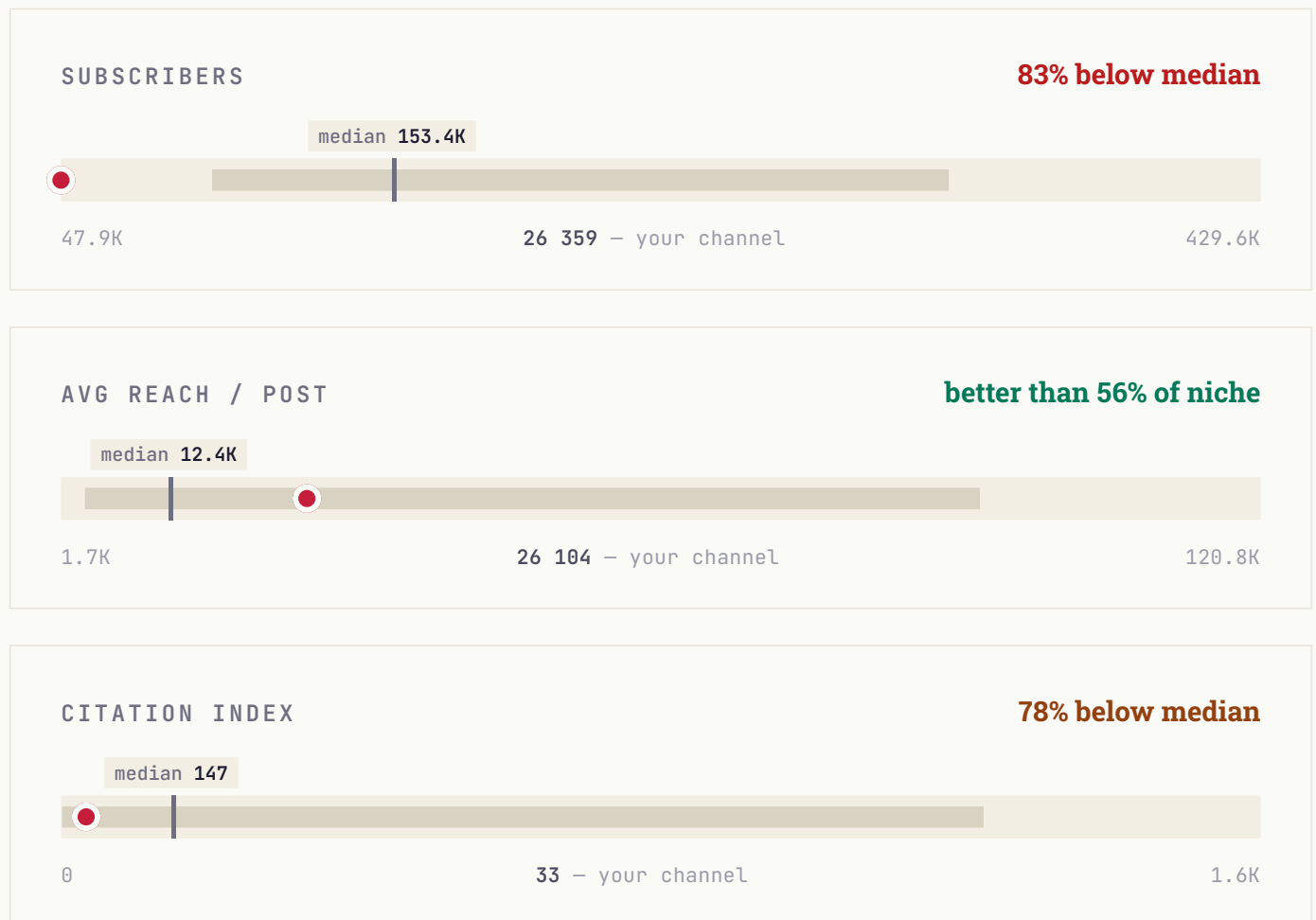
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	7	2	6 656
December 2025	17	2	1 643
Nov 2025	0	0	4 715
Oct 2025	0	0	4 792
Sep 2025	0	0	1 444
August 2025	5	2	2 308

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
29	6	21 558

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 • STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.1 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Main post of the week — on Monday

On this day at 12:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post****03**

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 is an easy win.

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 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