

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Alright folks, let's roll!



@ranarod

✂ Quick travel news. 📄 Suggest a story, report a bug, or discuss ads: @ranarod_admin Ad texts are provided by advertisers. Registered with RKN:...

SUBSCRIBERS

123 285

-90 per month

ERR (% SEE POSTS)

13.0%

in 24h 10.6%

REACH/POST

15.8K

ad reach 13.1K/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 123 285 —	 SUBSCRIBER REACH 12.8% avg % subs see post	 VIEWS/POST 15.8K median 15.5K · 28 days	 POSTS/DAY 9.2 ~65 per week
 7D TREND -5.5% vs previous week	 REACTIONS/POST 108.9 total 28,425 reactions, 26,634 reposts, 3,264 comments	 POST LENGTH 668 chars median 677 · 28 days	 POSTS ANALYZED 261 28 days
 AD REACH 13.1K 24h avg	 CHURN / MONTH -90 last month	 CITATION RATE 892 citation index · 3,226 channels mentioned all time	 CHANNEL AGE 6 years 4 months created 21.02.2020

AI EDITOR SUMMARY

Channel «Well, folks, let's go!» – 123 285 subs. Each post avg views 15.8K people (13% from subs), reach low – need to grow audience. Posts 65 posts/week (~9/day) – active posting. Week 15–21 Jun reach dropped -5.5% by week 8–14 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 261 posts in 28 days.
- 02 Dominant format — Photo (149/261 posts).
- 03 Avg post length — 668 chars (median 677).
- 04 Peak audience activity — Wed, 00:00 MSK.
- 05 Top posts get 2x more views than the weakest (22.4K avg for top vs 12.6K for worst) — among 261 posts over 28 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 18.06 · 09:25 PHOTO 🇷🇺🇵🇸 Yandex Taxi now operates in Istanbul, spotted by @leti_desheвле. Service is available via the Russian Yandex Go app, payment in...	VIEWS 23 702 REPOSTS 549	REACTIONS 239 ER 19.2%
Nº2 10.06 · 14:15 TEXT 🇷🇺🇵🇸 Putin signs law allowing asset seizure of Russians abroad who committed administrative offenses against Russia's interests In...	VIEWS 22 198 REPOSTS 489	REACTIONS 389 ER 18.0%
Nº3 04.06 · 07:20 TEXT 🇷🇺🇵🇸 11 European countries demand stricter Schengen visa issuance for Russians, reports Polish outlet RMF24. These are Poland, Sweden...	VIEWS 21 414 REPOSTS 402	REACTIONS 395 ER 17.4%

Nº4

03.06 · 21:53

PHOTO

🇺🇸🇺🇸 Visa and Mastercard cards will stop working in Cuba from June 6 due to US sanctions, reports TASS citing local media. In...

VIEWS

21 382

REACTIONS

188

REPOSTS

133

ER

17.3%

Nº5

09.06 · 05:31

PHOTO

🇷🇺🇷🇺🇷🇺 Summer trains from Istanbul, Sofia, and Varna to Bucharest restart June 11 🇹🇷 Istanbul – Bucharest This route usually...

VIEWS

21 131

REACTIONS

61

REPOSTS

79

ER

17.1%

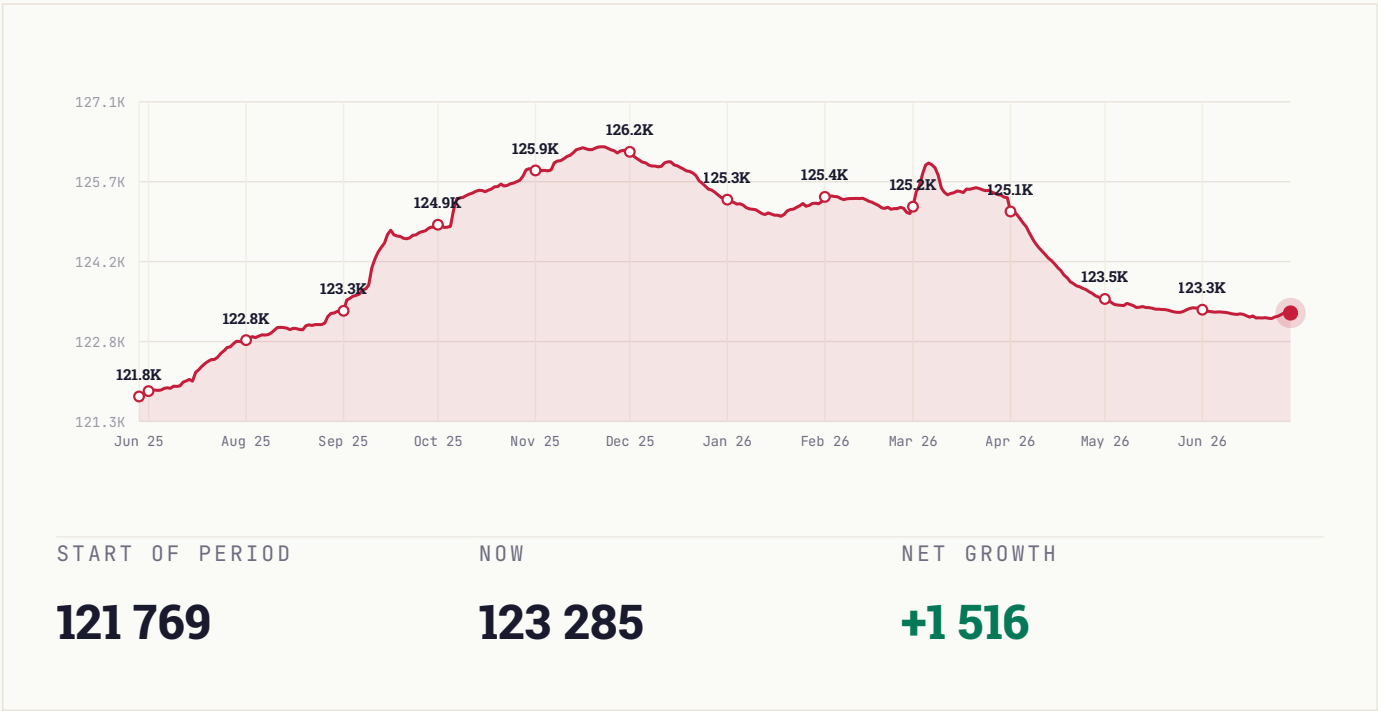
WORST 3

↓ 19.06 · 09:57 PHOTO 🇷🇺 🇷🇺 New Belavia route: Minsk – Bangkok When: from Oct 25 Aircraft: Airbus A330-200 Schedule: Sun One-way: from 45,500...
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

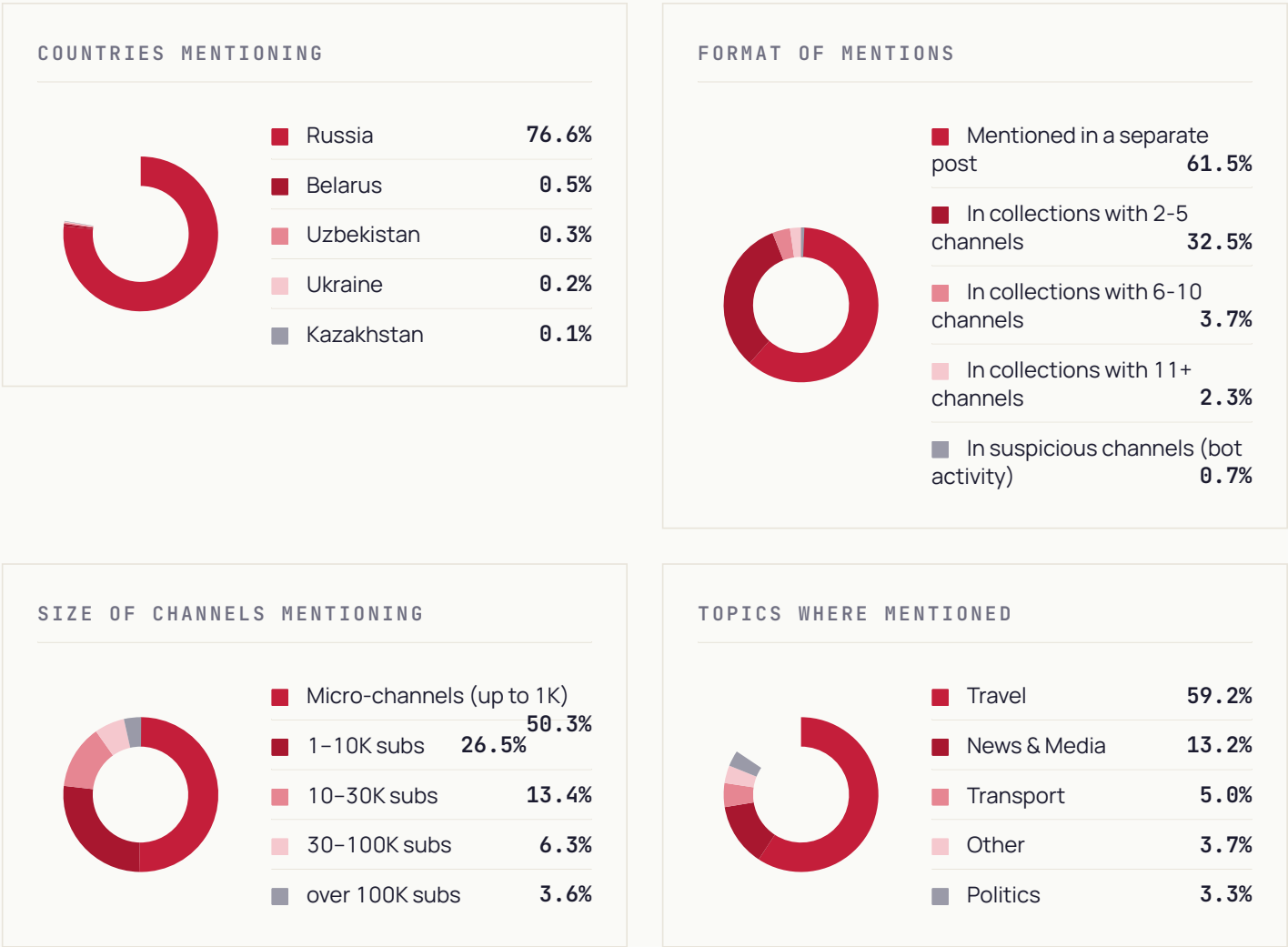
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

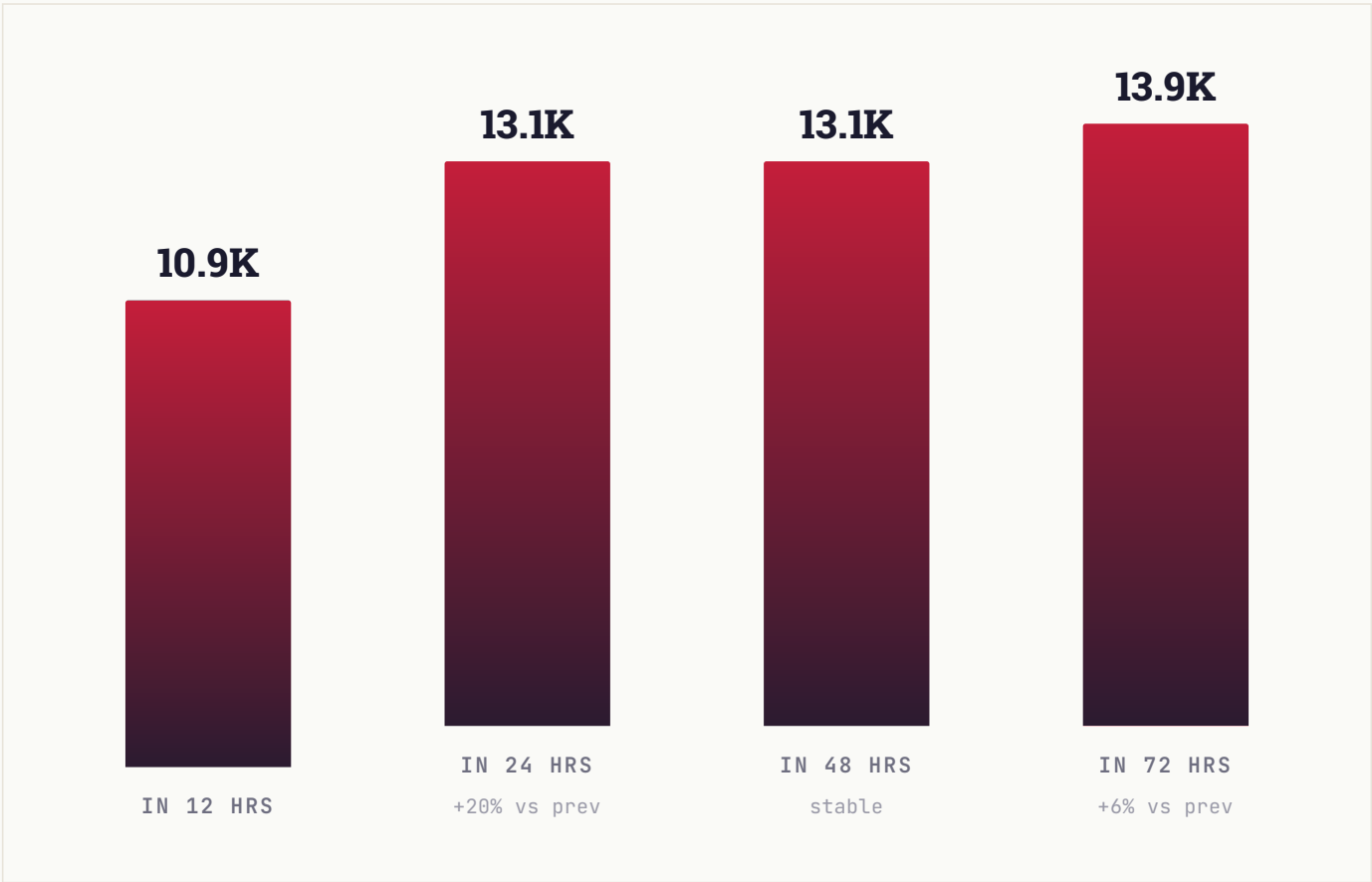
Citation index **892** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 226** different channels.



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 — you can see its place 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
Sun Discount wagon	433.4K
OT Ozon Travel	407K
NCh Alright folks, let's roll! YOU	123.3K

COMPARATIVE CONCLUSION

Channel inbottom half of niche top-100 (#70 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

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 **1 563**, they brought **5 141** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	196	95	93 
Nov 2025	324	162	526 
Oct 2025	286	130	1 178 
Sep 2025	342	141	1 688 
August 2025	227	99	659 
July 2025	188	81	997 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 563	6	5 141

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

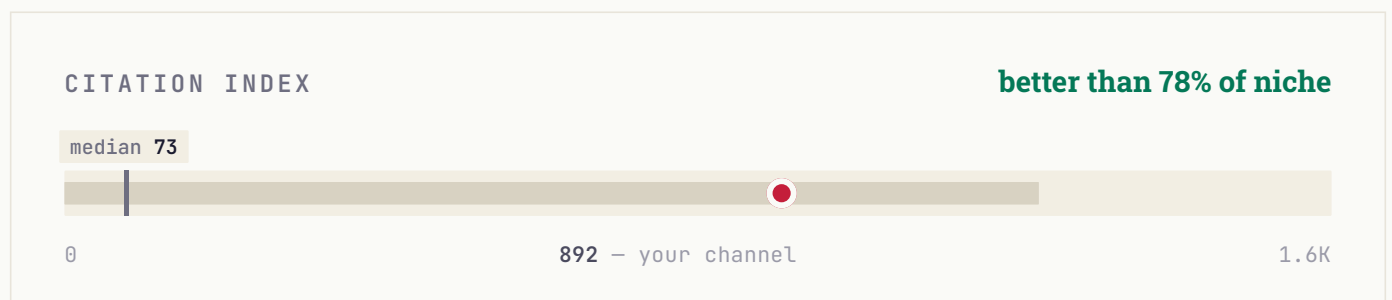
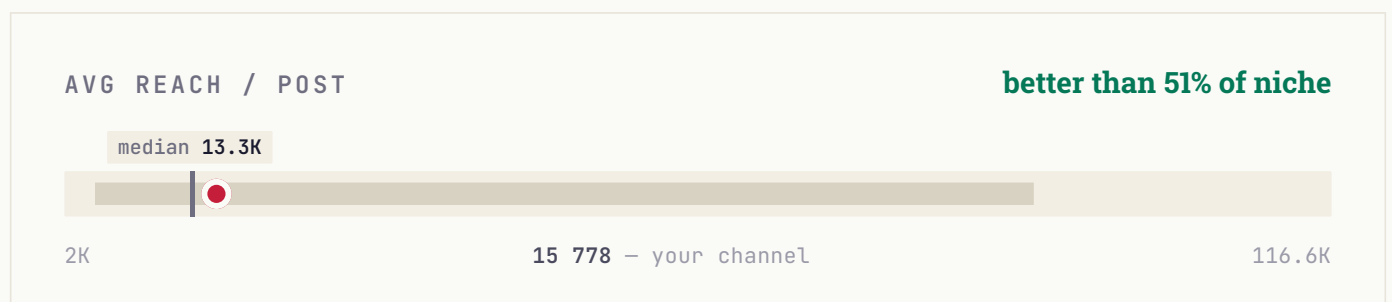
Took top-**100** channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#70

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Wednesday**

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

EFFECT

**Best window
for an
important post****02****Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing 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 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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-niche channels once a quarter.
Not 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 a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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