

PUBLIC REPORT PROMTPRESS

Channel audit

Travel

обозреватель



@russia2dayz

Sharing travel event news, restaurant reviews, beauty & health
Interesting places Collaboration & ads - @familybli [https://
gosuslugi.ru/snet/698b076cb5f657694bb58790](https://gosuslugi.ru/snet/698b076cb5f657694bb58790)

SUBSCRIBERS

98 671

+22224 per month

ERR (% SEE POSTS)

70.0%

daily 30.8%

REACH/POST

60.9K

ad reach 28.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 98 671 —	 SUBSCRIBER REACH 61.71% avg % subs see post	 VIEWS/POST 60.9K median 45.7K · 15 days	 POSTS/WEEK 1.8 for period
 7D TREND — no data for period	 REACT./POST 774.8 only 3,099 reactions, 694 reposts, 0 comments	 POST LENGTH 568 chars median 640 · 15 days	 POSTS ANALYZED 4 15 days
 AD REACH 28.8K 24h avg	 CHURN / MONTH +22224 last month	 QUOTABILITY 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 2 years 27 days created 06.06.2024

AI EDITOR SUMMARY

Channel «Travel reviewer» – 98 671 subs. Each post avg views 60.9K people (62% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/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.

WHAT TOP POSTS SHARE

- 01 Analysis based on 4 posts in 15 days.
- 02 Dominant format — Video (3/4 posts).
- 03 Avg post length — 568 chars (median 640).
- 04 Audience peak activity — Tuesday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (75.2K top avg vs 36.5K worst) — among 4 posts in 15 days. Worth analyzing what top posts share: topic, format, timing.

TOP 4 POSTS

Nº1 16.06 · 17:53 VIDEO If your Turkey isn't like this, don't even call me 😊🇹🇷 Jacuzzi on water, sun, total relaxation and a 'do not disturb' state. Here is...	VIEWS 134 005 REP. 108	REACT. 820 ER 135.8%
Nº2 29.06 · 05:48 VIDEO  If you've been to Istanbul but never sailed the Bosphorus, you haven't truly seen the city. The best views open from the water...	VIEWS 59 997 REP. 571	REACT. 881 ER 60.8%
Nº3 02.07 · 15:32 VIDEO Every time I fly to Istanbul, I admire its airport. 🇹🇷 It's one of the world's largest airports: its area is bigger than...	VIEWS 31 460 REP. 14	REACT. 904 ER 31.9%

Nº4 20.06 · 05:30 PHOTO Spent a week at Kaya Palazzo — and it was all about comfort and relaxation. For me, three main pluses: ✨ Complete feeling...	VIEWS	REACT.
	18 087	494
	REP. 1	ER 18.3%

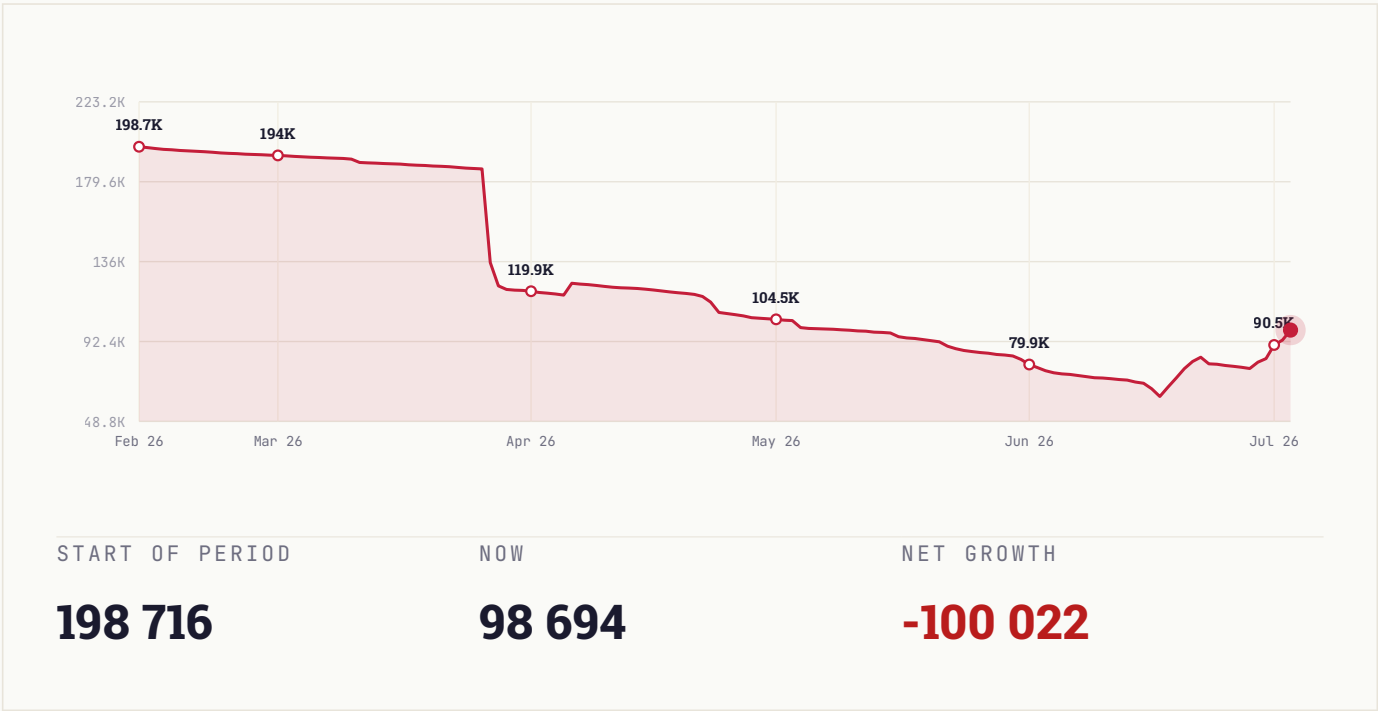
WORST 3

↓ 29.06 · 05:48 VIDEO  If you've been to Istanbul but never sailed the Bosphorus, you haven't truly seen the city. The best views open from the water...	VIEWS	REACT.
	59 997	881
	REP. 571	ER 60.8%
↓ 02.07 · 15:32 VIDEO Every time I fly to Istanbul, I admire its airport. 🇹🇷 It's one of the world's largest airports: its area is bigger than...	VIEWS	REACT.
	31 460	904
	REP. 14	ER 31.9%
↓ 20.06 · 05:30 PHOTO Spent a week at Kaya Palazzo — and it was all about comfort and relaxation. For me, three main pluses: ✨ Complete feeling...	VIEWS	REACT.
	18 087	494
	REP. 1	ER 18.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

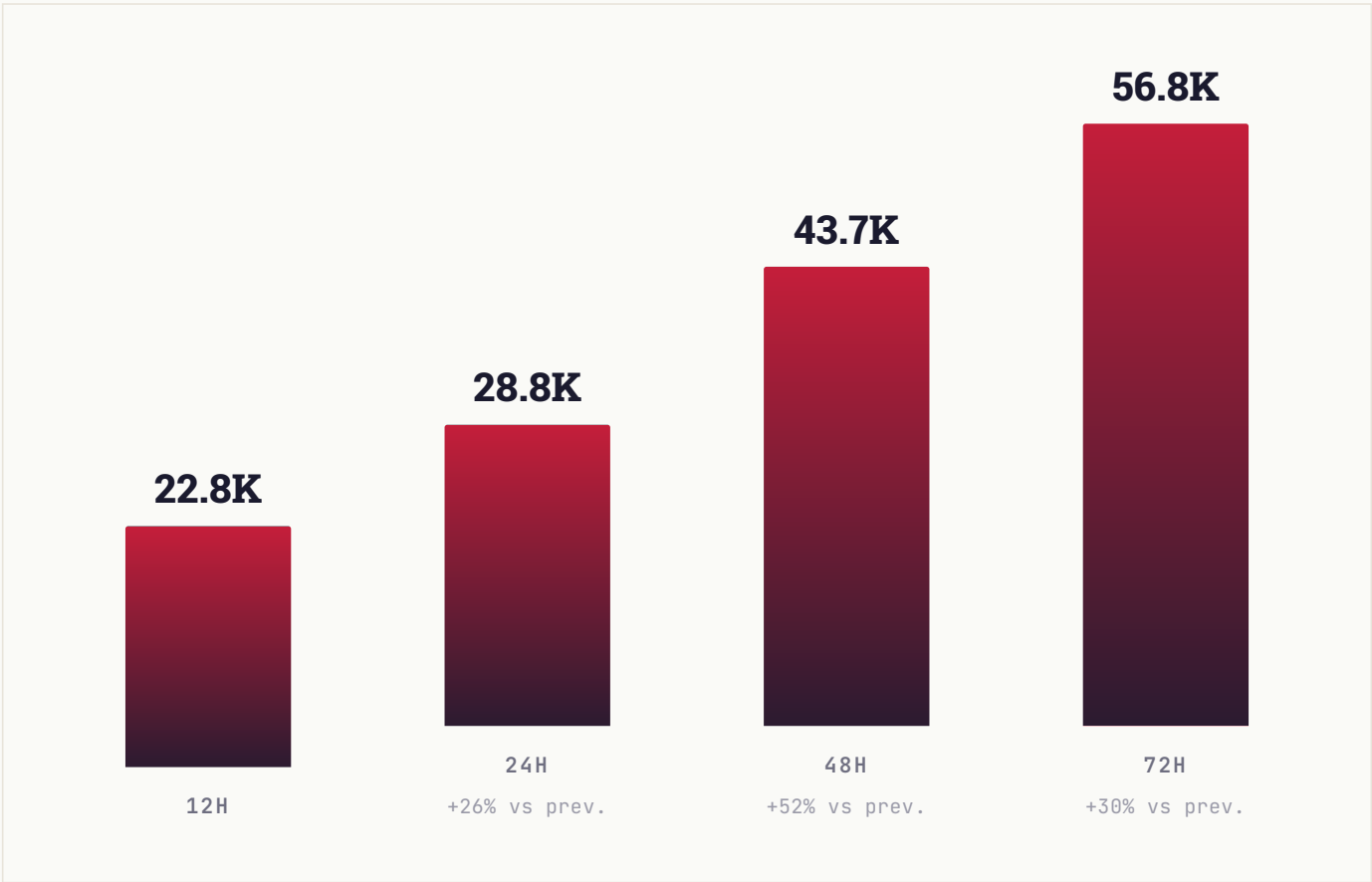
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel 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 Moscow woman	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount train	432.9K
3 333bet.cc Official ®	406K
TO Travel обозреватель YOU	98.7K

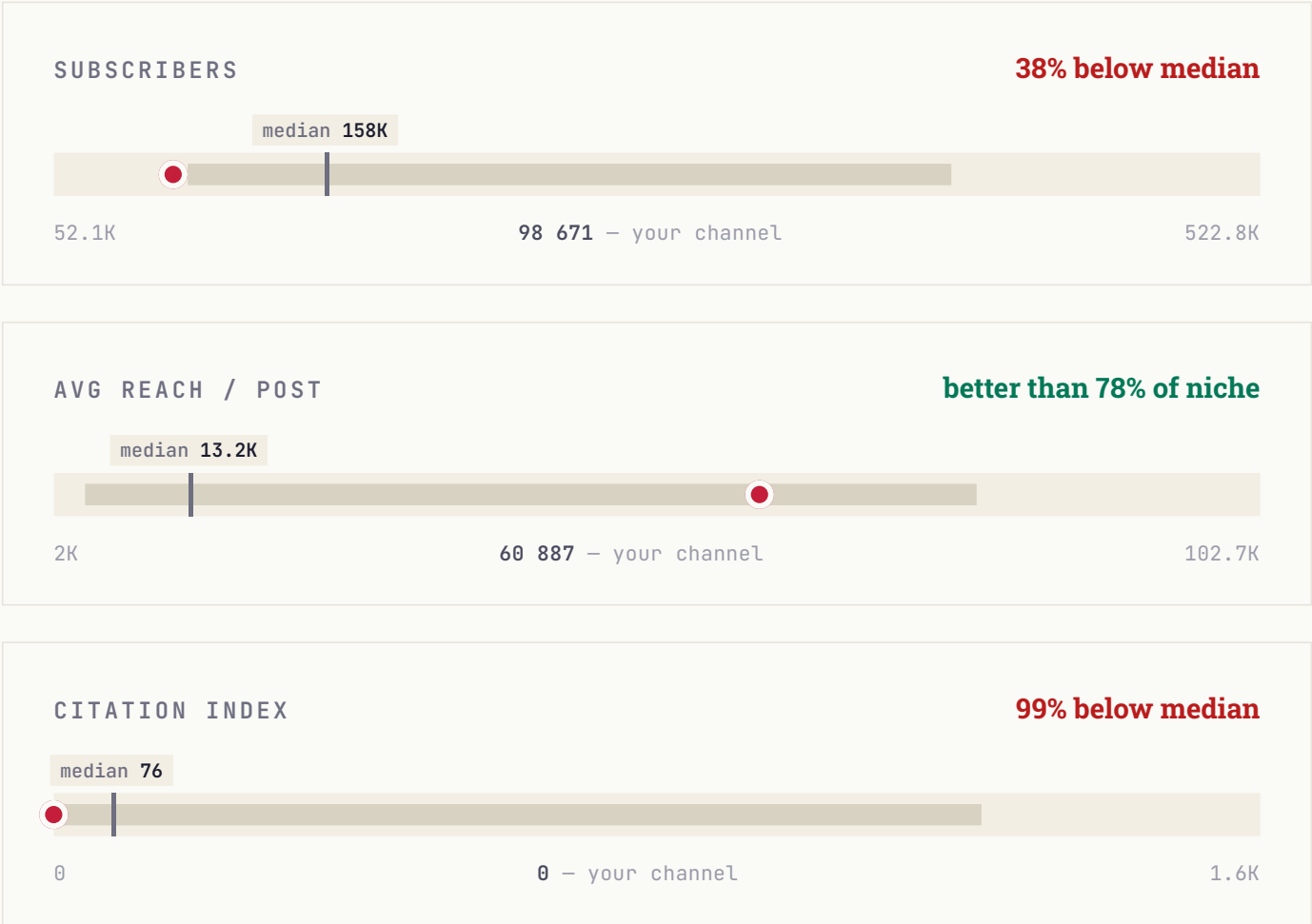
COMPARATIVE INSIGHT

Channel yet 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 06 · 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.



— SECTION 07 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off & revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 1.8 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency > Volume |
| 02 | Top post of the week — Tuesday
Audience most active on this day at 20:00 MSK. | 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 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 weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with 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
