

PUBLIC PROMTPRESS REPORT

Channel audit

RUSSPASS.MOCKBA



@russpass_msk

Channel about Moscow for residents and guests. Contact team:
@russpass_help_bot Registered in Roskomnadzor list:...

SUBSCRIBERS

65 275

+171 per month

ERR (% SEE POSTS)

4.0%

last 24h 1.8%

REACH/POST

2.3K

ad reach 1.2K/24h

— CONTENTS · 2026

What's Inside the Report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Worst 3 · Insights

03 Subscriber dynamics

Year chart · growth

04 Citation Rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank 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 65 275 —	 SUBS REACH 3.55% avg % subs see post	 VIEWS/POST 2.3K median 2.3K · 29 days	 POSTS/WEEK 14.7 for period
 7D TREND -12.7% vs previous week	 REACTIONS/POST 19.2 only 1,171 reactions, 489 reposts, 0 comments	 POST LENGTH 549 chars median 554 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH +171 last month	 CITATION RATE 475 citation index · 948 channels mentioned all time	 CHANNEL AGE 4 years 1 month created 08.06.2022

EDITOR AI SUMMARY

Channel «RUSSPASS.Moscow» — 65 275 subs. Avg post views 2.3K people (4% of subs), reach low — expand audience. Publishes 15 posts/week (~2/day) — regular. Week Jun 29–Jul 5 reach dropped -12.7% by week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 61 posts in 29 days.
- 02 Dominant format — Photo (49/61 posts).
- 03 Avg post length — 549 chars (median 554).
- 04 Peak audience activity — Tuesday, 15:00 MSK.
- 05 Top posts get 2x more views than weakest (3.4K avg top vs 1.7K worst) — among 61 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 12:04 PHOTO 🥰 Wow! Whoa! Ah! Oh! Ooh! Yikes! And other interjections — bring them all, because the occasion calls for it. On June 27-28 at Bakery No. 9...	VIEWS 3 589 REACTIONS 19 REPOSTS 14 ER 5.5%
Nº2 15.06 · 15:51 PHOTO 🏰🏰🏰 We don't know how to explain this feeling... Something between pleasure, happiness, beauty, and tenderness. Maybe love for the 'Estates...' festival	VIEWS 3 347 REACTIONS 31 REPOSTS 4 ER 5.1%
Nº3 19.06 · 14:00 PHOTO 🏰🏰🏰 Weekend plan: dress up in noble costumes at Manege Square photo salon and take the 'Moscow Estate' route to collect...	VIEWS 3 191 REACTIONS 19 REPOSTS 4 ER 4.9%

Nº4 21.06 · 10:01 PHOTO  How about a walk? As part of 'Summer in Moscow,' every Saturday there are free walking tours of Moscow from RUSSPASS. Already...	VIEWS 3 104 REPOSTS 27	REACTIONS 24 ER 4.8%
Nº5 17.06 · 15:44 TEXT   Is it the breeze on the Moscow River? Or us shouting about RUSSPASS river cruises, but you...	VIEWS 3 059 REPOSTS 7	REACTIONS 21 ER 4.7%

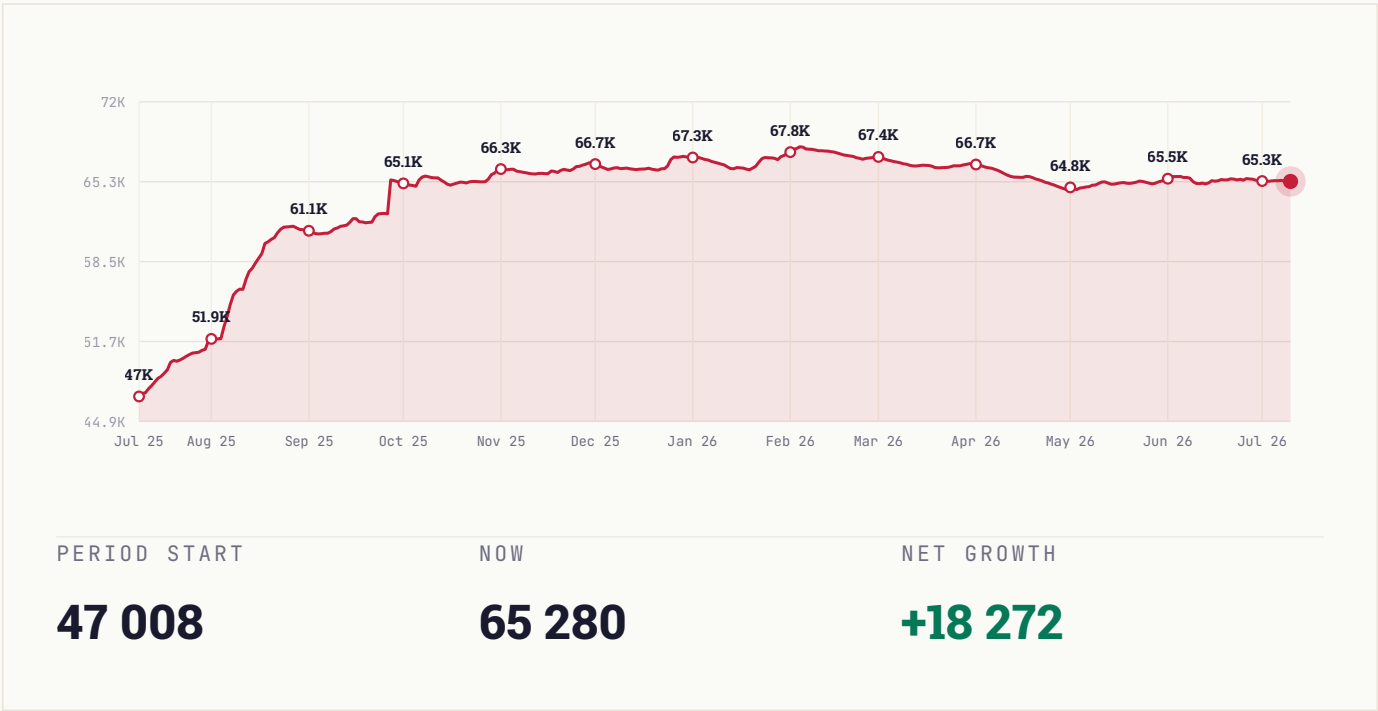
WORST 3

↓ 29.06 · 15:21 PHOTO  RUSSPASS Magazine hit a three-pointer and told us where to play basketball this summer. We grab the ball and slam dunk right into your...	VIEWS 1 852 REPOSTS 2	REACTIONS 12 ER 2.8%
↓ 07.07 · 15:56 PHOTO  Only the chosen ones got it! If not, it's time to dive into the world of skateboarding. 🌞 Maybe for some, that requires...	VIEWS 1 708 REPOSTS 4	REACTIONS 10 ER 2.6%
↓ 03.07 · 11:34 TEXT  Tolstoy Center  Ivan Turgenev Museum   Ilya Glazunov Gallery ▼ Continue list...	VIEWS 1 632 REPOSTS —	REACTIONS 15 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

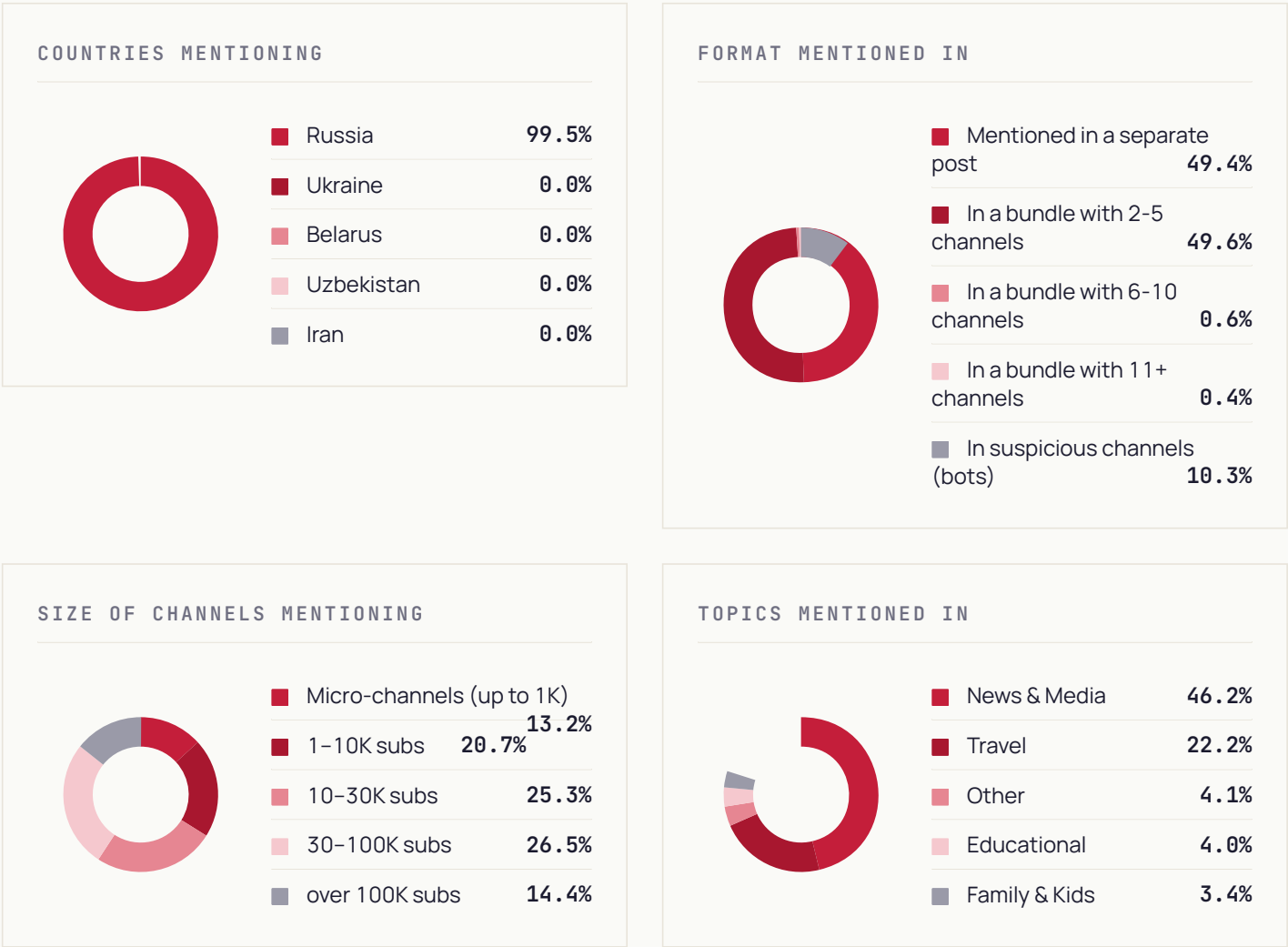
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

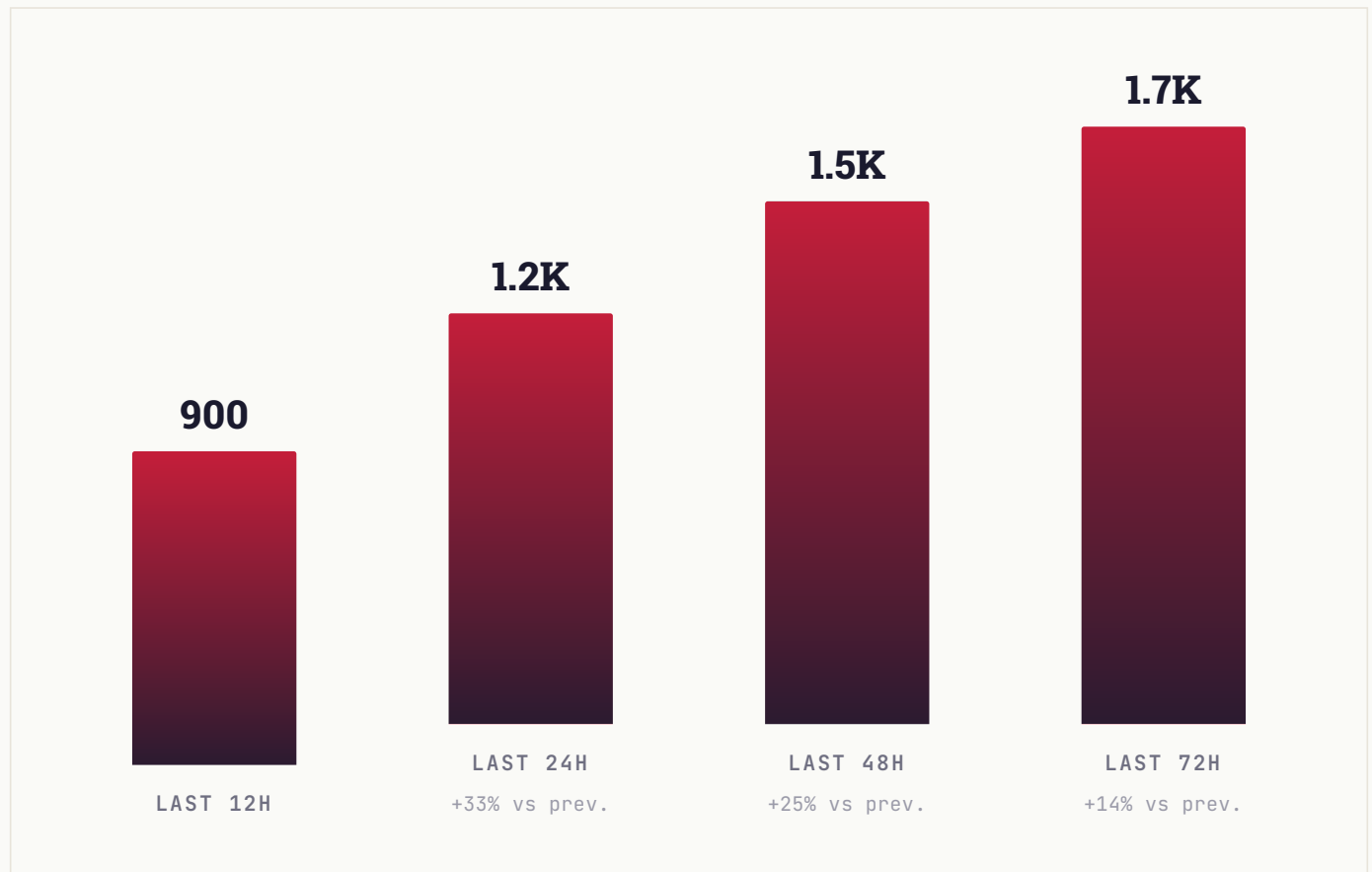
Citation index **475** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **948** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see your niche rank.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moscow Girl	502.6K
JP Yandex Travels	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
ER Ways to Travel Almost Free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.8K
OT Ozon Travel	398.9K
RU RUSSPASS.Москва YOU	65.3K

COMPARATIVE SUMMARY

Channel not yet outside niche top 96 — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal — enter top-96 through systematic work with traffic and content.

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 **335**, they brought **21 619** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	16	13	1 704
December 2025	29	19	1 513
November 2025	28	21	1 343
October 2025	25	23	2 271
September 2025	44	34	4 976
August 2025	193	149	9 812

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
335	6	21 619

Where the channel ranks in its league

SUBSCRIBERS 56% below median

median 149.8K

48.1K 65 275 — your channel 427.5K

AVG REACH / POST 81% below median

median 12.5K

1.7K 2 317 — your channel 112.3K

CITATION INDEX better than 62% of niche

median 128

0 475 — your channel 1.6K

— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 15:00 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

ER below niche benchmark — rethink formats

Current ER 3.55% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+4.0pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a "hot" topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
