

PUBLIC REPORT BY PROMTPRESS

Channel audit

RUSSPASS



@russpassmag

Travel across Russia: top destinations & new routes Contact
@russpass_help_bot ry-3610935886129800947 Registered in
RKN registry:...

SUBSCRIBERS

40 484

+149 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24h 1.3%

REACH/POST

1.2K

ad reach 528/24h

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · insights

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07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in Travel category

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 40 484 —	 SUBS REACH 3.08% avg % subs see post	 VIEWS/POST 1.2K median 1.2K · 29 days	 POSTS/WEEK 11.1 over period
 7D TREND +1.5% vs previous week	 REACTS/POST 11.7 only 538 reactions, 192 reposts, 0 comments	 POST LENGTH 508 chars median 488 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 528 24h avg	 CHURN / MONTH +149 over last month	 CITATION RATE 393 citation index · 818 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 18.08.2021

AI EDITOR SUMMARY

Channel «RUSSPASS» — 40 484 subs. Each post averages 1.2K people (3% of subs), reach is low — consider expanding audience. Posts 11 posts per week (~2/day) — regular schedule. For the week Jun 29 — Jul 5, reach stable (+1.5% vs week of June 22–28).

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 **46** posts over 29 days.
- 02 Dominant format — **Photo** (37/46 posts).
- 03 Avg post length — **508** chars (median 488).
- 04 Peak audience activity — **Thursday**, 12:00 MSK.
- 05 Top posts get **3×** more views than the weakest (2.6K avg for top vs 862 for worst) — among 46 posts over 29 days. Analyze what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 09:00 PHOTO ⚡ Not just by card! Now tickets, hotels, tours & other RUSSPASS offers can be paid with SberPay & System...	VIEWS 3 710 REPOSTS 2	REACTS 13 ER 9.2%
Nº2 03.07 · 10:55 PHOTO 💬 We read RUSSPASS Journal editor Elena Vereshchagina's story about hiking 'Road to Lavra' in 5 days. It's a route...	VIEWS 2 388 REPOSTS 25	REACTS 23 ER 5.9%
Nº3 18.06 · 10:46 PHOTO 🧙 We're not wizards, but we know a thing or two about fairy-tale family trips. You'd think Golden Ring routes are all known. But there's...	VIEWS 1 683 REPOSTS 5	REACTS 12 ER 4.2%

Nº4 20.06 · 08:04 PHOTO  Grab a fan, a straw hat, relax in a chair under the trees – even if you never felt like the main...	VIEWS 1 649 REPOSTS 2	REACTS 12 ER 4.1%
Nº5 19.06 · 10:01 PHOTO  Time to pack passport & gadgets, put on comfy clothes, and head to Tula region for music & adventure...	VIEWS 1 577 REPOSTS 5	REACTS 13 ER 3.9%

|

WORST 3

↓ 06.07 · 16:50 PHOTO 🌟 Just the name of this village near Vladimir warms the heart. And the heritage...	VIEWS 899 REPOSTS 6	REACTS 18 ER 2.2%
↓ 06.07 · 10:36 PHOTO ▼ Did you know the 'Play in Moscow' maps turn family outings into exciting quests? Get them...	VIEWS 898 REPOSTS 5	REACTS 4 ER 2.2%
↓ 07.07 · 15:36 PHOTO 👁️ Honestly, better make it to both. The more you catch characters in RUSSPASS Game, the more points you earn...	VIEWS 790 REPOSTS 2	REACTS 8 ER 2.0%

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 grew and which lost subs.

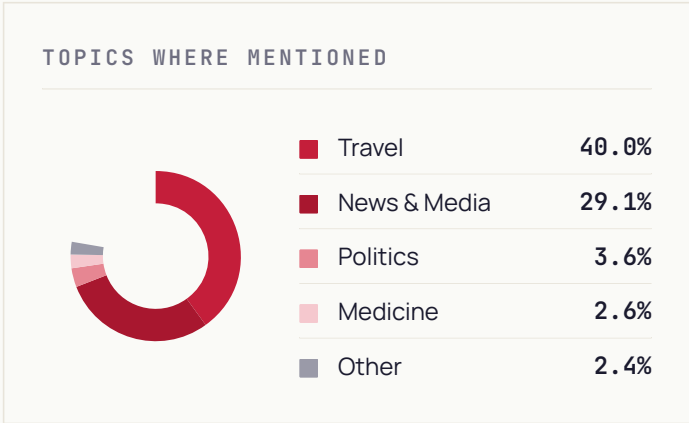
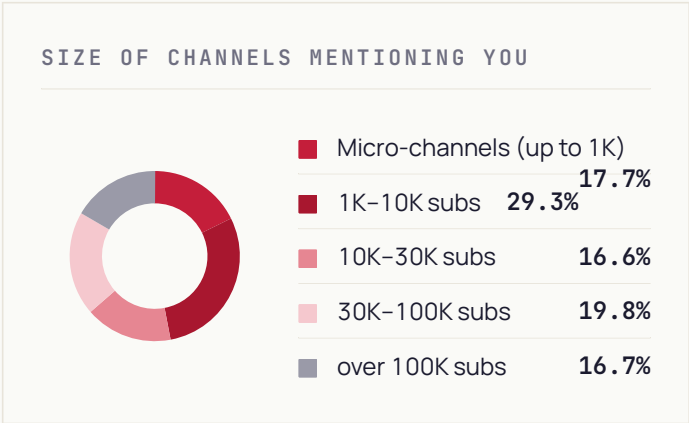
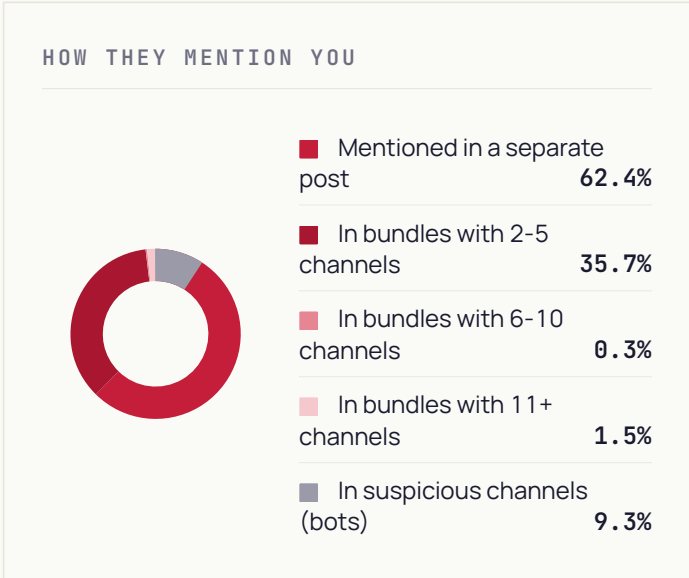
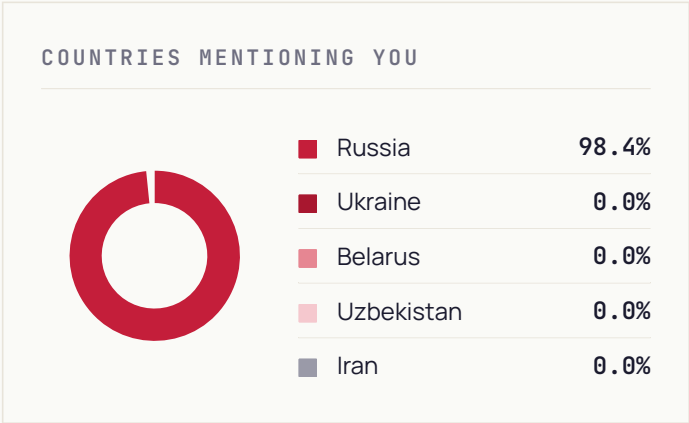


PERIOD START	NOW	NET GROWTH
31 914	40 484	+8 570

SECTION 04 · CITATIONS

Who mentions the channel and how

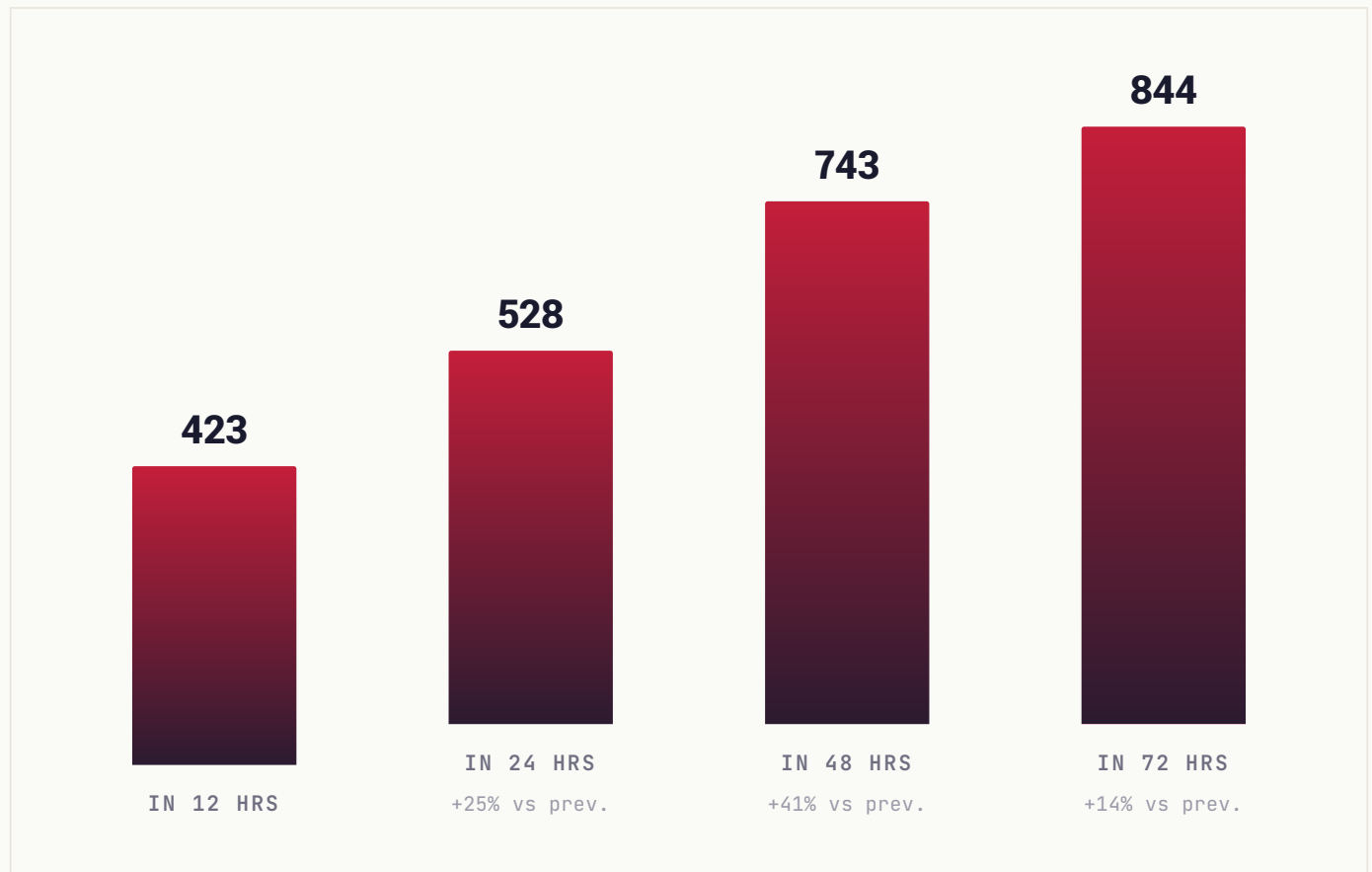
Citation index **393** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **818** different channels.



— SECTION 05 • AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount bonanza	432.2K
SP How to travel almost for free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
RU RUSSPASS YOU	40.5K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow events | Poster (1.2M), top-96 median: 151.6K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last 6 months such mentions were 138, they brought 11 102 new subs.

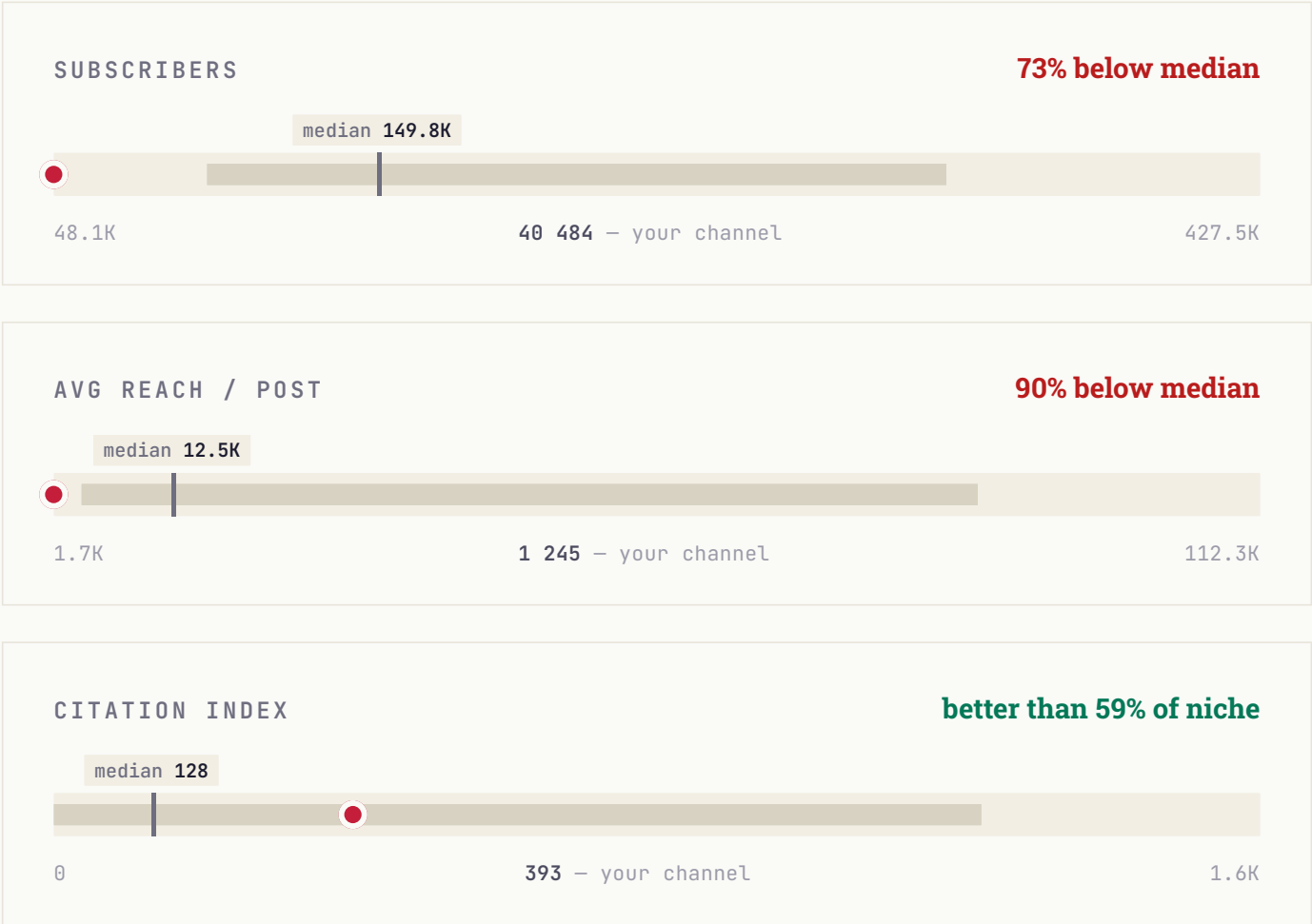
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	6	6	495
December 2025	20	17	1 570
Nov 2025	17	17	1 522
Oct 2025	51	50	3 665
Sep 2025	16	14	1 291
August 2025	28	22	2 559

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
138	6	11 102

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Thursday
 Audience is most active on this day at 12:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
 Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
 Current ER 3.08% vs norm 7.5%. Try polls and interactive formats.

EFFECT
+4.4pp 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 usually boost ER by 5-15%. One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER

★ 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 ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
