

PUBLIC REPORT BY PROMTPRESS

Channel audit

Rutravel



@rutravellers

Travel channel. Best travel ideas in Russia and worldwide. Cheap tickets, hacks. 60+ flights per year Share your story...

SUBSCRIBERS

185 340

-6462 per month

ERR (% WHO SEE
POSTS)

8.0%

per day 3.6%

REACH/POST

12.6K

ad reach 6.7K/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 185 340 —	 SUBS REACH 6.79% avg % subs see post	 VIEWS/POST 12.6K median 9.6K · 29 days	 POSTS/DAY 17.1 ~120 per week
 7D TREND +9.2% vs prev week	 REACTIONS/POST 81.6 total 41,286 reactions, 28,578 reposts, 987 comments	 POST LENGTH 331 chars median 269 · 29 days	 POSTS ANALYZED 506 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -6462 last month	 CITATION RATE 975 citation index · 1,570 channels mentioned ever	 CHANNEL AGE 1 yr 11 mo created 17.07.2024

AI EDITOR SUMMARY

Channel «Ruttravel» – 185 340 subs. Each post averages 12.6K people (7% from subs), reach is low – consider expanding audience. Publishes 120 posts per week (~17/day) – very active posting. For the week of June 15–21, reach grew +9.2% vs week Jun 8–14 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **506** posts over 29 days.
- 02 Dominant format – **Text** (198/506 posts).
- 03 Avg post length – **331** chars (median 269).
- 04 Peak audience activity – **Sunday**, 22:00 MSK.
- 05 Top posts get **40x** more views than the weakest (263.5K avg for top vs 6.6K for worst) – across 506 posts in 29 days. Analyze what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 19:27 VIDEO Iran resumed military action and launched missiles at Israel. Sirens sound in several Israeli localities. In turn...	VIEWS 280 054 REPOSTS 897	REACTIONS 109 ER 151.1%
Nº2 05.06 · 16:51 VIDEO Early June is the best time to visit Sochi. Snow still lies on mountain peaks, nature has woken up below: all bright green, fresh...	VIEWS 261 398 REPOSTS 237	REACTIONS 61 ER 141.0%
Nº3 22.06 · 14:44 TEXT 🧑‍🚒 14 people died from an unknown disease in DR Congo. According to a local MP, death occurs within 24 hours of onset...	VIEWS 248 929 REPOSTS 932	REACTIONS 88 ER 134.3%

Nº4

20.06 · 08:21

TEXT

Japan visa fees to change for first time since 1978, reports Kyodo New rates take effect July 1, 2026. Single-entry visa...

VIEWS

220 008

REPOSTS

770

REACTIONS

45

ER

118.7%

Nº5

23.06 · 22:23

VIDEO

On June 23-24, Canary Islands celebrate San Juan Night – one of the brightest holidays. Tradition involves...

VIEWS

62 941

REPOSTS

173

REACTIONS

93

ER

34.0%

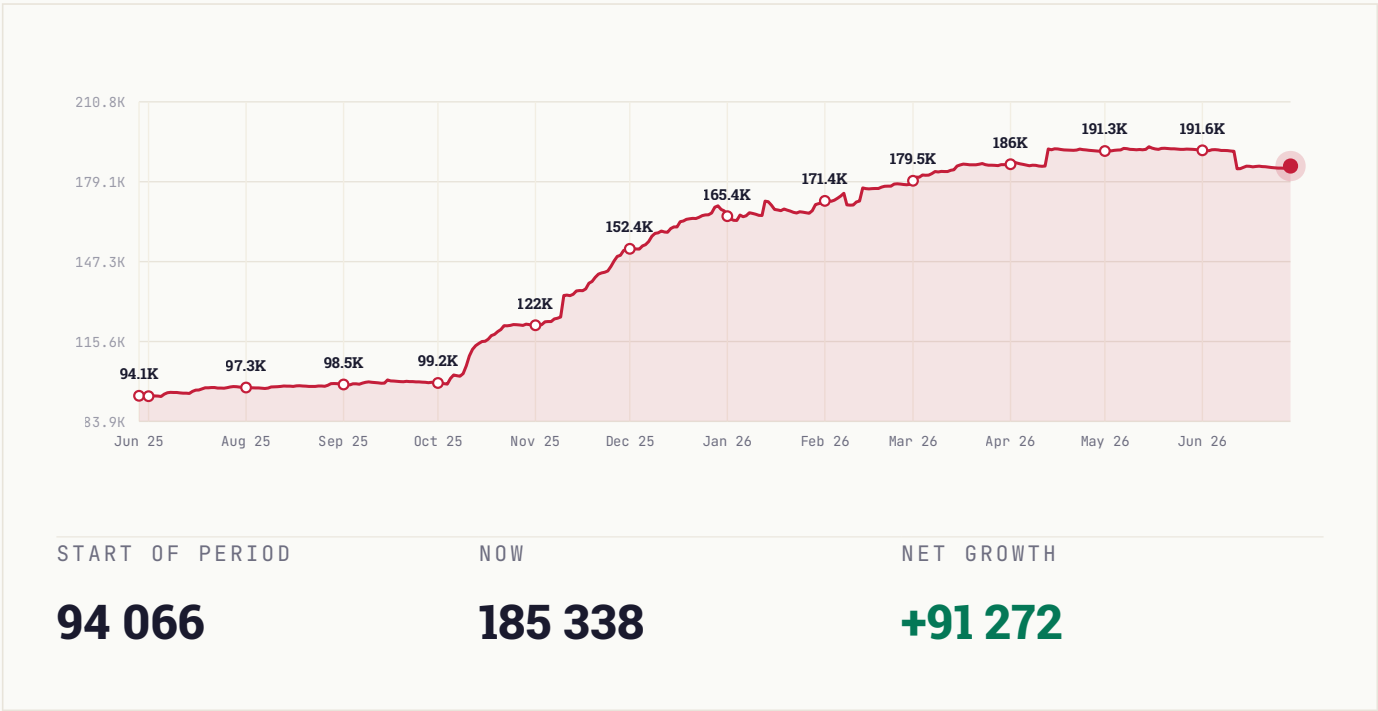
WORST 3

↓ 10.06 · 07:30 VIDEO Fluff vacuums replaced by beer trucks Just in time for the heat 🍷🍺 Subscribe Send news	VIEWS 6 691 REPOSTS 187 REACTIONS 121 ER 3.6%
↓ 20.06 · 10:32 TEXT 🇮🇷🇮🇷 Mir cards can be used in Iran, said Muhammad Abed Amiri. ➔ Subscribe to Rutravel	VIEWS 6 657 REPOSTS 33 REACTIONS 114 ER 3.6%
↓ 20.06 · 11:39 TEXT 🇷🇺 Rospotrebnadzor reported a dengue outbreak in Sri Lanka: 44K cases and 28 deaths since the start of the year. In Russia, the risk...	VIEWS 6 366 REPOSTS 26 REACTIONS 37 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

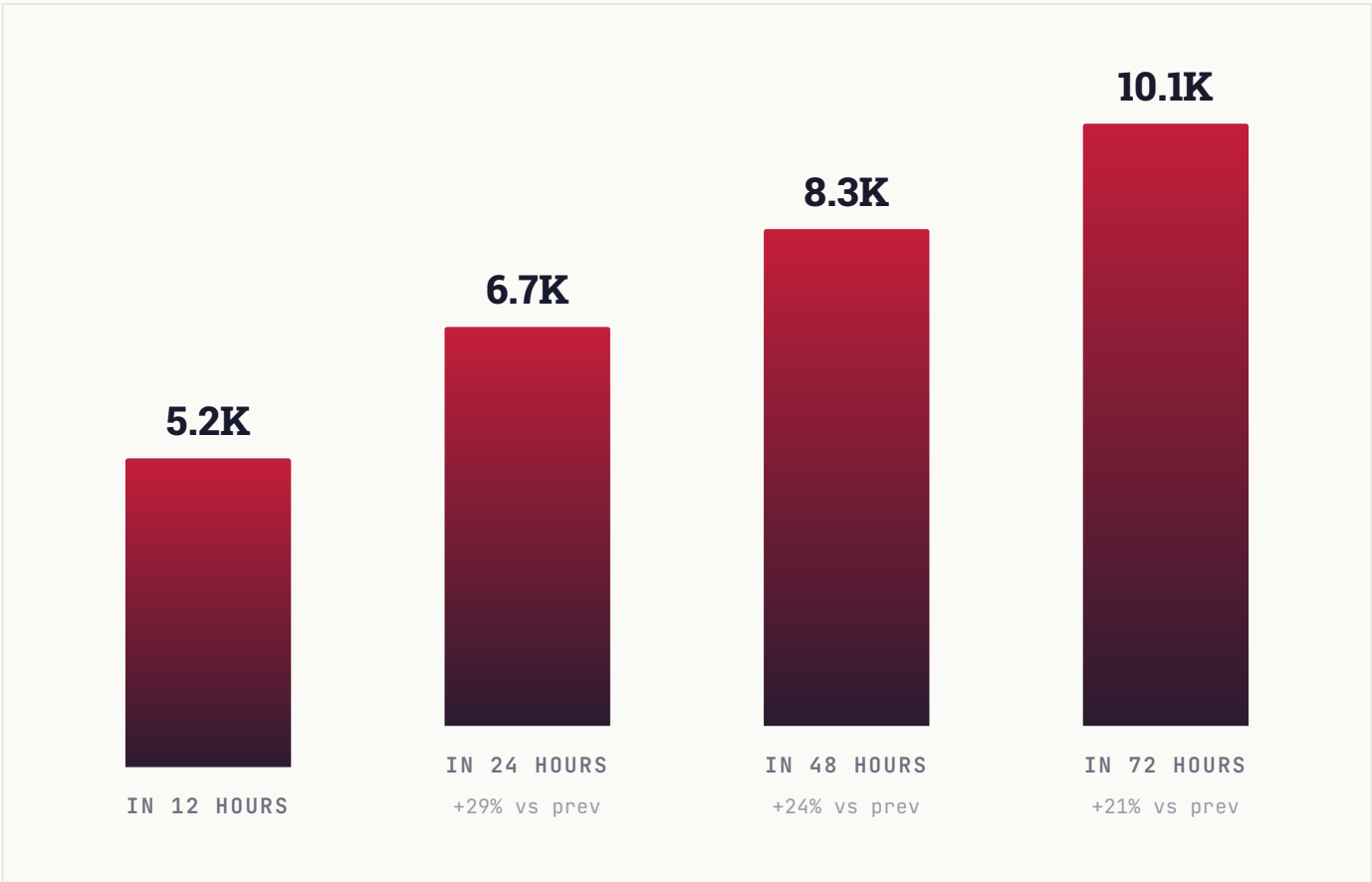
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

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 Moscow Girl	508.6K
TU Tutu	504.9K
JP Yandex Travels	501.7K
Sun Discount Wagon	433.4K
OT Ozon Travel	407K
RU Rutravel YOU	185.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#40 of 97). Niche leader — **Amazing World and Travel** (1.2M), median subs 159.5K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 261**, they brought **83 463** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Dec 2025	330	153	17 965
Nov 2025	764	145	30 477
Oct 2025	748	169	24 700
September 2025	290	286	2 924
August 2025	33	32	2 557
Jul 2025	96	93	4 840
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
2 261	6	83 463	

SECTION 07 · NICHE COMPARISON

Where channel stands 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 vertical = median.
 Red dot = your channel.

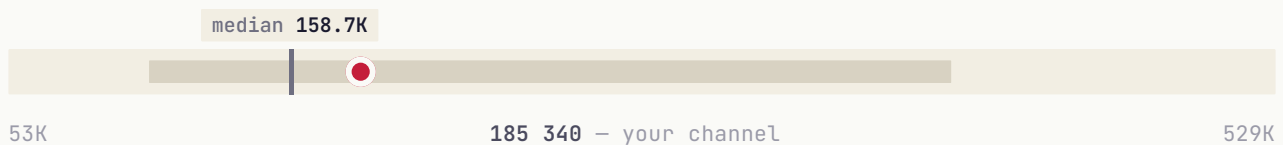
#40

/100

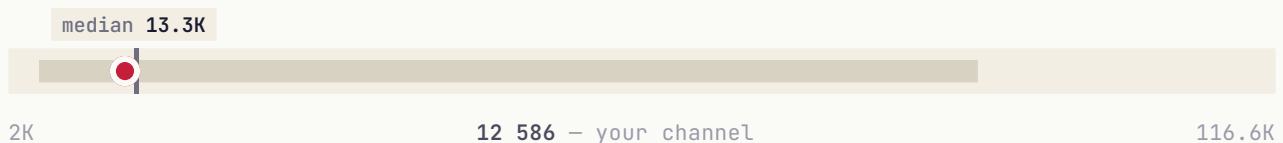
RANK IN NICHE

Channel in the top half of the ranking

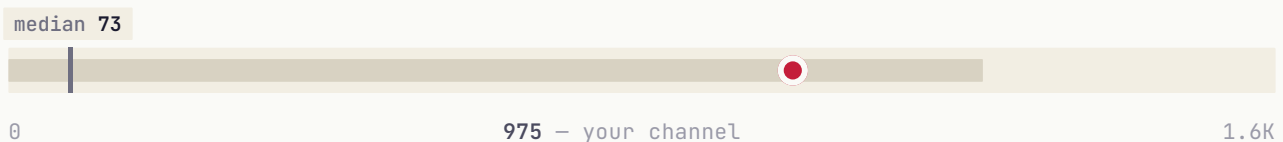
SUBSCRIBERS

better than 54% of niche


AVG REACH / POST

5% below median


CITATION INDEX

better than 81% of niche


— SECTION 08 · 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 — Sunday

Audience most active on this day at 22:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 6.79% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+0.7pp ER
- 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

+1K-3K subs
- 04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from 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
