

PUBLIC REPORT BY PROMTPRESS

Channel audit

Samokat.us



@samokatus

Contact (ads, hotel booking, etc.) — @smktus Chat link —
 @samokatuschat Private paid channel — <https://t.me/tribute/app?startapp=sXI> AI bot for flights & hotels —...

SUBSCRIBERS

159 537

+86 per month

ERR (% SEE POSTS)

8.0%

daily 6.0%

REACH/POST

12.1K

ad reach 9.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 159 537 —	 SUBS REACH 7.57% avg % subs see post	 VIEWS/POST 12.1K median 12.4K · 29 days	 POSTS/DAY 8.5 ~60 per week
 7D TREND +2.1% vs previous week	 REACTIONS/POST 24.7 6,317 reactions, 11,781 reposts, 544 comments	 POST LENGTH 321 chars median 223 · 29 days	 POSTS ANALYZED 256 29 days
 AD REACH 9.5K 24h avg	 CHURN / MONTH +86 last month	 CITATION RATE 179 citation index · 707 channels mentioned all time	 CHANNEL AGE 10 years 3 months created 11.03.2016

AI EDITOR SUMMARY

Channel «Samokatus» — 159 537 subs. Each post avg views 12.1K people (8% from subs), low reach — expand audience. Publishes 60 posts/week (~9/day) — active posting. Week Jun 15–21 reach stable (+2.1% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 256 posts in 29 days.
- 02 Dominant format — Photo (151/256 posts).
- 03 Avg post length — 321 chars (median 223).
- 04 Peak audience activity — Sun, 19:00 MSK.
- 05 Top posts get the most 1x more views than weakest (14.5K avg top vs 10K worst) — among 256 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 12:02 TEXT Istanbul → New York for 33,000 RUB RT (Sep-Dec) SAS, via Copenhagen https://trip.tpo.mx/Gq4bKFtr Kazan → Barcelona for 34...	VIEWS 14 575 REPOSTS 84	REACTIONS 47 ER 9.1%
Nº2 13.06 · 09:04 POLL (post without caption — poll)	VIEWS 14 498 REPOSTS 13	REACTIONS 16 ER 9.1%
Nº3 14.06 · 16:32 PHOTO Both work great! Moscow to Bologna for 13,600 RUB OW (Nov-Dec) Pegasus, layover in Istanbul https://smkt.us/d-am1 And Turkish...	VIEWS 14 471 REPOSTS 85	REACTIONS 44 ER 9.1%

Nº4 07.06 • 14:13 PHOTO Moscow → Hong Kong ✈️ for 40,700 RUB RT (thru Oct) Etihad, layover in Abu Dhabi - https://smkt.us/4pl80 All dates...	VIEWS 14 292 REPOSTS 57 REACTIONS 36 ER 9.0%
Nº5 20.06 • 15:18 PHOTO Istanbul in midsummer at this price! from Krasnodar to Istanbul ✈️ for 4,600 RUB OW (July) Azimuth, direct flight https://smkt.us/5iz9q ✈️ And...	VIEWS 14 228 REPOSTS 83 REACTIONS 31 ER 8.9%

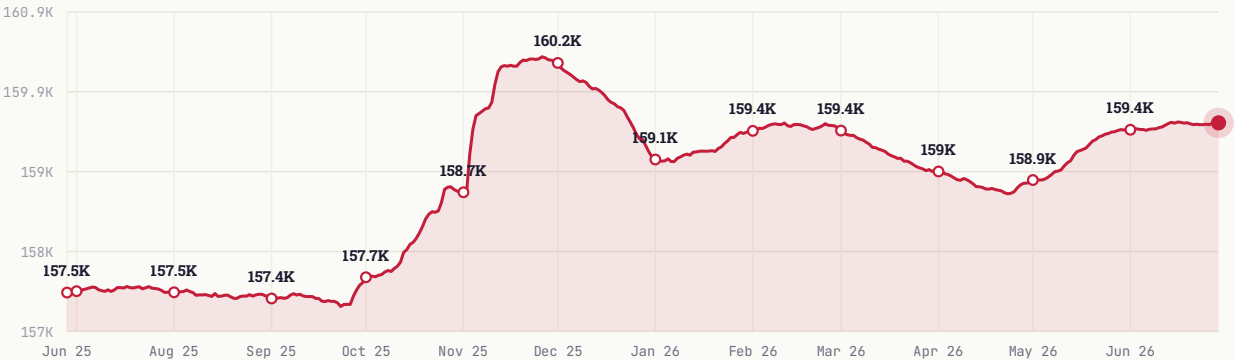
WORST 3

↓ 24.06 • 14:41 PHOTO A few hours to pack! Moscow to Kutaisi ✈️ for 7,000 RUB OW (tonight) Azimuth, direct - https://smkt.us/6dt25 All dates...	VIEWS 10 141 REPOSTS 29 REACTIONS 9 ER 6.4%
↓ 24.06 • 13:43 TEXT Moscow → Kenya ✈️ for 22,100 RUB OW (fall) Pobeda + Gulf Air, bonus evening in Istanbul - https://smkt.us/8pvc9 Moscow → Hanoi ✈️ for...	VIEWS 10 035 REPOSTS 23 REACTIONS 7 ER 6.3%
↓ 24.06 • 11:42 PHOTO ✈️ from Moscow to Bodrum ✈️ for 8,600 RUB OW (tomorrow) Turkish Airlines, direct flight with luggage - https://smkt.us/9dh1s	VIEWS 9 685 REPOSTS 50 REACTIONS 16 ER 6.1%

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.



PERIOD START

157 510

NOW

159 532

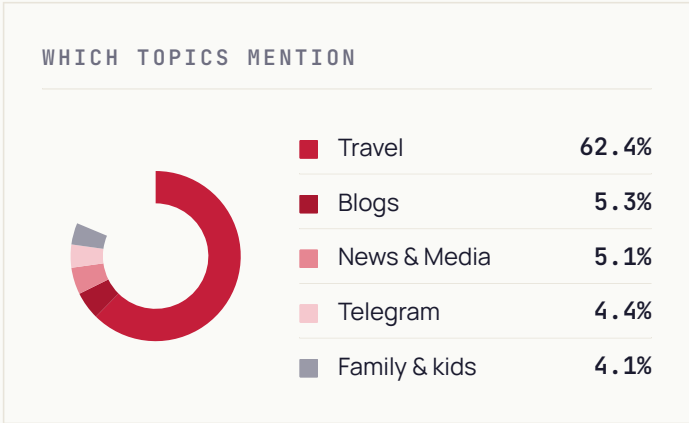
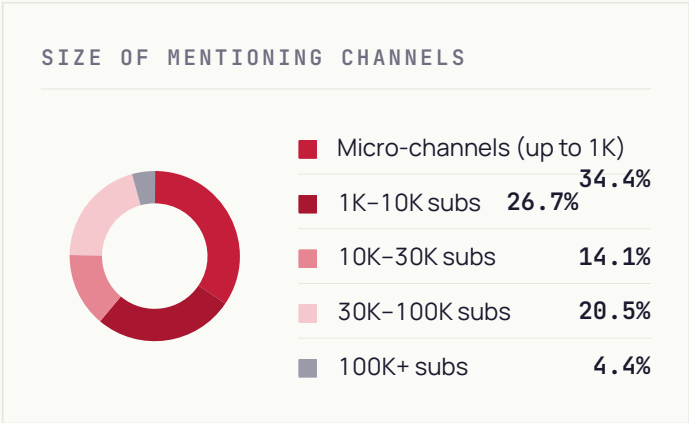
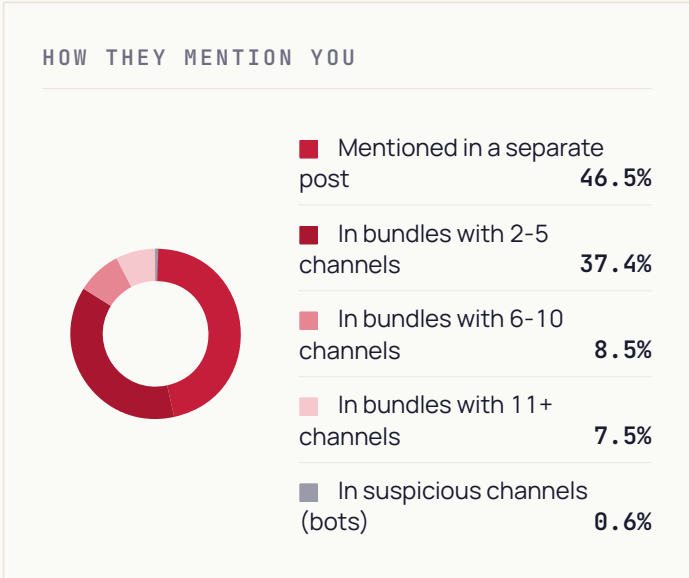
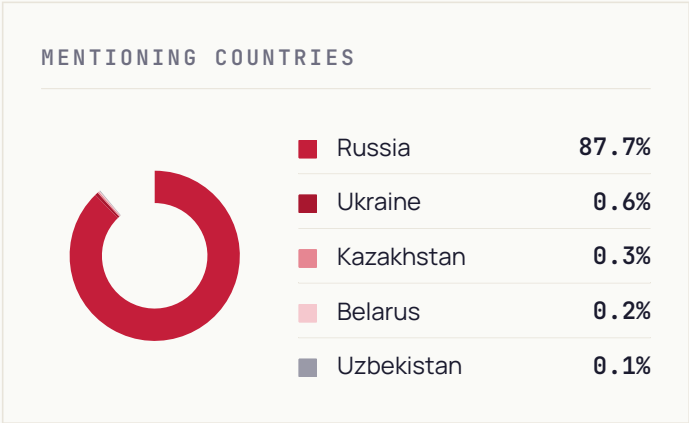
NET GROWTH

+2 022

SECTION 04 · MENTIONS

Who mentions the channel and how

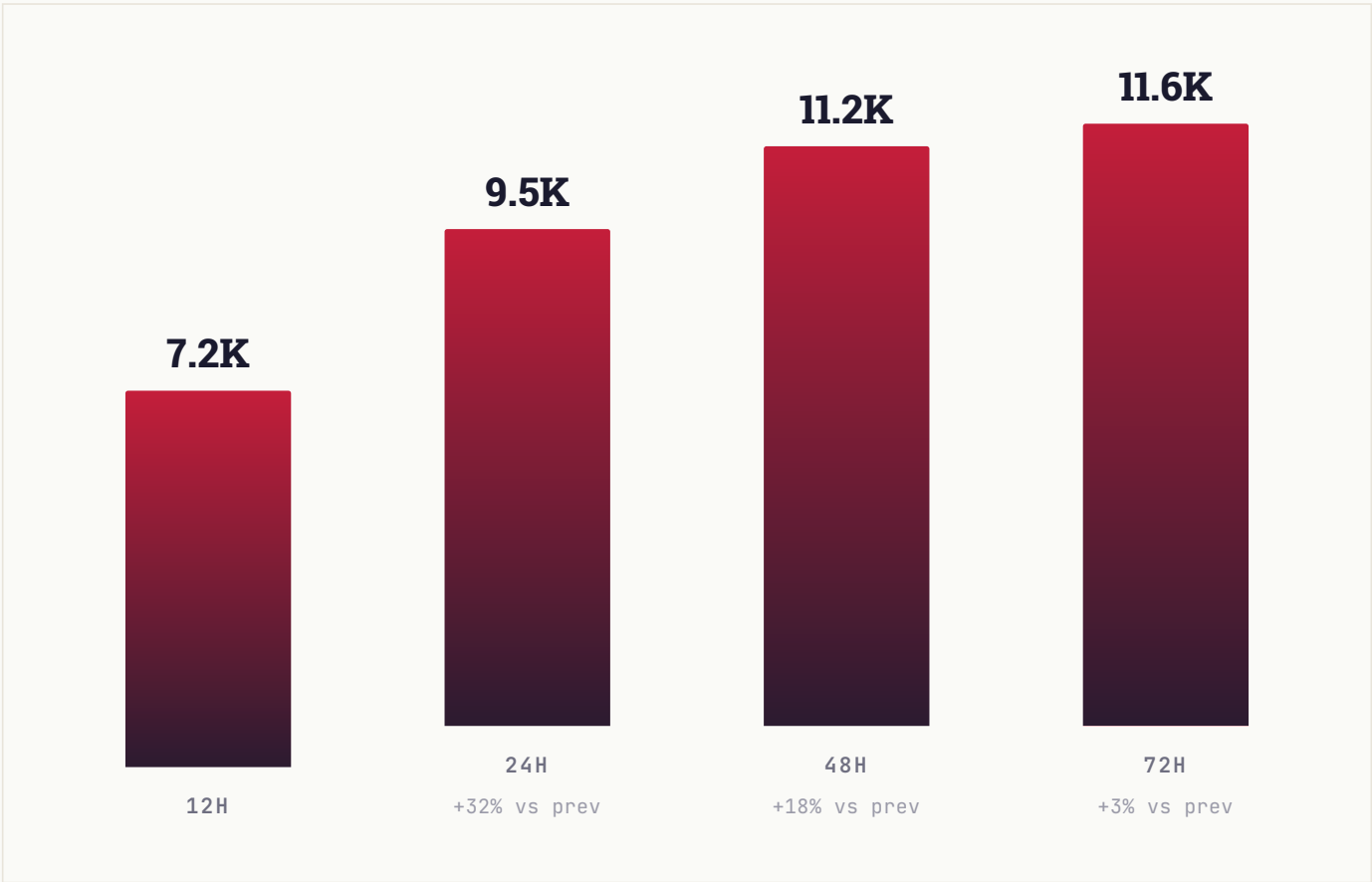
Citation index **179** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **707** different channels.



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 nearest channels by topic and audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	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 train	433.4K
OT Ozon Travel	407K
SA Samokat.us YOU	159.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#49 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **45**, they brought **3 562** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	8	7	17
Nov 2025	16	10	1 651
Oct 2025	9	7	1 167
Sep 2025	4	3	384
August 2025	3	3	155
Jul 2025	5	5	188

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
45	6	3 562

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

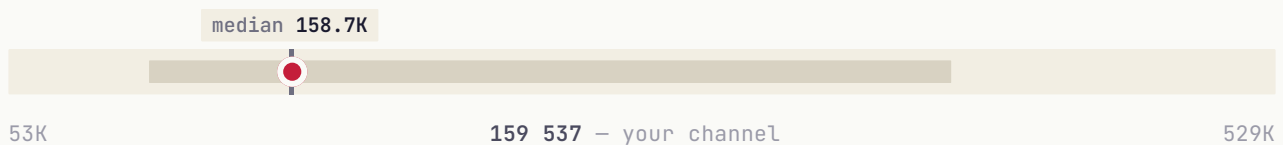
Took top-**100** channels in category «**Travel**» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#49 /100

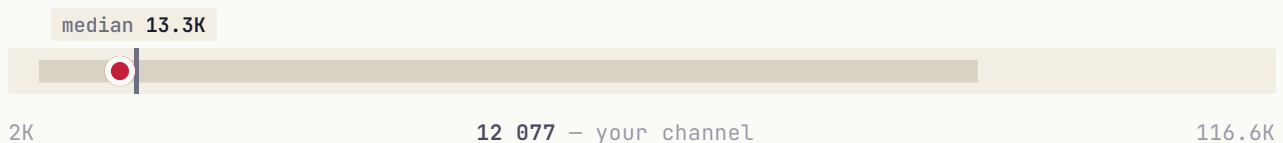
RANK IN NICHE

Channel in top half of ranking

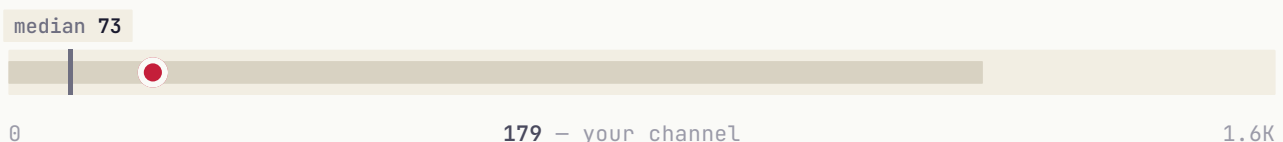
SUBSCRIBERS

better than 50% of niche


AVG REACH / POST

worse than median by 9%


CITATION INDEX

better than 53% of niche


— 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 — Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. We recommend reaching 15-25%.

EFFECT

Video retains audience better
- 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want 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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