

PROMTPRESS PUBLIC REPORT

Channel audit

Siesta Travel про туры на море.



@siestatravel

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 @siesta_travel_by • For ads & partnerships...

SUBSCRIBERS

20 061

+316 per month

ERR (% SEE POSTS)

15.0%

daily 9.2%

REACH/POST

2.9K

ad reach 1.8K/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 20 061 —	 SUBS REACH 14.51% avg % subs see post	 VIEWS/POST 2.9K median 2.9K · 29 days	 POSTS/WK 28.9 for the period
 7D TREND -9.7% vs previous week	 REACTIONS/POST 9.1 1,096 reactions, 1,188 reposts, 60 comments	 POST LENGTH 696 chars median 677 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +316 last month	 CITATION RATE 0 citation index · 7 channels mentioned ever	 CHANNEL AGE 7 years 2 months created 10.04.2019

AI EDITOR SUMMARY

Channel «Siesta Travel про туры на море.» – 20 061 subs. Avg post views 2.9K people (15% of subs), reach low – expand audience. Publishes 29 posts/week (~4/day) – active. Week Jun 15–21 reach dropped -9.7% by week Jun 8–14 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 121 posts in 29 days.
- 02 Dominant format – Photo (96/121 posts).
- 03 Avg post length – 696 chars (median 677).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.6K avg for top vs 2.3K for worst) – among 121 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 18:28 PHOTO 😊😊😊😊😊😊😊😊🥂 Perfect Turkish all-inclusive for couples and families: Barut Goia 5* in Side (Turkey)! Luxurious green...	VIEWS 5 053 REPOSTS 4	REACTIONS 12 ER 25.2%
Nº2 06.06 · 17:42 TEXT !! !! !! !! 2 PLACES TO GEORGIA 🤍🤍🤍🤍🤍🤍🛩️ From Minsk from June 8 for 14 nights 🔥 Starting price for two from \$1350 for full package with breakfasts! Write...	VIEWS 4 581 REPOSTS 22	REACTIONS 5 ER 22.8%
Nº3 19.06 · 13:31 PHOTO 😊😊😊😊😊😊😊😊🔥🔥🔥🔥🔥 at a super price, very nice price. 🌴🌟 House reef right off the island, beautiful beaches, speedboat transfer...	VIEWS 4 178 REPOSTS 7	REACTIONS 10 ER 20.8%

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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

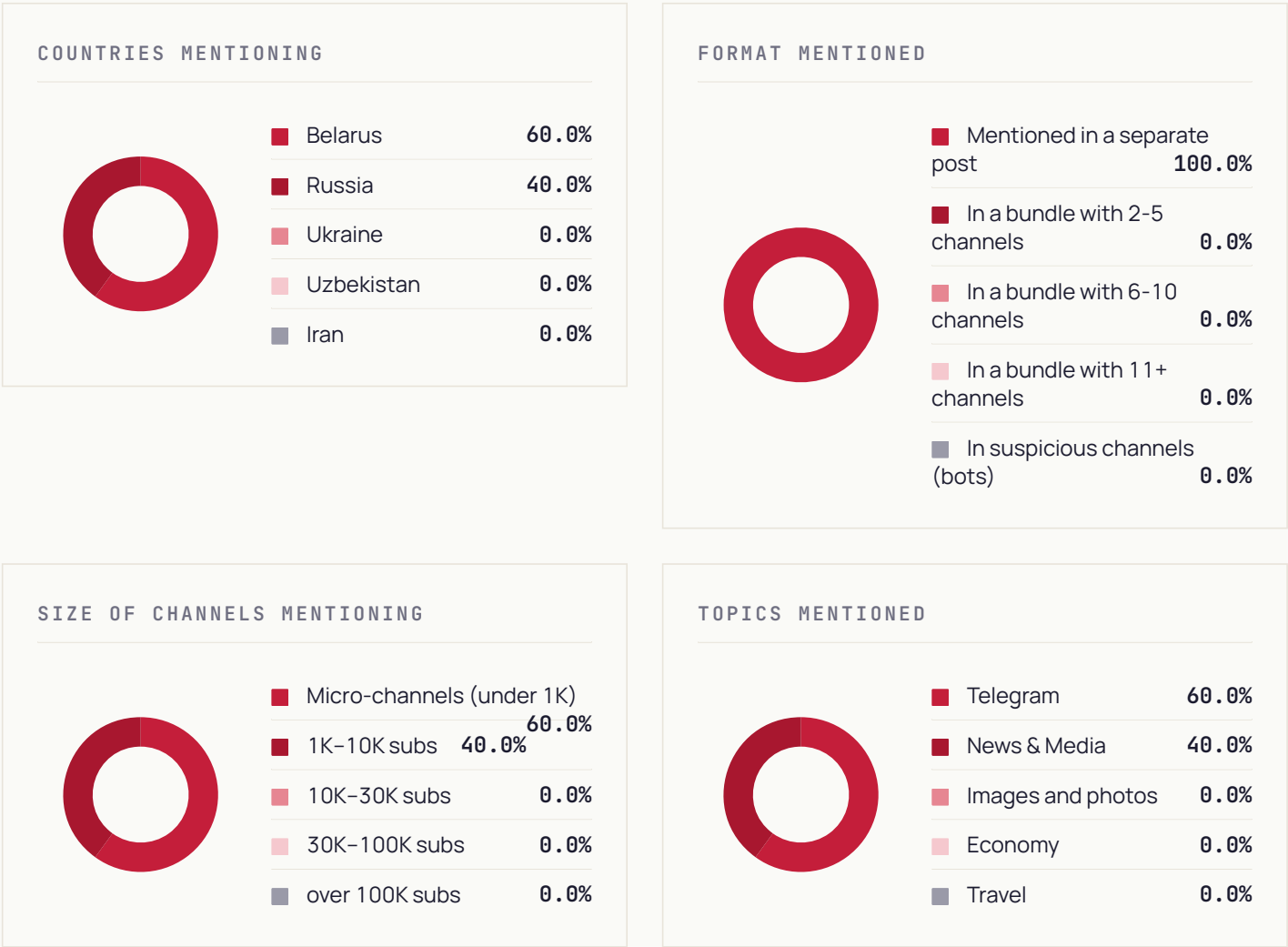
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

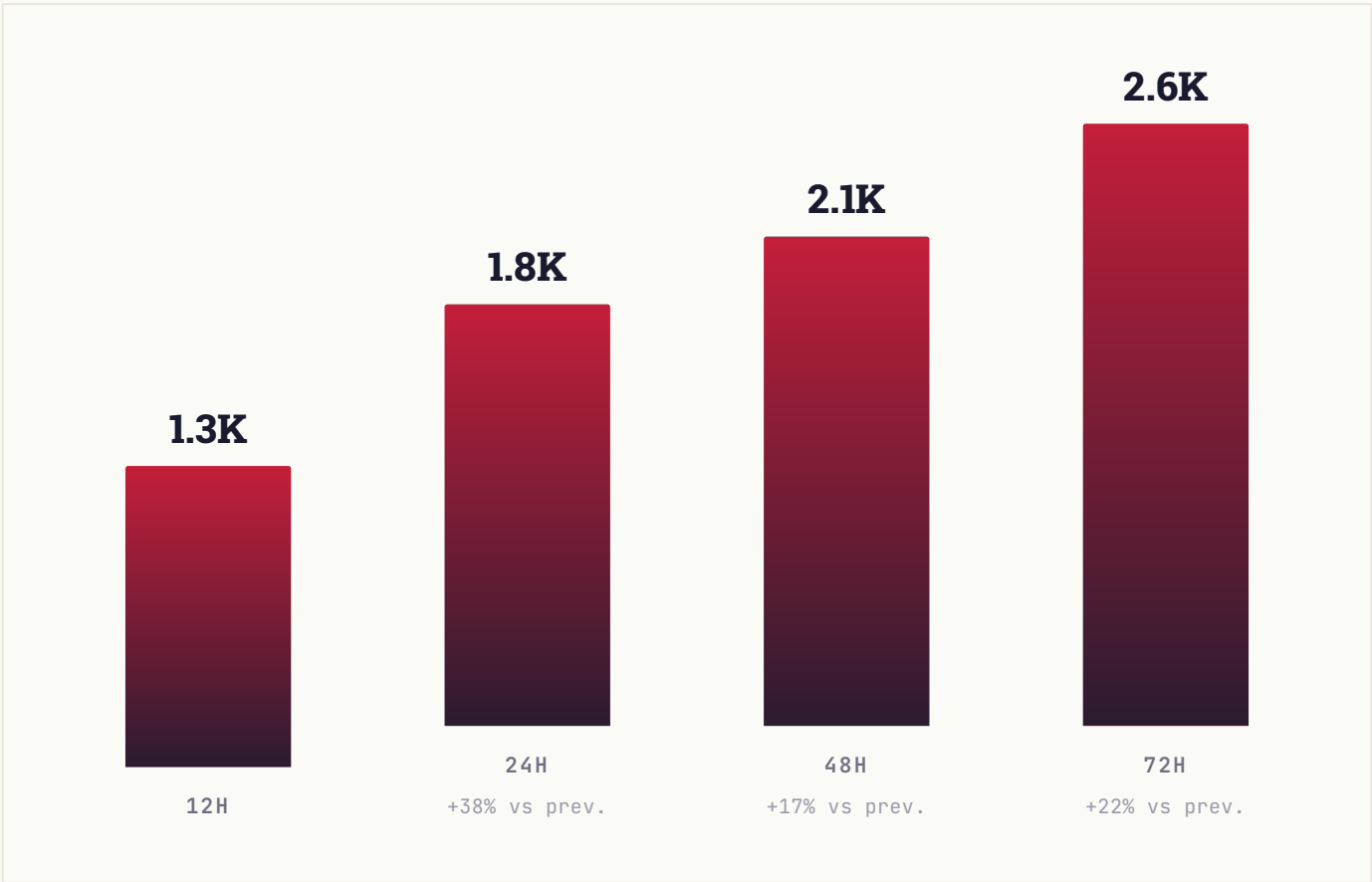
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions 7 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	46K
VA Vandrowki	38.3K
PA Padarozhnik	26.8K
CPR Pack your backpack	24.3K
GB Belarus-EU border (Poland-Lithuania-Latvia)	23.2K
M- Minsk, where to go?	21.9K
AG Atlasbas: border online	21.3K
AM Afisha Minsk	20.2K
ST Siesta Travel про туры на море. YOU	20.1K
BV Belarusians in Poland	18.6K
RO Rosting	15.4K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#9 of 94). Strong position. Niche leader — TEZ TOUR (46K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

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 **0**, they brought **871** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	410
December 2025	0	0	35
Nov 2025	0	0	208
Oct 2025	0	0	75
Sep 2025	0	0	61
August 2025	0	0	82

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	871

SECTION 08 · NICHE COMPARISON

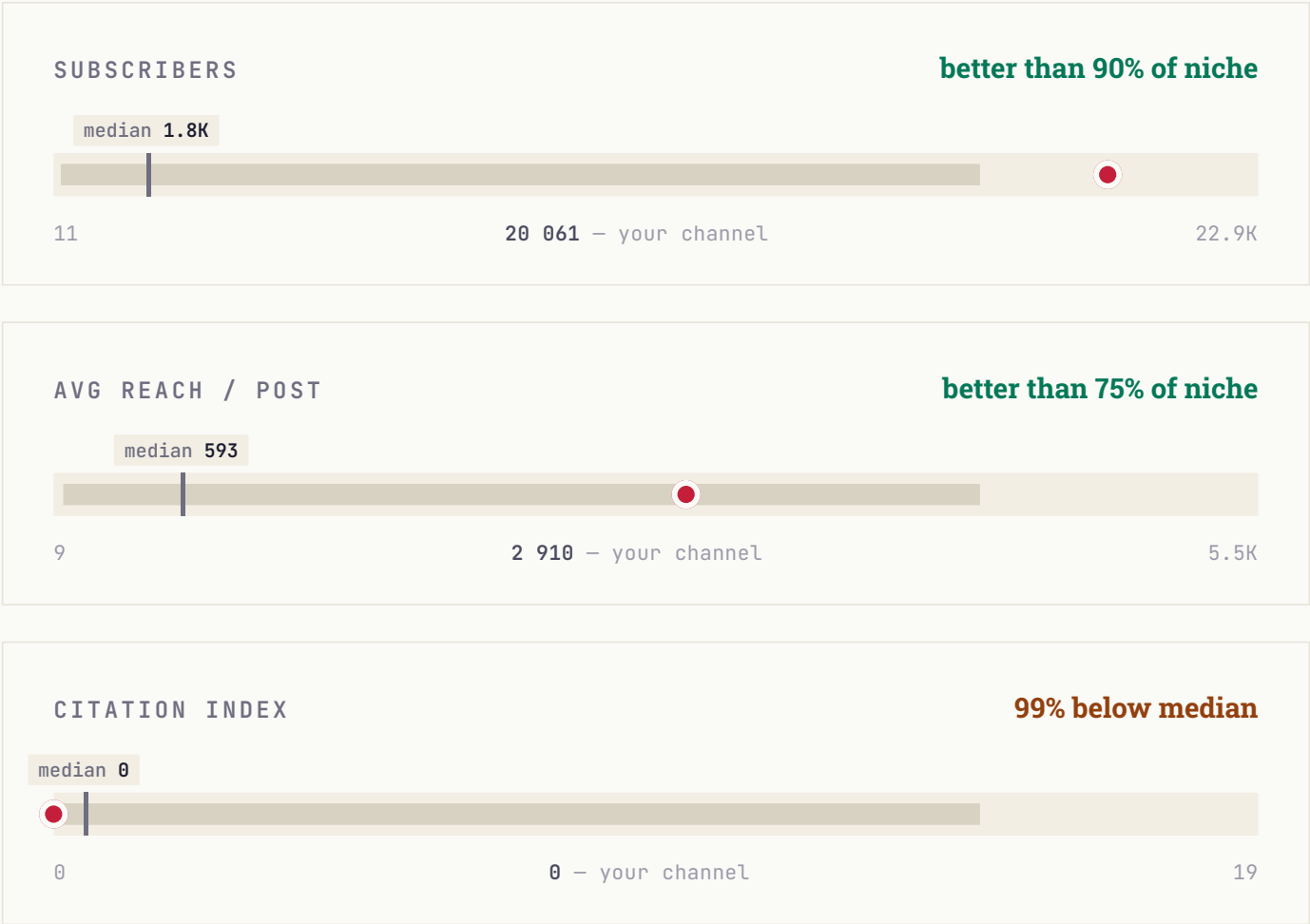
Where the channel stands in its league

Took top-94 channels in category «Travel» (Belarus) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

#9/94

RANK IN NICHE

Channel in top 9% of Belarus travel



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience is most active on this day at 21:00 MSK.

EFFECT

Best time to post**02****Increase video post share**

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****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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ 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 ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager