

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Sonchicc



@sonchicc

Channel registration: <https://clck.ru/3FmvqD> [#IDZ4O](https://instagram.com/sonchicc) Ads: @annaprosto max-ftvi

SUBSCRIBERS

18 981

+6471 per month

ERR (% SEE POSTS)

78.0%

daily 51.1%

REACH/POST

18.9K

ad reach 9.8K/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 18 981 —	 SUBS REACH 99.41% avg % subs see post	 VIEWS/POST 18.9K median 20.4K · 29 days	 POSTS/WEEK 3.4 for period
 7D TREND -25.3% vs previous week	 REACTIONS/POST 1241.7 total 17,384 reactions, 5,774 reposts, 15 comments	 POST LENGTH 387 chars median 308 · 29 days	 POSTS ANALYZED 14 29 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH +6471 last month	 CITATION RATE 7 citation index · 43 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 08.01.2018

AI EDITOR SUMMARY

Channel «Sonchicc» — 18 981 subs. Each post avg views 18.9K people (99% of subs), wide reach for a channel this size. Publishes 3 posts/week (~0/day) — rare. Week Jun 29–Jul 5 reach down -25.3% to week Jun 22–28 — worth analyzing reasons.

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 14 posts in 29 days.
- 02 Dominant format — Photo (9/14 posts).
- 03 Avg post length — 387 chars (median 308).
- 04 Peak audience activity — Friday, 12:00 MSK.
- 05 Top posts drive 2x more views than the weakest (24.1K avg for top vs 14K for worst) — among 14 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 09:44 PHOTO Going on a family trip and gathering inspiration Wonder how well we can recreate this aesthetic in Russia, will share	VIEWS 24 717 REPOSTS 591	REACTIONS 1 193 ER 130.2%
Nº2 22.06 · 08:11 PHOTO Me and my younger son what a movie?! Spontaneously went together to a self-portrait photo studio. In an hour we managed to change several backgrounds and...	VIEWS 24 156 REPOSTS 535	REACTIONS 1 274 ER 127.3%
Nº3 25.06 · 19:14 VIDEO Late night: review of the biggest gaming venue in Russia! Did I mention that in one day I have three days and as many lives? At the cost of small...	VIEWS 23 288 REPOSTS 181	REACTIONS 1 732 ER 122.7%

Nº4 21.06 · 07:53 VIDEO (captionless post – video)	VIEWS 23 170 REPOSTS 169	REACTIONS 1 340 ER 122.1%
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Nº5 29.06 · 17:35 PHOTO Strawberry boom! Collected locations to pick berries in Moscow region 🍓🍓🍓📌 Farm «Krasnaya Sloboda» Farm near Klin. Conditions...	VIEWS 23 082 REPOSTS 529	REACTIONS 1 172 ER 121.6%
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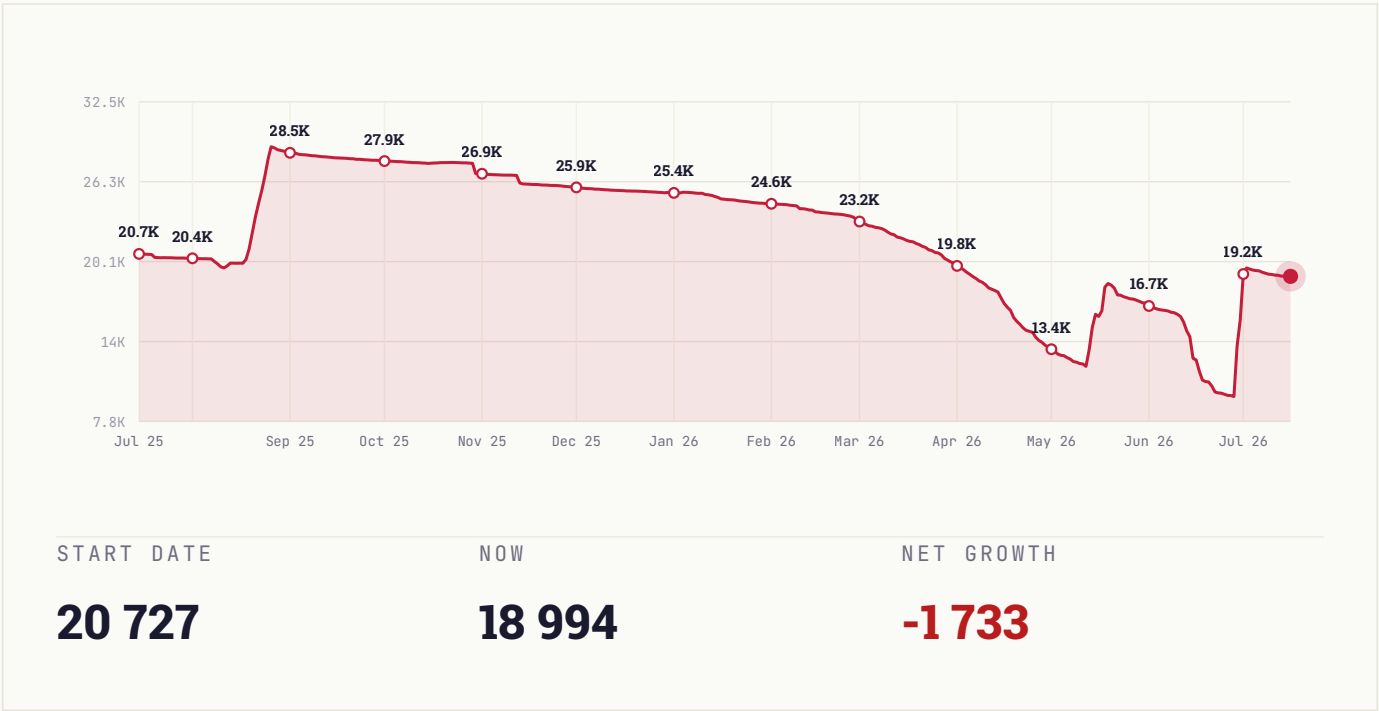
WORST 3

↓ 02.07 · 12:46 PHOTO Realized we were poorly prepared for this trip... 🧑🏫 Lipetsk region guide – the reason I already want to come back...	VIEWS 14 301 REPOSTS 432	REACTIONS 1 214 ER 75.3%
↓ 10.07 · 11:41 PHOTO Summer idea with kids 🚲 Rent a bike with a child seat and go find strawberry ice cream in Meshchersky Park...	VIEWS 14 211 REPOSTS 387	REACTIONS 870 ER 74.9%
↓ 01.07 · 12:16 VIDEO Congratulate us on the fleet expansion 🌬️ I dreamed of this as soon as I found out about my second pregnancy! 🐣 watched American...	VIEWS 13 452 REPOSTS 431	REACTIONS 1 289 ER 70.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

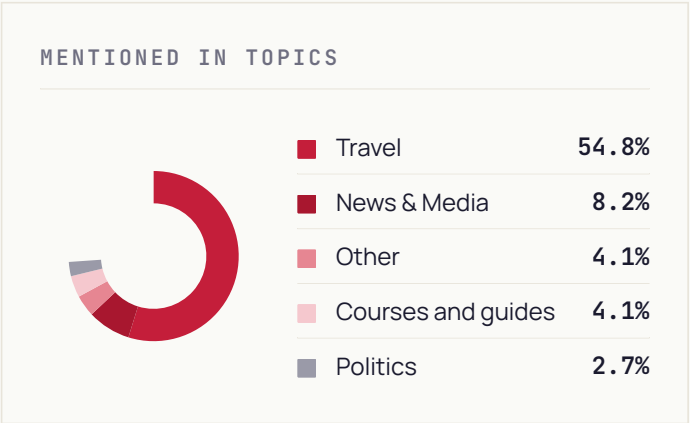
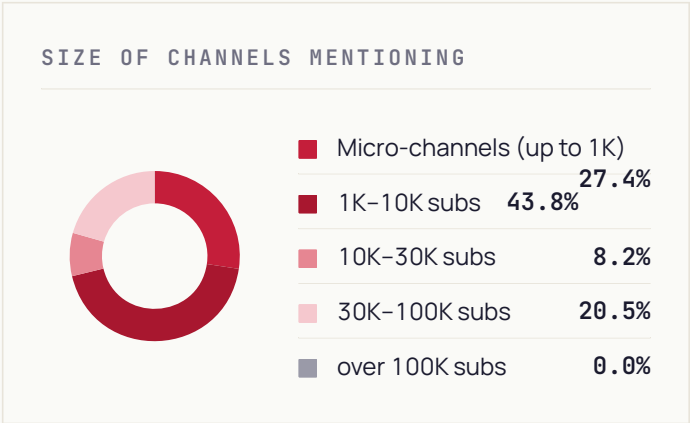
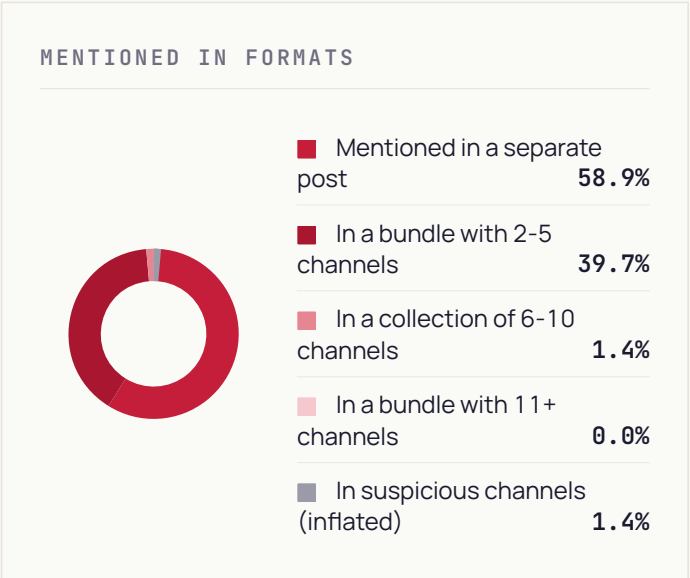
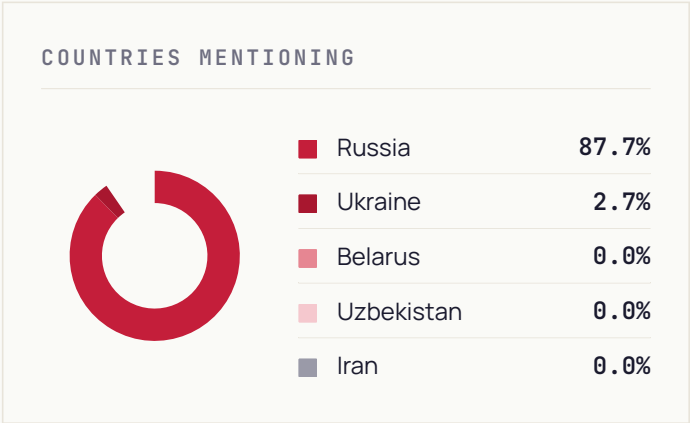
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

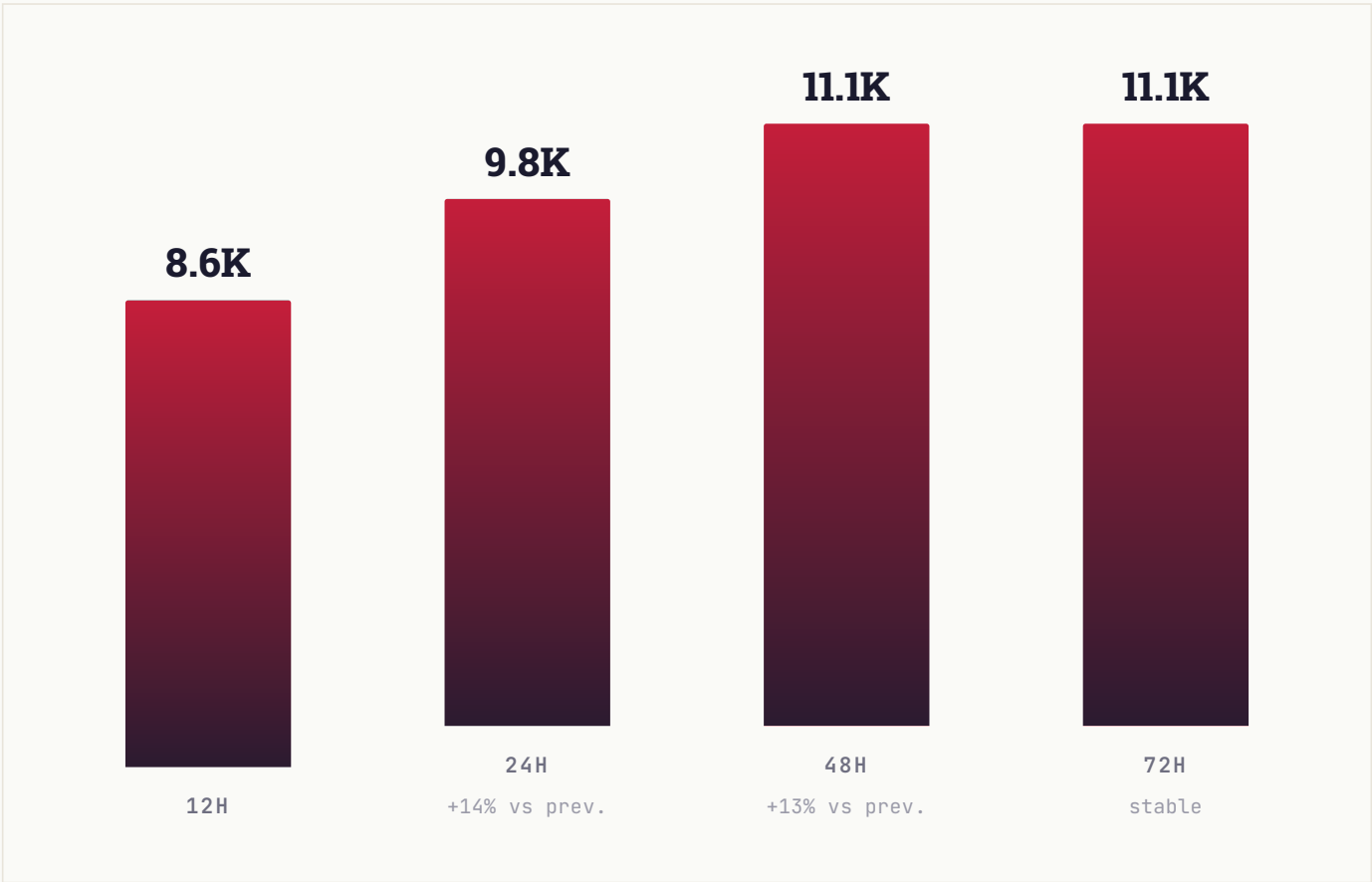
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned 43 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who are your competitors

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

CHANNEL	SUBSCRIBERS
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
SO Sonchicc YOU	19K

COMPARATIVE CONCLUSION

Channel not yet outside top-95 niche — early growth stage. Niche leader — Moscow events | Poster (1.2M), top-95 median: 157K. First goal — enter top-95 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **9 554** new subs.

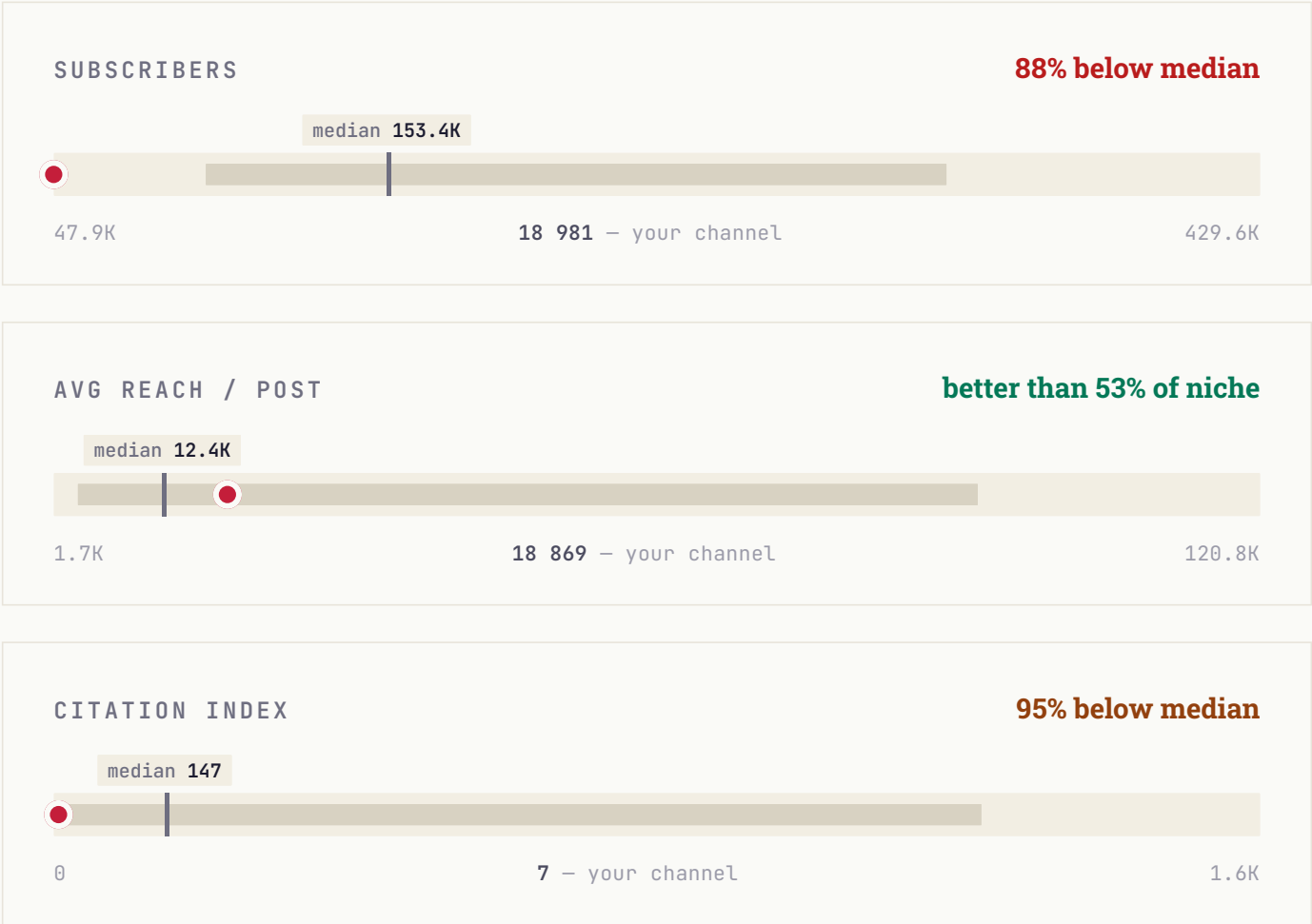
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	61	
December 2025	0	0	22	
Nov 2025	0	0	7	
Oct 2025	0	0	73	
September 2025	0	0	0	
August 2025	0	0	9 391	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	9 554

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Increase posting frequency

Now 3.4 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Friday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 target 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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