

PUBLIC REPORT BY PROMTPRESS

Channel audit

Sutochno.ru



@sutochnoru

Russian online accommodation booking service 🏠🔑 If you have a question, our assistant Yana 👉 @yanaizsutochno_ru will be happy to answer Channel for our partners 👉 t.me/sdavajsya Registration...

SUBSCRIBERS

213 962

-1053 per month

ERR (% SEE POSTS)

8.0%

per day 4.5%

REACH/POST

17.5K

ad reach 9.7K/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's calculated for.

 SUBSCRIBERS 213 962 —	 SUBSCRIBER REACH 8.16% avg % subs see post	 VIEWS/POST 17.5K median 18.3K · 29 days	 POSTS/WEEK 10.3 for the period
 7D TREND +4.0% vs previous week	 REACTIONS/POST 143.3 total 6,160 reactions, 1,695 reposts, 548 comments	 POST LENGTH 244 chars median 232 · 29 days	 POSTS ANALYZED 43 29 days
 AD REACH 9.7K 24h avg	 CHURN / MONTH -1053 last month	 CITATION RATE 71 citation index · 179 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 22.09.2017

AI EDITOR SUMMARY

Channel «Sutochno.ru» — 213 962 subs. Each post averages 17.5K people (8% from subs), reach is low — consider expanding audience. Posts 10 posts per week (~1/day) — regular schedule. For week Jun 15–21, reach stable (+4.0% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 43 posts in 29 days.
- 02 Dominant format — Photo (20/43 posts).
- 03 Avg post length — 244 chars (median 232).
- 04 Peak audience activity — Sunday, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (21.9K avg top vs 14.9K worst) — among 43 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 12:01 PHOTO There are places in Russia that not everyone goes to, and that's why they're so good. We found them, now sharing with you because good things...	VIEWS 22 335 REPOSTS 107	REACTIONS 117 ER 10.4%
Nº2 23.06 · 16:58 PHOTO You have 5 new messages from cities that want to meet you. Read quickly, they're all waiting! ❤️ Find where to stay	VIEWS 22 101 REPOSTS 15	REACTIONS 116 ER 10.3%
Nº3 03.06 · 14:25 PHOTO If you've never cried over a movie under the stars surrounded by strangers, you're missing out. Let's fix that...	VIEWS 21 327 REPOSTS 33	REACTIONS 74 ER 10.0%

Nº4 19.06 · 15:35 PHOTO Imagine: a dome, panoramic windows, and beyond them mountains, sea, or forest — take your pick. But why just imagine, here are such options: ✓...	VIEWS 21 255 REPOSTS 19	REACTIONS 53 ER 9.9%
Nº5 08.06 · 14:43 PHOTO Everyone will have a vacation this year! We've rounded up budget-friendly summer destinations for both city lovers and nature enthusiasts with reasonable...	VIEWS 20 910 REPOSTS 100	REACTIONS 132 ER 9.8%

|

WORST 3

↓ 24.06 · 11:10 PHOTO Can't keep this secret anymore... We live among fairies. And today is their official holiday. If you've never seen them — take a look at...	VIEWS 15 985 REPOSTS 22	REACTIONS 140 ER 7.5%
↓ 11.06 · 09:28 TEXT Who's going where this weekend?	VIEWS 15 297 REPOSTS 1	REACTIONS — ER 7.1%
↓ 28.06 · 08:57 TEXT How are your weekends? Drop photos in comments, let's see how you relax 😊	VIEWS 13 525 REPOSTS 1	REACTIONS 40 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

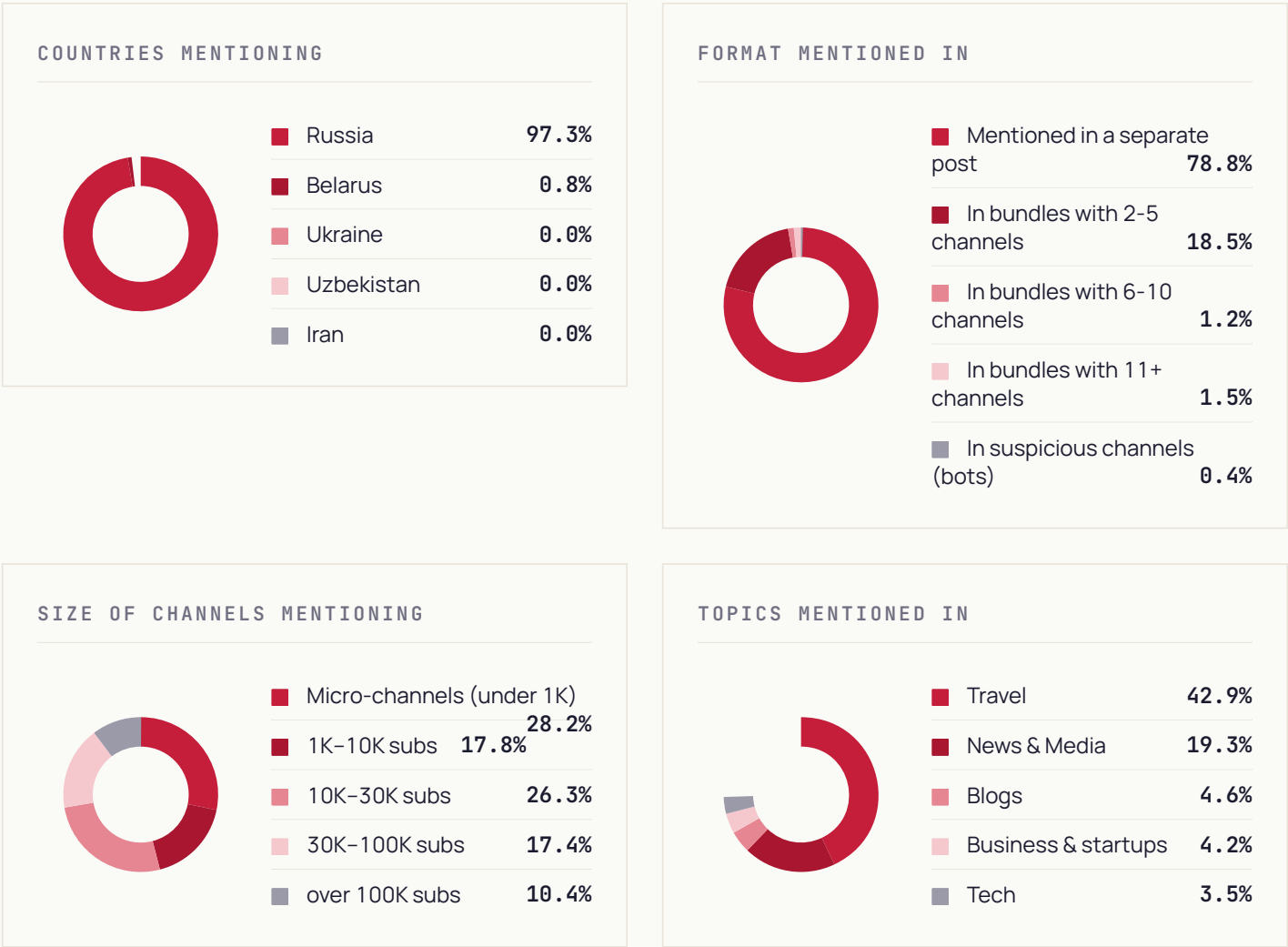
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

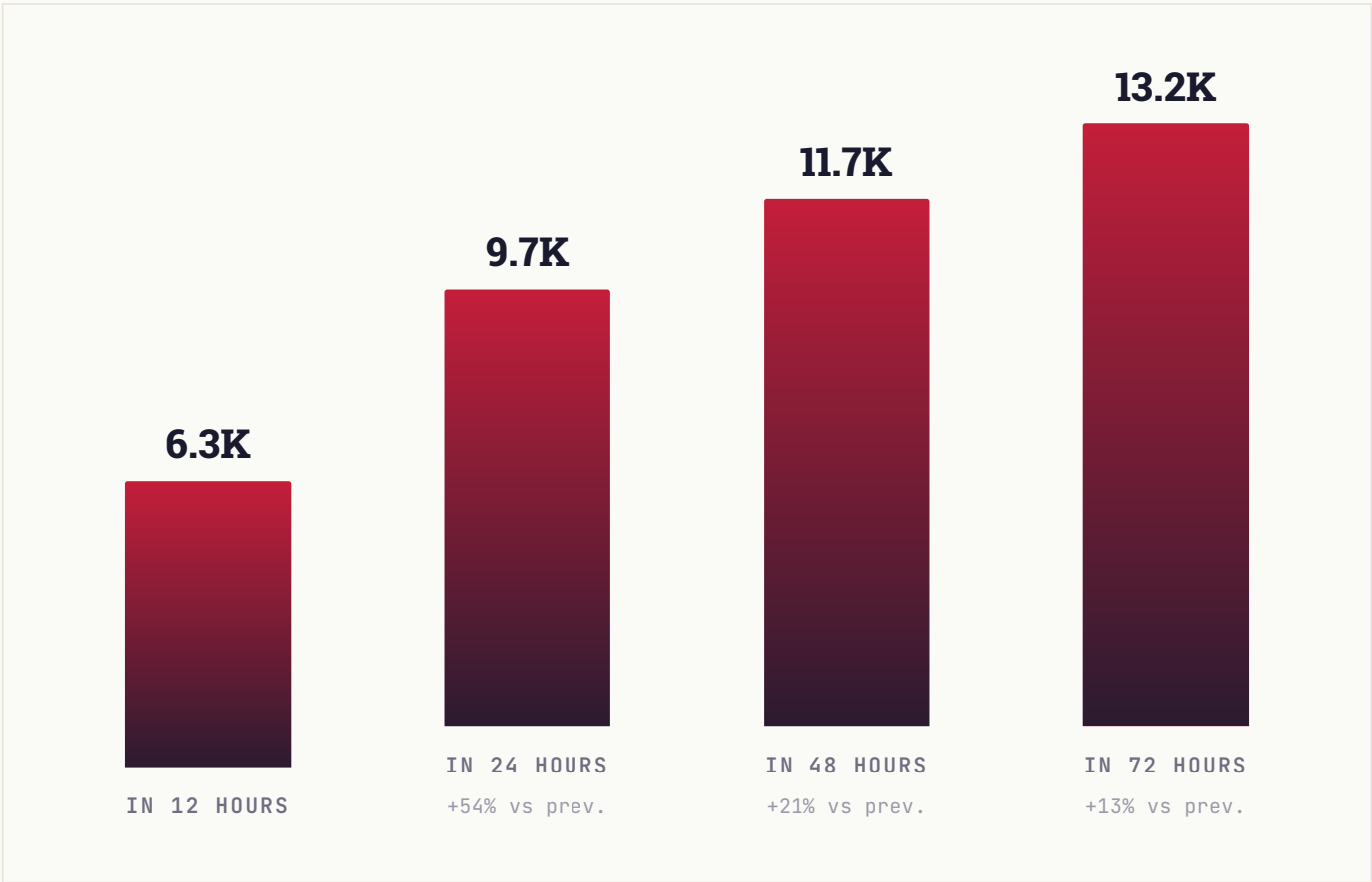
Citation index **71** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **179** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
SU Sutochno.ru YOU	214K

COMPARATIVE CONCLUSION

Channel in top half of niche (#28 of 97). Niche leader — Moscow - Where to Go | Events (1.2M), median subs 158.9K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **64**, they brought **63 699** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	12 089
December 2025	2	2	8 720
November 2025	1	1	8 037
October 2025	12	12	11 553
Sep 2025	10	10	5 598
August 2025	39	37	17 702

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
64	6	63 699

SECTION 08 · NICHE COMPARISON

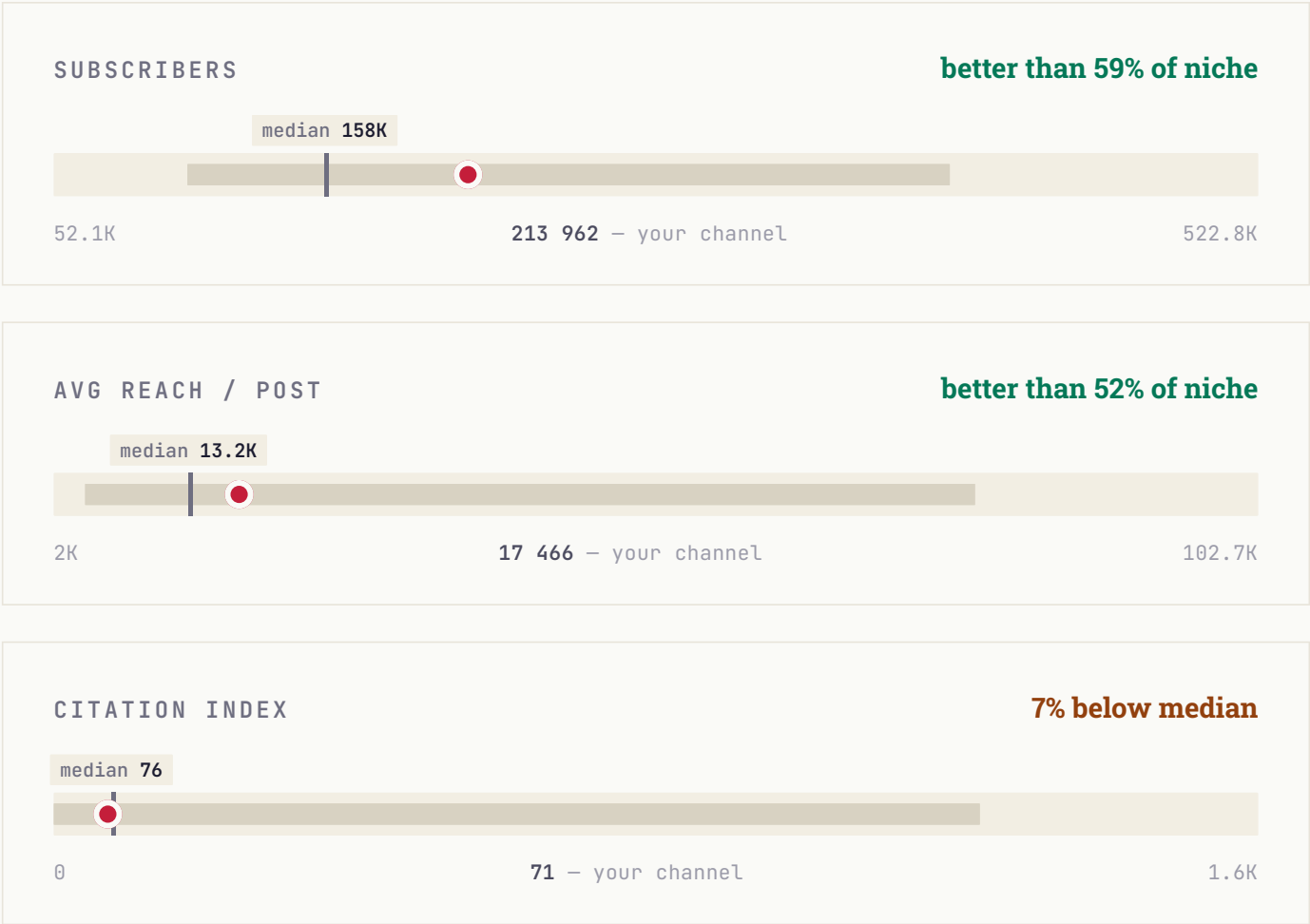
Where the channel stands in its league

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

#28/100

POSITION IN NICHE

Channel in top half of ranking



— 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 Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager