

PROMTPRESS PUBLIC REPORT

Channel audit

Zagranka: relocation & emigration



@tg_zagranka

Channel for relocators, emigrants and expats Up-to-date info for moving abroad, obtaining citizenship and residence permits, remote work overseas For cooperation: @zagranka_adm

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
15 121	76.0%	11.4K
-2174 per month 15.07.2026	in 24 hrs 59.9%	ad reach 9.2K/24h

[HTTPS://PROMTPRESS.COM/AUDIT/TG_ZAGRANKA](https://promptpress.com/audit/tg_zagranka)

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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 15 121 —	 SUBS REACH 75.59% avg % subs see post	 VIEWS/POST 11.4K median 11.4K · 7 days	 POSTS/WEEK 2.0 over period
 7D TREND — no data for period	 REACTIONS/POST 182.5 total 365 reactions, 16 reposts, 0 comments	 POST LENGTH 853 chars median 853 · 7 days	 POSTS ANALYZED 2 7 days
 AD REACH 9.2K 24h avg	 CHURN / MONTH -2174 over last month	 CITATION RATE 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 3 years 8 months created 30.10.2022

AI EDITOR SUMMARY

Channel «Zagranka: relocation & emigration» — 15 121 subs. Each post averages 11.4K people (76% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts in 7 days.
- 02 Dominant format – Text (2/2 posts).
- 03 Avg post length – 853 chars (median 853).
- 04 Peak audience activity – Wednesday, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (7.6K avg for top vs 11.4K for worst) – among 2 posts in 7 days. Analyze commonalities: topic, format, publish time.

TOP 2 POSTS

Nº1 01.07 · 08:25 TEXT 📱 Russia reveals how mobile IMEI database will work Draft government decree published detailing...	VIEWS	REACTIONS
	12 181	164
Nº2 24.06 · 06:20 TEXT 📱 Getting Russian eSIM from abroad may get harder Russia discusses restrictions on remote eSIM registration for citizens...	REPOSTS	ER
	10	80.6%

Nº2 24.06 · 06:20 TEXT 📱 Getting Russian eSIM from abroad may get harder Russia discusses restrictions on remote eSIM registration for citizens...	VIEWS	REACTIONS
	10 680	201
Nº2 24.06 · 06:20 TEXT 📱 Getting Russian eSIM from abroad may get harder Russia discusses restrictions on remote eSIM registration for citizens...	REPOSTS	ER
	6	70.6%

WORST 2

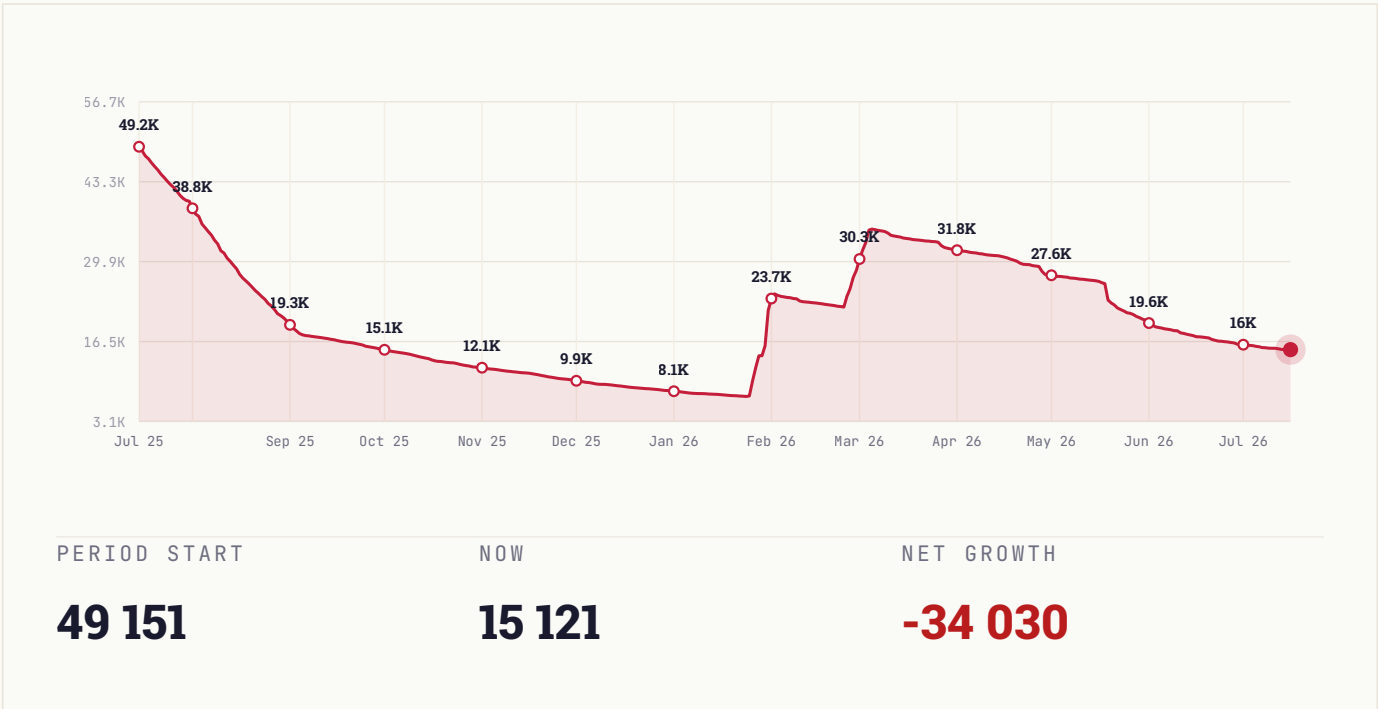
↓ 01.07 · 08:25 TEXT 📱 Russia reveals how mobile IMEI database will work Draft government decree published detailing...	VIEWS	REACTIONS
	12 181	164
↓ 01.07 · 08:25 TEXT 📱 Russia reveals how mobile IMEI database will work Draft government decree published detailing...	REPOSTS	ER
	10	80.6%

↓ 24.06 · 06:20 TEXT 📱 Getting Russian eSIM from abroad may get harder Russia discusses restrictions on remote eSIM registration for citizens...		VIEWS 10 680 REPOSTS 6	REACTIONS 201 ER 70.6%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

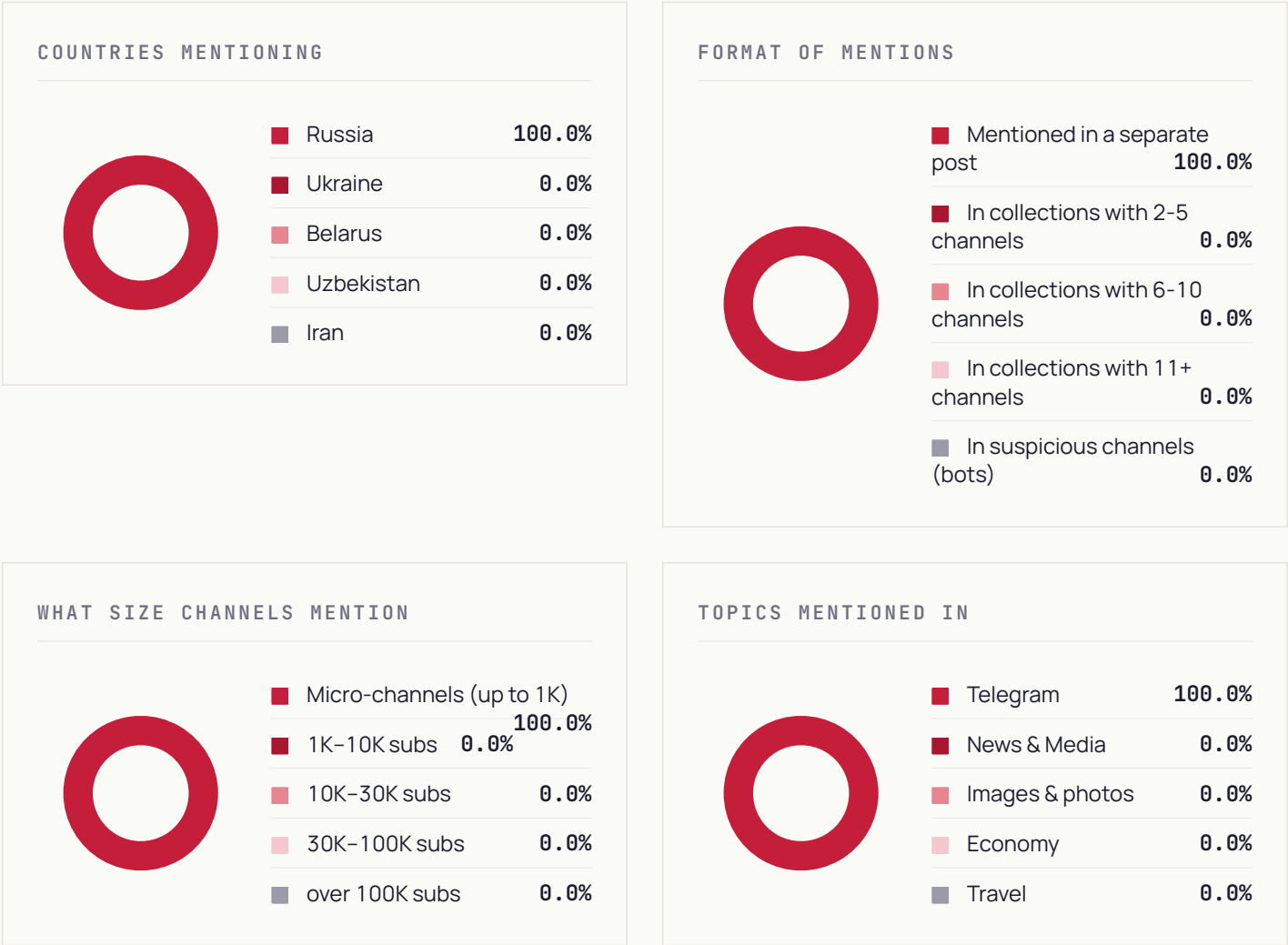
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

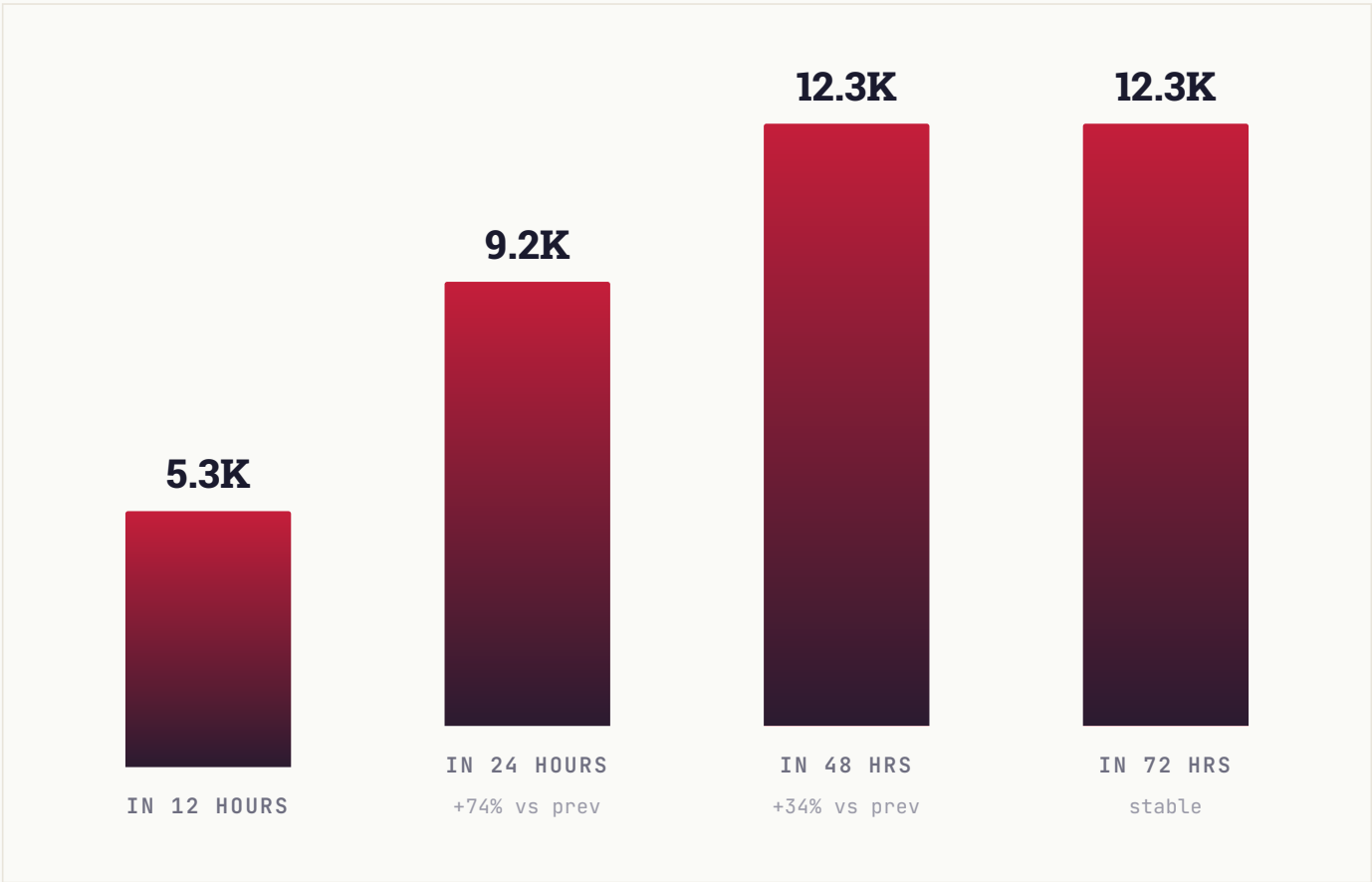
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
Mon Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount train	431.6K
OT Ozon Travel	413.5K
ER How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
ZR Zagranka: relocation & emigration YOU	15.1K

COMPARATIVE INSIGHT

Channel is still outside niche top 95 — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **14 445** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	14 445
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	14 445

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 for 80% of niche channels (p10-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 in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.0 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Wednesday
Audience most active on this day at 11:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with 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