

PROMTPRESS PUBLIC REPORT

Channel audit

Ticketland



@ticketland_official

All facets of experience in big cities. Entertainment with or without tickets! Support: support@ticketland.ru For media: press@ticketland.ru vk.com/ticketland max.ru/ticketland Registered with RKN:...

SUBSCRIBERS

24 897

-306 per month

ERR (% WHO SEE
POSTS)

4.0%

daily 1.4%

REACH/POST

893

ad reach 355/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Travel» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 24 897 —	 SUBS REACH 3.59% avg % subs see post	 VIEWS/POST 893 median 850 · 27 days	 POSTS/WK 7.0 over period
 7D TREND -12.9% vs previous week	 REACTIONS/POST 16.9 only 456 reactions, 141 reposts, 15 comments	 POST LENGTH 703 chars median 810 · 27 days	 POSTS ANALYZED 27 27 days
 AD REACH 355 24h avg	 CHURN / MONTH -306 last month	 CITATION RATE 464 citation index · 1,082 channels mentioned ever	 CHANNEL AGE 5 years 8 months created 16.10.2020

AI EDITOR SUMMARY

Channel «Ticketland» – 24 897 subs. Each post averages 893 people (4% subs), reach is low – should grow audience. Publishes 7 posts/week (~1/day) – regular schedule. For week Jun 29 – Jul 5 reach dropped -12.9% 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 from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 27 days.
- 02 Dominant format — Photo (24/27 posts).
- 03 Avg post length — 703 chars (median 810).
- 04 Peak audience activity — Thu, 11:00 MSK.
- 05 Top posts drive 2x more views than the weakest (1.3K avg for top vs 621 for worst) — among 27 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 14:57 PHOTO 🔥 We're giving away tickets to the IDOL – 2026 Winners Gala Show Special program by the most talented artists from different countries! Each participant...	VIEWS 1 346 REPOSTS 48	REACTIONS 105 ER 5.4%
Nº2 18.06 · 08:50 PHOTO A little giggle for your feed 😂 We found these events on Ticketland. You can do it too 📋	VIEWS 1 320 REPOSTS 5	REACTIONS 25 ER 5.3%
Nº3 16.06 · 08:41 PHOTO Let's go see Vanya Dmitrienko at Luzhniki? On August 2, one of the country's biggest venues will feature «Tsvetaeva», «Vishnevyy», «Nastoyashchaya», and...	VIEWS 1 273 REPOSTS 11	REACTIONS 22 ER 5.1%

Nº4

17.06 · 13:04

PHOTO

Summer guide to music festivals 🐱 Plans for this summer? Music on cassettes, dancing till dawn, and vibrant festivals. Together across Moscow we've gathered...

VIEWS

1 229

REPOSTS

2

REACTIONS

16

ER

4.9%

Nº5

19.06 · 09:05

PHOTO

«Беспринципные чтения» пройдут в Нижнем Новгороде 📖 После громкой столичной премьеры Александр привезёт проект в наш нижегородский МТС...

VIEWS

1 168

REPOSTS

4

REACTIONS

14

ER

4.7%

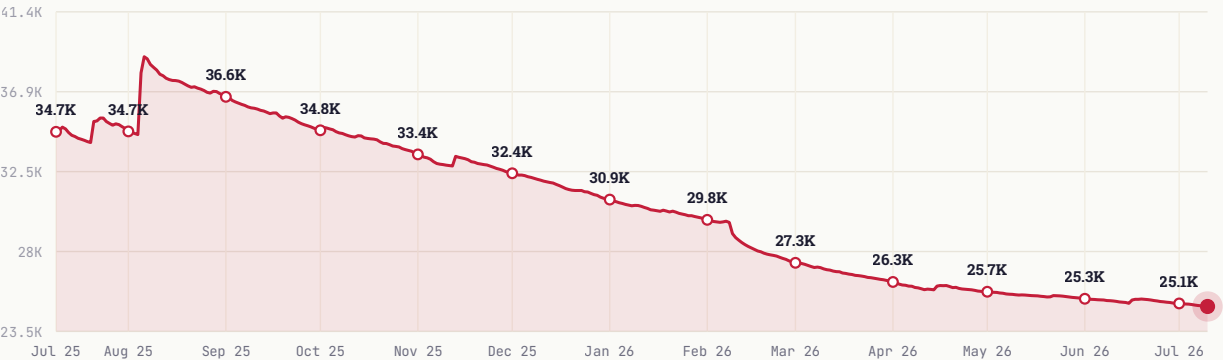
WORST 3

↓ 30.06 · 08:32 PHOTO July concerts in capitals and regions Mining memories that make summer unforgettable 💎🔪 Alai Oli, Leonid Agutin, Kino...	VIEWS 701 REPOSTS 1 REACTIONS 11 ER 2.8%
↓ 01.07 · 07:29 PHOTO Concert St. Petersburg ✨ 📅 July 1, Wednesday • Pop-n-Soul living room (from 700 RUB) • Forrest Gump & Uncle Misha (from 700 RUB) • Magic of Candles...	VIEWS 611 REPOSTS 2 REACTIONS 11 ER 2.5%
↓ 07.07 · 08:40 VIDEO At what second did you recognize the song? 🤔 It took Voronezh MTS Live Hall visitors just 0.00001 seconds. Tickets for...	VIEWS 551 REPOSTS 2 REACTIONS 13 ER 2.2%

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 and decline.



PERIOD START	NOW	NET GROWTH
34 681	24 897	-9 784

SECTION 04 · CITATIONS

Who mentions the channel and how

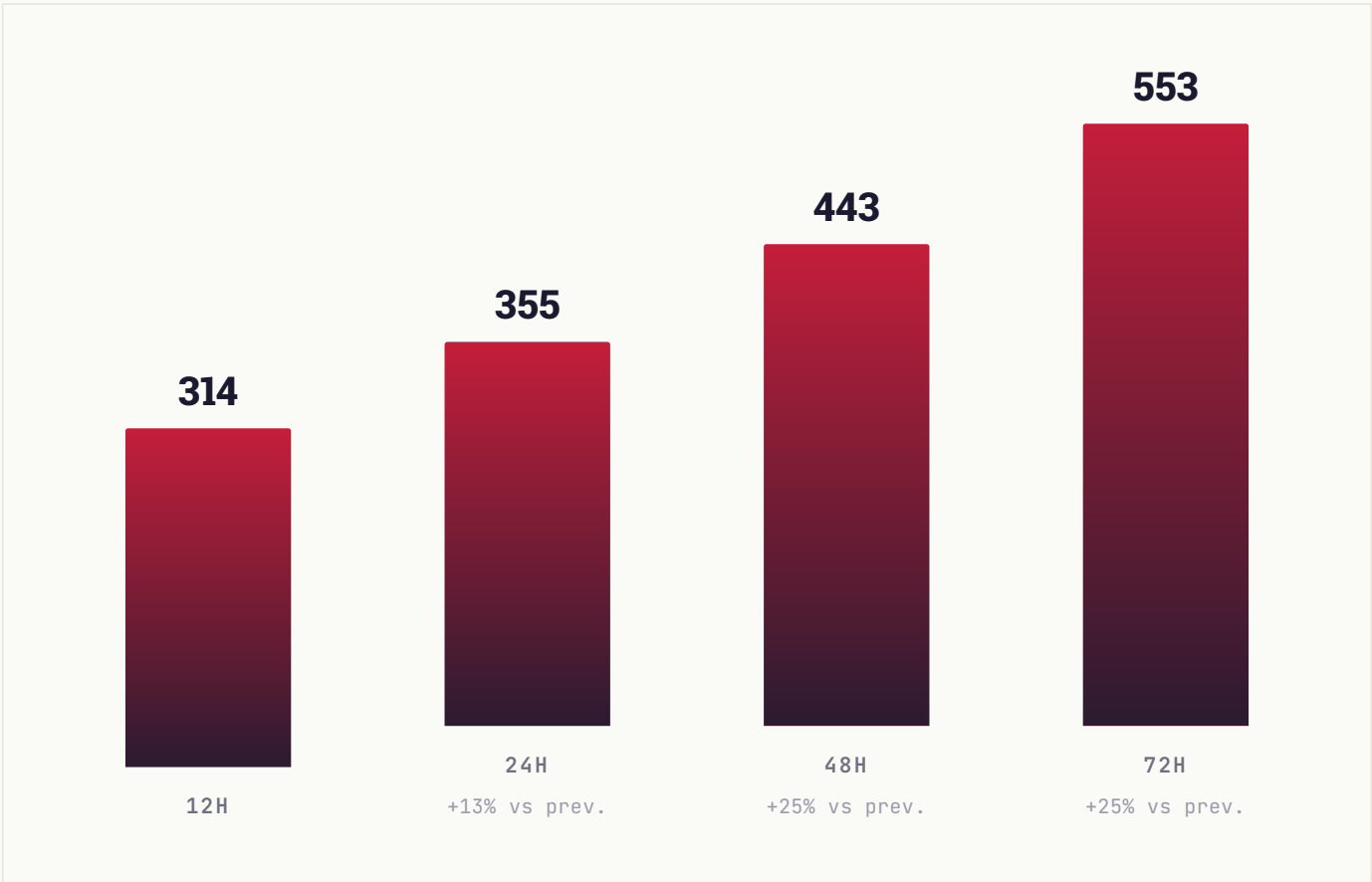
Citation index **464** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 082** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AЭ АЭРОФЛОТ	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount train	432.2K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
TI Ticketland YOU	24.9K

COMPARATIVE INSIGHT

Channel not yet outside niche top-96 — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **216**, they brought **5 506** new subs.

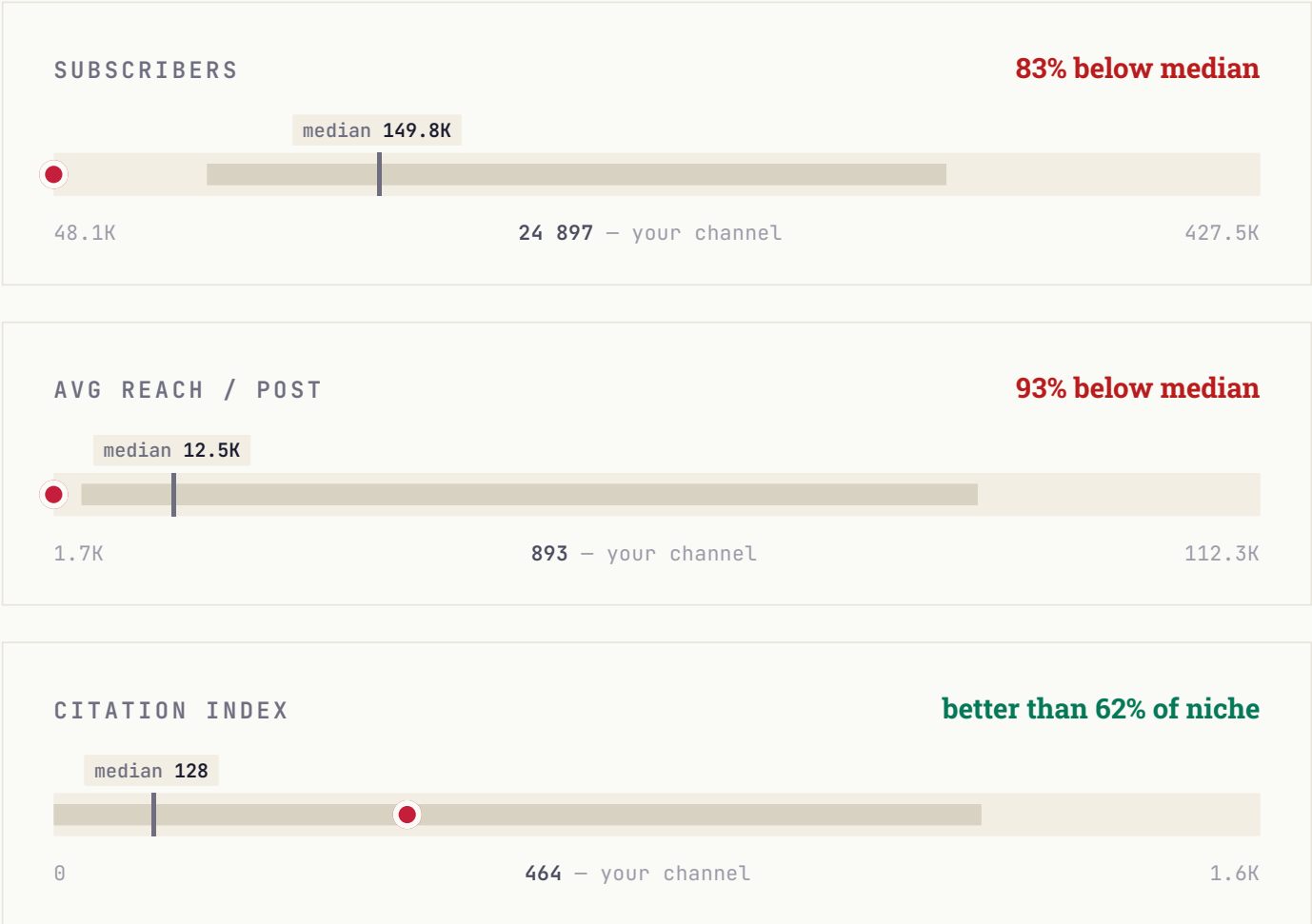
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	24	14	129
December 2025	35	28	0
Nov 2025	35	22	543
Oct 2025	31	17	231
September 2025	36	28	119
August 2025	55	36	4 484

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
216	6	5 506

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 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

Top post of the week — on Thursday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.59% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.9pp ER

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 and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
