

PUBLIC PROMTPRESS REPORT

Channel audit

Крыша ТурДома



@tourdom

Tourism news. Travel portal Tourdom.ru Advertise — @it_td Suggest news or report errors — @it_td Contact admin — @it_td Buy ads:...

SUBSCRIBERS

79 697

+326 per month

ERR (% SEE POSTS)

13.0%

per day 10.0%

REACH/POST

10K

ad reach 8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

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 place

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 below the number shows the period it covers.

 SUBSCRIBERS 79 697 —	 SUBSCRIBER REACH 12.51% avg % subs see post	 VIEWS/POST 10K median 9.7K · 29 days	 POSTS/DAY 24.4 ~171 per week
 7D TREND -4.9% vs previous week	 REACTIONS/POST 86.4 total 63,259 reactions, 23,481 reposts, 14,181 comments	 POST LENGTH 569 chars median 556 · 29 days	 POSTS ANALYZED 732 29 days
 AD REACH 8K 24h avg	 CHURN / MONTH +326 last month	 CITATION RATE 472 citation index · 1,943 channels mentioned ever	 CHANNEL AGE 9 years 5 months created 24.01.2017

AI EDITOR SUMMARY

Channel «Крыша ТурДома» – 79 697 subs. Each post avg views 10K people (13% of subs), reach low – should grow audience. Posts 171 posts per week (~24/day) – very active. Week Jun 29 – Jul 5 reach stable (-4.9% vs week 22–28 Jun).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 732 posts in 29 days.
- 02 Dominant format — Text (320/732 posts).
- 03 Avg post length — 569 chars (median 556).
- 04 Peak audience activity — Monday, 13:00 MSK.
- 05 Strongest posts get 6x more views than the weakest (43.3K avg top vs 7.8K worst) — across 732 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 10:25 VIDEO This video got nearly 7M views in a day. Guys organizing motorcycle tours in Ural forests and fields figured out how to stock 'feed'...	VIEWS 79 313 REP. 297	REACTIONS 115 ER 99.5%
Nº2 29.06 · 11:18 TEXT Fuel situation in Crimea is gradually improving. We were told that some gas stations have gasoline without coupons again. True, there is...	VIEWS 32 282 REP. 128	REACTIONS 99 ER 40.5%
Nº3 21.06 · 13:56 TEXT Tourists who drove to Crimea have questions: how to get back? Hoteliers interviewed by Krysha correspondent...	VIEWS 18 219 REP. 133	REACTIONS 231 ER 22.9%

Nº4 19.06 · 19:06 TEXT Few people, but all beaches are full... Conflicting info from Sochi. Tourists share observations. To some, the resort seems...	VIEWS 16 941 REP. 11	REACTIONS 51 ER 21.3%
Nº5 14.06 · 18:09 TEXT Carpets at Sochi and Krasnodar airports caused mass flight delays. In Sochi, some flights have been postponed to tomorrow. One of them...	VIEWS 16 861 REP. 39	REACTIONS 46 ER 21.2%

|

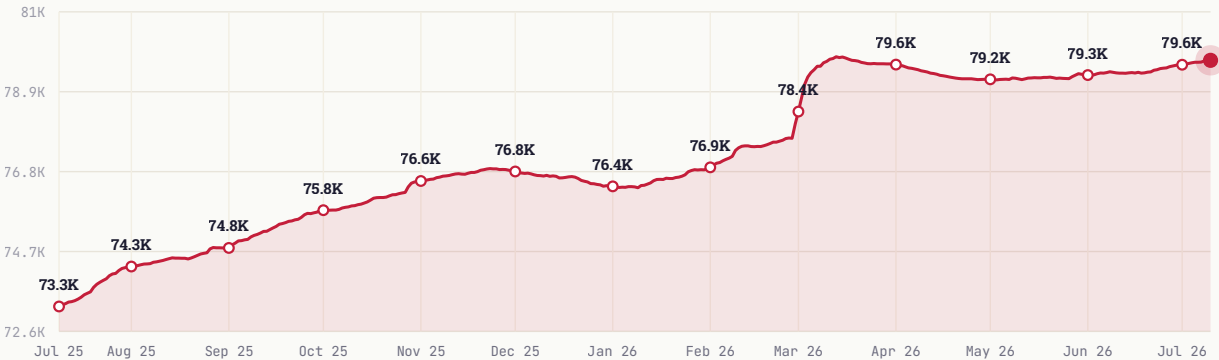
WORST 3

↓ 11.06 · 10:04 PHOTO International tour operator Club Med opens a new resort in South Africa – Club Med South Africa Beach & Safari in KwaZulu-Natal. This...	VIEWS 7 850 REP. 22	REACTIONS 42 ER 9.8%
↓ 11.06 · 10:35 TEXT «Уральские авиалинии» adjusted Sochi schedule due to «carpet». Some flights from St. Petersburg...	VIEWS 7 760 REP. 4	REACTIONS 26 ER 9.7%
↓ 11.06 · 09:35 TEXT See a free drink for a flight delay? Neither do I, but it exists. Tourists who were delayed by 6 hours yesterday contacted Крыша ТурДома...	VIEWS 7 750 REP. 12	REACTIONS 121 ER 9.7%

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.

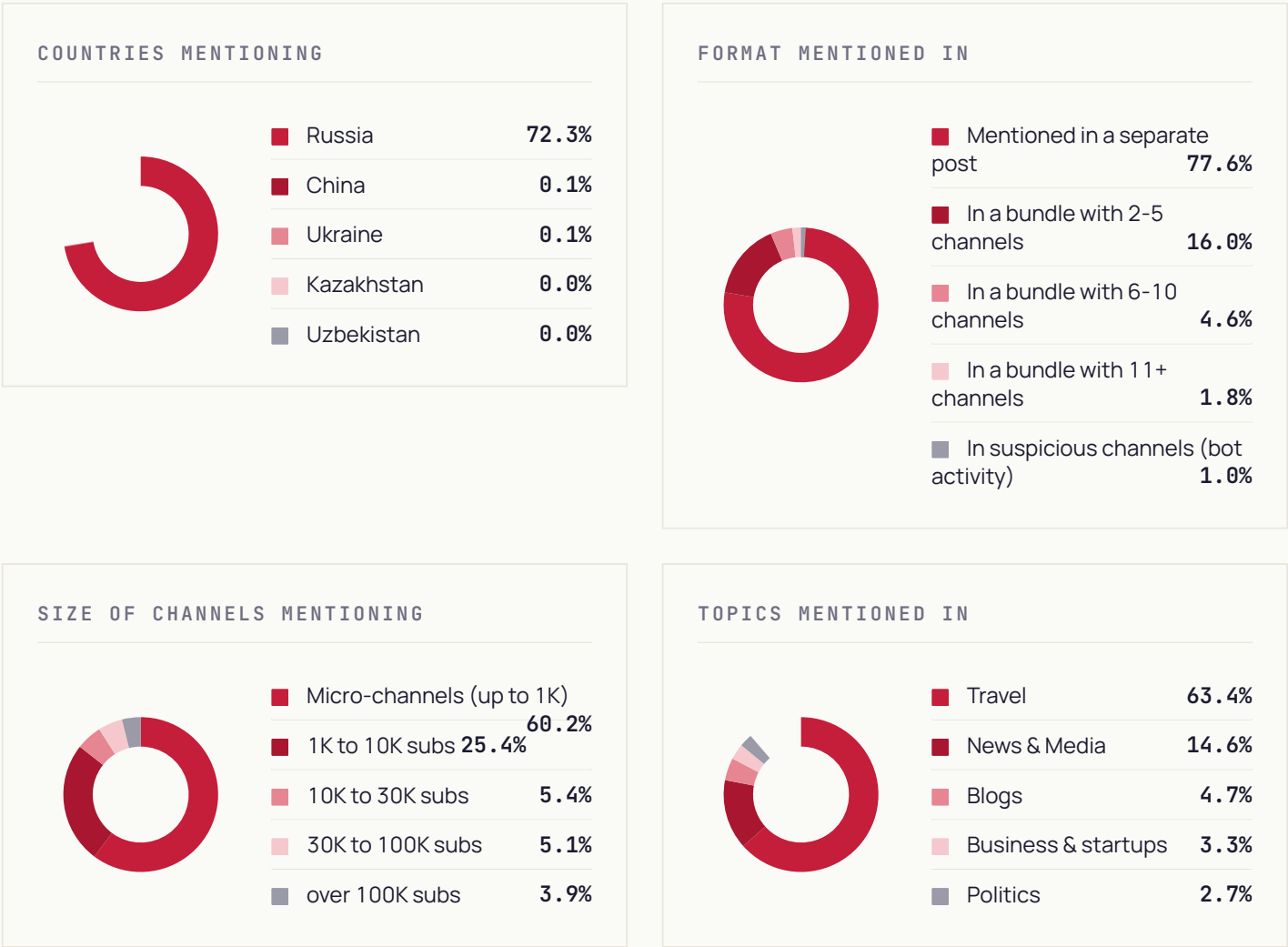


START OF PERIOD	NOW	NET GROWTH
73 297	79 697	+6 400

SECTION 04 · MENTIONS

Who mentions the channel and how

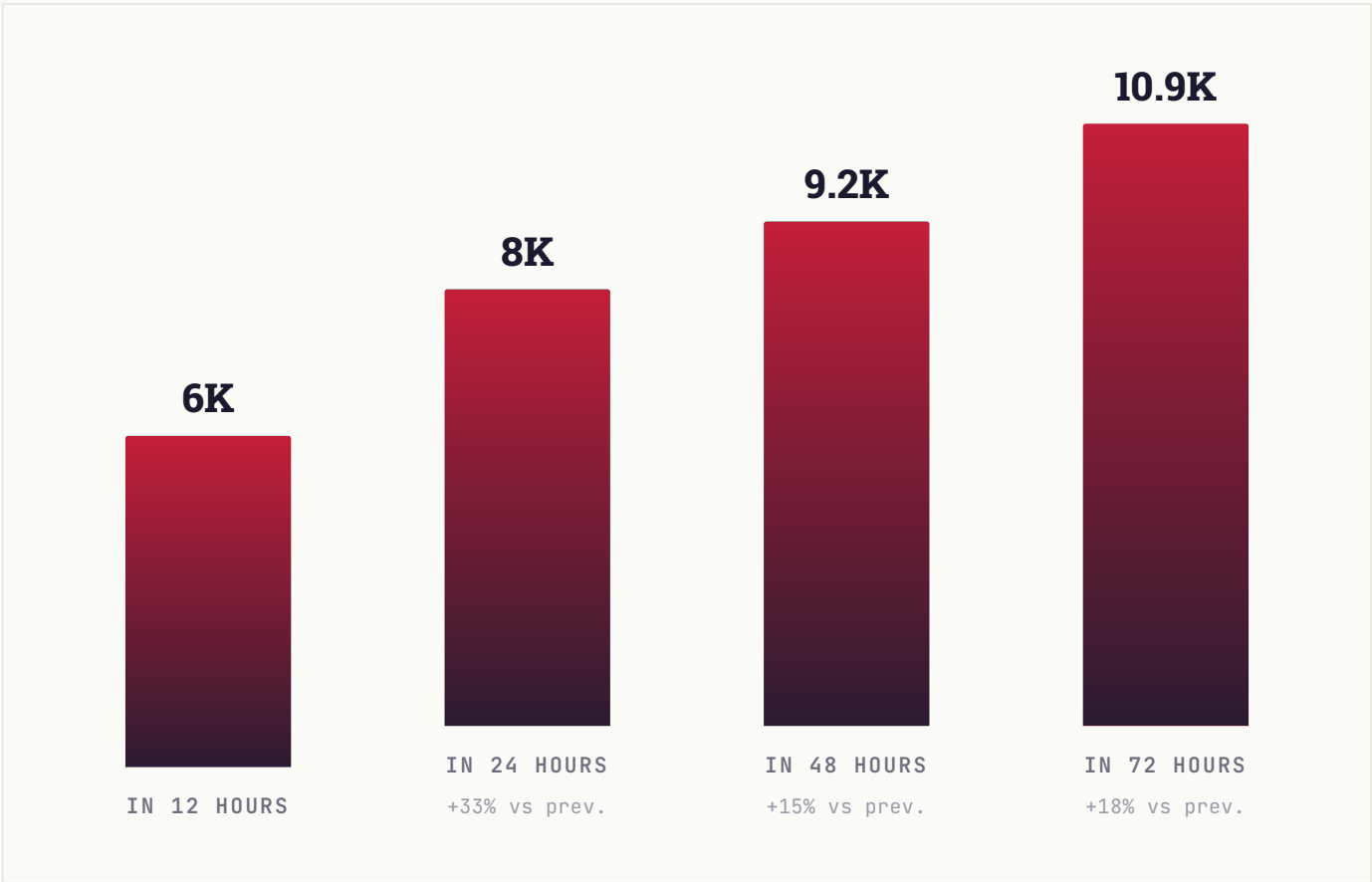
Citation index **472** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 943** different channels.



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 peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AЭ AEROFLOT	525.4K
MO Moskvichka	502.6K
RU Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.8K
OT Ozon Travel	398.9K
CT Крыша ТурДома YOU	79.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal: enter top-96 via systematic traffic & content work.

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 **1 911**, they brought **3 260** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	295	127	535	
December 2025	268	95	82	
November 2025	267	99	354	
October 2025	324	110	754	
September 2025	381	130	994	
August 2025	376	111	541	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 911	6	3 260

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 ranked by expected impact. Check them off and revisit this report in a month.

- 01

Main post of the week — on Monday
Audience is most active on this day at 1:00 PM MSK.

EFFECT
Best time for an important post
- 02

Increase share of video posts
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). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. 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 a few minutes based on public data. If you 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
----	------------------------	---
