
PUBLIC REPORT BY PROMTPRESS

Channel audit

**Билеты из
Сибири -
Новосибирск,
Томск, Омск,
Кузбасс, Алтай,
Красноярск,
Иркутск**



@travel_from_siberia

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 121 011 —	 SUBSCRIBER REACH 15.99% avg % subs see post	 VIEWS/POST 19.4K median 19.5K · 29 days	 POSTS/WEEK 18.4 for the period
 7D TREND -14.4% vs previous week	 REACTIONS/POST 33.3 total 2,565 reactions, 5,087 reposts, 216 comments	 POST LENGTH 298 chars. median 215 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 11.2K 24h avg	 CHURN / MONTH -49 for the last month	 CITATION RATE 67 citation index · 176 channels mentioned all time	 CHANNEL AGE 7 years 3 months created 24.03.2019

AI EDITOR SUMMARY

Channel «Tickets from Siberia - Novosibirsk, Tomsk, Omsk, Kuzbass, Altai, Krasnoyarsk, Irkutsk» — 121 011 subs. Each post gets avg 19.4K people (16% of subs), this is avg reach — room to grow. Posts 18 posts per week (~3/day) — regular pace. For week 15–21 Jun reach **dropped -14.4%** to week 8–14 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 77 posts over 29 days.
- 02 Dominant format — Photo (76/77 posts).
- 03 Avg post length — 298 chars (median 215).
- 04 Peak audience activity — Friday, 07:00 MSK.
- 05 Top posts get 2 times more views than the weakest (26K avg for top vs 16.4K for worst) — among 77 posts in 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 12.06 · 04:41 PHOTO 👉 Direct flights from Novosibirsk to 🇷🇺 Issyk-Kul — all current dates with discounts! ✈️ Jun 23-Jul 3 — for 12,300 ₸ round trip...		VIEWS 26 971	REACTIONS 61
		REPOSTS 134	ER 22.3%
Nº2 12.06 · 07:24 PHOTO ⚡ From Novosibirsk to 🇹🇭 Bangkok — for 16,900 ₸ with luggage, departing Sunday: https://aviasales.tp.st/xftOGRli		VIEWS 25 609	REACTIONS 37
		REPOSTS 79	ER 21.2%
Nº3 05.06 · 08:59 PHOTO 🔥🇻🇳 From Novosibirsk to Nha Trang — for 🔄 34,300 ₸ round trip with luggage, departing next week: https://aviasales.tp.st/6U2AgAUx		VIEWS 25 281	REACTIONS 47
		REPOSTS 90	ER 20.9%

Nº4 05.06 • 05:04 PHOTO  Plan ahead: travel Russia in autumn Direct flights! 🔄 from Barnaul to Kazan — for 10,600 ₺ round trip...	VIEWS 24 628 REACTIONS 38 REPOSTS 33 ER 20.4%
Nº5 11.06 • 07:27 PHOTO  Short TOURS to St. Petersburg from Novosibirsk next week — from 18,800 RUB/person! Includes: ✈️ direct round-trip flights...	VIEWS 24 601 REACTIONS 57 REPOSTS 169 ER 20.3%
WORST 3	
↓ 22.06 • 13:47 PHOTO  from Novosibirsk to Xi'an — for 🔄 27,150 ₺ round trip in Aug-early Sep: https://aviasales.tp.st/SJBYwdQ4 🇨🇳 from Novosibirsk to...	VIEWS 16 550 REACTIONS 24 REPOSTS 54 ER 13.7%
↓ 22.06 • 10:08 PHOTO  From Novosibirsk to 🇷🇺 Makhachkala — for 20,900 ₺ round trip, several dates in Sep: https://aviasales.tp.st/BEXKfyPp 🔄 From...	VIEWS 16 411 REACTIONS 17 REPOSTS 45 ER 13.6%
↓ 26.06 • 10:29 PHOTO  Nordwind Airlines launches DIRECT flights from Omsk to Abkhazia! Flights to Sukhum start July 22, Wednesdays. Time in...	VIEWS 16 320 REACTIONS 72 REPOSTS 50 ER 13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

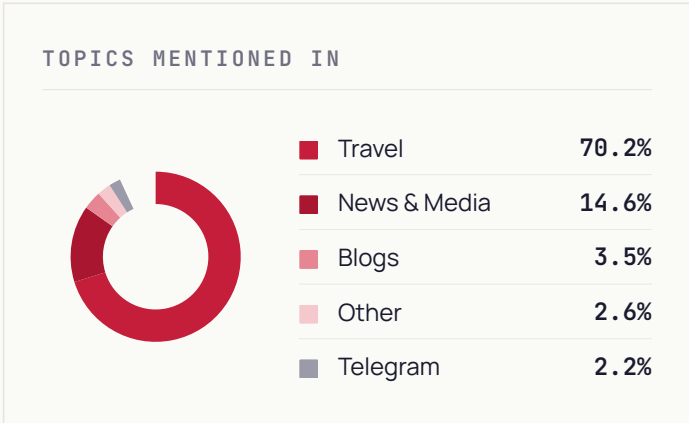
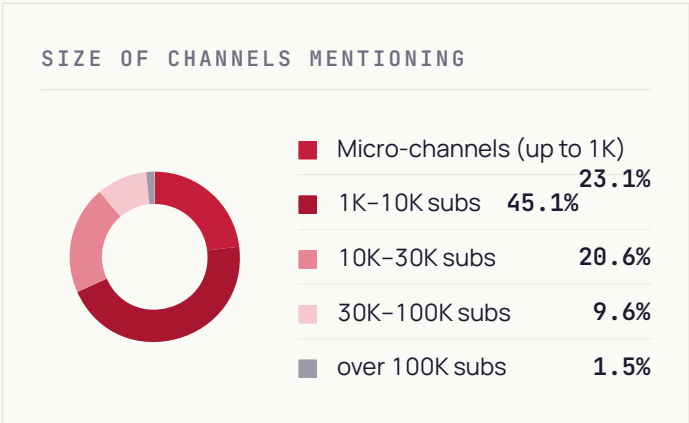
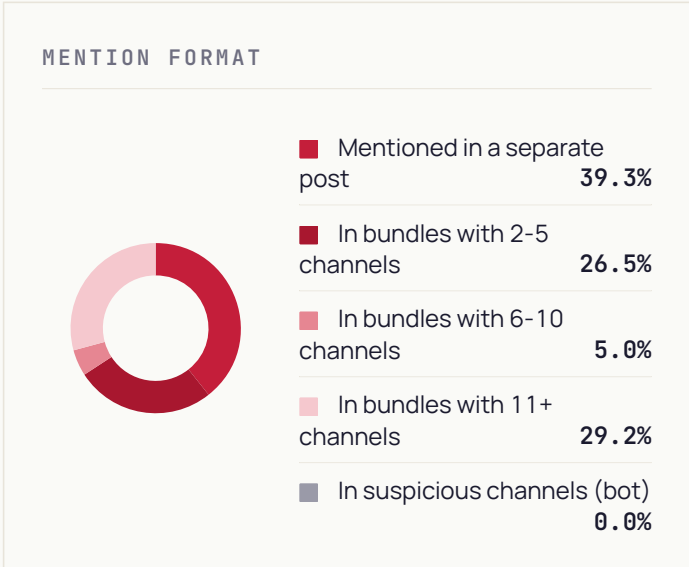
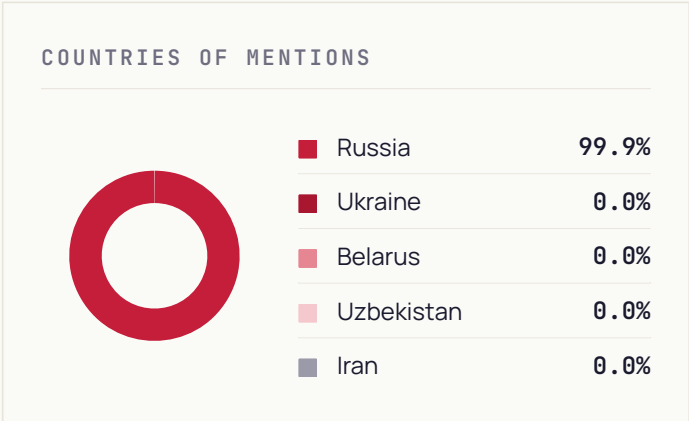
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

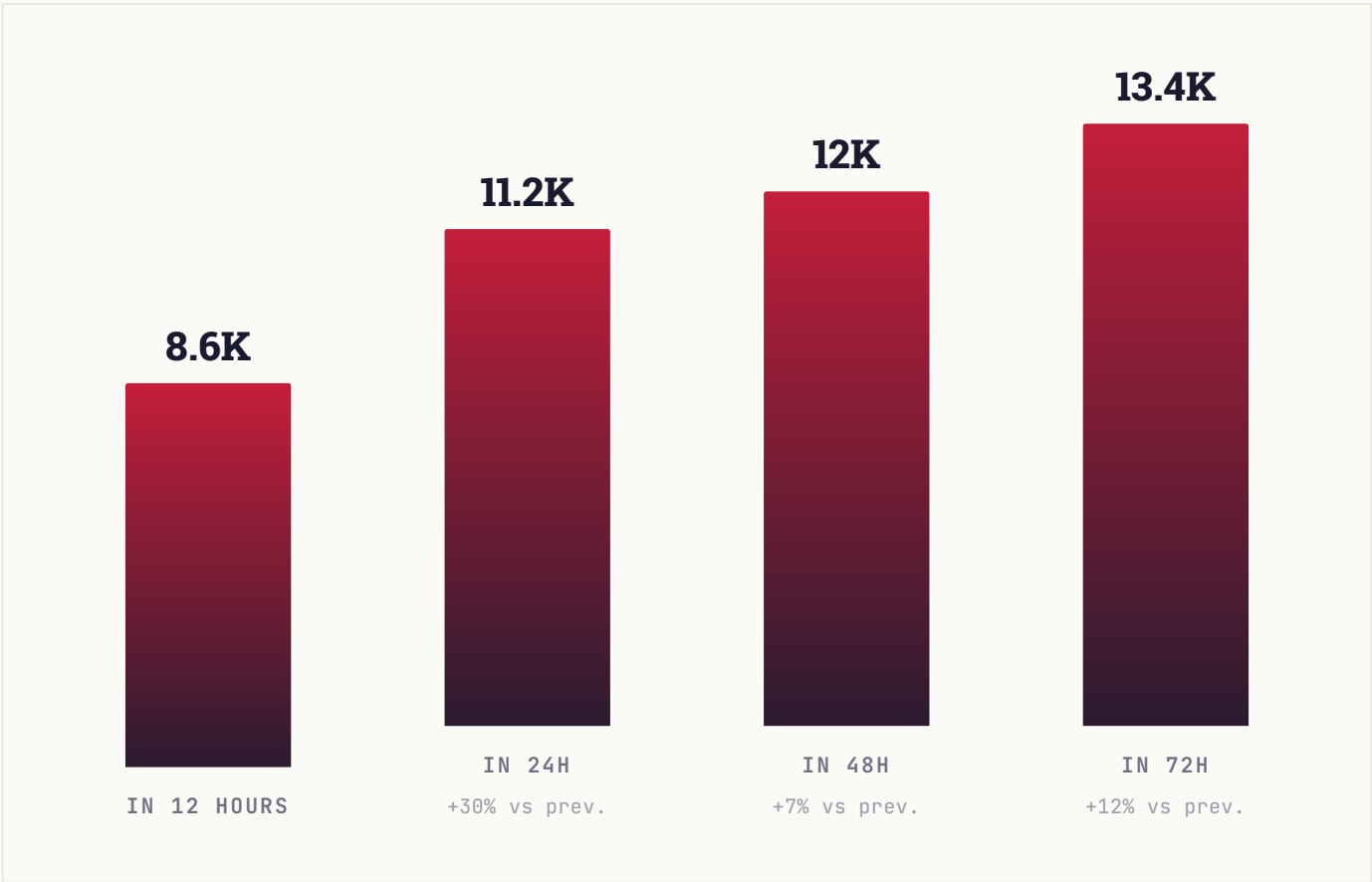
Citation index **67** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **176** different channels.



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 — shows its rank among niche neighbors.

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
Mon Moscow Girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
BI Билеты из Сибири - Новосибирск, Томск, Омск, Кузбасс, Алтай, Красноярск, Иркутск	121K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#71 of 97). Niche median — 158.9K subs. First growth KPI — reach median. Leader: Moscow - Where to Go | Events (1.2M).

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 **123**, they brought **13 106** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	15	10	1 237
December 2025	30	22	4 438
November 2025	19	15	1 735
October 2025	22	19	1 374
September 2025	14	10	920
August 2025	23	15	3 402

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
123	6	13 106

SECTION 08 · NICHE COMPARISON

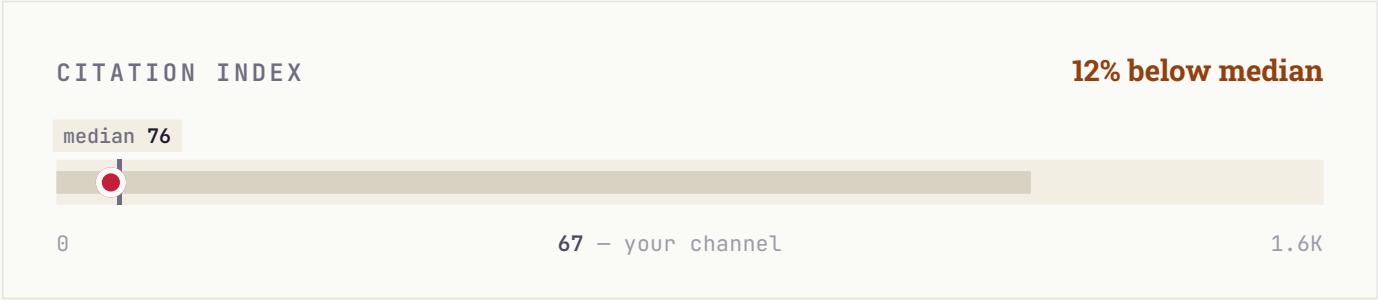
Where channel ranks in its league

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

#71/100

POSITION IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Main post of the week — on Friday

Audience most active on this day at 07:00 MSK.

EFFECT

**Best window
for important
post**

02

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**

03

System 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 — is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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