

PROMTPRESS PUBLIC REPORT

Channel audit

TRAVEL_LERKA



@travel_lerka

Author's channel about interesting events and places 🌐

Collaboration 👉 @travel_lerka_go_to INST: https://instagram.com/travel_lerka VK: https://vk.com/travel_lerka Registered in RKN:...

SUBSCRIBERS

49 825

+782 per month

ERR (% SEE POSTS)

72.0%

Per day **48.6%**

REACH/POST

35.6K

Ad reach **24.4K/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 covers.

 SUBSCRIBERS 49 825 —	 SUBSCRIBER REACH 71.55% Avg % of subs who see a post	 VIEWS/POST 35.6K Median 37.2K · 29 days	 POSTS/WEEK 6.8 For the period
 7D TREND -0.4% vs previous week	 REACTIONS/POST 1149.9 Total 32,198 reactions, 43 reposts, 88 comments	 POST LENGTH 611 chars Median 703 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 24.4K 24h avg	 CHURN / MONTH +782 Last month	 CITATION RATE 18 Citation index · 116 channels mentioned all time	 CHANNEL AGE 5 years 6 months Created 15.01.2021

AI EDITOR SUMMARY

Channel «TRAVEL_LERKA» — 49 825 subs. Each post averages 35.6K people (72% from subs), wide reach for a channel this size. Publishes 7 posts/week (~1/day) — rare publications. For the week Jun 29 – Jul 5, reach Stable (-0.4% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts over 29 days.
- 02 Dominant format – **Video** (15/28 posts).
- 03 Avg post length – **611** chars (median 703).
- 04 Audience peak activity – **Sunday**, 18:00 MSK.
- 05 Strongest posts get **1×** More views than the weakest (top avg 37.4K vs worst 35.9K) – among 28 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 15:11 VIDEO When you choose a cat that supposedly doesn't shed.... Be ready for any turn of events 🙌😂 #crimea #sevastopol #bengal @travel_lerka	VIEWS 37 398 REP. 1	REACTIONS 1 243 ER 75.1%
Nº2 20.06 · 15:09 PHOTO If you look at life positively and find only the pluses, then I guess this season the sea and beaches will be all like this 😍🌊 Clean!...	VIEWS 37 397 REP. 1	REACTIONS 1 305 ER 75.1%
Nº3 23.06 · 15:01 PHOTO Who said biz trips can't be fun? 😊🌍✈️ I've got news that even shocked me! Now your business trip can...	VIEWS 37 395 REP. 3	REACTIONS 1 280 ER 75.1%

Nº4 21.06 • 16:53 VIDEO Every day gets funnier and funnier in our sunny Crimea🤪 And every time I look at these meerkats I filmed during...	VIEWS 37 382 REP. 1 REACTIONS 1 201 ER 75.0%
Nº5 05.07 • 15:40 VIDEO Yesterday while editing the video I laughed my ass off🤪🤪🤪 I think you should see this masterpiece too! Million views! At least👉 #girls...	VIEWS 37 373 REP. 1 REACTIONS 1 293 ER 75.0%

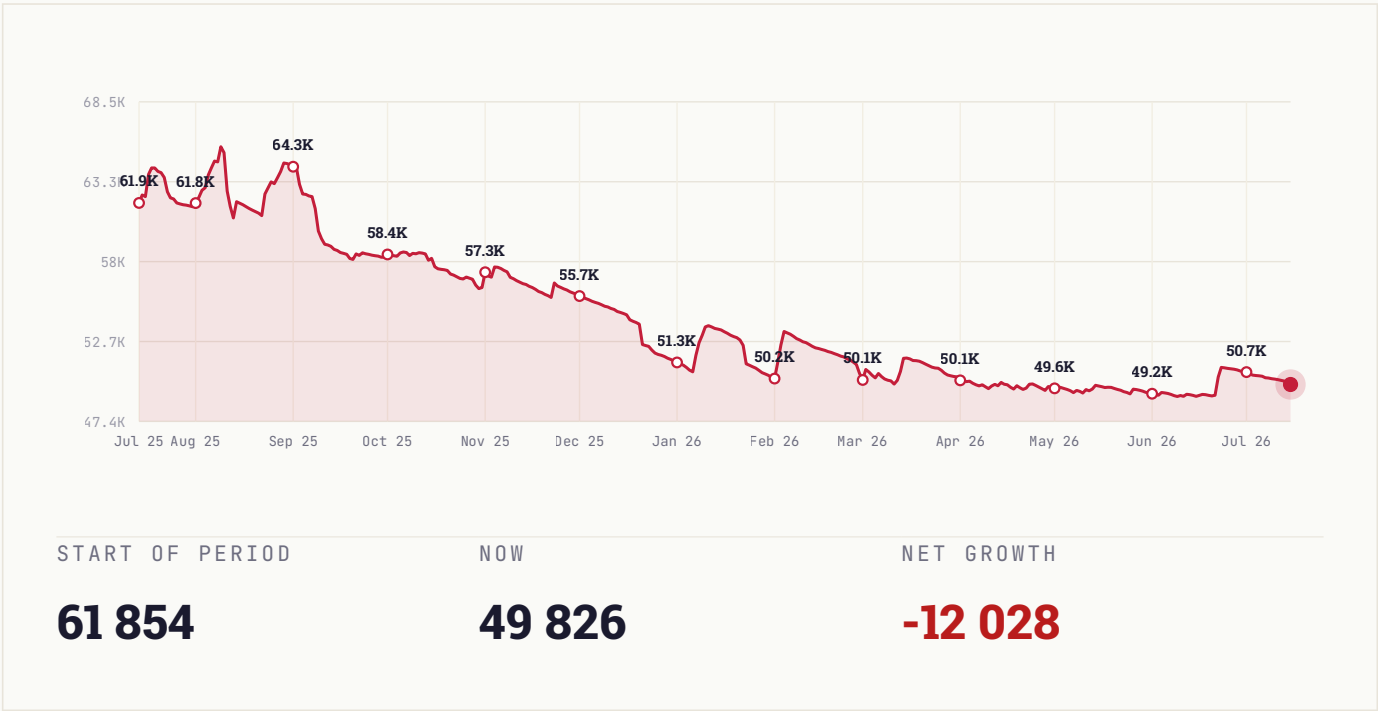
WORST 3

↓ 29.06 • 14:52 PHOTO Bring back Covid 😂It was all fine 😂😂 Showing what's happening in Sevastopol today. If you're lucky enough to have a Mac, (...	VIEWS 36 041 REP. 7 REACTIONS 1 153 ER 72.3%
↓ 02.07 • 17:33 VIDEO Everyone always wondered what baby pigeons look like....🤔 Have you ever seen baby seagulls??? Here you go! Sign here🤪 We -...	VIEWS 36 039 REP. 1 REACTIONS 1 235 ER 72.3%
↓ 28.06 • 16:14 PHOTO Feels like really want to go to China✈️🌍 I've been there a couple of times in transit... but so much new stuff has been built there that I want more...	VIEWS 35 532 REP. 2 REACTIONS 1 269 ER 71.3%

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 and lost subs.



SECTION 04 • MENTIONS

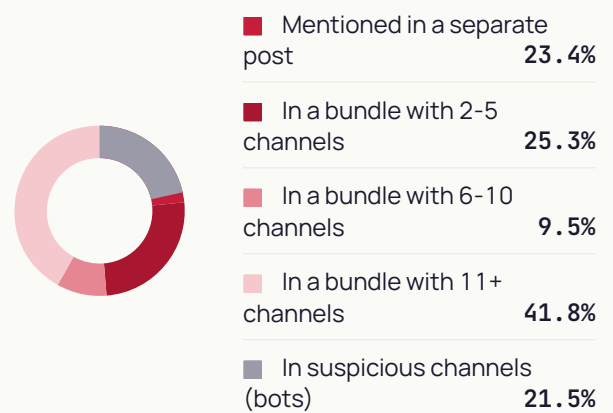
Who mentions the channel and how

Citation index **18** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **116** different channels.

COUNTRIES MENTIONING



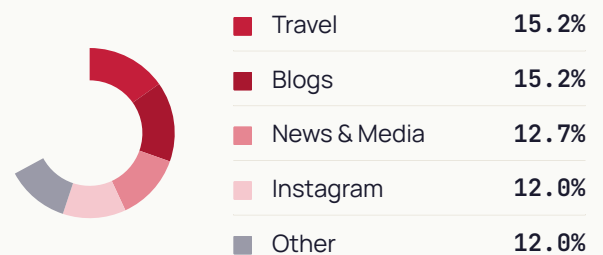
FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



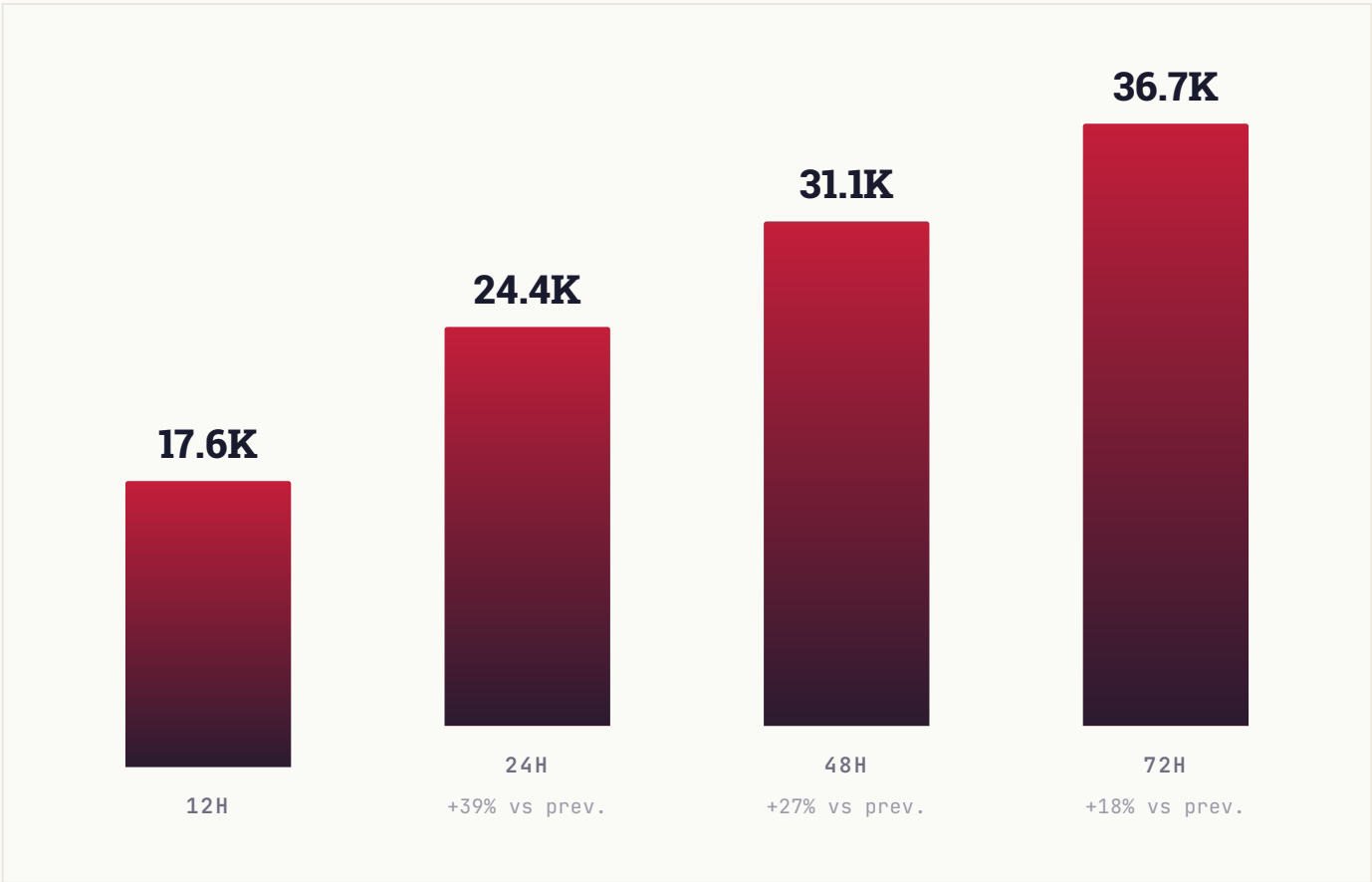
TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby 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
MO Moscow Girl	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
TR TRAVEL_LERKA YOU	49.8K

COMPARATIVE CONCLUSION

Channel not yet Outside top 95 of niche — 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

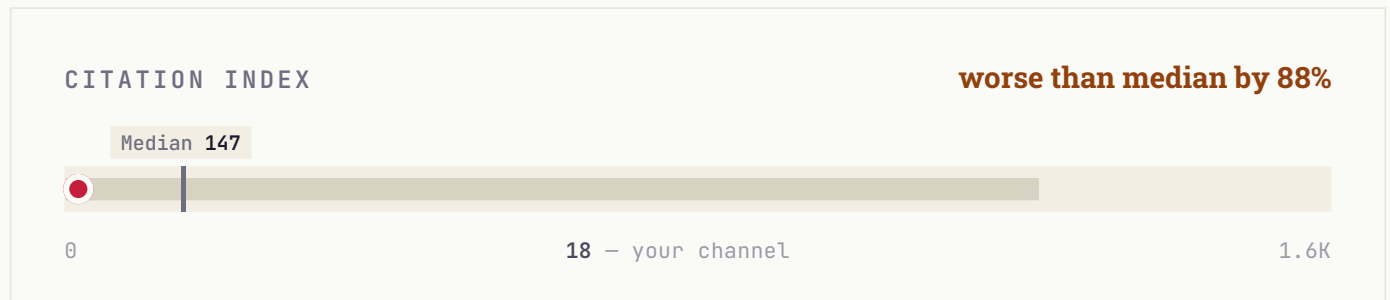
Every month we record posts in other channels that mention your channel. Over the last **6 months** Such mentions: **22**, they brought **15 954** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	2	3 054
December 2025	1	1	0
November 2025	0	0	2 652
October 2025	15	13	1 014
Sep 2025	1	1	543
August 2025	2	2	8 691

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
22	6	15 954

Where the channel stands in its league

Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked 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 18:00 MSK.

EFFECT

**Best time 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 typically 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**

Swap posts with same-segment channels once a quarter. 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 using public data. If you 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
