

PUBLIC REPORT BY PROMTPRESS

Channel audit

Travel Tema

**@travel_tema**

Showing how to vacation cheaper 🚗🔥 Hot tours & tickets:
@firetour1 📌 Admin: @traveltemaa Buy ads: https://telega.in/c/travel_tema Blogger registry -...

SUBS

94 389

+64 per month

ERR (% WHO SEE
POSTS)**7.0%**

per day 2.9%

REACH/POST

5.6K

ad reach 2.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 94 389 —	 SUBSCRIBER REACH 5.93% avg % of subs see post	 VIEWS/POST 5.6K median 5.6K · 27 days	 POSTS/WK 10.3 over period
 7D TREND -21.0% vs previous week	 REACTIONS/POST 39.1 only 1,604 reactions, 520 reposts, 0 comments	 POST LENGTH 909 chars median 1000 · 27 days	 POSTS ANALYZED 41 27 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +64 last month	 CITATION RATE 1 citation index · 28 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 18.12.2023

AI EDITOR SUMMARY

Channel «Travel Tyoma» — 94 389 subs. Each post gets avg 5.6K people (6% from subs), reach is low — consider expanding audience. Posts 10 posts/week (~1/day) — regular cadence. For week Jun 15–21, reach dropped by -21.0% by week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts over 27 days.
- 02 Dominant format – Photo (36/41 posts).
- 03 Avg post length – 909 chars (median 1000).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.1K avg top vs 3.9K worst) – among 41 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

№107.06 · 12:56PHOTO	VIEWS	REACTIONS
	8 346	73
10 unusual facts about France 1. France is the most visited country in the world: over 90 million tourists come each year. 2...	REPOSTS	ER
	8	8.8%
№209.06 · 12:56PHOTO	VIEWS	REACTIONS
	8 110	169
Where's cheaper to fly in summer – Vietnam or Turkey? Summer, craving the sea, but budget's tight. What's better value – Turkey all-inclusive or...	REPOSTS	ER
	26	8.6%
№308.06 · 09:35PHOTO	VIEWS	REACTIONS
	7 972	74
Relatable?😂	REPOSTS	ER
	15	8.4%

Nº4 05.06 · 12:56 PHOTO When to fly to Egypt to avoid regret Been to Egypt twice – in October and November. The difference between these two months is bigger than...	VIEWS 7 633 REPOSTS 19	REACTIONS 36 ER 8.1%
Nº5 04.06 · 13:05 PHOTO Egypt isn't just pyramids & all-inclusive – full breakdown where to go For me, Egypt is 3 trips to Hurghada, a pyramid excursion...	VIEWS 7 567 REPOSTS 45	REACTIONS 101 ER 8.0%

|

WORST 3

↓ 28.06 · 08:57 PHOTO 🔥 Hot deals for 28.06.2026 🇹🇷 Turkey departure Jul 2 for 7 nights from 36,955 35,651 ₺/person. ✅ - details and recommended hotels 🇪🇬 Egypt...	VIEWS 3 936 REPOSTS 17	REACTIONS 3 ER 4.2%
↓ 27.06 · 13:01 POLL (post without caption – poll)	VIEWS 3 831 REPOSTS 2	REACTIONS 9 ER 4.1%
↓ 27.06 · 12:56 PHOTO ? Quiz - guess the country by 3 facts 📖 This is the lowest-lying country in the world – average elevation is only 1.5 meters...	VIEWS 3 804 REPOSTS 7	REACTIONS — ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

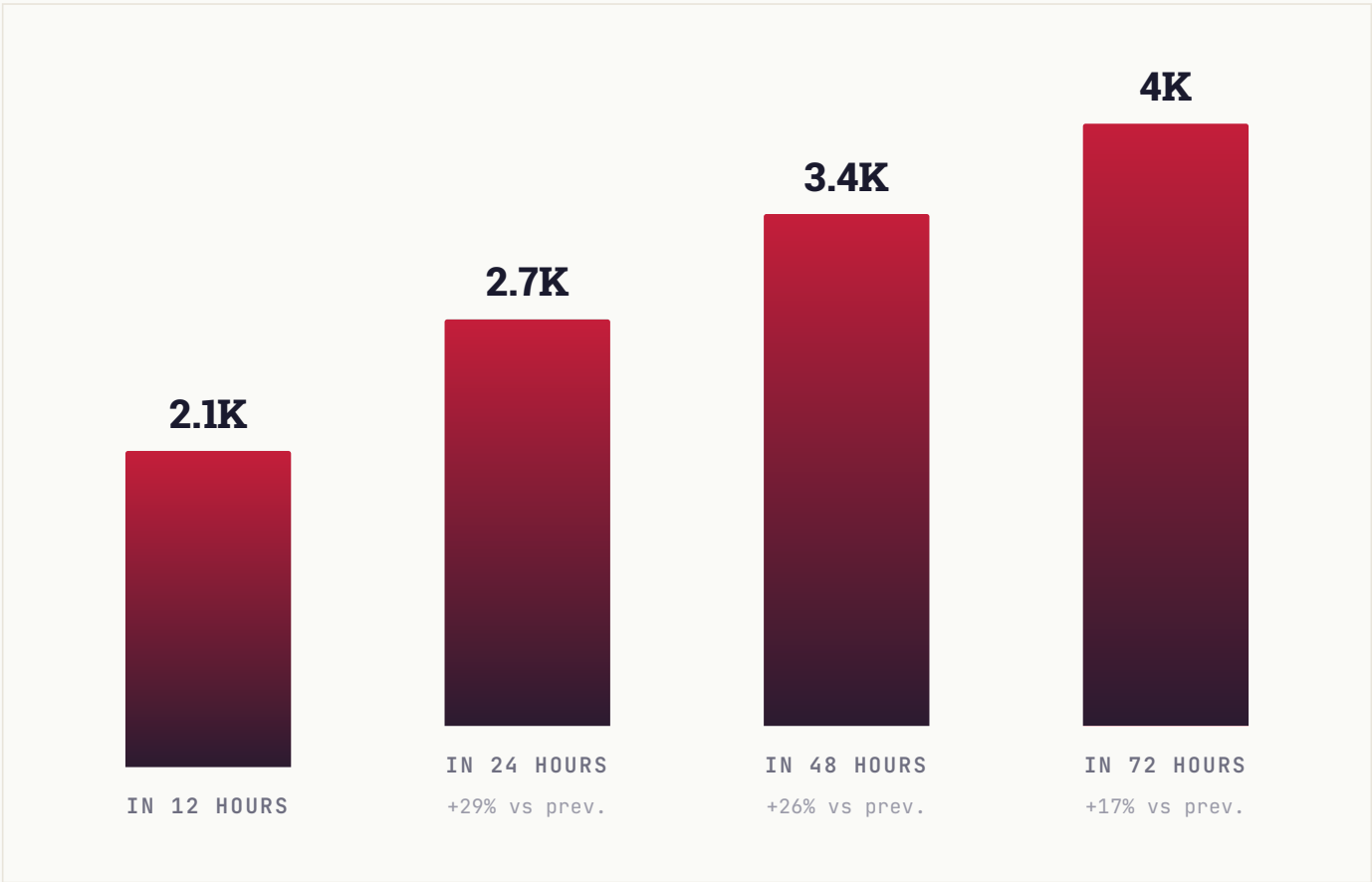
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBS
M- Moscow — where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
TT Travel Tema YOU	94.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Moscow — where to go | Poster (1.2M), top-97 median: 158.9K. First goal — enter top-97 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **643**, they brought **7 074** new subs.

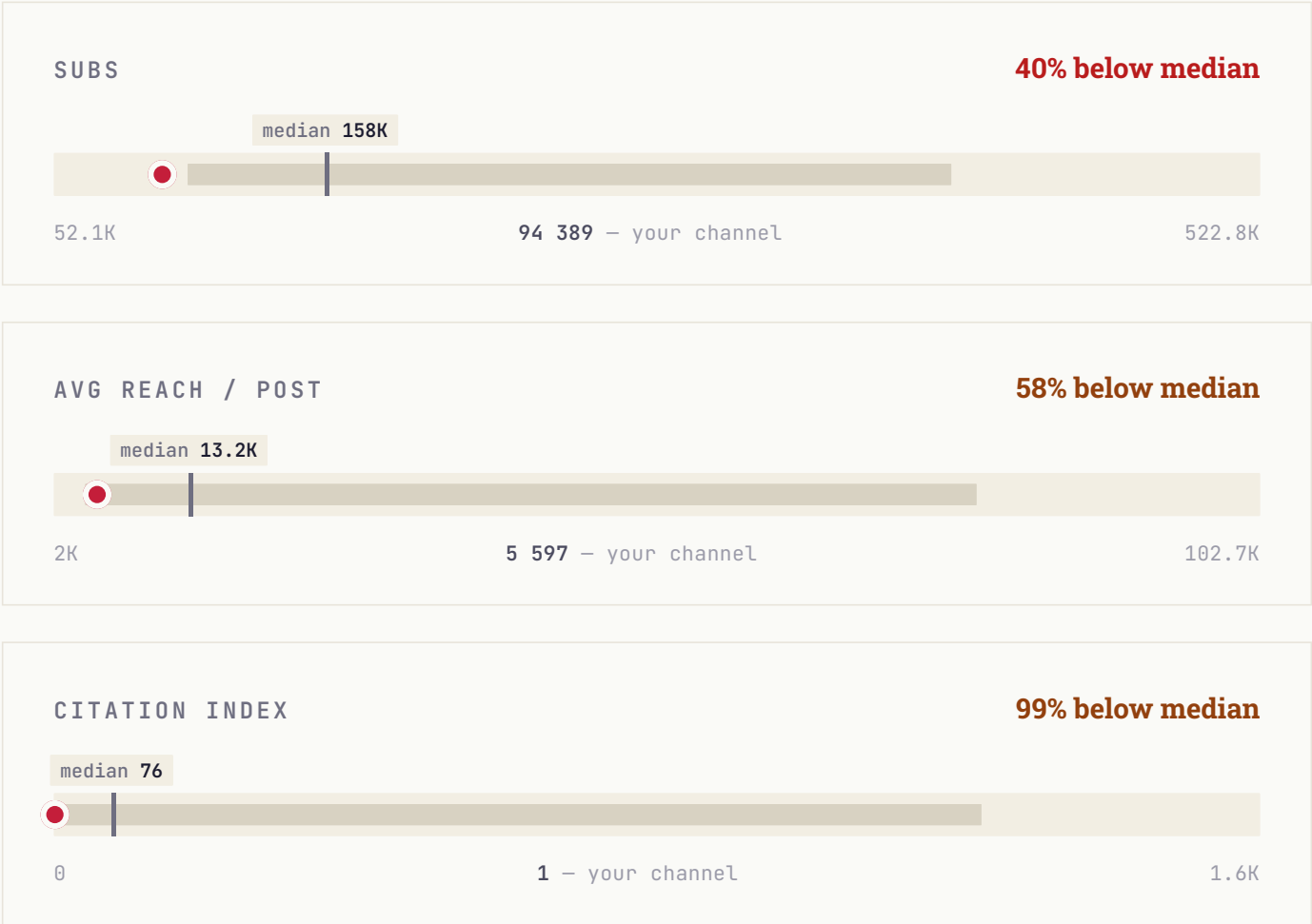
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	124	1	1 556
December 2025	101	5	1 304
November 2025	87	1	321
October 2025	91	1	223
September 2025	116	1	826
August 2025	124	1	2 844

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
643	6	7 074

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Post of the week — on Monday | EFFECT |
| | Audience most active on this day at 12:00 MSK. | Best window
for an
important post |
| 02 | Increase video post share | EFFECT |
| | Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%. | Video retains
audience
better |
| 03 | ER below niche benchmark — rethink formats | EFFECT |
| | Current ER 5.93% vs norm 7.5%. Try polls & interactive formats. | +1.6pp ER |
| 04 | Systematic traffic buying | EFFECT |
| | Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | +1000-3000
subs |
| 05 | Test polls & interactive formats | EFFECT |
| | Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win. | +5-15% ER |

★ WHAT'S NEXT

Want this done **PromptPress?**

This audit — what we can do in minutes from public data. 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
