

PROMTPRESS PUBLIC REPORT

Channel audit

Travelata



@travelata

— Official channel of Travelata.ru. — Travelata.ru online tour store. — Find and publish tours with best prices from all tour operators. — Our VK page vk.com/travelata We don't...

SUBS

136 888

-415 per month

ERR (% WHO SEE
POSTS)

6.0%

per day **3.7%**

REACH/POST

7.4K

ad reach **5.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 136 888 —	 SUBSCRIBER REACH 5.38% avg % subs see post	 VIEWS/POST 7.4K median 7.5K · 29 days	 POSTS/WK 34.6 for the period
 TREND 7D -8.1% vs previous week	 REACTIONS/POST 9.2 only 1,339 reactions, 2,150 reposts, 159 comments	 POST LENGTH 425 chars. median 341 · 29 days	 POSTS ANALYZED 145 29 days
 AD REACH 5.1K 24h average	 CHURN / MONTH -415 for the last month	 CITATION RATE 161 citation index · 347 channels mentioned ever	 CHANNEL AGE 10 years 1 month created 25.05.2016

AI EDITOR SUMMARY

Channel «Travelata» — 136 888 subs. Each post averages 7.4K people (5% from subs), reach is low — should expand audience. Publishes 35 posts per week (~5/day) — active posting. For week Jun 15–21, reach dropped by -8.1% by week 8–14 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 145 posts over 29 days.
- 02 Dominant format – Photo (71/145 posts).
- 03 Avg post length – 425 chars (median 341).
- 04 Audience peak – Thursday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.4K avg top vs 5.7K worst) – among 145 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 08:17 PHOTO Vietnam in summer isn't just rain, as many think. With over 3,000 km of coastline, while some resorts get...	VIEWS 9 510 REPOSTS 31	REACTIONS 13 ER 6.9%
Nº2 09.06 · 08:15 PHOTO White houses on slopes, cozy coves, azure Aegean Sea and an atmosphere more like Greece than typical Turkey. Exactly...	VIEWS 9 351 REPOSTS 19	REACTIONS 8 ER 6.8%
Nº3 02.06 · 14:40 PHOTO ⚡ Urgent to Maldives for 11 nights DIRECT flight for 110,094 ₺/person! MEALS included: breakfasts + dinners! Flight + accommodation + specified...	VIEWS 9 310 REPOSTS 30	REACTIONS 15 ER 6.8%

Nº4 02.06 · 05:32 TEXT 🌴 Time for Sochi, 1-2 line, hotels with breakfasts and good reviews • 8 nights — tours from 26,658 ₺ per person. Find here. Relevant...	VIEWS 9 271 REPOSTS 14	REACTIONS 10 ER 6.8%
Nº5 09.06 · 14:25 PHOTO ⚡ TO ABKHAZIA for 10 nights with flight and accommodation for 21,569 ₺/person! Hotels on 1-2 lines, also includes medical insurance ✅ A find...	VIEWS 9 237 REPOSTS 21	REACTIONS 15 ER 6.7%

|

WORST 3

↓ 19.06 · 08:07 VIDEO (captionless post — video)	VIEWS 5 835 REPOSTS 6	REACTIONS 7 ER 4.3%
↓ 26.06 · 08:22 VIDEO (captionless post — video)	VIEWS 5 803 REPOSTS 6	REACTIONS 2 ER 4.2%
↓ 26.06 · 08:22 TEXT Here are a couple more shots from this hotel💕	VIEWS 5 414 REPOSTS 4	REACTIONS — ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

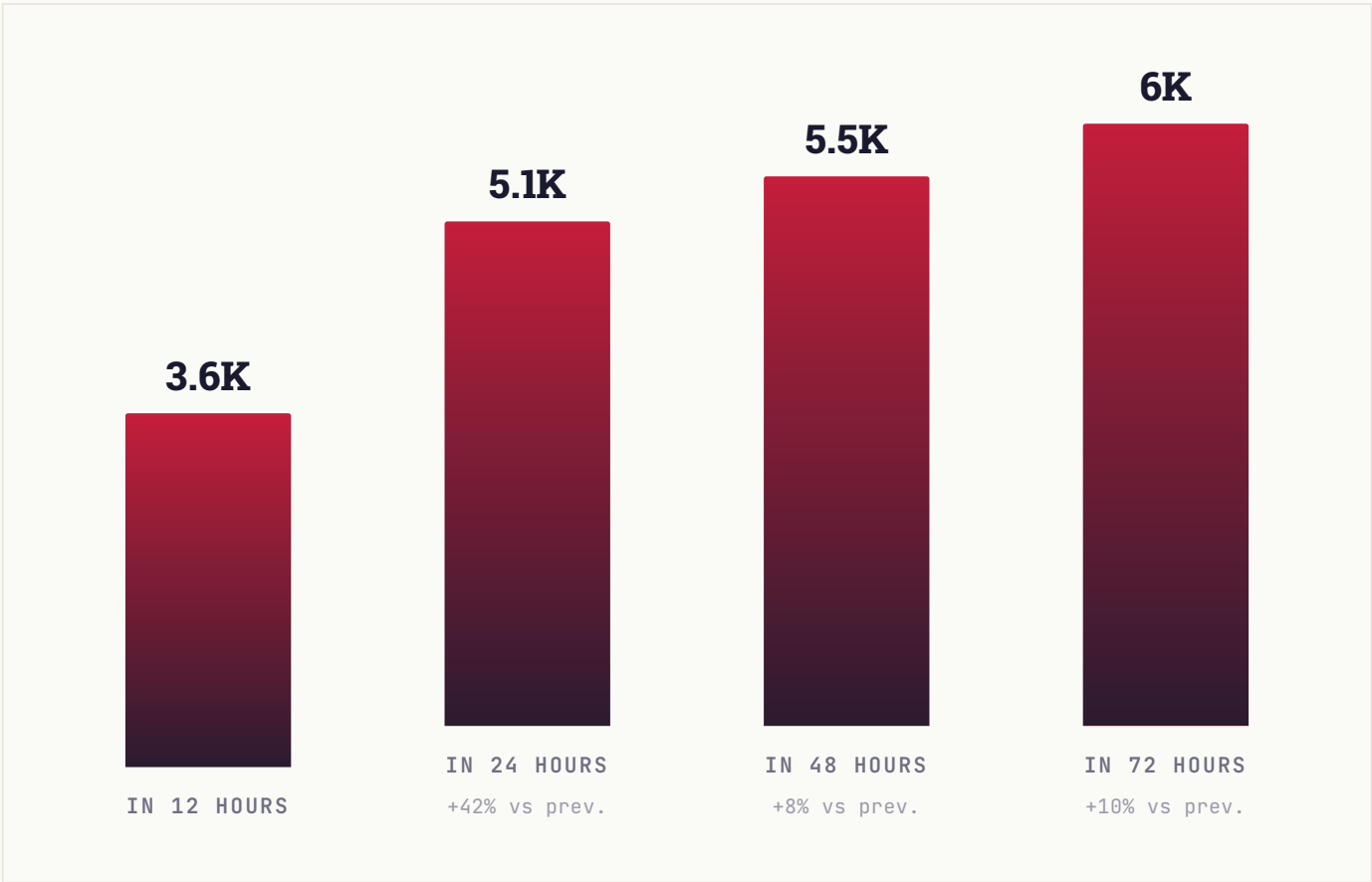
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see 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
VS Discount wagon	432.9K
3 333bet.cc Official ®	406K
TR Travelata YOU	136.9K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#61 of 97). Niche median — 158.9K subs. First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **3**, they brought **9 317** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	1 520
December 2025	1	1	5
November 2025	0	0	919
October 2025	0	0	1 161
September 2025	0	0	2 747
August 2025	2	2	2 965

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	9 317

— SECTION 07 • NICHE COMPARISON

Where channel stands in its league

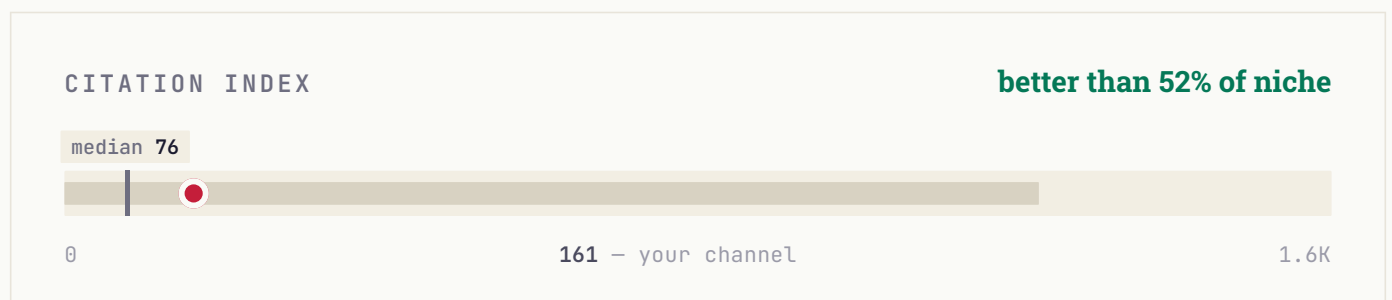
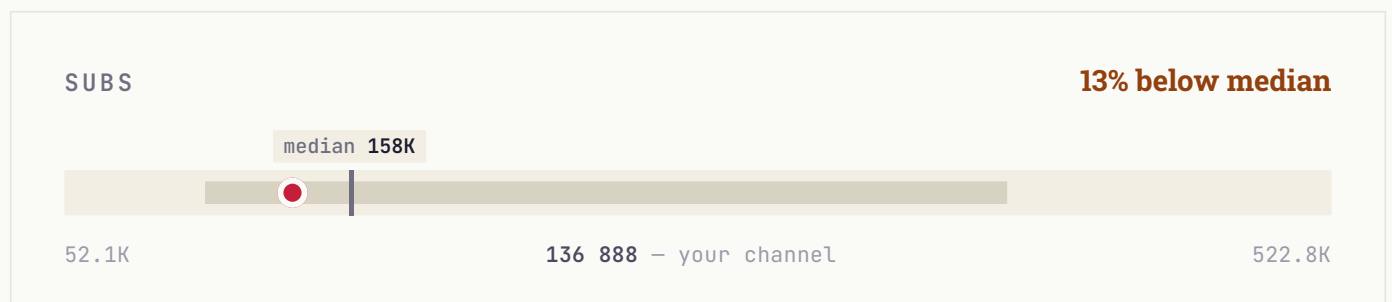
Took top-**100** channels in category «**Travel**» (Russia) and compared your channel.
 Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
 Red dot — your channel.

#61

/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 08 · 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 Thursday

On this day at 19:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram keeps audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 5.38% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.1pp ER
- 04

Systematic traffic buying

3 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 & 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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with 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