

PROMTPRESS PUBLIC REPORT

Channel audit

Travelgram | Travel



@travelgram

All about travel Lifehacks, tourism news, cheap tickets Ads:
@sofya_advertising Managers: @spiral_yuri, @tgpodbor_official,
@ilyapatych, @swaymedia Share - ...

SUBS

65 464

-428 per month

ERR (% SEE POSTS)

7.0%

per day 4.7%

REACH/POST

4.2K

ad reach 3.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation index

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in Travel category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 65 464 —	 SUBSCRIBER REACH 6.39% avg % of subs see post	 VIEWS/POST 4.2K median 4.2K · 29 days	 POSTS/WK 34.9 over period
 7D TREND -10.0% vs previous week	 REACTS/POST 55.0 total 8,079 reactions, 7,801 reposts, 0 comments	 POST LENGTH 342 chars median 308 · 29 days	 POSTS ANALYZED 147 29 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH -428 last month	 CITATION INDEX 388 citation index · 721 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 09.02.2023

AI EDITOR SUMMARY

Channel «Travelgram | Travel» — 65 464 subs. Each post averages 4.2K people (6% from subs), reach is low — worth expanding audience. Publishes 35 posts/week (~5/day) — active posting. For the week of Jun 29 – Jul 5, reach dropped by -10.0% to week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 147 posts over 29 days.
- 02 Dominant format – Video (102/147 posts).
- 03 Avg post length – 342 chars (median 308).
- 04 Peak audience activity – Thursday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.9K avg for top vs 3.6K for worst) – among 147 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 10:14 VIDEO 🧐 In Anapa, tourists come out of the sea with fuel oil stains Stains have to be wiped off after swimming on Vityazevo beaches. Earlier it was stated that...	VIEWS 6 136 REPOSTS 101	REACTS 92 ER 9.4%
Nº2 18.06 · 11:48 PHOTO 😡 EU may revoke already issued visas and residence permits for Russians Discussions have been ongoing since March- April this year. A TASS source claims that...	VIEWS 5 843 REPOSTS 79	REACTS 56 ER 8.9%
Nº3 12.06 · 14:18 VIDEO 😺 Cat made the finale of 'Romeo and Juliet' in Turkey a hit The furry one got on stage and ignored all staff attempts...	VIEWS 5 796 REPOSTS 223	REACTS 98 ER 8.9%

Nº4 18.06 • 17:55 VIDEO  A dog that met kids for the first time became an internet star The video author said a friend asked her to watch...	VIEWS 5 685 REPOSTS 231 REACTS 174 ER 8.7%
Nº5 24.06 • 15:22 PHOTO  'Azimut' reported a critical shortage of aviation fuel and asked for help The airline appealed to the Association of Airline Operators...	VIEWS 5 603 REPOSTS 53 REACTS 56 ER 8.6%

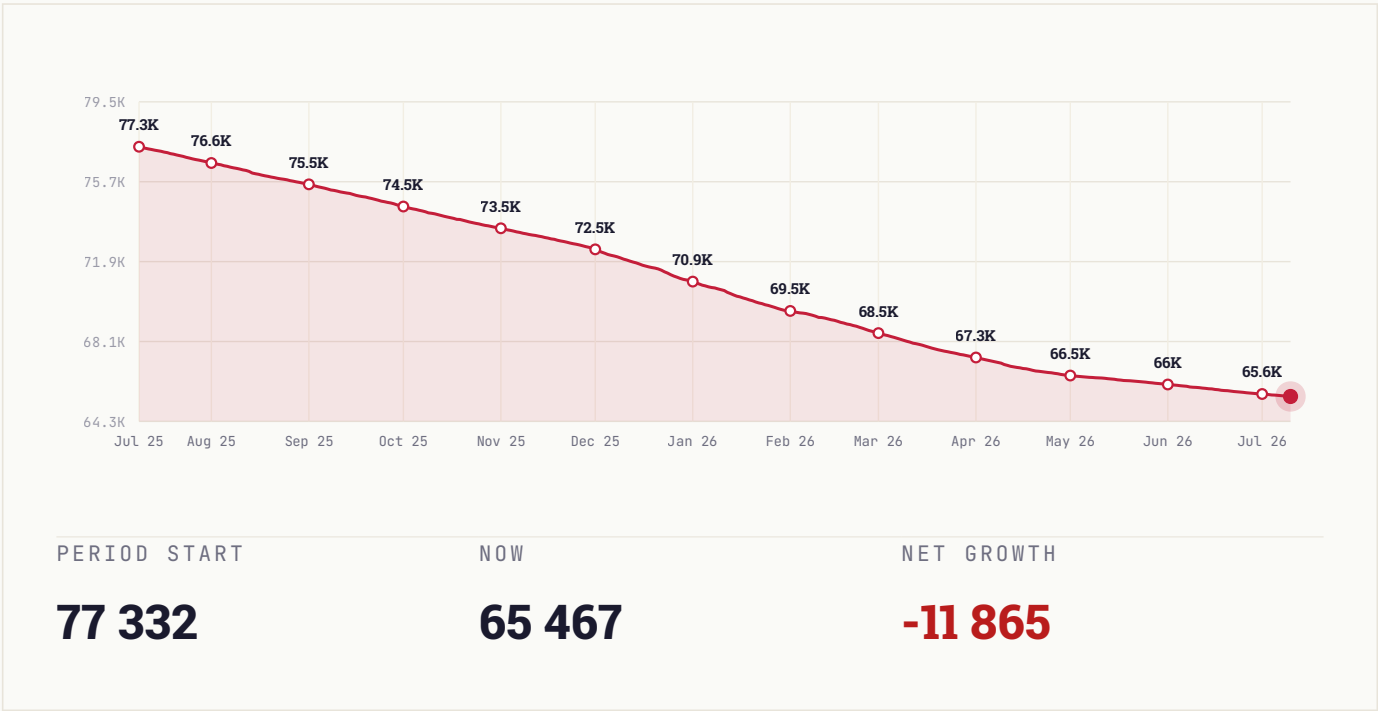
WORST 3

↓ 06.07 • 12:26 VIDEO  A video to send to colleagues on vacation Subscribe Travelgram in MAX	VIEWS 3 601 REPOSTS 48 REACTS 62 ER 5.5%
↓ 03.07 • 10:15 PHOTO  Typhoon 'Maysak' to hit Hainan – over 20,000 Russian tourists may face the storm According to ATOR, the peak of bad weather...	VIEWS 3 586 REPOSTS 32 REACTS 6 ER 5.5%
↓ 03.07 • 10:59 PHOTO  Vacation season begins. How to pay abroad? The closer summer gets, the more often this question comes up. So I'm telling you about one of...	VIEWS 3 542 REPOSTS 20 REACTS 14 ER 5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

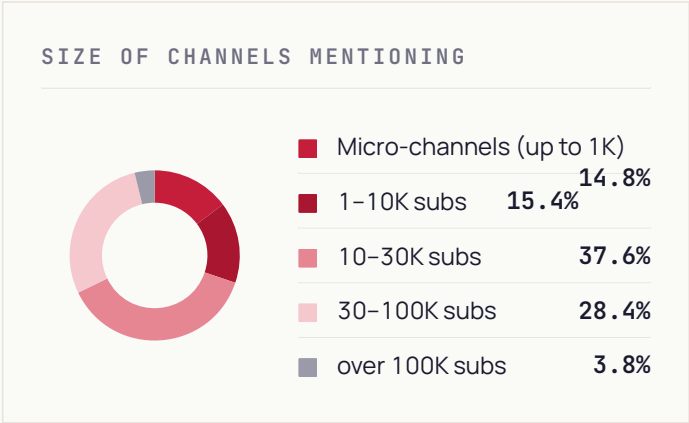
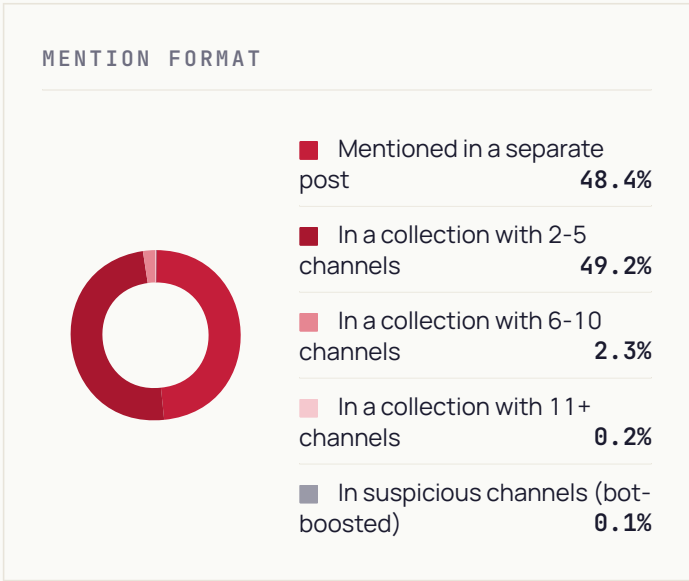
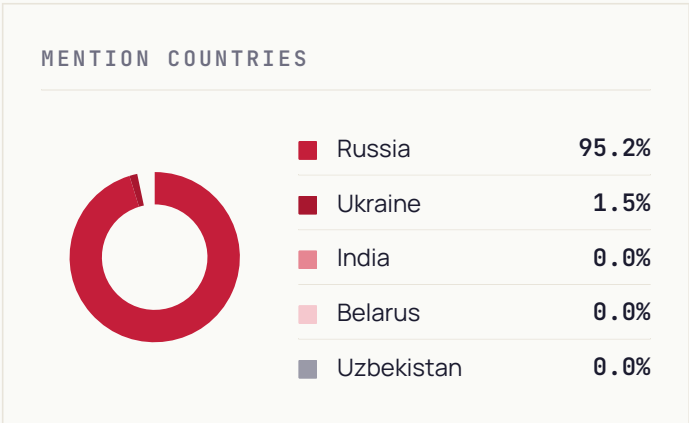
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

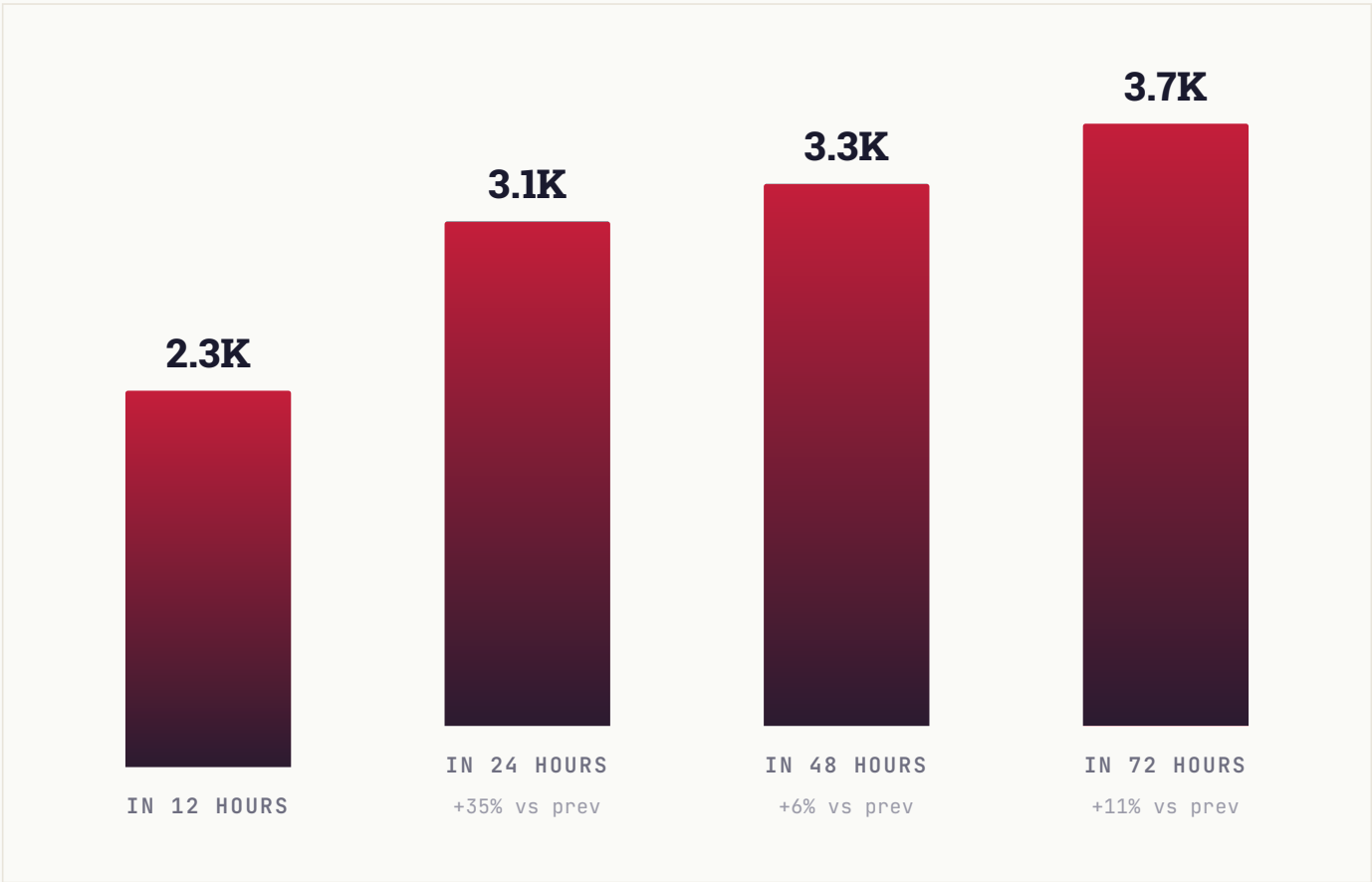
Citation index **388** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **721** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



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	SUBS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AЭ AEROFLOT	525.4K
MO Muscovite	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.8K
OT Ozon Travel	398.9K
T Travelgram Travel YOU	65.5K

COMPARATIVE CONCLUSION

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

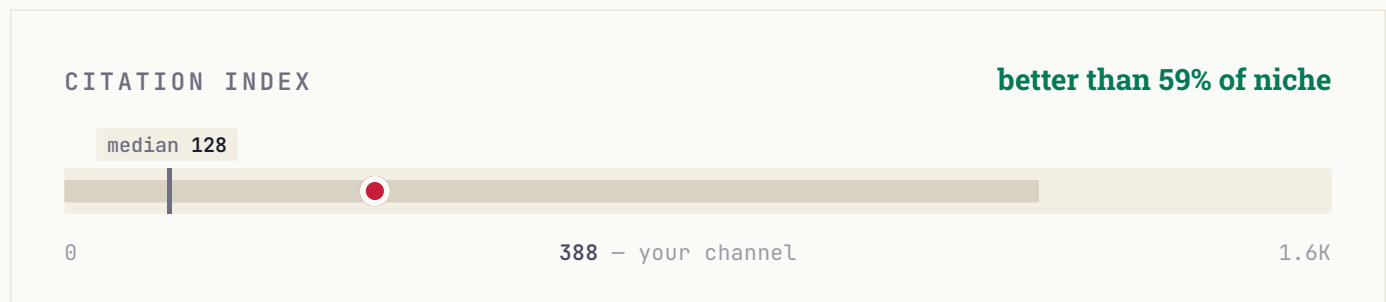
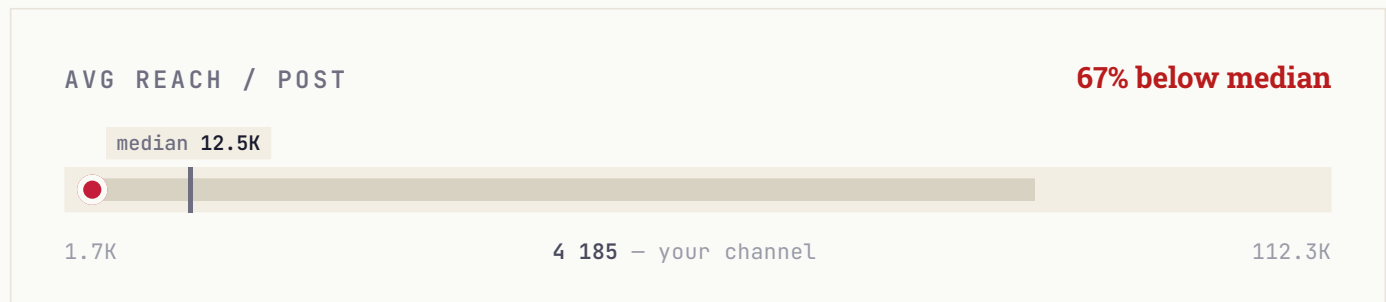
Where the channel stands in its league

SUBS

56% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The median is 149.8K, represented by a vertical line. The channel's count is 65,464, marked by a red dot on the left. The bar is divided into two segments: a darker grey segment from the median to the channel's count, and a lighter grey segment from the channel's count to the left edge. The total bar length represents the range from 48.1K to 427.5K.

Metric	Value
Median	149.8K
Channel Count	65 464
Channel Count Relative	56% below median
Range Min	48.1K
Range Max	427.5K



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Main post of the week — on Thursday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 6.39% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+1.1pp ER

03

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**

04

Test polls and 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 — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
