

PROMTPRESS PUBLIC REPORT

Channel audit

Travel Facts



@travelsfact

Channel about precise details of the world: cities, wild animals, strange monuments, forgotten villages. Brief facts without fluff — what this place is, who lives there, what makes it stand out on the map. Questions: @mumiltroll

SUBS

208 212

+140445 per month

ERR (% SEE POSTS)

52.0%

per day 16.4%

REACH/POST

105.1K

ad reach 34.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 208 212 —	 SUBSCRIBER REACH 50.47% avg % subs see post	 VIEWS/POST 105.1K median 108.3K · 29 days	 POSTS/WK 13.7 over period
 7D TREND +6.0% vs previous week	 REACTS/POST 964.5 total 54,978 reactions, 581 reposts, 4,414 comments	 POST LENGTH 949 chars. median 1K · 29 days	 POSTS ANALYZED 57 29 days
 AD REACH 34.2K 24h avg	 CHURN / MONTH +140445 last month	 CITATION INDEX 21 citation index · 81 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 18.12.2022

AI EDITOR SUMMARY

Channel «Travel Facts» — 208 212 subs. Avg views per post: 105.1K people (50% of subs), wide reach for a channel this size. Publishes 14 posts/week (~2/day) — regular. Week 15–21 Jun reach grew by +6.0% vs week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 57 posts over 29 days.
- 02 Dominant format – Photo (53/57 posts).
- 03 Avg post length – 949 chars (median 1000).
- 04 Peak audience activity – Saturday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (167.5K avg for top vs 73.1K for worst) – among 57 posts over 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 15:41 TEXT
(post without caption – text)

VIEWS	REACTS
242 678	742
REPOSTS	ER
426	116.6%

Nº2 15.06 · 06:35 PHOTO
Planet Pulse: Southern air bridge 🌐✈️ Sometimes a trip to Africa starts not with a safari dream, but with one right layover. In summer...

VIEWS	REACTS
132 421	994
REPOSTS	ER
3	63.6%

Nº3 16.06 · 11:29 PHOTO
Planet Pulse: Concrete seam on Baltic seabed 🌐 Sometimes the most interesting Baltic trip is not to the beach, but to a construction site. Between Danish...

VIEWS	REACTS
127 512	1 067
REPOSTS	ER
—	61.2%

Nº4 15.06 · 11:33 PHOTO 📍 Map Point: Iquitos as an Island in the Jungle Some cities you drive to. Iquitos you fly or sail to. It's a large...	VIEWS 126 666 REPOSTS —	REACTS 1 035 ER 60.8%
Nº5 16.06 · 06:04 PHOTO 📍 Map Point: La Paz & Vertical Inequality In most cities, a view costs more. In La Paz, air costs more. The city doesn't...	VIEWS 126 635 REPOSTS 3	REACTS 1 056 ER 60.8%

WORST 3

↓ 07.06 · 10:25 PHOTO 🌐 Flow Node: Panama as a Backup Door Again In late March, the Panama Canal is again a reserve artery of global trade...	VIEWS 74 756 REPOSTS —	REACTS 871 ER 35.9%
↓ 03.06 · 13:07 PHOTO 📍 Map Point: Corinth & Landscape Surgery Sometimes geography needs rough intervention. The Peloponnese peninsula in southern Greece has for centuries...	VIEWS 74 569 REPOSTS 4	REACTS 562 ER 35.8%
↓ 02.06 · 10:11 PHOTO 📍 Map Point: Murmansk & the Breath of Currents Look at the globe. A city of hundreds of thousands lies far beyond the Arctic...	VIEWS 69 967 REPOSTS —	REACTS 686 ER 33.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

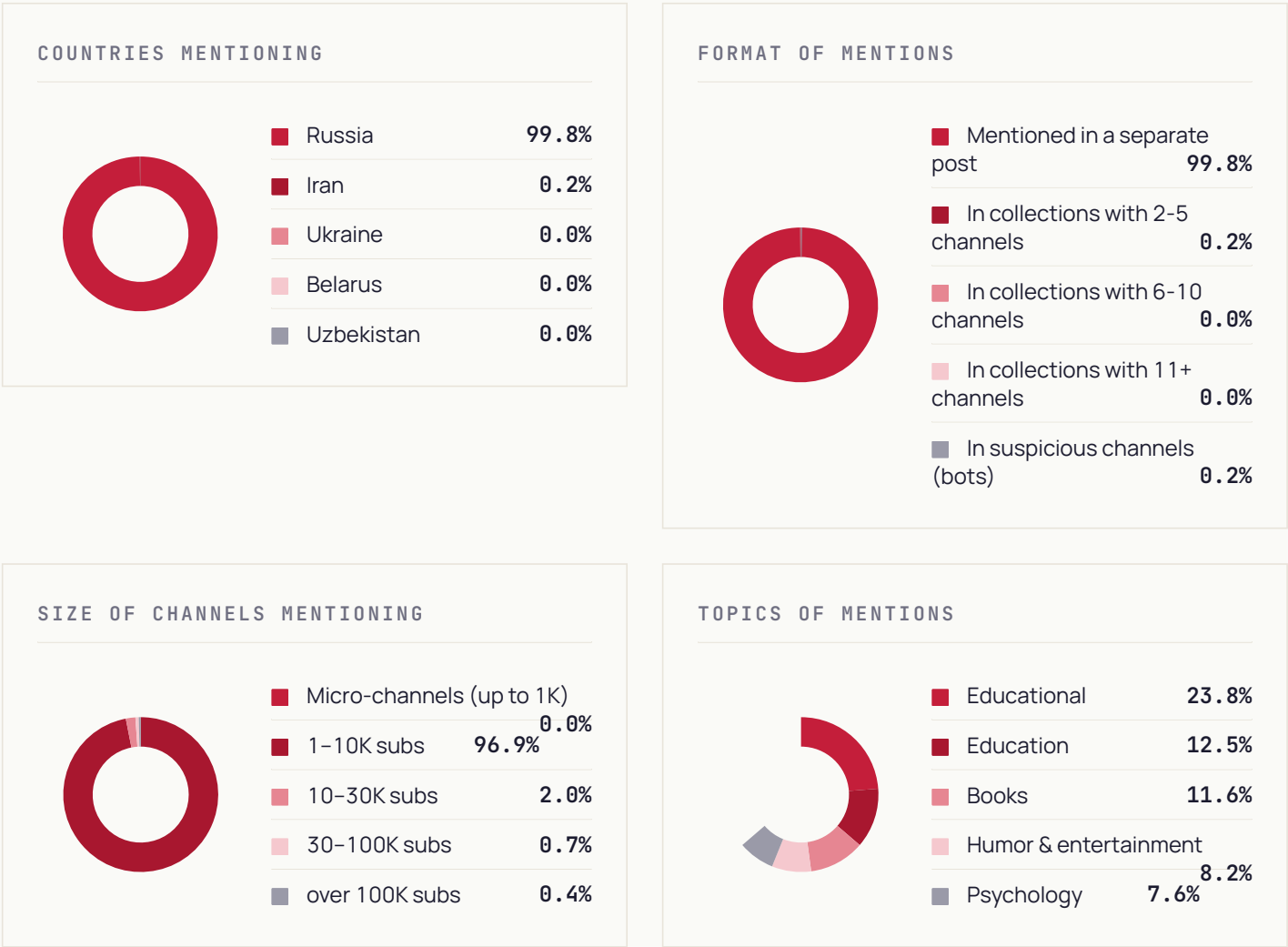
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

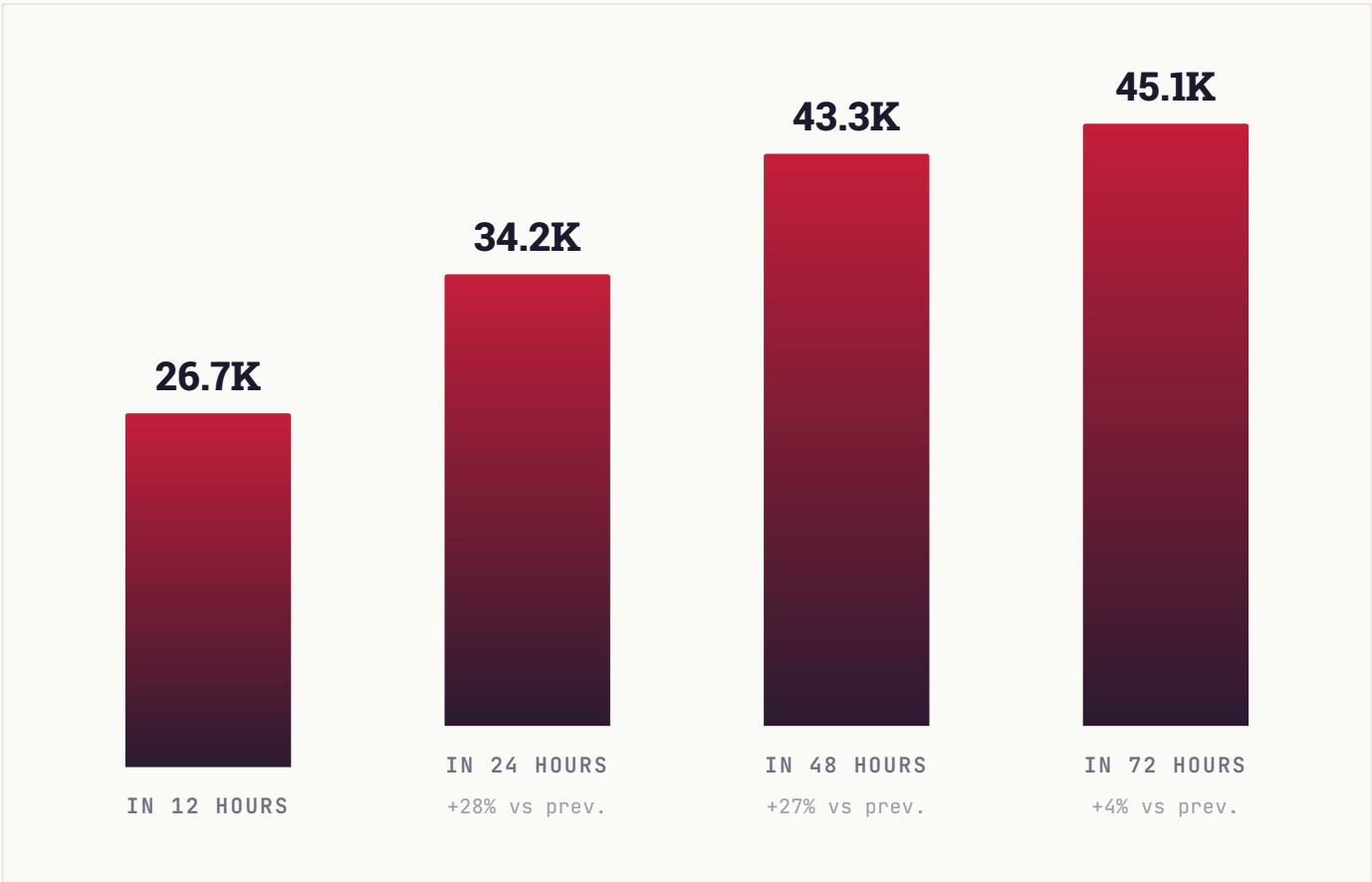
Citation index **21** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **81** different channels.



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. Highlighted your channel — 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
YP Yandex Travel	499.9K
Sun Discount Wagon	432.9K
3 333bet.cc Official ®	406K
FP Travel Facts YOU	208.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#32 of 97). Niche leader — Moscow - where to go | Poster (1.2M), median subs 158.9K. Aim for top quartile — realistic 6-12 month horizon.

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 — range for 80% of niche channels (p10 to p90). Black vertical — median.
Red dot — your channel.

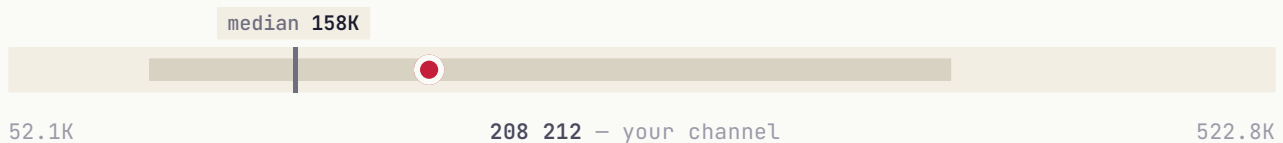
#32 /100

RANK IN NICHE

Channel in top half of ranking

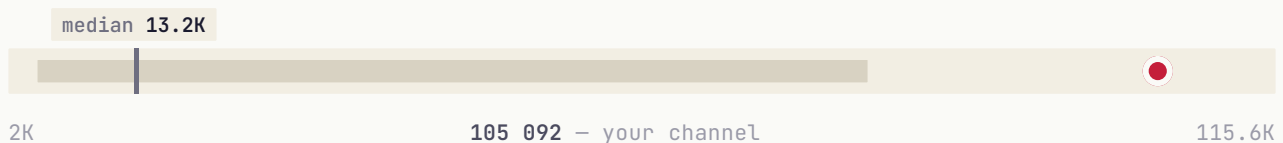
SUBS

better than 58% of niche



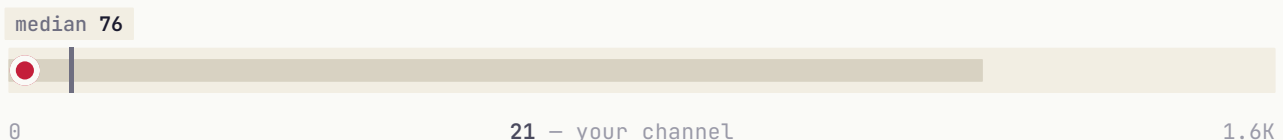
AVG REACH / POST

top 10% of niche



CITATION INDEX

73% below median



— SECTION 08 • STRATEGY

What to do right now

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

01

Main post of the week — on Saturday
Audience most active on this day at 18:00 MSK.

EFFECT
Best window for an important post

02

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

EFFECT
Video retains audience better

03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs

04

Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
