

PUBLIC REPORT BY PROMTPRESS

Channel audit

Не сидится дома



@travelstoriesclub

🌍 Amazing planet 🌍 Beautiful places, people & animals 🌍 Travel
with us! Ownership <https://clck.ru/3FS5qV>

SUBSCRIBERS

209 940

-26115 per month

ERR (% SEE POSTS)

29.0%

daily 27.1%

REACH/POST

66.6K

ad reach 56.9K/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 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Position in «Travel» category

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 209 940 —	 SUBSCRIBER REACH 31.74% avg % subs see post	 VIEWS/POST 66.6K median 66.3K · 16 days	 POSTS/WEEK 2.6 for period
 7D TREND — no data for period	 REACT./POST — MTPROTO only	 POST LENGTH 980 chars median 1000 · 16 days	 POSTS ANALYZED 6 16 days
 AD REACH 56.9K 24h avg	 CHURN / MONTH -26115 last month	 QUOTABILITY 0 citation index (cumulative)	 CHANNEL AGE 4 years 7 months created 25.11.2021

AI EDITOR SUMMARY

Channel «Не сидится дома» – 209 940 subs. Each post avg views 66.6K people (32% from subs), good reach. Publishes 3 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 6 posts in 16 days.
- 02 Dominant format — Video (3/6 posts).
- 03 Avg post length — 980 chars (median 1000).
- 04 Peak audience activity — Wed, 00:00 MSK.
- 05 Top posts get 1x more views than the weakest (71.3K avg top vs 62K worst) — among 6 posts in 16 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 21:01 VIDEO
(captionless post — video)

VIEWS
74 898
REACT.
—
ER
35.7%

Nº2 23.06 · 22:14 PHOTO
Yaroslavl: a city you'll want to revisit If you're planning a trip along Russia's Golden Ring, be sure to include...

VIEWS
72 572
REACT.
—
ER
34.6%

Nº3 15.06 · 20:00 VIDEO
🇳🇴 Norway can surprise even those who've seen a lot. One of the most scenic routes in the Lofoten Islands goes over a bridge...

VIEWS
66 427
REACT.
—
ER
31.6%

Nº4 22.06 · 11:28 PHOTO ✨ Golden Ring of Russia: which city to start? If you've long dreamed of seeing ancient Russia – with white-stone churches...	VIEWS 66 151 REACT. — REP. 1 ER 31.5%
Nº5 14.06 · 09:14 PHOTO 144 years of waiting: Barcelona celebrates completion of Sagrada Familia's main tower Barcelona, June 11. Right now Barcelona looks like this...	VIEWS 63 320 REACT. — REP. — ER 30.2%

|

WORST 3

↓ 22.06 · 11:28 PHOTO ✨ Golden Ring of Russia: which city to start? If you've long dreamed of seeing ancient Russia – with white-stone churches...	VIEWS 66 151 REACT. — REP. 1 ER 31.5%
↓ 14.06 · 09:14 PHOTO 144 years of waiting: Barcelona celebrates completion of Sagrada Familia's main tower Barcelona, June 11. Right now Barcelona looks like this...	VIEWS 63 320 REACT. — REP. — ER 30.2%
↓ 08.06 · 13:38 VIDEO (captionless post – video)	VIEWS 56 424 REACT. — REP. 1 ER 26.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

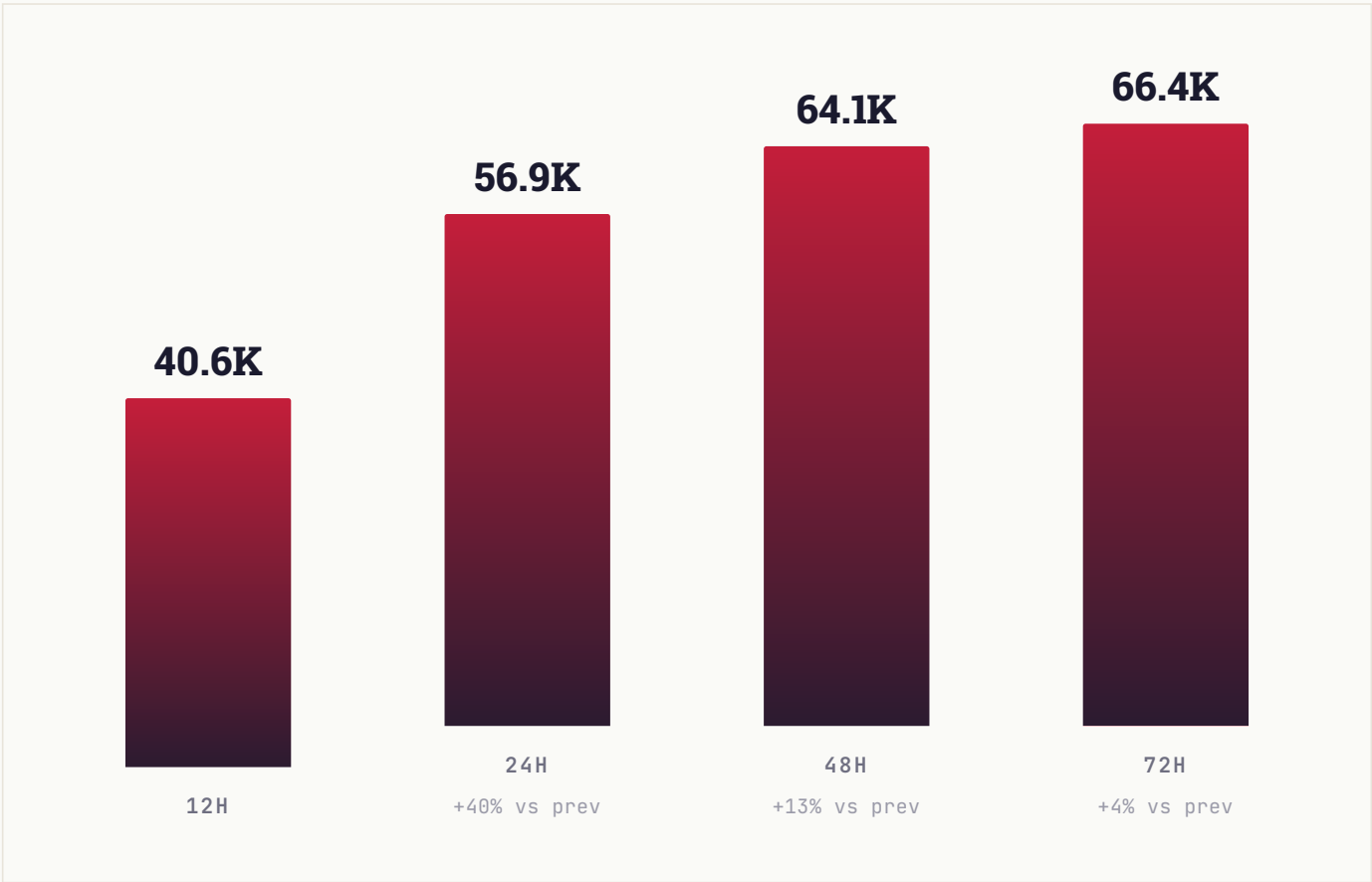
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



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 nearest channels by topic & audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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 Travels	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
NS Не сидится дома YOU	209.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#31 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 06 • 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.

#31/100

POSITION IN NICHE

Channel in the top half of the ranking

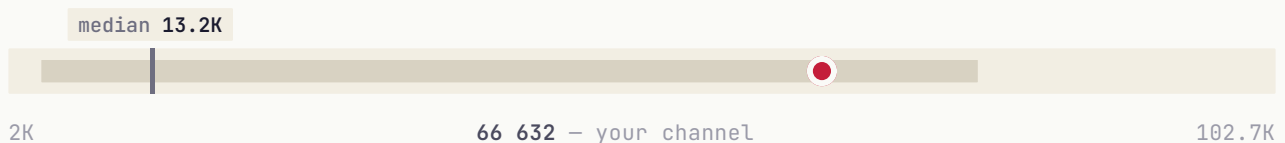
SUBSCRIBERS

better than 58% of niche



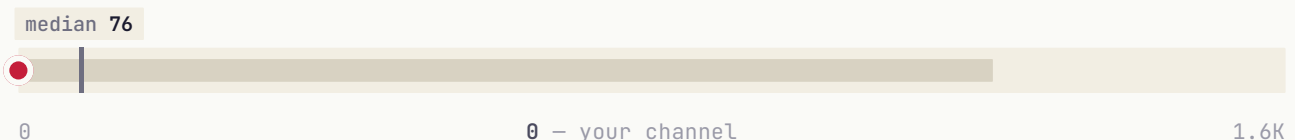
AVG REACH / POST

better than 82% of niche



CITATION INDEX

99% below median



— SECTION 07 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.6 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

Consistency > volume

02

Top post of the week — Wednesday

Audience most active on this day and at 00:00 MSK.

EFFECT

Best window for an important post

03

Systematic traffic buying

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

EFFECT

+1000-3000 subs

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy win.

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through 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
