

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Nomad Syndrome

**@travelsyndrome**

About places that impress — where I've been and where I plan to go. Photos, short notes on routes, interesting details, and the feeling of endless travel. ★ Collaboration and advertising:...

SUBS

103 893

+930 per month

ERR (% SEE POSTS)

43.0%

per day 14.4%

REACH/POST

52.9K

ad reach 15K/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 drives 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. The subtitle below the number shows the period it covers.

 SUBS 103 893 —	 SUBSCRIBER REACH 50.9% avg % subs see post	 VIEWS/POST 52.9K median 56.4K · 25 days	 POSTS/WK 2.2 over period
 7D TREND -17.6% vs prev week	 REACTIONS/POST 201.4 only 1,611 reactions, 753 reposts, 0 comments	 POST LENGTH 850 chars median 921 · 25 days	 POSTS ANALYZED 8 25 days
 AD REACH 15K 24h avg	 CHURN / MONTH +930 last month	 CITATION INDEX 0 citation index · 55 channels mentioned ever	 CHANNEL AGE 2 years 3 months created 18.03.2024

AI EDITOR SUMMARY

Channel «Nomad Syndrome» — 103 893 subs. Avg views per post 52.9K people (51% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare. Week 15–21 Jun reach dropped -17.6% by week June 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts over 25 days.
- 02 Dominant format – Photo (8/8 posts).
- 03 Avg post length – 850 chars (median 921).
- 04 Audience peak activity – Friday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (70.9K avg top vs 32.5K worst) – among 8 posts in 25 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 09:22 PHOTO To Valdai with a tent Early summer in Valdai seems like a great time for a short camping trip. And it's great that around...	VIEWS 75 865 REPOSTS 97	REACTIONS 189 ER 73.0%
Nº2 09.06 · 09:10 PHOTO Charm of provincial abandonment Once these dacha plots were a big dream. Six hundred square meters of land that were obtained from...	VIEWS 70 955 REPOSTS 113	REACTIONS 201 ER 68.3%
Nº3 12.06 · 09:19 PHOTO I never cease to be amazed by folk imagination There's an artist in everyone. Sometimes they buy canvas and oil. Sometimes they finish...	VIEWS 65 905 REPOSTS 116	REACTIONS 160 ER 63.4%

Nº4 16.06 · 09:22 PHOTO Non-touristy Montenegro It seems that towards the end of summer I'll finally get to Montenegro. Of course, I'm not planning a typical beach vacation, but...	VIEWS 62 780 REPOSTS 104	REACTIONS 266 ER 60.4%
Nº5 20.06 · 10:08 PHOTO Digging through photo archives Found the final shot of my old conceptual photo shoot. It was called «Love as one-two-three». Such...	VIEWS 50 003 REPOSTS 108	REACTIONS 192 ER 48.1%

|

WORST 3

↓ 23.06 · 11:07 PHOTO What's next? I noticed I'm drawn to roads where it's not immediately clear what's at the end. When the path disappears behind trees...	VIEWS 48 139 REPOSTS 57	REACTIONS 197 ER 46.3%
↓ 27.06 · 09:22 PHOTO Unusual architecture of Halong From afar, I didn't even realize it was a building. My first thought was more like: is this...	VIEWS 31 221 REPOSTS 110	REACTIONS 209 ER 30.1%
↓ 30.06 · 16:02 PHOTO Enjoy summer while it's free Remember how as kids we were crazy about every summer day. It was so huge, three months...	VIEWS 18 212 REPOSTS 48	REACTIONS 197 ER 17.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

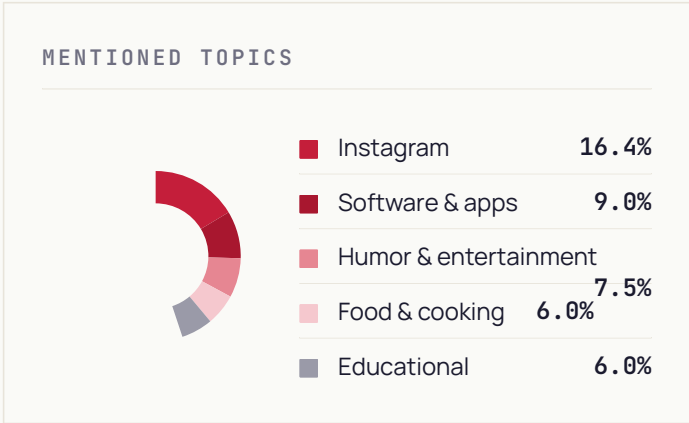
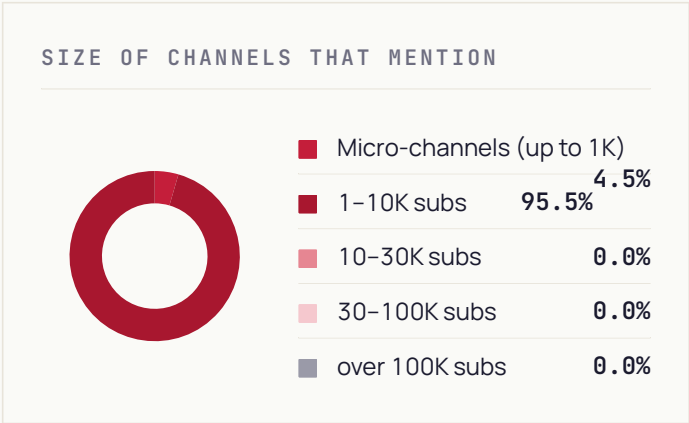
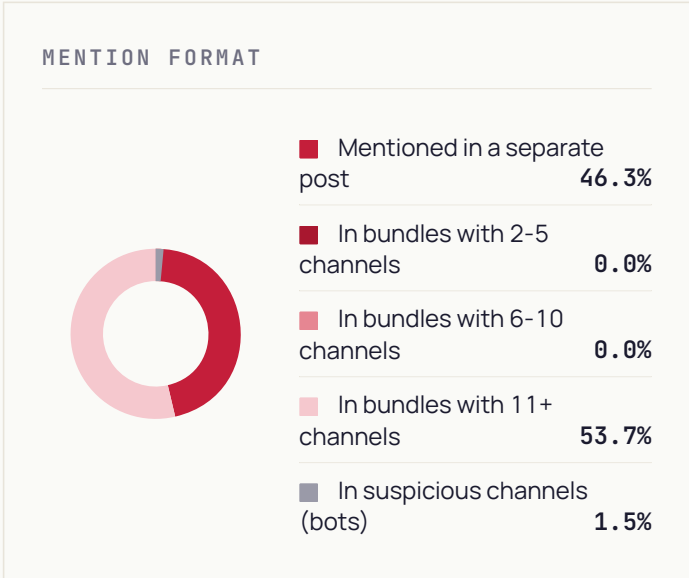
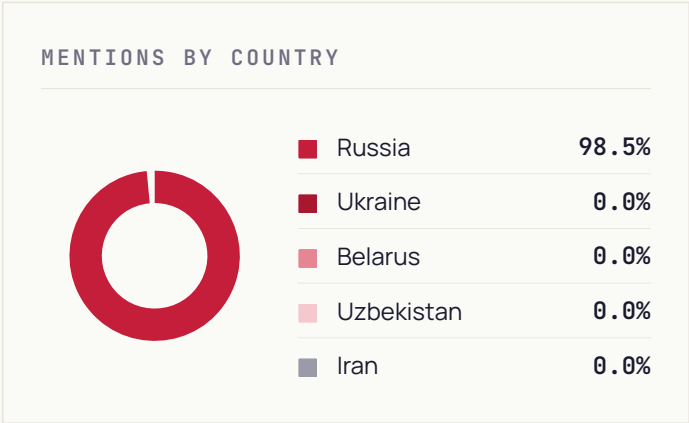
Subscriber growth chart over the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

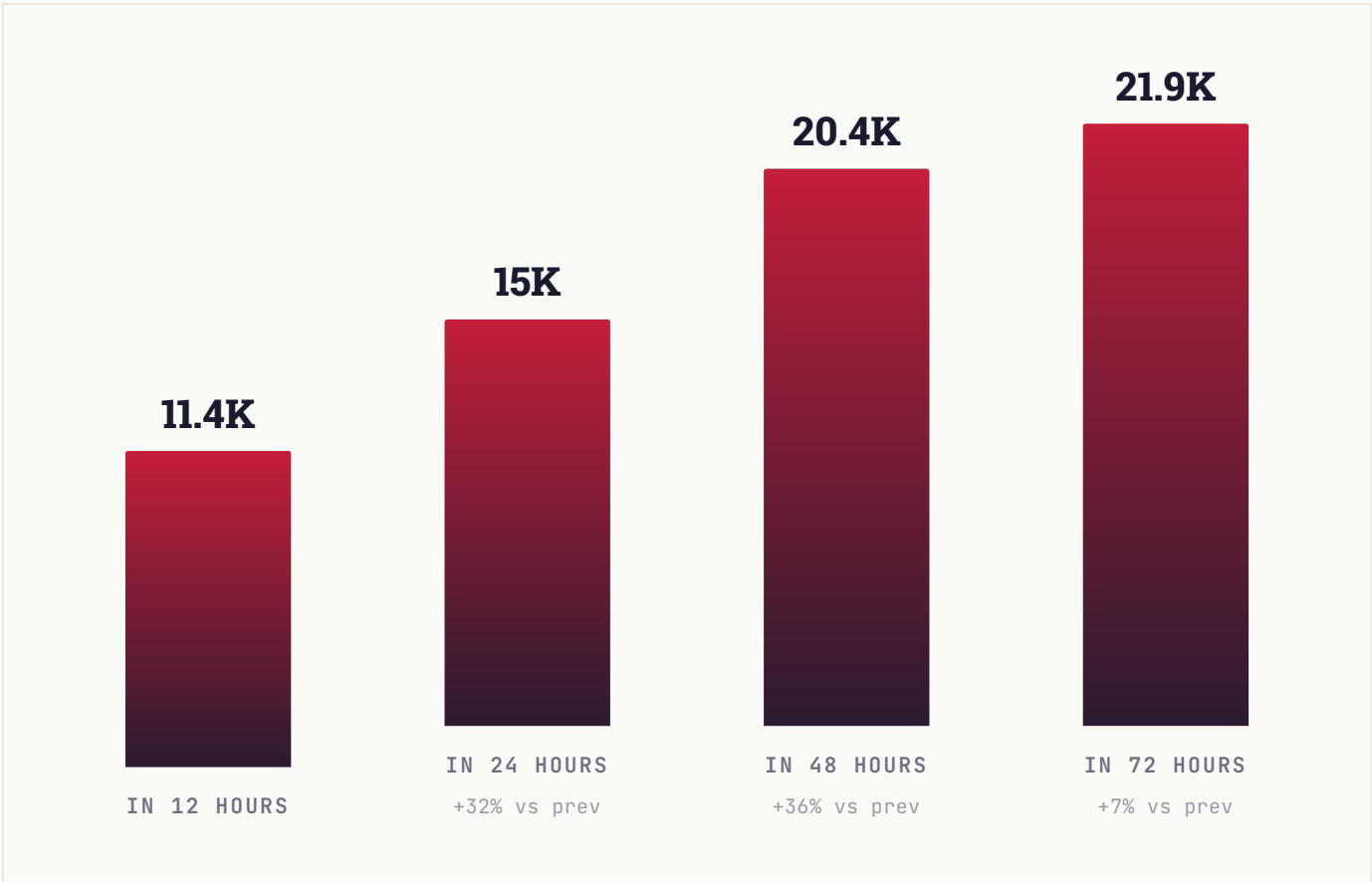
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned 55 different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is 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 Moscow girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
SK Nomad Syndrome YOU	103.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#91 of 97). Niche median — 158.9K subs. First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

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.

#91/100

RANK IN NICHE

Channel in the bottom half of the ranking

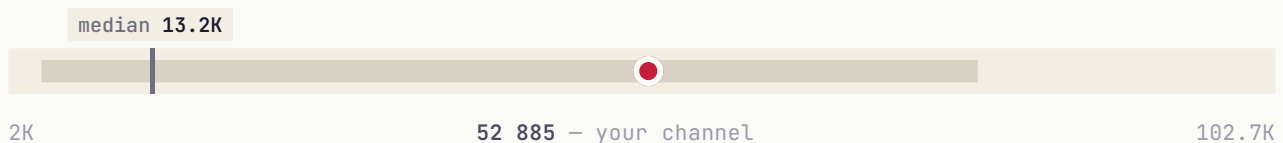
SUBS

34% below median



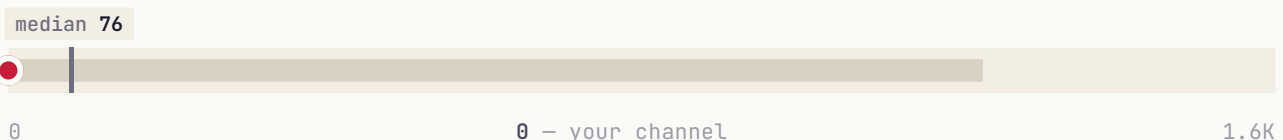
AVG REACH / POST

better than 74% of niche



CITATION INDEX

99% below median



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.2 posts/wk. Active channels do 7-10.
Consistency is key to retaining audience. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Friday
Audience most active on this day at 12:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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