

PUBLIC REPORT BY PROMTPRESS

Channel audit

Travel in Russia



@traveltravelrussia

9 of your friends subscribed We post the most interesting and budget-friendly places to travel in Russia Travel products Subscribe Channel link: <https://t.me/+oJZPJC-8iA4YmEy> For advertising inquiries:...

SUBSCRIBERS

136 591

-1358 per month

ERR (% SEE POSTS)

2.0%

per day 1.3%

REACH/POST

2.6K

ad reach 1.8K/24h

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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.

 SUBSCRIBERS 136 591 —	 SUBSCRIBER REACH 1.9% avg % of subs who see a post	 VIEWS/POST 2.6K median 2.7K · 29 days	 POSTS/DAY 11.2 ~78 per week
 7D TREND -6.8% vs prev week	 REACTIONS/POST 5.0 only 1,650 reactions, 3,642 reposts, 0 comments	 POST LENGTH 300 chars median 223 · 29 days	 POSTS ANALYZED 332 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -1358 over the last month	 CITATION RATE 35 citation index · 32 channels mentioned over all time	 CHANNEL AGE 2 years 1 month created 13.05.2024

AI EDITOR SUMMARY

Channel «Travels across Russia» – 136 591 subs. Each post averages 2.6K people (2% from subs), reach is low – consider expanding audience. Publishes 78 posts per week (~11/day) – very active posting. For the week of June 22–28, reach dropped -6.8% to the week of June 15–21 – worth analyzing the reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 332 posts over 29 days.
- 02 Dominant format — Video (265/332 posts).
- 03 Avg post length — 300 chars (median 223).
- 04 Peak audience activity — Monday, 07:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.6K avg for top vs 2.1K for worst) — among 332 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 19:32 VIDEO Places that feel like another country ✨ 1Gadelsha Waterfall, Bashkortostan. 2Lake Turgoyak, Chelyabinsk Oblast. 3Karelka Quarry...	VIEWS 3 676 REP. 20	REACTIONS 9 ER 2.7%
Nº2 05.06 · 10:35 PHOTO Ultralight Redmond hair dryer, magnetic nozzle, ionization ✨ 🔥 now with -73% discount Only 2,056 ₺ —...	VIEWS 3 655 REP. 3	REACTIONS 4 ER 2.7%
Nº3 05.06 · 06:04 VIDEO Mug stirrer ✨ 🔥 now with -71% discount Only 863 ₺ — https://market.yandex.ru/cc/9a9FZL Our channel in MAX	VIEWS 3 620 REP. 2	REACTIONS 2 ER 2.7%

Nº4

05.06 · 13:35

VIDEO

Automatic roller blind from the sun🌞🔥now with –49% discount Only 294 ₺ – <https://market.yandex.ru/cc/9a9FhZ>

Our channel in MAX

VIEWS

3 549

REACTIONS

4

REP.

8

ER

2.6%

Nº5

18.06 · 12:06

PHOTO

A Russian city similar to Istanbul🌟! Narrow stone streets, carpets overhead, an ancient fortress on a hill, and the atmosphere of an eastern city...

VIEWS

3 476

REACTIONS

18

REP.

33

ER

2.5%

WORST 3

↓ 30.06 · 10:35 PHOTO Speed mountain bike🚲🔥now with –27% discount Only 16,144 ₺ – https://market.yandex.ru/cc/9uBayd Take it on the road🛒	VIEWS 2 116 REACTIONS 3 REP. 3 ER 1.5%
↓ 30.06 · 18:34 VIDEO Beach tent🌞🔥now with –61% discount Only 1,936 ₺ – https://market.yandex.ru/cc/9ux3Vb Take it on the road🛒	VIEWS 2 069 REACTIONS 5 REP. 4 ER 1.5%
↓ 30.06 · 13:35 VIDEO Shoe raincoats🌟🔥now with –60% discount Only 261 ₺ – https://market.yandex.ru/cc/9ux34V Take on the road🛒	VIEWS 2 059 REACTIONS 3 REP. 7 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

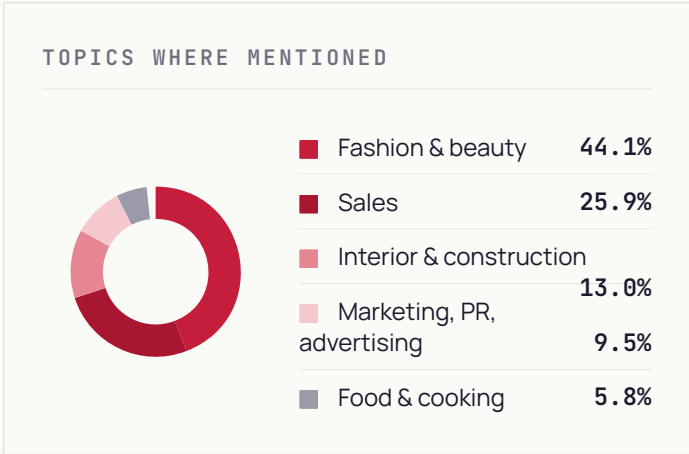
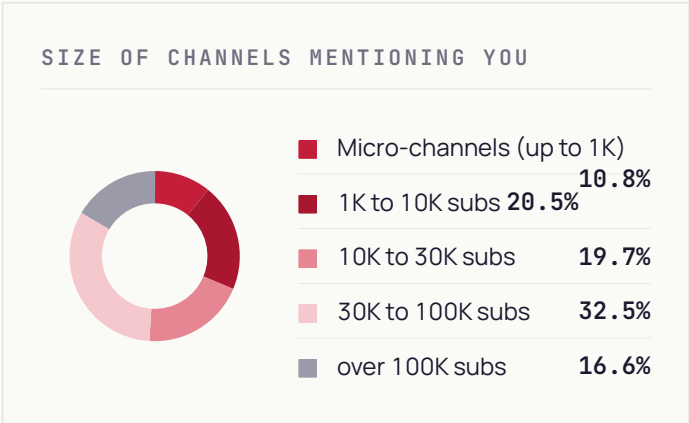
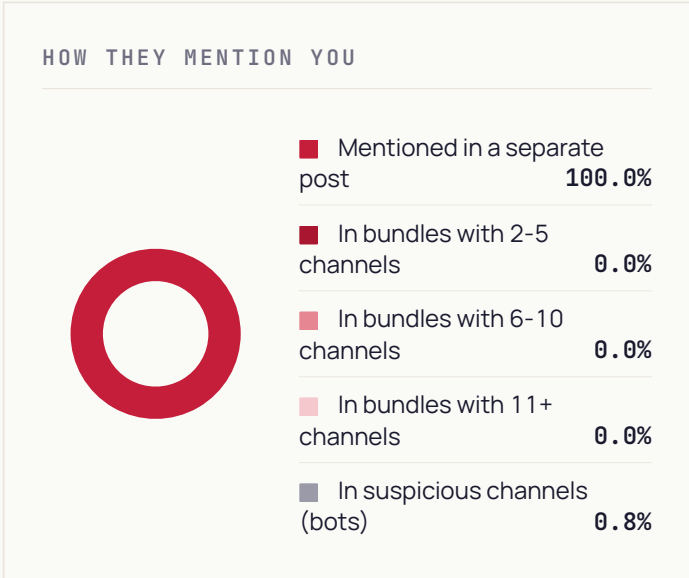
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

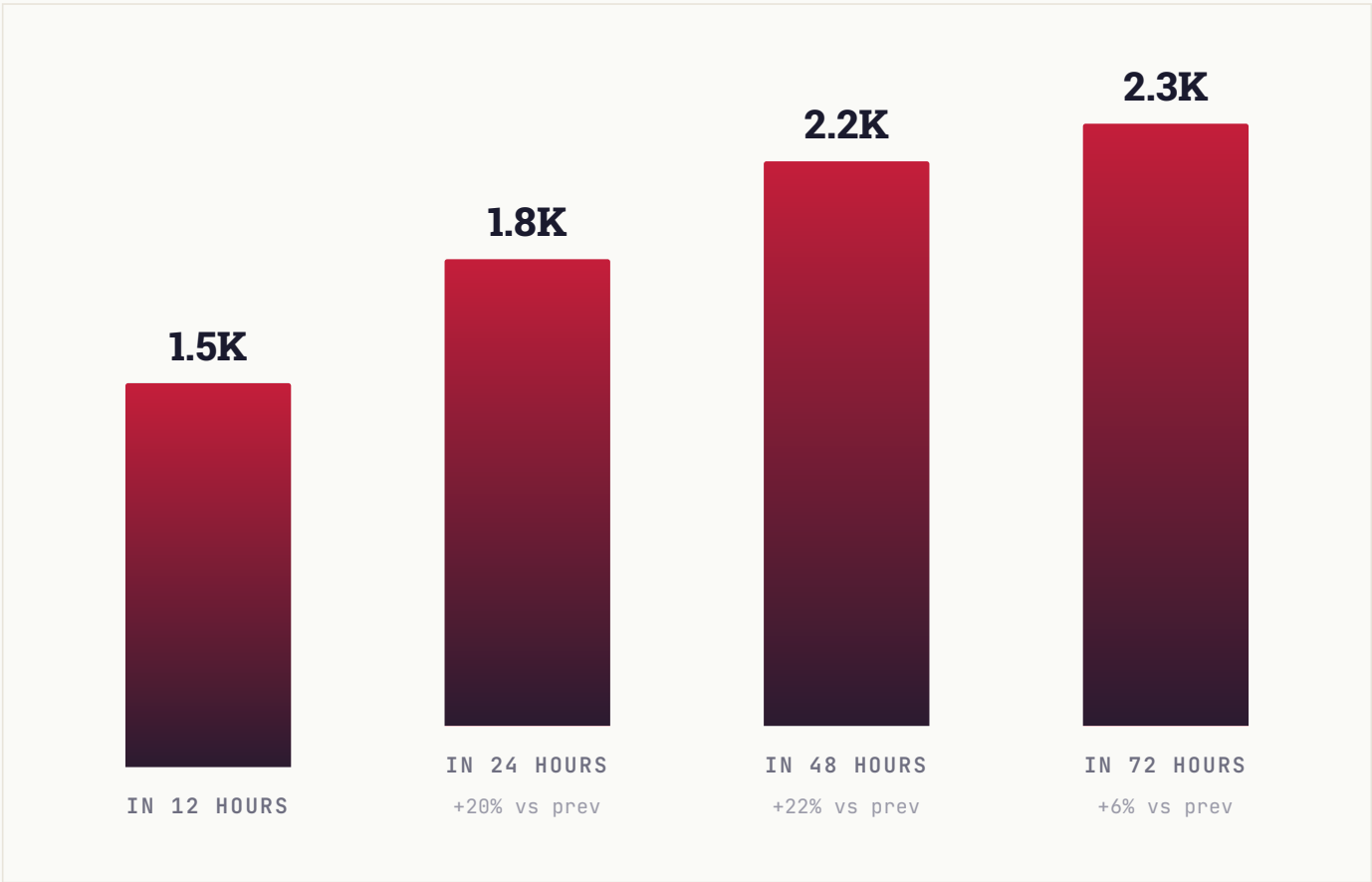
Citation index **35** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **32** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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	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
JP Yandex Travels	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
PP Travel in Russia YOU	136.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#62 of 97). Niche median — 158.9K subs. First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **127**, they brought **144 777** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	7	3	6 401
December 2025	0	0	5 223
November 2025	19	17	19 458
October 2025	17	17	28 207
Sep 2025	36	17	49 397
August 2025	48	16	36 091
TOTAL MENTIONS			127
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			144 777

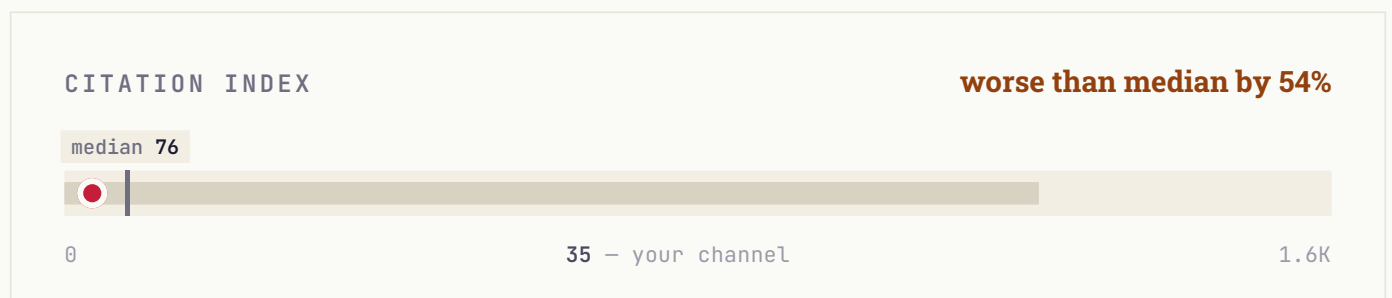
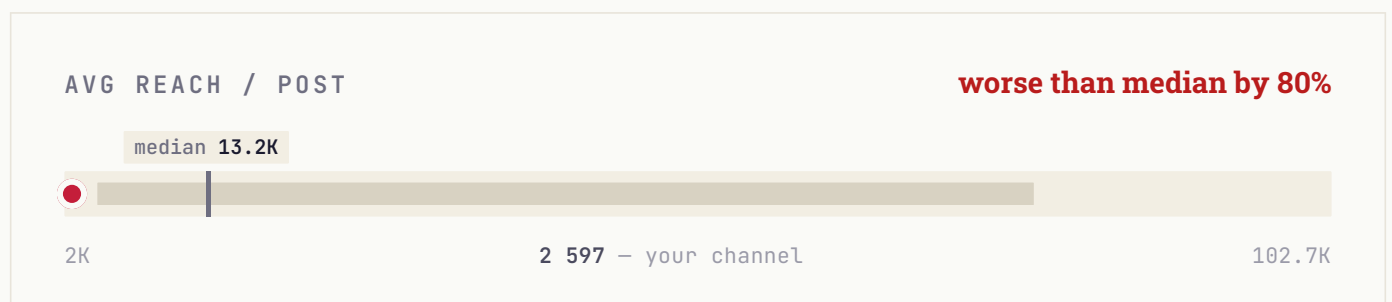
SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.

Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.

Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Post of the week — on Monday
Audience is most active on this day at 07:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
Current ER 1.9% vs norm 7.5%. Try polls and interactive formats.

EFFECT
+5.6pp ER
- 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 and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment 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 using public data.
To go further — run ads through us and hit your growth plan 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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