

PUBLIC REPORT PROMTPRESS

Channel audit

Author's travel blog by Andrey



@trevellat

Author's travel blog 🌐 with a pinch of cooking 🍳 Ads, collabs, projects <https://clck.ru/3Q976B> Via Perfluence clck.ru/3Q8dqx

SUBS

38 988

-672 per month

ERR (% SEE POSTS)

82.0%

daily 59.7%

REACH/POST

32.4K

ad reach 23K/24h

— CONTENTS · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 38 988 —	 SUB REACH 83.14% avg % subs see a post	 VIEWS/POST 32.4K median 31.9K · 23 days	 POSTS/WEEK 1.2 over period
 7D TREND — no data for period	 REACTS/POST 974.0 only 3,896 reactions, 234 reposts, 60 comments	 POST LENGTH 718 chars median 748 · 23 days	 POSTS ANALYZED 4 23 days
 AD REACH 23K 24h avg	 CHURN / MONTH -672 last month	 MENTIONS 9 mention index · 17 channels mentioned ever	 CHANNEL AGE 1 year 6 months created 16.12.2024

AI EDITOR SUMMARY

Channel «Author's travel blog by Andrey» — 38 988 subs. Avg views per post: 32.4K people (83% from subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & worst – see what to repeat & drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 23 days.
- 02 Dominant format – Video (4/4 posts).
- 03 Avg post length – 718 chars (median 748).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts get 1× more views than the weakest (34.8K avg top vs 29.6K worst) – among 4 posts over 23 days. Analyze what top shares: topic, format, timing.

TOP 4 POSTS

Nº1 06.07 · 09:27 VIDEO Interesting fact about Switzerland: the country is known for some of the highest salaries in the world. For example, the average monthly salary after tax...	VIEWS 40 804 REPOSTS 17	REACTS 546 ER 104.7%
Nº2 24.06 · 12:41 VIDEO Yes, yes, I know you love my reviews of underrated tourist cities, and today I'll show you one of the little-known but...	VIEWS 32 248 REPOSTS 37	REACTS 1 210 ER 82.7%
Nº3 19.06 · 14:40 VIDEO I think I finally learned how to make syrniki so they don't burn 🤗🔪 Today I decided to test my new air fryer again...	VIEWS 31 464 REPOSTS 111	REACTS 985 ER 80.7%

Nº4 13.07 · 11:46 VIDEO Hey friends! Want to share my discovery of the year – amazing Croatia, namely Zadar. This place captured my heart with its...	VIEWS	REACTS
	25 145	1 155
	REPOSTS	ER
	69	64.5%

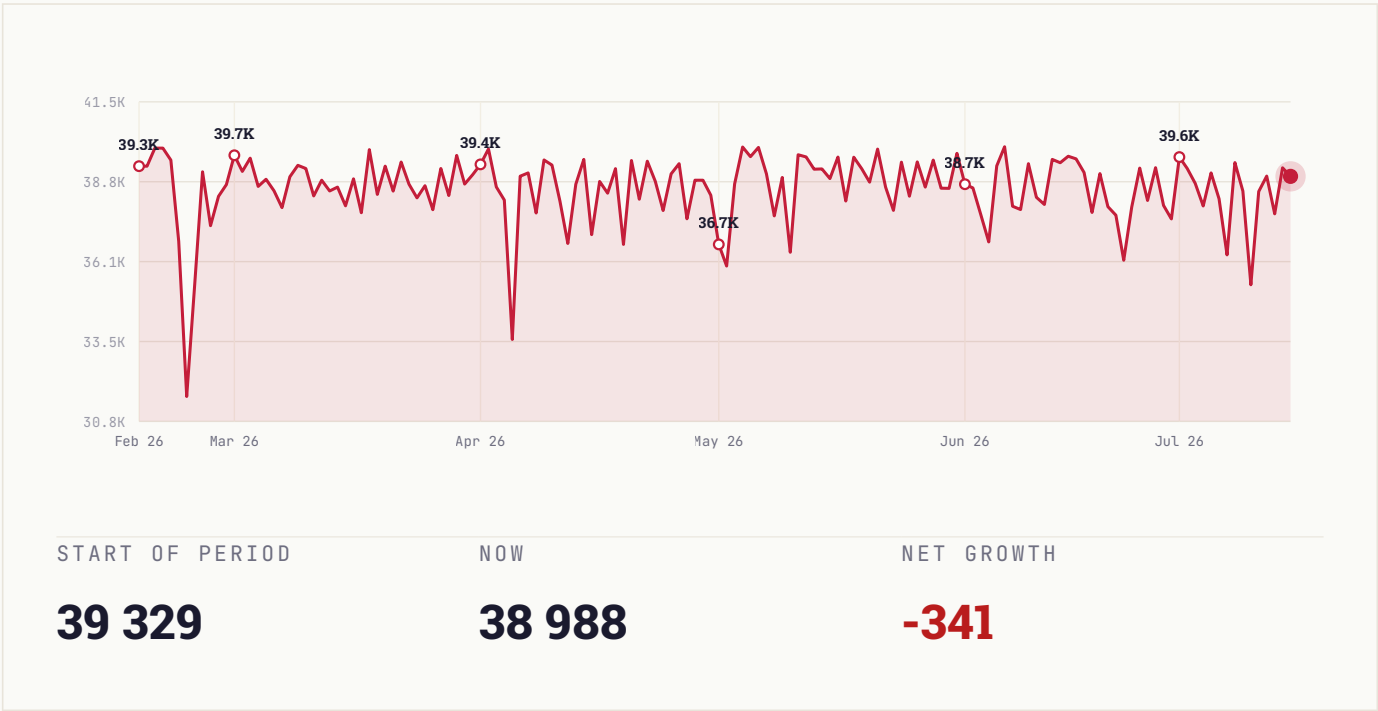
WORST 3

↓ 24.06 · 12:41 VIDEO Yes, yes, I know you love my reviews of underrated tourist cities, and today I'll show you one of the little-known but...	VIEWS	REACTS
	32 248	1 210
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

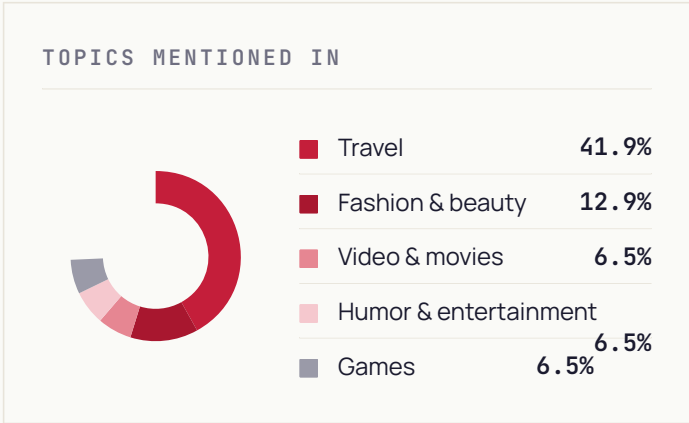
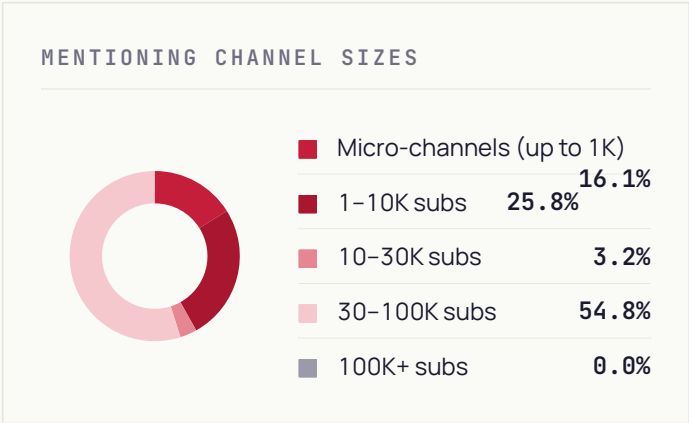
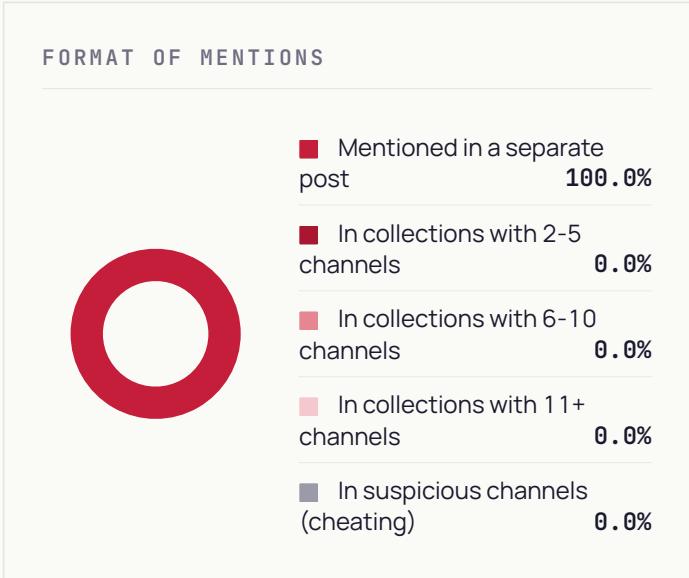
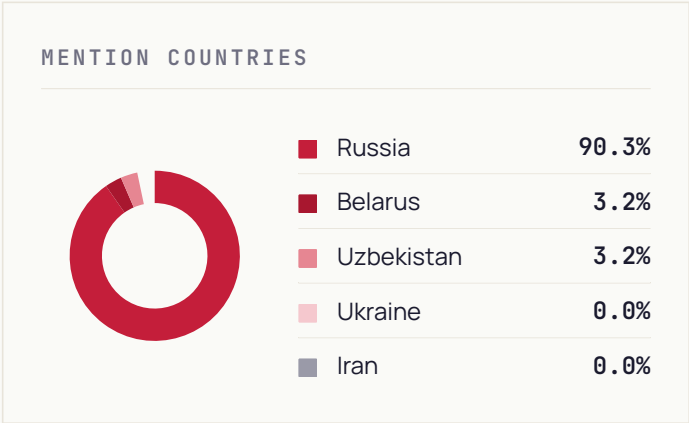
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

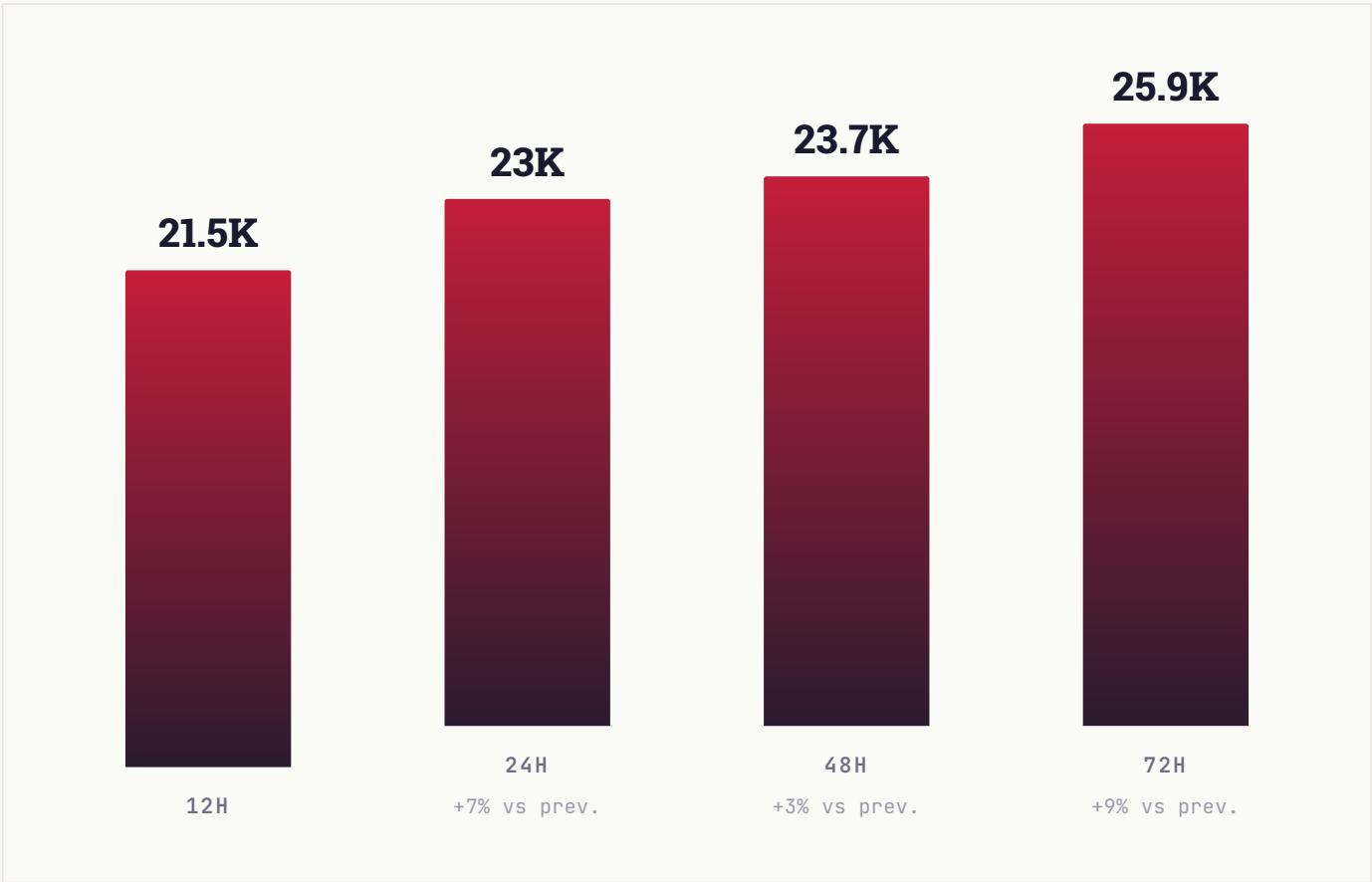
Citation index 9 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 17 different channels.



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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel 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	556.4K
AE AEROFLOT	524.9K
Mon Moscow girl	500.8K
JP Yandex Travels	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
CP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
AB Author's travel blog by Andrey	YOU39K

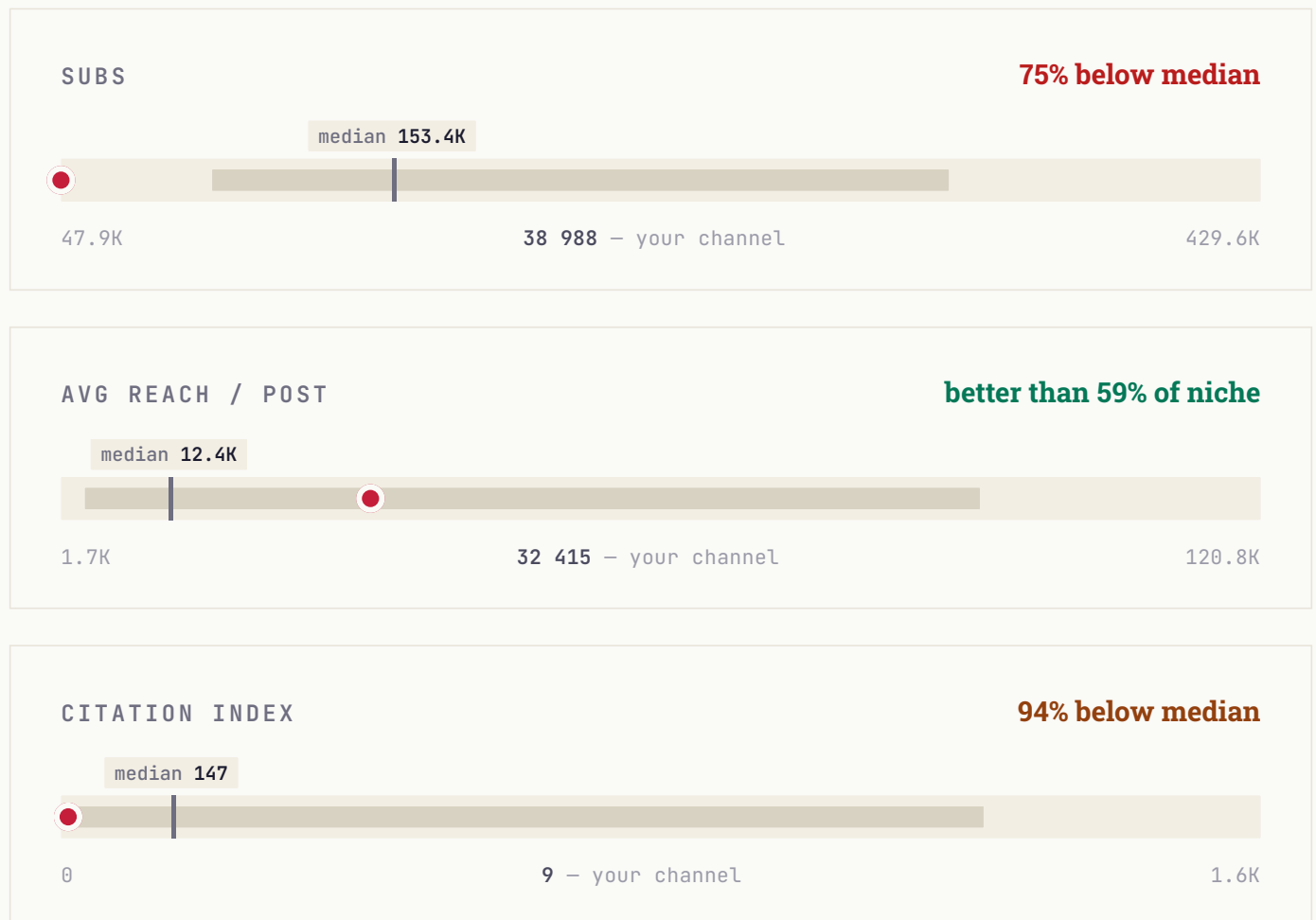
COMPARATIVE INSIGHT

Channel yet outside top 95 of niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-95 median: 157K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where 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.



— SECTION 08 · STRATEGY

What to do right now

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

01**Post more often**

Now 1.2 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume****02****Main post of the week — on Monday**

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post****03****Systematic traffic buying**

3 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 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 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 is what we can do in minutes using public data. Want more? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
