

PUBLIC PROMTPRESS REPORT

Channel audit

TripToDream



@triptodreamru

We write about interesting travel options. For collaboration:
@Maria_TTD RKN: <https://clck.ru/3MhdUE> ! Channel admins never
offer tours or tickets in DMs.

SUBSCRIBERS

104 121

+9 per month

ERR (% SEE POSTS)

13.0%

24h **7.3%**

REACH/POST

12.6K

ad reach **7.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 104 121 —	 SUBS REACH 12.1% avg % subs see post	 VIEWS/POST 12.6K median 12.8K · 29 days	 POSTS/WEEK 25.4 for period
 7D TREND +6.0% vs previous week	 REACTIONS/POST 22.3 2,387 reactions, 7,354 reposts, 70 comments	 POST LENGTH 184 chars. median 164 · 29 days	 POSTS ANALYZED 107 29 days
 AD REACH 7.6K 24h avg	 CHURN / MONTH +9 last month	 CITATION RATE 192 citation index · 354 channels ever mentioned	 CHANNEL AGE 10 years 1 month created 06.05.2016

AI EDITOR SUMMARY

Channel «TripToDream» – 104 121 subs. Avg post gets 12.6K people (12% of subs), low reach – need to grow audience. Publishes 25 posts/week (~4/day) – active. Week Jun 15–21 reach up +6.0% by 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 107 posts in 29 days.
- 02 Dominant format — Photo (107/107 posts).
- 03 Avg post length — 184 chars (median 164).
- 04 Audience peak — Saturday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (15.8K avg for top vs 9.8K for worst) — among 107 posts in 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 06:09 PHOTO From Moscow to South Africa: flights to Cape Town and Durban from 58,900 RUB round trip. More...	VIEWS 16 182 REPOSTS 107	REACTIONS 34 ER 15.5%
Nº2 14.06 · 07:41 PHOTO From Moscow to Phuket for peak New Year dates from 59,600 RUB round trip. More...	VIEWS 15 740 REPOSTS 168	REACTIONS 32 ER 15.1%
Nº3 11.06 · 19:55 PHOTO Air Serbia price drop: direct Moscow–Belgrade from 45,200 RUB round trip. Learn more...	VIEWS 15 446 REPOSTS 118	REACTIONS 40 ER 14.8%

Nº4

20.06 · 11:25

PHOTO

Moscow–UAE tours: Aeroflot to Dubai, transfers & 5* hotel week from 59,400 RUB per person. Learn more...

VIEWS

15 336

REPOSTS

75

REACTIONS

19

ER

14.7%

Nº5

12.06 · 16:49

PHOTO

Aeroflot: Moscow to Kaliningrad summer round trip 13,000 RUB. Convenient weekend tickets available. Details...

VIEWS

15 216

REPOSTS

146

REACTIONS

38

ER

14.6%

WORST 3

↓ 26.06 · 12:59 PHOTO From Moscow to Sochi for the weekend: 9,200 RUB round trip. Departure tomorrow morning, return Sunday evening. More...	VIEWS 9 880 REPOSTS 48	REACTIONS 21 ER 9.5%
↓ 26.06 · 12:01 PHOTO Thailand for New Year: tours from Yekaterinburg from 116,100 RUB per person, incl. direct flight, transfers, 12 nights in...	VIEWS 9 773 REPOSTS 20	REACTIONS 12 ER 9.4%
↓ 26.06 · 11:19 PHOTO Armenia for New Year: Moscow to Yerevan peak dates from 24,900 RUB round trip. Details...	VIEWS 9 767 REPOSTS 70	REACTIONS 11 ER 9.4%

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 which lost subs.



SECTION 04 • CITATIONS

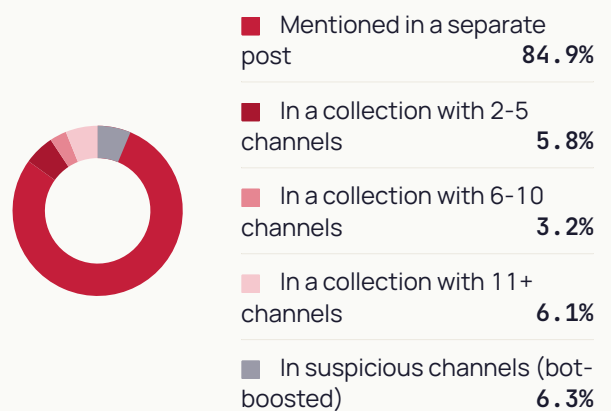
Who mentions the channel and how

Citation index **192** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **354** different channels.

COUNTRIES MENTIONING



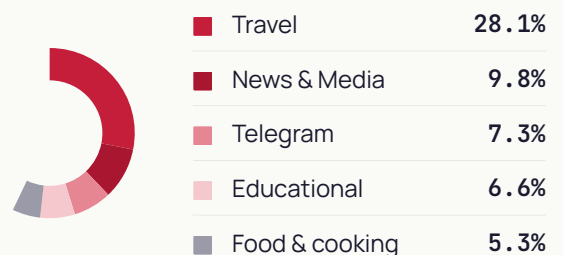
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



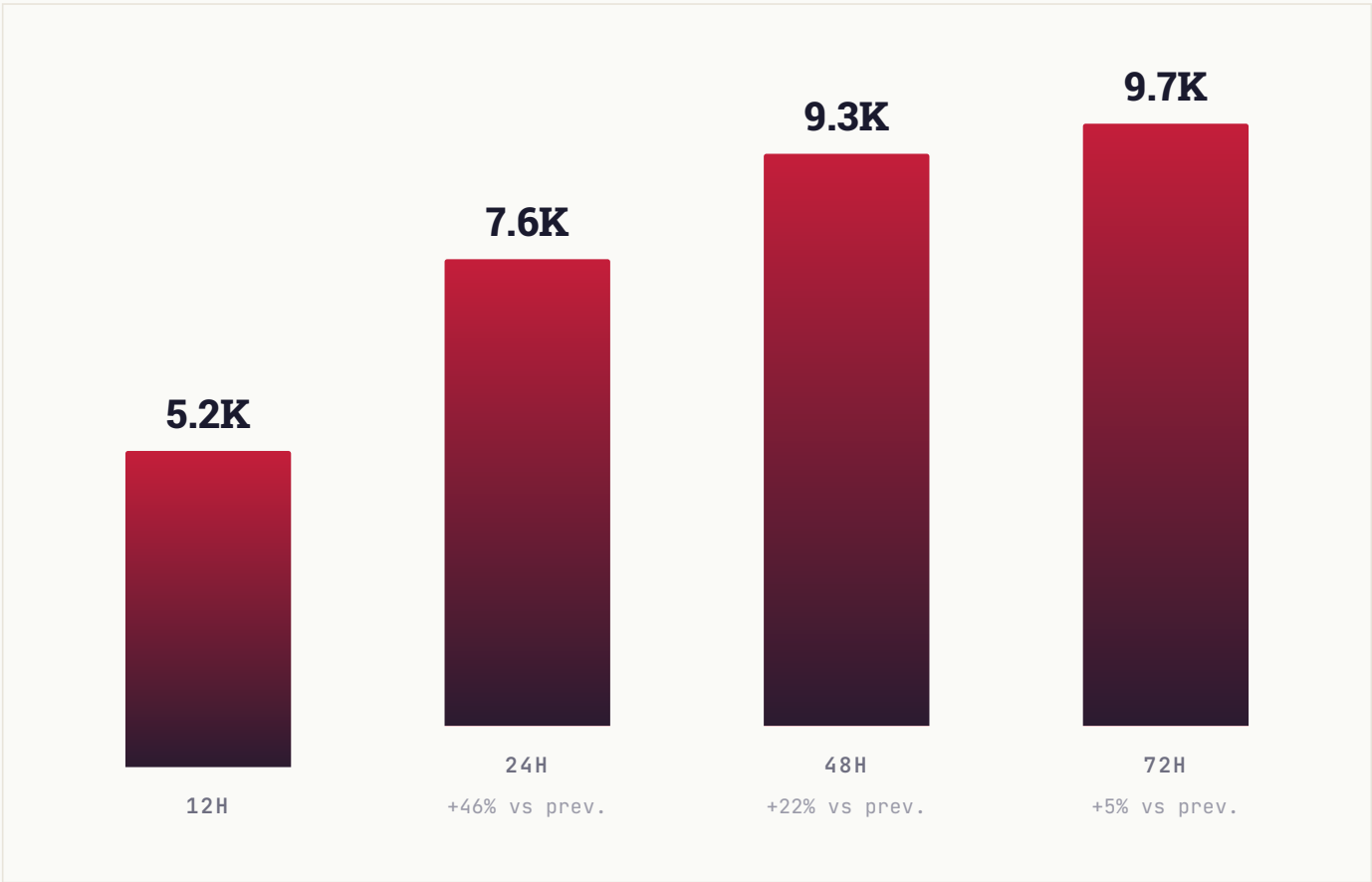
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
TR TripToDream YOU	104.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 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 yours. Over the last **6 months** such mentions were **3**, they brought **1 489** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	148
December 2025	0	0	54
Nov 2025	0	0	96
Oct 2025	1	1	371
Sep 2025	1	1	371
August 2025	0	0	449

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	1 489

SECTION 08 · NICHE COMPARISON

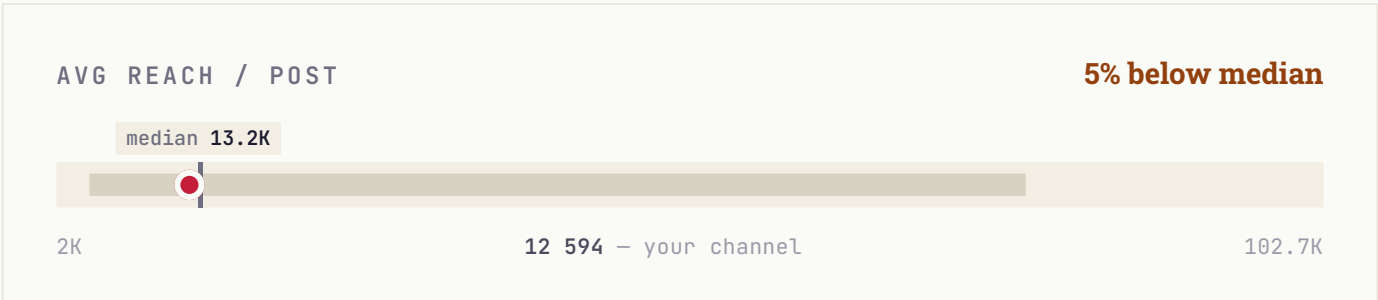
Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#90/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 • STRATEGY

What to do right now

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

01

Top post of the week — on Saturday
Audience is most active on this day at 09:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend reaching 15-25% share.

EFFECT
Video retains audience better

03

System traffic buy
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 usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
Cross-post 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 minutes using public data. To go further — run ads through us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager