

— PUBLIC PROMTPRESS REPORT

Channel audit

Travel Sale - Экономь на Travelx. Скидки, акции



@trvl_sl

→ For tourists and travelers: news, deals, discounts, coupons, sales
— flights, train tickets and tours — hotels, sanatoriums, holiday
homes For all questions — @Alieva_AW

SUBSCRIBERS

34 455

ERR (% SEE POSTS)

33.0%

REACH/POST

11.3K

+14301 per month	daily 25.0%	ad reach 8.8K/24h
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— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Travel» category

09 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.

 SUBSCRIBERS 34 455 —	 SUBSCRIBER REACH 32.7% avg % subs see post	 VIEWS/POST 11.3K median 11.5K · 29 days	 POSTS/WEEK 18.0 over period
 7D TREND +14.7% vs previous week	 REACTIONS/POST 161.4 12,265 reactions, 12,792 reposts, 0 comments	 POST LENGTH 834 chars. median 999 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 8.8K 24h avg	 CHURN / MONTH +14301 last month	 CITATION RATE 3 citation index · 95 channels mentioned ever	 CHANNEL AGE 7 years 7 months created 18.11.2018

AI EDITOR SUMMARY

Channel «Travel Sale - Save on Travel. Discounts, promotions» — 34 455 subs. Avg post views 11.3K people (33% from subs), good reach. Publishes 18 posts/week (~3/day) — regular. Week Jun 29–Jul 5 reach up +14.7% week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **76** posts over 29 days.
- 02 Dominant format – **Photo** (72/76 posts).
- 03 Avg post length – **834** chars (median 999).
- 04 Peak audience activity – **Sun**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (13.7K avg for top vs 6.6K for worst) – among 76 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 12:17 PHOTO 🔥 Nha Trang for two weeks in peak season for only 73,808 ₺/ person (147,616 ₺ for two) Departure July 10 from Moscow, tours for 14 nights with direct flights...	VIEWS 13 883 REPOSTS 161	REACTIONS 203 ER 40.3%
Nº2 06.07 · 09:27 PHOTO Glampings in Sverdlovsk region In 2026 more people choose to relax near home, and this is already a steady trend. According to Yandex...	VIEWS 13 732 REPOSTS 171	REACTIONS 212 ER 39.9%
Nº3 06.07 · 13:20 PHOTO Tours to Dubai in August at premium hotel W Dubai – The Palm 5-star on the famous Palm Jumeirah island for only 78,300...	VIEWS 13 562 REPOSTS 177	REACTIONS 204 ER 39.4%

Nº4 05.07 · 17:39 PHOTO Great price on a tour to Egypt departing late August from Moscow, 10 nights all-inclusive for just 51,940 ₺/person (103,880 ₺ for...	VIEWS 13 552 REPOSTS 185	REACTIONS 165 ER 39.3%
Nº5 04.07 · 12:04 PHOTO Next week you can have a cool mini-vacation on Turkey's Aegean coast Pobeda flights from Moscow to Dalaman, direct...	VIEWS 13 534 REPOSTS 188	REACTIONS 179 ER 39.3%

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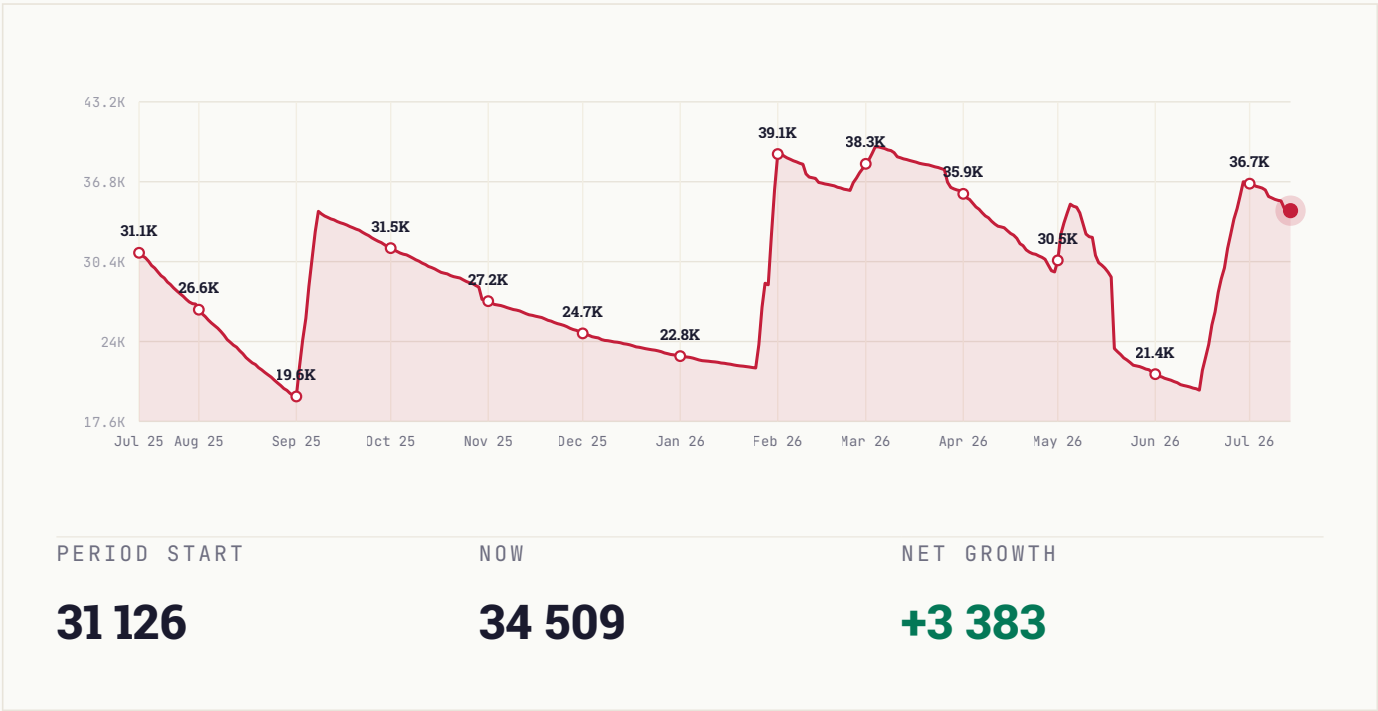
WORST 3

↓ 24.06 · 09:40 PHOTO Fly to Georgia for just 24,474 ₺ round trip Red Wings direct Moscow–Tbilisi flights departing this weekend Departing...	VIEWS 9 818 REPOSTS 174	REACTIONS 179 ER 28.5%
↓ 25.06 · 06:02 PHOTO 🔥 Hot single tours to Sharm el-Sheikh from Moscow for only 45,492 rubles per person That very option when you finally want to relax alone...	VIEWS 9 551 REPOSTS 178	REACTIONS 169 ER 27.7%
↓ 24.06 · 15:08 PHOTO Turkey. Hotels with water park & all-inclusive at a reasonable price If a water park is an important part of your vacation, check these out...	VIEWS 505 REPOSTS 181	REACTIONS 188 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. It shows which months the channel grew and which months subscribers left.



SECTION 04 • MENTIONS

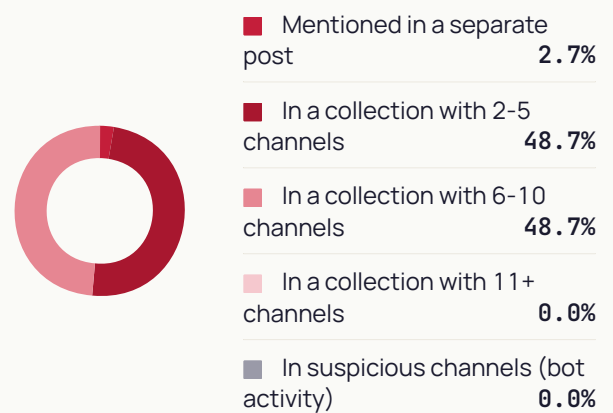
Who mentions the channel and how

Citation index **3** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **95** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



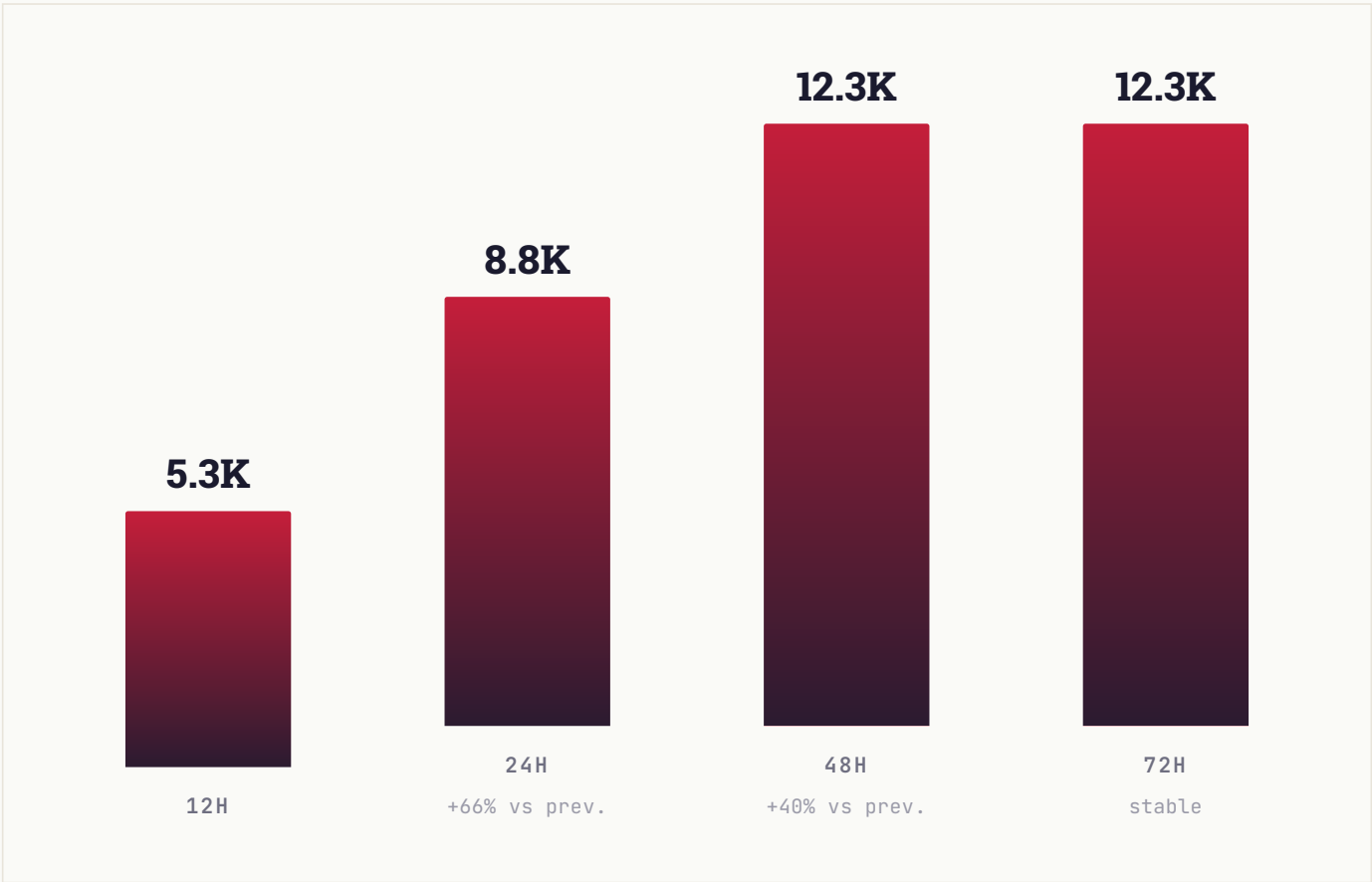
MENTION TOPICS



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Muscovite	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
CP How to travel almost for free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
TS Travel Sale - Экономь на Travelx. Скидки, акции YOU	34.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-95 niche — early growth stage. Niche leader — Moscow - where to go | Events (1.2M), top-95 median: 157K. First goal — enter top-95 through systematic traffic and content work.

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 **0**, they brought **29 279** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	14 424
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	0
September 2025	0	0	14 855
August 2025	0	0	0
TOTAL MENTIONS	0	MONTHS IN DATA	29 279

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 covering 80% of niche channels (p10 to 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

Main post of the week — on Sunday

On this day at 15:00 MSK audience is most active.

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 increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System 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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

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 — what we can do in a few minutes based on public data. If you want 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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