

PUBLIC REPORT BY PROMTPRESS

Channel audit

Turs.Sale

Дешёвые и горящие туры



@turs_sale

Hot tours and sales from all tour operators: #Moscow #SPb #Ural
#Volga #SFD #CFDNWFD #Siberia #Far_East Partnership:
@PiratesGo RKN registration: <https://p.irat.es/rkntgt>

SUBSCRIBERS

94 678

02.07.2026 ⁺⁷⁷² per month

ERR (% WHO SEE
POSTS)

2.0%

per day ^{2.2%}

REACH/POST

1.6K

ad reach ^{2K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/TURS_SALE](https://promptpress.com/audit/turs_sale)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 94 678 —	 SUBS REACH 1.66% avg % subs see post	 VIEWS/POST 1.6K median 1.5K · 28 days	 POSTS/DAY 35.0 ~245 per week
 7D TREND -6.9% vs previous week	 REACTIONS/POST 0.2 only 236 reactions, 2,911 reposts, 0 comments	 POST LENGTH 278 chars median 279 · 28 days	 POSTS ANALYZED 999 28 days
 AD REACH 2K 24h avg	 CHURN / MONTH +772 last month	 QUOTE RATE 6 citation index · 74 channels mentioned ever	 CHANNEL AGE 7 years 11 months created 25.07.2018

AI EDITOR SUMMARY

Channel «Turs.Sale Cheap & Hot Tours» – 94 678 subs. Each post avg views 1.6K people (2% of subs), reach is low – consider expanding audience. Publishes 245 posts/week (~35/day) – very active posting. For week Jun 15–21 reach dropped -6.9% to week Jun 8–14 – worth analyzing why.

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 **999** posts over 28 days.
- 02 Dominant format — **Photo** (999/999 posts).
- 03 Avg post length — **278** chars (median 279).
- 04 Peak audience activity — **Sunday**, 20:00 MSK.
- 05 Top posts get **6x** more views than the weakest (3.6K avg for top vs 629 for worst) — among 999 posts over 28 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 12:31 PHOTO Sharm el-Sheikh, 10 nights Departure: #Moscow Dates: 27.06.26 - 07.07.26 Price: 58000P Book: https://npptc.pф/6R4g MAX...	VIEWS 3 831 REPOSTS 10	REACTIONS 1 ER 4.0%
Nº2 14.06 · 12:23 PHOTO Nha Trang, 7 nights Departure: #Vladivostok #Far_East Dates: 24.06.26 - 01.07.26 Price: 52900P Book: https://npptc.pф/k3bK MAX...	VIEWS 3 443 REPOSTS 1	REACTIONS 2 ER 3.6%
Nº3 27.06 · 12:26 PHOTO Antalya, 7 nights Departure: #Moscow Dates: 01.07.26 - 08.07.26 Price: 42500RUB Book: https://npptc.pф/Nth7 MAX...	VIEWS 3 397 REPOSTS 5	REACTIONS — ER 3.6%

Nº4 27.06 · 12:31 PHOTO Sharm el-Sheikh, 7 nights Departure: #Moscow Dates: 30.06.26 - 07.07.26 Price: 51000P Book: https://npptc.pф/3LXA MAX...	VIEWS 3 355 REPOSTS 4	REACTIONS 2 ER 3.5%
Nº5 28.06 · 06:14 PHOTO Phan Thiet, 6 nights Departure: #Moscow Dates: 03.07.26 - 09.07.26 Price: 78200P Book: https://npptc.pф/cYyl MAX...	VIEWS 3 335 REPOSTS 3	REACTIONS — ER 3.5%

WORST 3

↓ 17.06 · 09:11 PHOTO Phuket, 6 nights Departure: #Far_East #Khabarovsk Dates: 06.07.26 - 12.07.26 Price: 47200P Book: https://npptc.pф/VgQP MAX...	VIEWS 638 REPOSTS 1	REACTIONS — ER 0.7%
↓ 17.06 · 09:14 PHOTO Phuket, 7 nights Departure: #Vladivostok #Far_East Dates: 10.07.26 - 17.07.26 Price: 37200P Book: https://npptc.pф/XmzK MAX...	VIEWS 630 REPOSTS 1	REACTIONS 2 ER 0.7%
↓ 17.06 · 09:17 PHOTO Hainan, 8 nights Departure: #Krasnoyarsk #Siberia Dates: 18.06.26 - 26.06.26 Price: 45200P Book: https://npptc.pф/uGTG MAX...	VIEWS 621 REPOSTS 1	REACTIONS — ER 0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

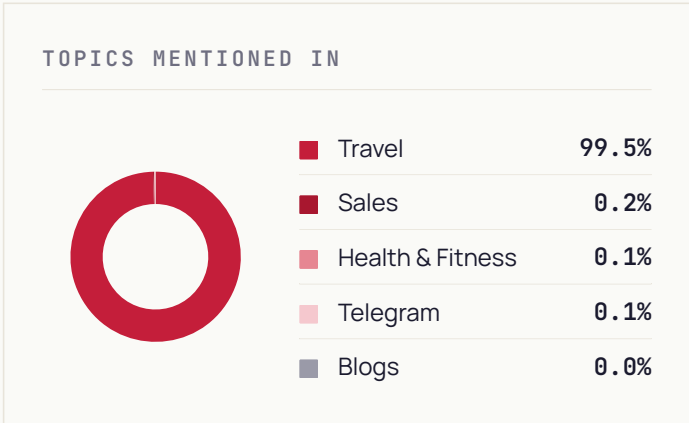
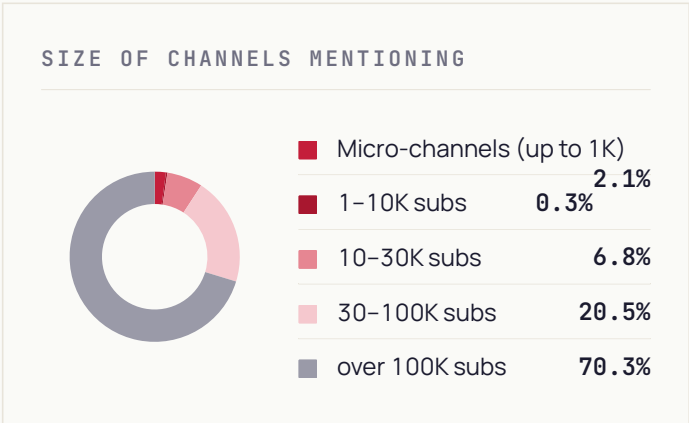
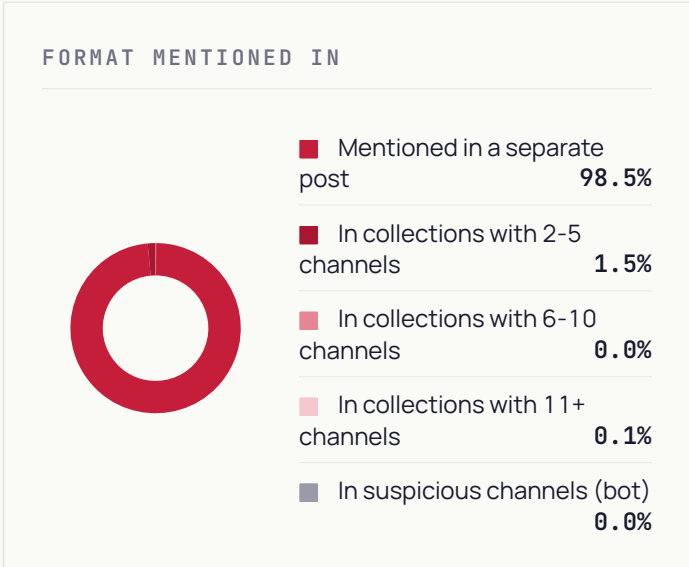
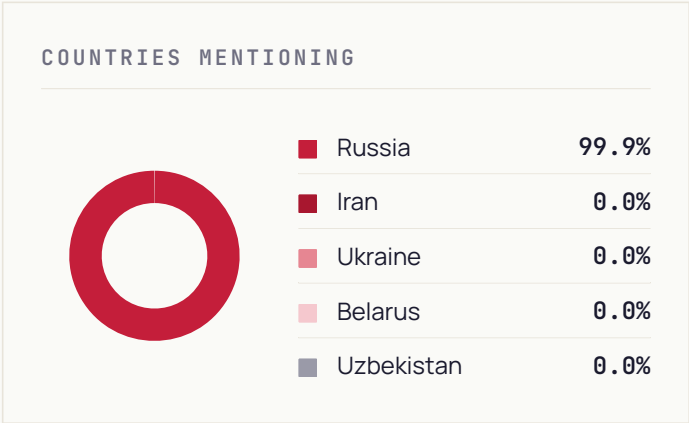
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

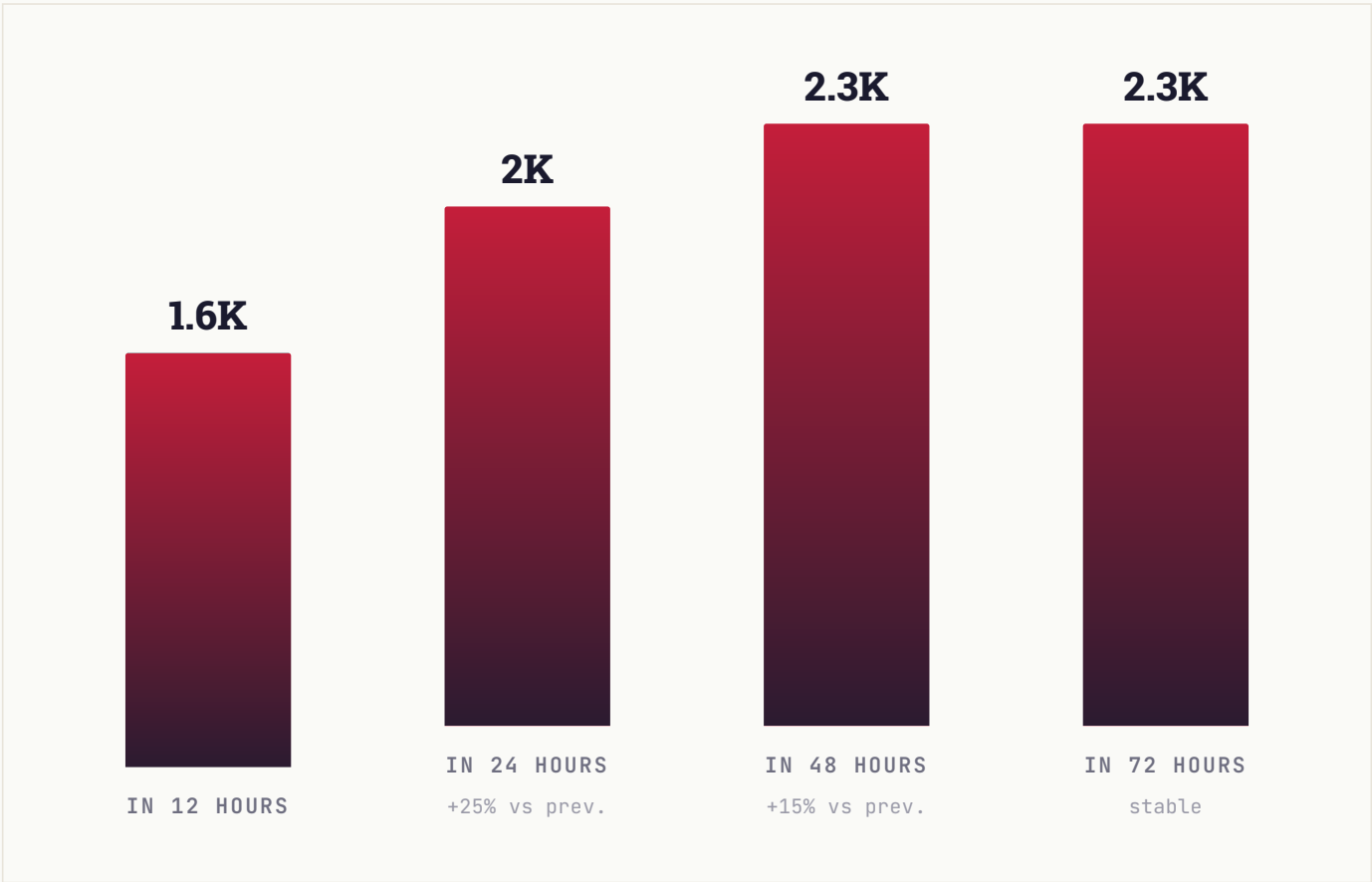
Citation index 6 – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **74** different channels.



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 and audience. Your channel highlighted — shows its rank among niche neighbors.

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
TD Turs.Sale Дешёвые и горящие туры YOU	94.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 97 — early growth stage. Niche leader — Moscow - Where to Go | Poster (1.2M), top-97 median: 158.9K. First goal: break into top-97 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **4 118**, they brought **6 661** new subs.

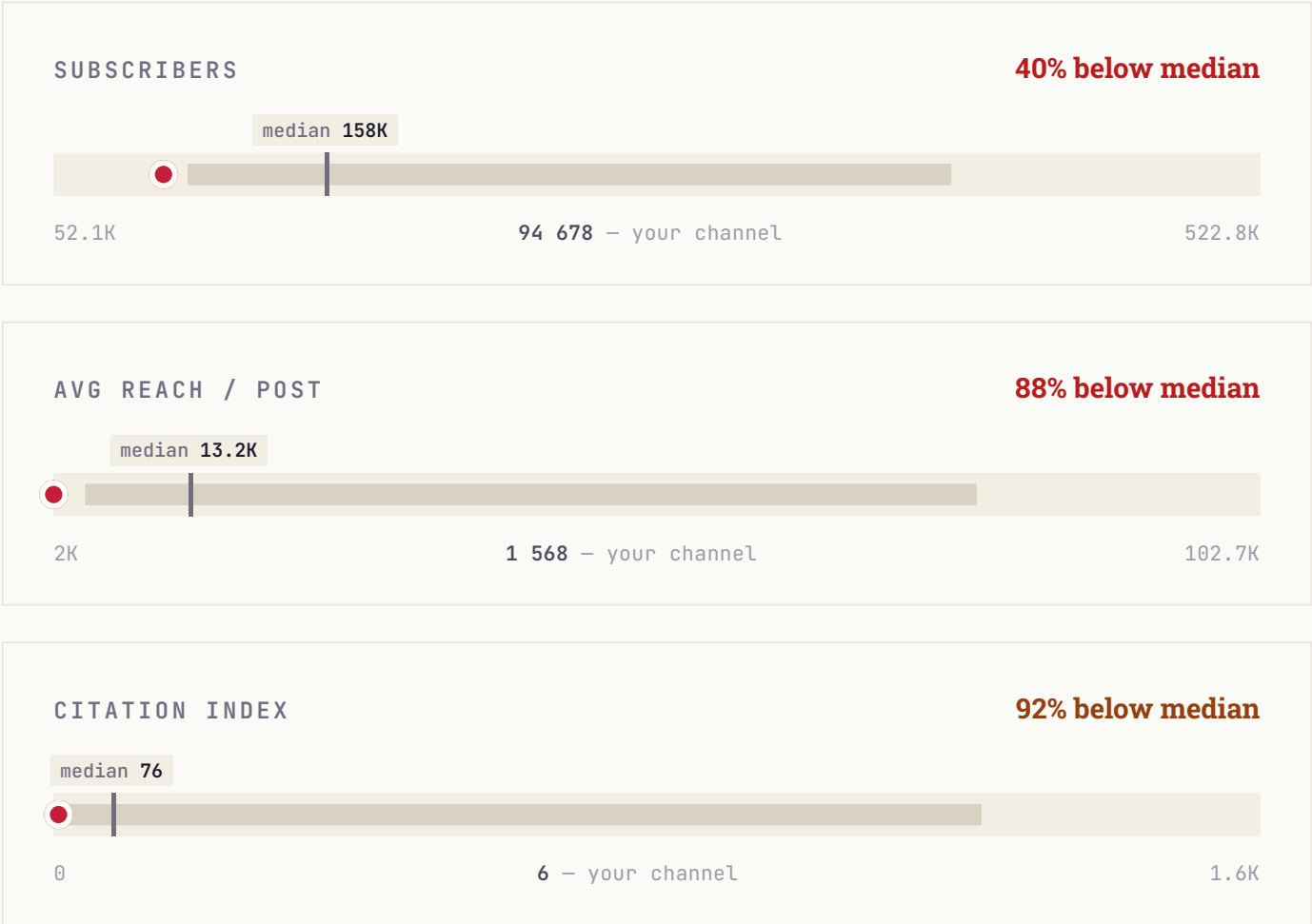
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	698	5	2 067
December 2025	795	4	424
Nov 2025	727	5	714
Oct 2025	679	3	1 356
Sep 2025	614	4	1 034
August 2025	605	6	1 066

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
4 118	6	6 661

SECTION 08 · 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-p90). Black vertical = median.
Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Sunday**

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video posts share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 1.66% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+5.8pp ER**04****System traffic buy**

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 is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
