

— PROMTPRESS PUBLIC REPORT

Channel audit

Tutu

**@tutu_travel**

A meetup spot for travel lovers 💜 Chat: <https://t.me/+SxFwDtArD6Q3YWy> Rules: https://t.me/tutu_travel/3713 Ticket help: info@tutu.ru Registered with RKN:...

SUBSCRIBERS

500 349

+15841 per month

ERR (% WHO SEE
POSTS)**4.0%**

per day 1.6%

REACH/POST

24.2K

ad reach 7.8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year 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

Rank 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 500 349 —	 SUBS REACH 4.83% avg % of subs see post	 VIEWS/POST 24.2K median 18.1K · 29 days	 POSTS/WEEK 8.4 for the period
 7D TREND -22.3% vs previous week	 REACTIONS/POST 452.3 total 15,832 reactions, 4,329 reposts, 7,946 comments	 POST LENGTH 610 chars median 528 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH +15841 last month	 CITATION RATE 587 citation index · 911 channels mentioned it ever	 CHANNEL AGE 6 years 6 months created 13.12.2019

AI EDITOR SUMMARY

Channel «Tutu» — 500 349 subs. Each post averages 24.2K people (5% of subs), reach is low — worth expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. For week 22–28 Jun, reach dropped -22.3% to week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 35 posts over 29 days.
- 02 Dominant format – Photo (20/35 posts).
- 03 Avg post length – 610 chars (median 528).
- 04 Peak audience activity – Saturday, 16:00 MSK.
- 05 Top posts drive 8x more views than the weakest (102.6K avg top vs 12.6K worst) – among 35 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 13:40 VIDEO Tutu takes those who build the future 🌟 St. Petersburg hosts SPIEF – the main economic forum of the country. And today is the final day...	VIEWS 257 171 REPOSTS 60	REACTIONS 417 ER 51.4%
Nº2 10.06 · 08:01 PHOTO Long weekend getaway? Vologda! 💕 3 days off – perfect for a mini-vacation in a city as old as our...	VIEWS 26 939 REPOSTS 30	REACTIONS 480 ER 5.4%
Nº3 11.06 · 08:08 TEXT Tour giveaway worth 300,000 ₺ & turbo discounts up to 35% – all on Tutu 🛍️🌴 Stop this roulette – it's flying to savings space! We give discounts on...	VIEWS 23 698 REPOSTS 15	REACTIONS 283 ER 4.7%

Nº4 15.06 • 11:45 PHOTO  Adding bright colors to the season of white nights! And giving away 100,000 ₺ for travel, convenient and spacious Carrera suitcases for your...	VIEWS 23 452 REACTIONS 1 332 REPOSTS 566 ER 4.7%
Nº5 18.06 • 14:00 PHOTO Giveaway: 2 nights in a Superior room with balcony & mountain view at HILLS POLYANA Hotel&SPA 🏠 To enter: 🎯...	VIEWS 23 047 REACTIONS 962 REPOSTS 211 ER 4.6%
WORST 3	
↓ 28.06 • 08:31 VIDEO  What's worse — being late or arriving early? Our traveler Elena always worried about not making it in time. But this time...	VIEWS 13 709 REACTIONS 379 REPOSTS 11 ER 2.7%
↓ 29.06 • 07:08 PHOTO Toronto, Istanbul and suddenly — Moscow. What in Russia impressed Murtaza from India? 🎤 Our traveler has been around half the world. Not so easy to surprise him...	VIEWS 13 034 REACTIONS 364 REPOSTS 8 ER 2.6%
↓ 30.06 • 10:07 PHOTO Burdock for dinner — is that normal? 🤔 Only if you're from Sakhalin. On the edge of Russia, they make salads and even, believe it, jam...	VIEWS 11 203 REACTIONS 249 REPOSTS 15 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

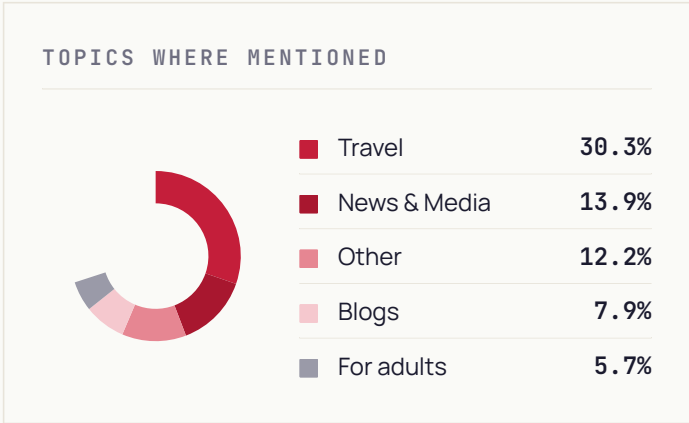
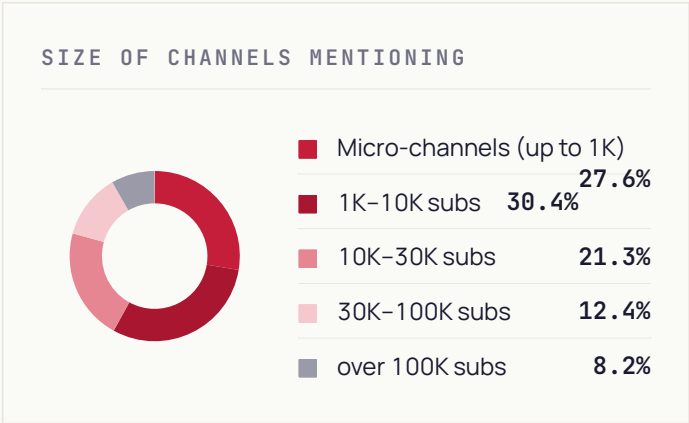
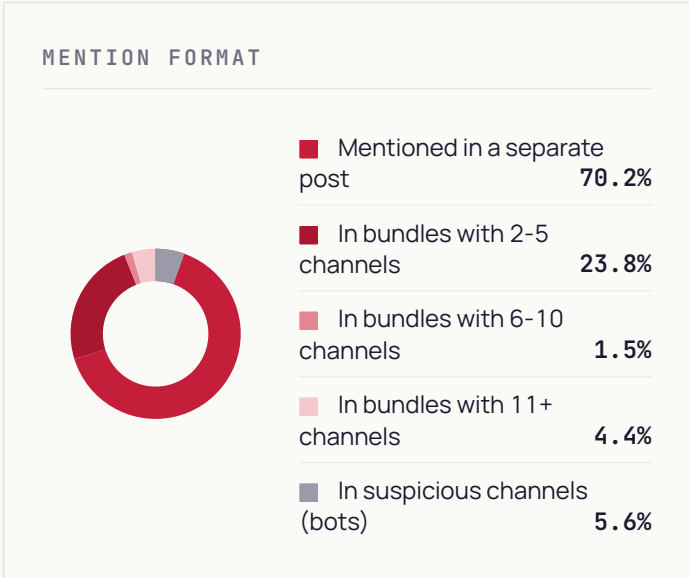
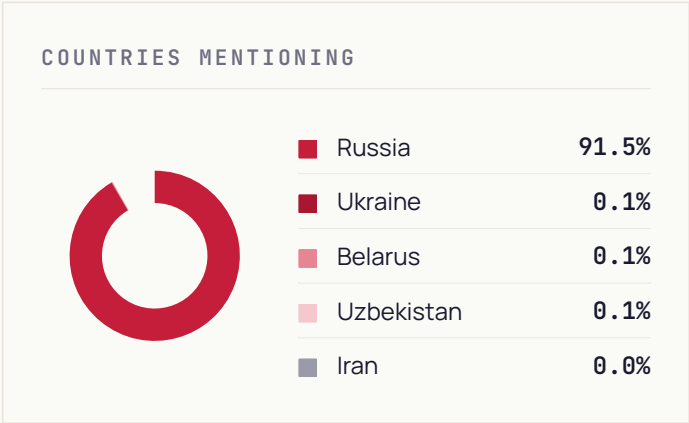
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

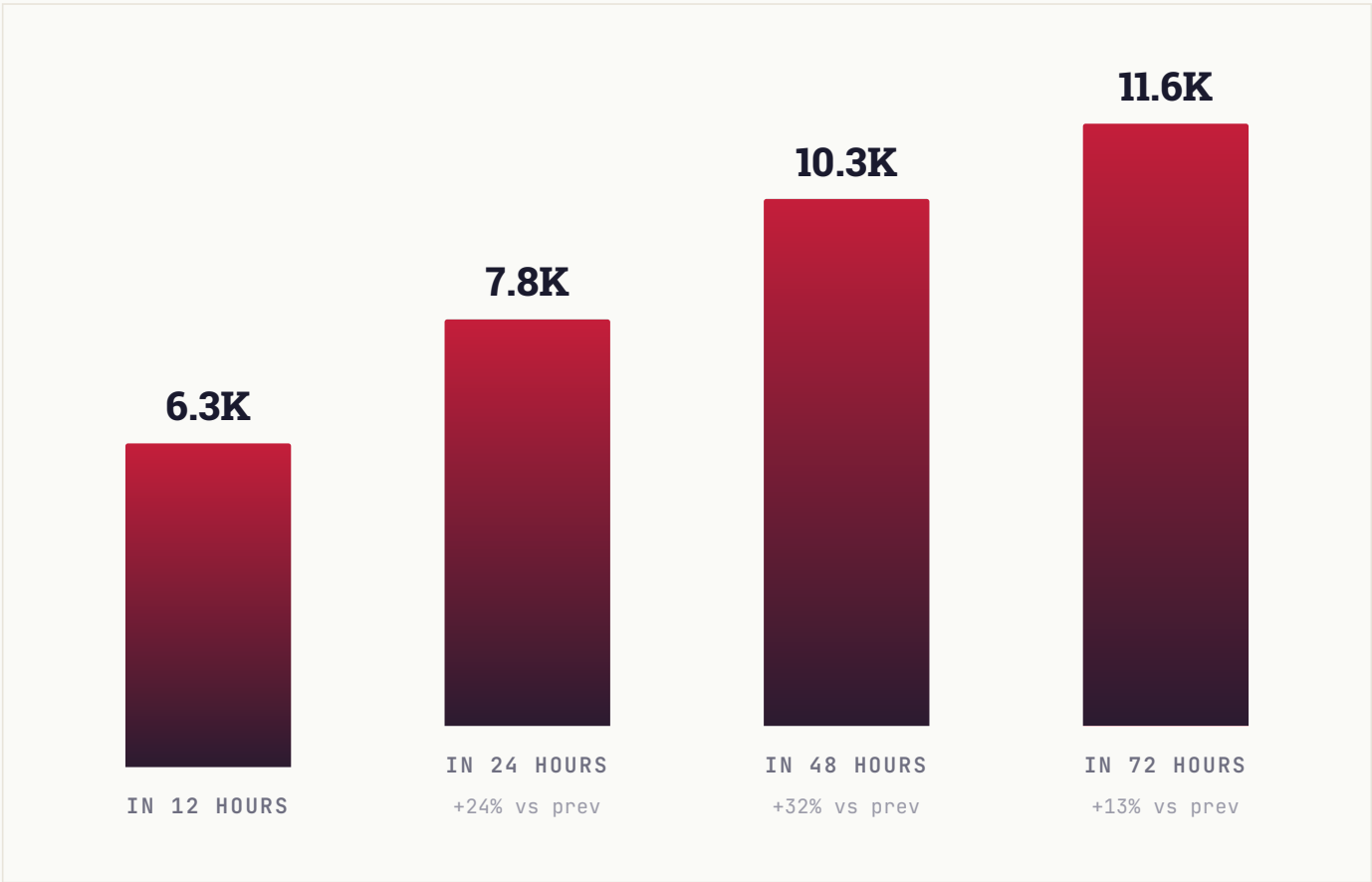
Citation index **587** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **911** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Airline «Pobeda»	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu YOU	500.3K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#7 of 97). Strong position. Niche leader — Moscow - Where to Go | Events (1.2M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

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 **157**, they brought **240 916** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	18	15	57 426
December 2025	28	22	133 665
Nov 2025	51	46	44 747
Oct 2025	18	16	1 515
Sep 2025	31	29	3 563
August 2025	11	10	0
TOTAL MENTIONS			157
MONTHS OF DATA			6
ACQUIRED SUBS			240 916

SECTION 08 · NICHE COMPARISON

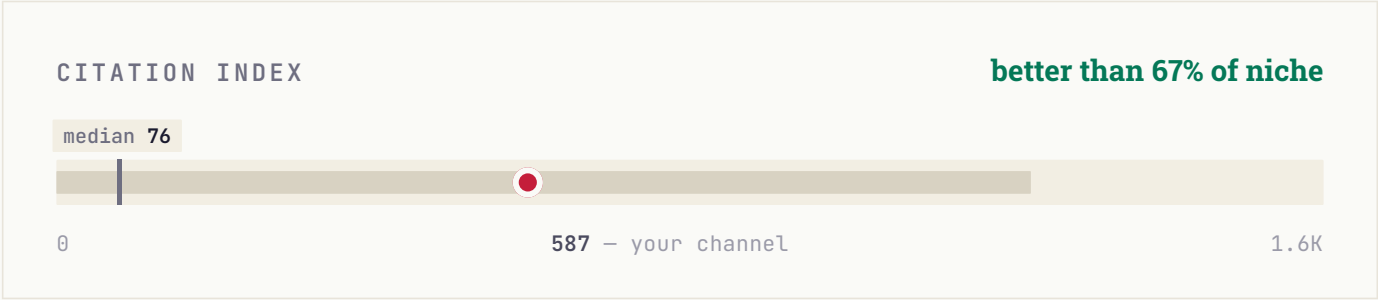
Where the channel ranks in its league

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

#7/100

RANK IN NICHE

Channel in top 7% travel Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.83% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.7pp ER

03

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**

04

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

05

Cross-promo with neighboring channels

Swap 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 close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
