

PUBLIC REPORT BY PROMTPRESS

Channel audit you've gone off route



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Travel to strange places — abandoned sites, natural spots, sudden topographic discoveries. Real Russia as it is. RKN: <https://clck.ru/3FPwCB>

SUBSCRIBERS

160 508

-1524 per month

ERR (% SEE POSTS)

5.0%

last 24 hrs **2.8%**

REACH/POST

8.2K

ad reach **4.5K/24h**

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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 160 508 —	 SUBS REACH 5.1% avg % subs see post	 VIEWS/POST 8.2K median 8.2K · 28 days	 POSTS/WEEK 9.0 for period
 7D TREND -7.7% vs previous week	 REACTIONS/POST 146.8 total 5,430 reactions, 2,347 reposts, 6 comments	 POST LENGTH 1,000 chars median 1000 · 28 days	 POSTS ANALYZED 37 28 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -1524 last month	 CITATION RATE 134 citation index · 509 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 25.11.2022

AI EDITOR SUMMARY

Channel "you left the route" — 160 508 subs. Each post averages 8.2K people (5% of subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. For week 15–21 Jun reach dropped by -7.7% by week 8–14 Jun — worth analyzing causes.

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 SHARE

- 01 Analysis based on 37 posts over 28 days.
- 02 Dominant format – Photo (28/37 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Saturday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.1K avg for top vs 6.7K for worst) – among 37 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№110.06 · 10:47PHOTO	Barge Haulers' Hospital Remember Repin's famous painting 'Barge Haulers on the Volga'? It's hard to imagine how these people day after day...		VIEWS	REACTIONS
			10 405	213
№203.06 · 10:45PHOTO	Life on the Edge of a Cliff – Khunzakh Village in Dagestan Khunzakh is a place that amazes from the first minutes. Houses are built right on the edge...		REPOSTS	ER
			91	6.5%
№318.06 · 11:10PHOTO	Life on the Edge of a Cliff – Khunzakh Village in Dagestan Khunzakh is a place that amazes from the first minutes. Houses are built right on the edge...		VIEWS	REACTIONS
			10 084	224
№318.06 · 11:10PHOTO	Lacy Fairy Tale in Zheleznovodsk – Pushkin Gallery There are two architectural beauties. Light, airy galleries look as if...		REPOSTS	ER
			167	6.3%
№318.06 · 11:10PHOTO			VIEWS	REACTIONS
			9 953	150
№318.06 · 11:10PHOTO			REPOSTS	ER
			47	6.2%

Nº4 06.06 · 14:49 VIDEO ✈️ Forgotten but Unbroken — Li-2 in Kaliningrad Region A true symbol of a bygone era. It has seen a lot, plowed the skies many times...	VIEWS 9 907 REPOSTS 74	REACTIONS 164 ER 6.2%
Nº5 09.06 · 10:34 PHOTO ★ Abandoned Pioneer Camp 'Zvyozdny' For many, the word 'camp' brings back memories. Some loved such places and waited for each...	VIEWS 9 611 REPOSTS 131	REACTIONS 225 ER 6.0%

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WORST 3

↓ 25.06 · 08:00 PHOTO 🏛️ Museum-Reserve 'Gorki Leninskiye' For many guests, the hardest part is deciding where to start. Whether to explore the luxurious...	VIEWS 7 001 REPOSTS 40	REACTIONS 130 ER 4.4%
↓ 26.06 · 10:15 VIDEO 📺 A Fortress That Never Existed: Film Town 'Heart of Parma' This place is for those who would like to visit a...	VIEWS 6 781 REPOSTS 30	REACTIONS 101 ER 4.2%
↓ 28.06 · 13:35 VIDEO 🏔️⚡️ A Place for Those Who Believe in Miracles — Mount Pabaku 3,997 meters above sea level — hard to even imagine, and climbing it...	VIEWS 6 299 REPOSTS 31	REACTIONS 120 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

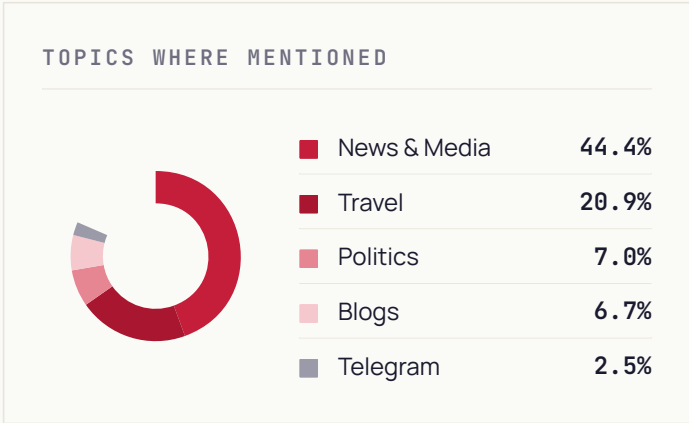
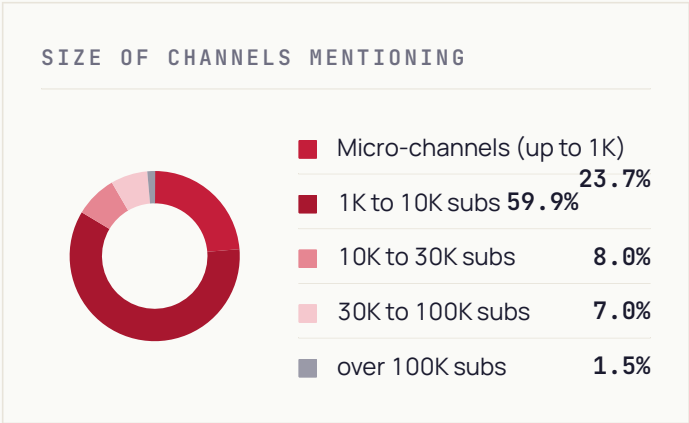
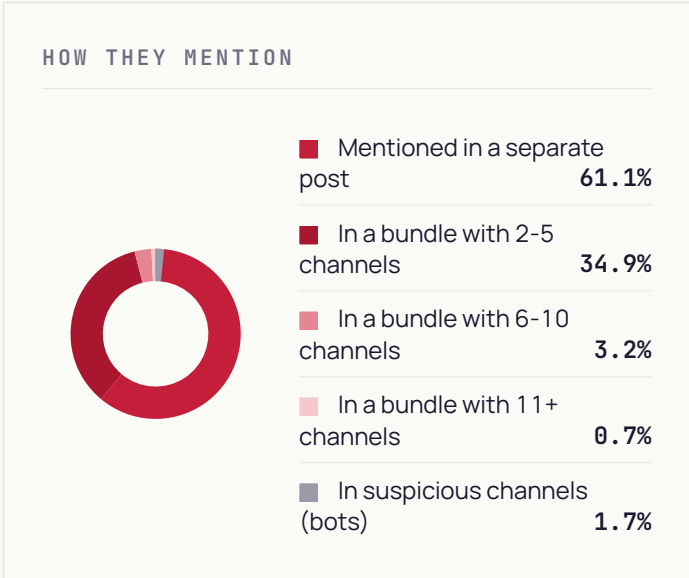
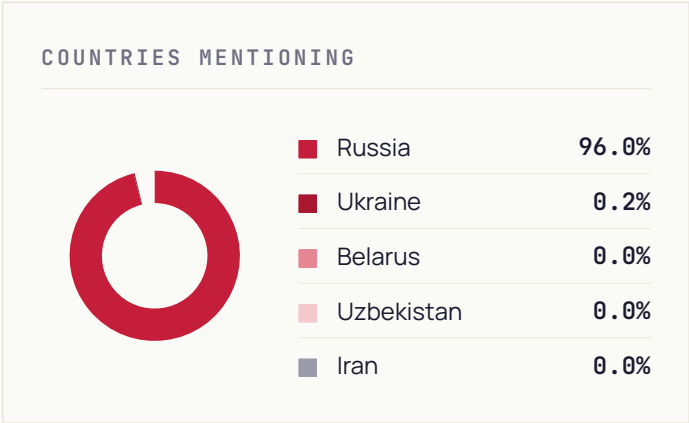
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

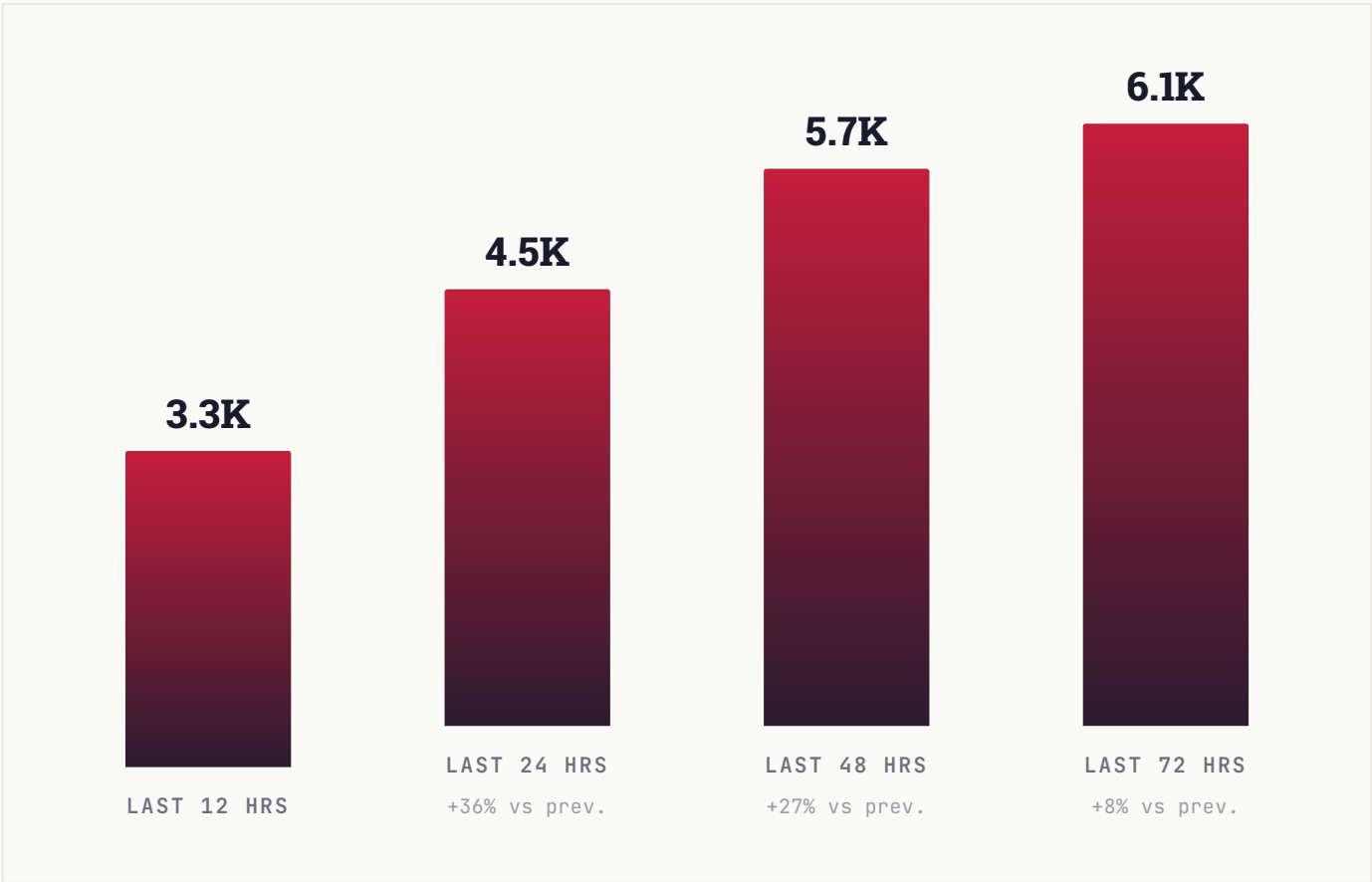
Citation index **134** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **509** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow events 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 train	432.9K
3 333bet.cc Official ®	406K
Univ you've gone off route YOU	160.5K

COMPARATIVE SUMMARY

Channel in top half of niche (#47 of 97). Niche leader — Moscow events | Poster (1.2M), median subs 158.9K. Aim for top quartile — realistic 6-12 month horizon.

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 **52**, they brought **4 970** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	2	2	0	
Dec 2025	8	8	742	
November 2025	10	9	1 014	
October 2025	4	2	2 785	
September 2025	9	6	429	
August 2025	19	12	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
52	6	4 970

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category «**Travel**» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#47

/100

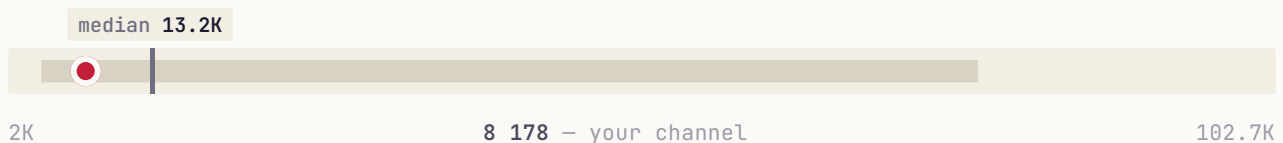
RANK IN NICHE

Channel in the top half of the ranking

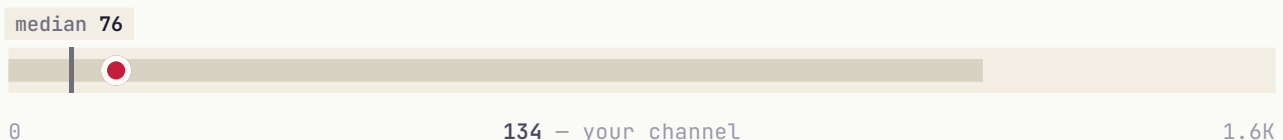
SUBSCRIBERS

better than 50% of niche


AVG REACH / POST

38% below median


CITATION INDEX

better than 52% of niche


— 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 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.1% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.4pp ER

03

System traffic buying

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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-niche 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 from public data. 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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