

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Vandrowki



@vandroukiby

Most useful travel community from Belarus vk.com/vandroukiby

SUBSCRIBERS

38 313

+51 per month

ERR (% SEE POSTS)

28.0%

per day **16.7%**

REACH/POST

10.4K

ad reach **6.4K/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 38 313 —	 SUBSCRIBER REACH 27.04% avg % subs see post	 VIEWS/POST 10.4K median 10.5K · 28 days	 POSTS/WEEK 12.2 over period
 7D TREND -15.9% vs prev week	 REACTIONS/POST 27.3 only 1,364 reactions, 2,029 reposts, 11 comments	 POST LENGTH 224 chars median 208 · 28 days	 POSTS ANALYZED 50 28 days
 AD REACH 6.4K avg per 24h	 CHURN / MONTH +51 last month	 CITATION RATE 21 citation index · 231 channels mentioned all time	 CHANNEL AGE 8 years 11 months created Jul 26, 2017

AI EDITOR SUMMARY

Channel «Vandrowki» — 38 313 subs. Each post avg views 10.4K people (27% of subs), good reach. Publishes 12 posts/week (~2/day) — regular schedule. For week Jun 15–21, reach dropped -15.9% to week Jun 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts over 28 days.
- 02 Dominant format — Photo (49/50 posts).
- 03 Avg post length — 224 chars (median 208).
- 04 Peak audience activity — Wednesday, 11:00 MSK.
- 05 Top posts bring 2x more views than the weakest (13.6K avg for top vs 9K for worst) — among 50 posts over 28 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

№1	03.06 · 08:09	PHOTO	 Rainbow: charters from Poland to Spain from just €70 round trip. From Warsaw and Katowice. To Malaga and Almeria. Departures in...	VIEWS	REACTIONS
				13 916	29
				REP.	ER
				51	36.3%
№2	05.06 · 15:31	PHOTO	 From Poland to Malta for €70 (299 PLN) round trip. One ticket from Warsaw, two from Katowice. Departure Sun, June 7. Charter, with...	VIEWS	REACTIONS
				13 517	25
				REP.	ER
				18	35.3%
№3	03.06 · 18:31	PHOTO	How about a vacation in Croatia? Direct flights from Warsaw to Zadar in late June for €61 round trip! Tickets on Aviasales or airline site.	VIEWS	REACTIONS
				13 510	41
				REP.	ER
				47	35.3%

Nº4

11.06 · 15:45

PHOTO

JULY: direct flights from Vilnius to Barcelona from €96 round trip! Tickets on Aviasales or airline website.

VIEWS

13 507

REACTIONS

31

REP.

43

ER

35.3%

Nº5

04.06 · 17:45

PHOTO

 Charter flights to the sea in Albania from just €70 (299 PLN) round trip from Poland. From Poznan and Gdansk for €70. From Warsaw for...

VIEWS

13 449

REACTIONS

16

REP.

22

ER

35.1%

WORST 3

↓ 16.06 · 14:37 PHOTO Menorca in feed – a rare sight!  Direct flights from Warsaw to Menorca from €94 round trip. With luggage. Departures from the airport...	VIEWS 9 243 REACTIONS 30 REP. 31 ER 24.1%
↓ 19.06 · 20:58 PHOTO Travel idea for a cooler summer.  Tickets from Kaunas to Gothenburg from €46 round trip. Early July. Book...	VIEWS 9 087 REACTIONS 19 REP. 11 ER 23.7%
↓ 23.06 · 13:21 PHOTO  Ryanair - 20% off on various routes. Sale on flights through July 31. Check your destinations...	VIEWS 8 668 REACTIONS 13 REP. 30 ER 22.6%

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 gained and which lost subs.



SECTION 04 • MENTIONS

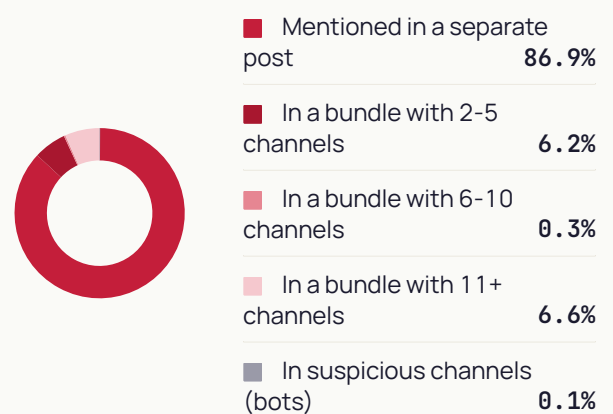
Who mentions the channel & how

Citation index **21** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All time channel was mentioned **231** different channels.

COUNTRIES MENTIONING



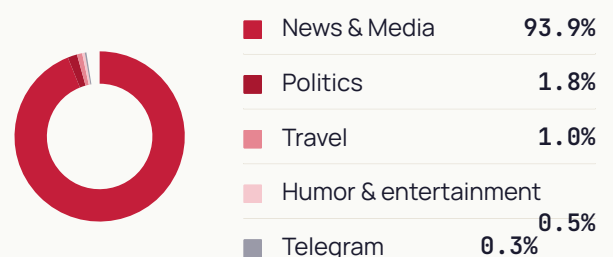
FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



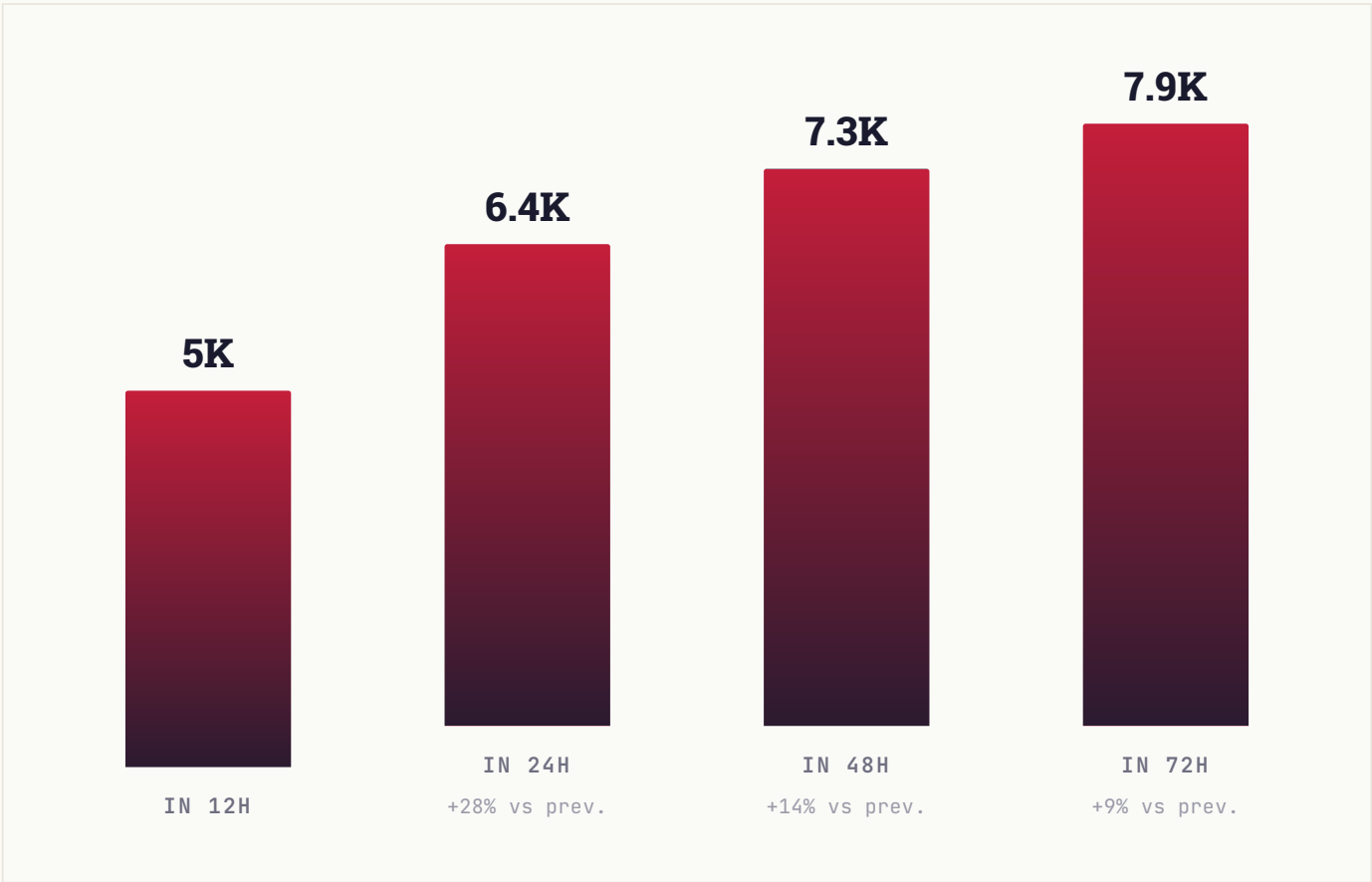
TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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
TT TEZ TOUR	46K
VA Vandrowki YOU	38.3K
PA Padarozhnik	26.8K
CPM Pack your backpack	24.3K
GB Belarus-EU border (Poland-Lithuania-Latvia)	23.2K
M- Minsk International Station – where to go?	21.9K
AG Atlasbas: border online	21.3K
AM Minsk Poster	20.2K
ST Siesta Travel about sea tours.	20.1K
BV Belarusians in Poland	18.6K
RO Rosting	15.4K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 94 channels in category). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **231** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	18
December 2025	0	0	13
November 2025	0	0	67
October 2025	0	0	54
Sep 2025	0	0	44
August 2025	0	0	35

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
0	6	231

SECTION 08 · NICHE COMPARISON

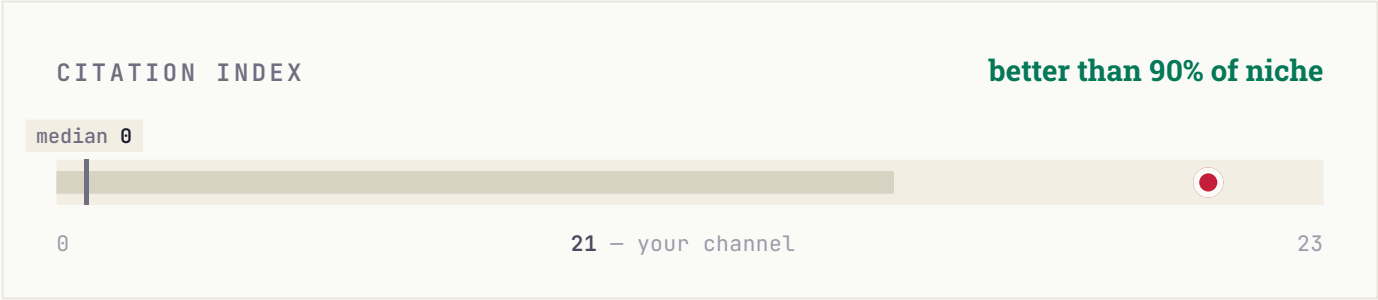
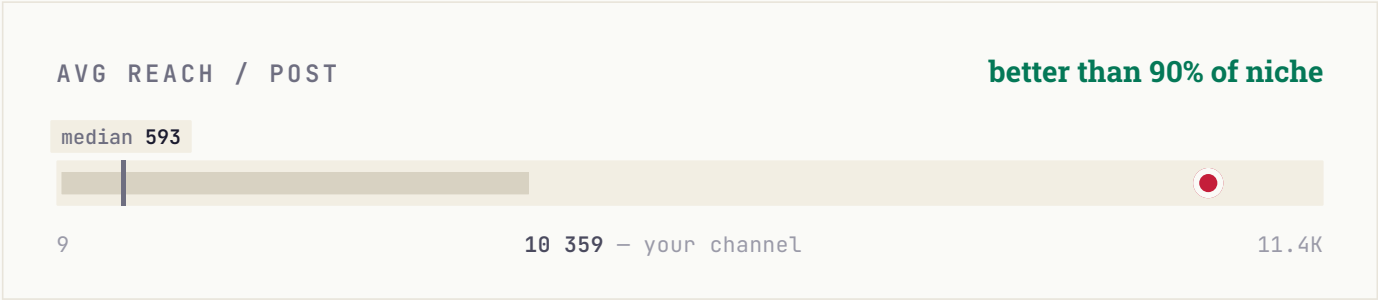
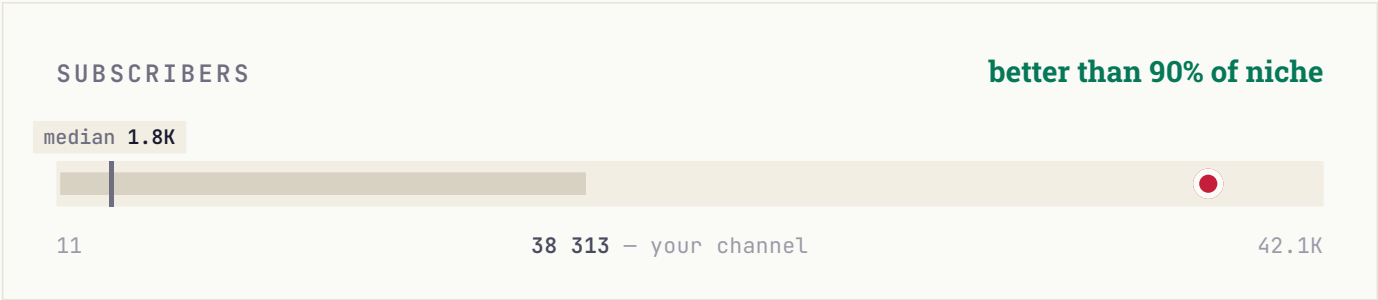
Where the channel stands in its league

Took top-94 channels in category "Travel» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2/94

RANK IN NICHE

Channel in top 2% of Travel Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

Systematic 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

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 us to do it PromptPress?

This audit — what we can do in minutes using 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
