

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tours from Vandrouki



@vandroukitours

Best budget tours from the creators of legendary Vandrouki Ads/
partnership: admin@vandrouki.ru @vandrouki_ad RKN registry:
<https://vk.cc/cHF7Ob>

SUBSCRIBERS

198 973

+1878 per month

ERR (% SEE POSTS)

7.0%

per day 4.9%

REACH/POST

12.1K

ad reach 9.7K/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.

 SUBSCRIBERS 198 973 —	 SUBS REACH 6.07% avg % of subs see post	 VIEWS/POST 12.1K median 12K · 29 days	 POSTS/DAY 12.8 ~90 per week
 7D TREND -1.7% vs previous week	 REACTIONS/POST 12.3 only 4 646 reactions, 16 248 reposts, 497 comments	 POST LENGTH 287 chars median 232 · 29 days	 POSTS ANALYZED 377 29 days
 AD REACH 9.7K 24h avg	 CHURN / MONTH +1878 last month	 CITATION RATE 9 citation index · 92 channels mentioned ever	 CHANNEL AGE 8 years 1 month created 19.05.2018

AI EDITOR SUMMARY

Channel «Tours from Vandrouki» — 198 973 subs. Each post averages 12.1K people (6% from subs), reach is low — consider expanding audience. Publishes 90 posts per week (~13/day) — very active posting. For the week of Jun 15–21, reach stable (-1.7% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 377 posts over 29 days.
- 02 Dominant format — Photo (376/377 posts).
- 03 Avg post length — 287 chars (median 232).
- 04 Peak audience activity — Monday, 00:00 MSK.
- 05 Top posts get 2× more views than the weakest (16K avg top vs 9.8K worst) — among 377 posts in 29 days. Analyze top's commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 15:22 PHOTO ENDED Off to Vietnam? 11 nights in Nha Trang, Moscow departure June 13, 75,600 RUB per person! Direct flights with...	VIEWS 16 162 REPOSTS 43	REACTIONS 4 ER 8.1%
Nº2 08.06 · 21:46 PHOTO This time a decent promo code for hotels, -15%, max 50k, min 3 nights stay in June. Valid June 9-10, promo code and booking...	VIEWS 15 927 REPOSTS 52	REACTIONS 25 ER 8.0%
Nº3 08.06 · 14:15 PHOTO Summer: 12 nights in Bali, Moscow departure August 19, 74,900 RUB per person! Includes flights with luggage and a stop in Beijing, hotel...	VIEWS 15 767 REPOSTS 136	REACTIONS 20 ER 7.9%

Nº4 02.06 • 15:41 PHOTO 🌴 MAURITIUS under 100k? No problem: ready trips from Moscow for 9 nights from 83,800 rubles per person! Price includes flights...	VIEWS 15 547 REPOSTS 244 REACTIONS 42 ER 7.8%
Nº5 03.06 • 18:35 PHOTO St. Petersburg, found a cure for autumn blues: Ready trips to Bali from 60,500 RUB per person! Includes flights with...	VIEWS 15 345 REPOSTS 150 REACTIONS 28 ER 7.7%

WORST 3

↓ 14.06 • 08:15 PHOTO Who asked for longer Vietnam? Here: 12 NIGHTS in Phan Thiet from Moscow for 69,400 RUB per person! Direct Aeroflot flights with...	VIEWS 9 970 REPOSTS 35 REACTIONS 6 ER 5.0%
↓ 28.06 • 08:35 PHOTO ✈️ We're giving away an Aeroflot certificate for flight tickets worth 50,000 rubles Terms are very simple: 1. To enter the drawing...	VIEWS 9 878 REPOSTS 23 REACTIONS 20 ER 5.0%
↓ 12.06 • 08:26 PHOTO Plenty of July Turkey from St. Petersburg: Direct flights July 14, 15, 16, 17, 18, 21, 22, 23 for 7 nights at 50,200-50,900 RUB per...	VIEWS 9 515 REPOSTS 51 REACTIONS 7 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

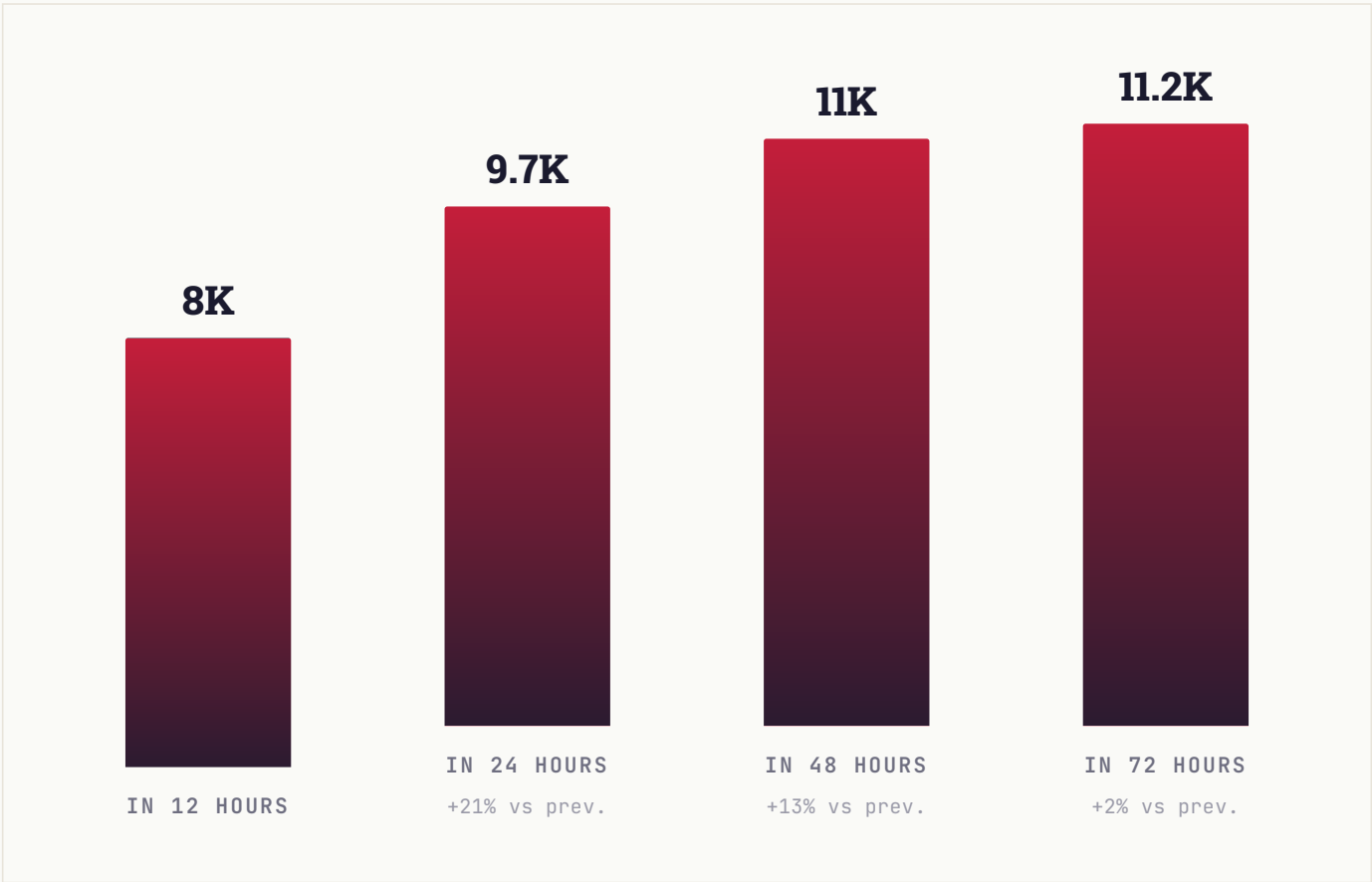
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of gain and loss.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	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
VS Discount Wagon	432.9K
3 333bet.cc Official ®	406K
TO Tours from Vandrouki YOU	199K

COMPARATIVE CONCLUSION

Channel intop half of niche (#35 of 97). Niche leader — Moscow - Where to Go | Events (1.2M), median subs 158.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5**, they brought **12 085** new subs.

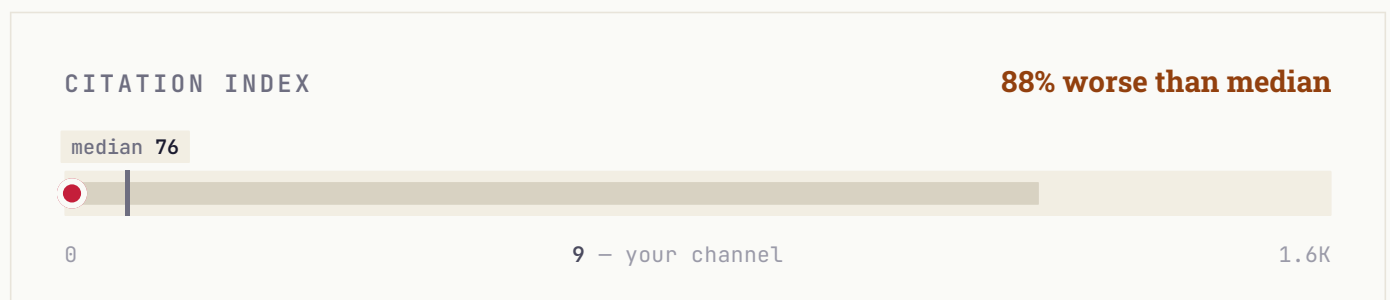
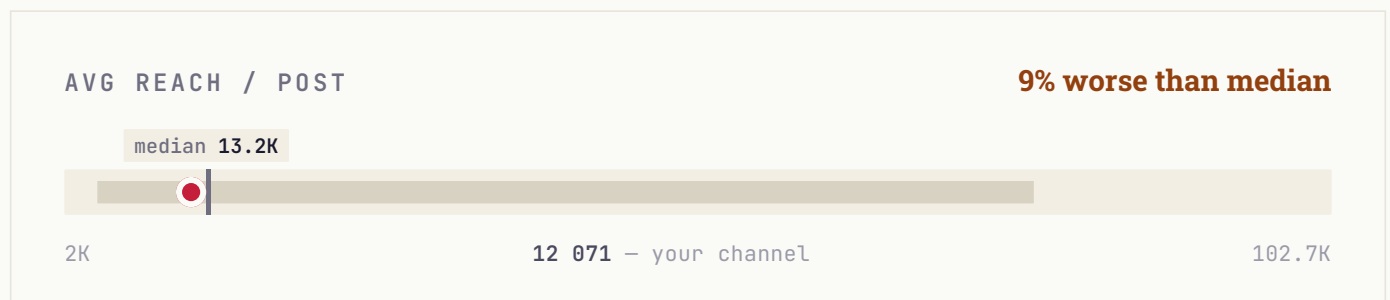
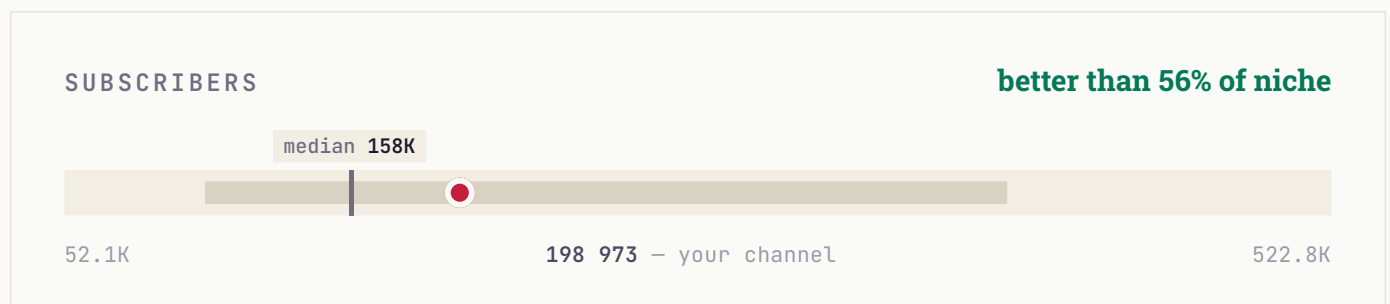
PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	0	0	3 819	
Dec 2025	3	2	478	
Nov 2025	1	1	1 301	
Oct 2025	1	1	1 831	
September 2025	0	0	2 337	
August 2025	0	0	2 319	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
5	6	12 085

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Monday
Audience most active on this day at 00:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 15-25%. | EFFECT
Video retains
audience
better |
| 03 | ER below niche benchmark — rethink formats
Current ER 6.07% vs norm 7.5%. Try polls & interactive formats. | EFFECT
+1.4pp ER |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1K-3K subs |
| 05 | 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram Ads

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

02

Contact manager

t.me/PromptPress_manager