

PUBLIC REPORT BY PROMTPRESS

Channel audit

Vandrui



@vandruui

📍Belarus • Fun history of places • Tasty food & interesting spots
• Honest tours & events • Cozy nature getaways & farmstays
Collaboration/ads: @vandruui_pr l...

SUBSCRIBERS

11 055

-129 per month

ERR (% SEE POSTS)

34.0%

last day **14.8%**

REACH/POST

4.2K

ad reach **1.6K/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

Yearly 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 place

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. Subtitle shows the period.

 SUBSCRIBERS 11 055 —	 SUBS REACH 37.76% avg % subs see post	 VIEWS/POST 4.2K median 4.2K · 27 days	 POSTS/WEEK 2.6 for period
 7D TREND — no data for period	 REACTIONS/POST 36.5 total 365 reactions, 184 reposts, 0 comments	 POST LENGTH 697 chars median 716 · 27 days	 POSTS ANALYZED 10 27 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -129 last month	 CITATION RATE 54 citation index · 90 channels mentioned ever	 CHANNEL AGE 1 year 10 months created 16.08.2024

AI EDITOR SUMMARY

Channel «Vandrui» — 11 055 subs. Each post averages 4.2K people (38% of subs), good reach. Publishes 3 posts/week (~0/day) — rare publications.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 27 days.
- 02 Dominant format – Photo (9/10 posts).
- 03 Avg post length – 697 chars (median 716).
- 04 Audience peak – Tuesday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (6K avg for top vs 3.4K for worst) – among 10 posts over 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

№109.06 · 10:56PHOTO	FORMER CITY COUNCIL IN GOMEL The city council building in Gomel was built in the 1880s. Originally two-story, the 3rd...		VIEWS	REACTIONS
			6 225	39
№212.06 · 14:05PHOTO	Sketchbook Exhibition The exhibition features about 230 creative albums by amateur and professional artists from 12 cities...		REPOSTS	ER
			11	56.3%
№302.06 · 08:48PHOTO	Concert of Bazyleva Polina Alexandrovna's class 'With Voice and Heart' The program includes works by composers such as V. Karizna, V...		VIEWS	REACTIONS
			6 045	31
			REPOSTS	ER
			19	54.7%
			VIEWS	REACTIONS
			5 598	32
			REPOSTS	ER
			12	50.6%

Nº4

09.06 · 06:27

PHOTO

i

Remains of Kiyakovo estate Remains of the Kiyakovsky family estate in Kiyakovo village – a late 19th–early 20th century landmark on the Servech river...

VIEWS

4 989

REPOSTS

2

REACTIONS

34

ER

45.1%

Nº5

08.06 · 14:20

PHOTO

👥

Eastern Festival 'Tea for World Harmony' Program ↕ • From 13:00 - stalls with Chinese food (dumplings, skewers, fried rice...

VIEWS

4 371

REPOSTS

71

REACTIONS

40

ER

39.5%

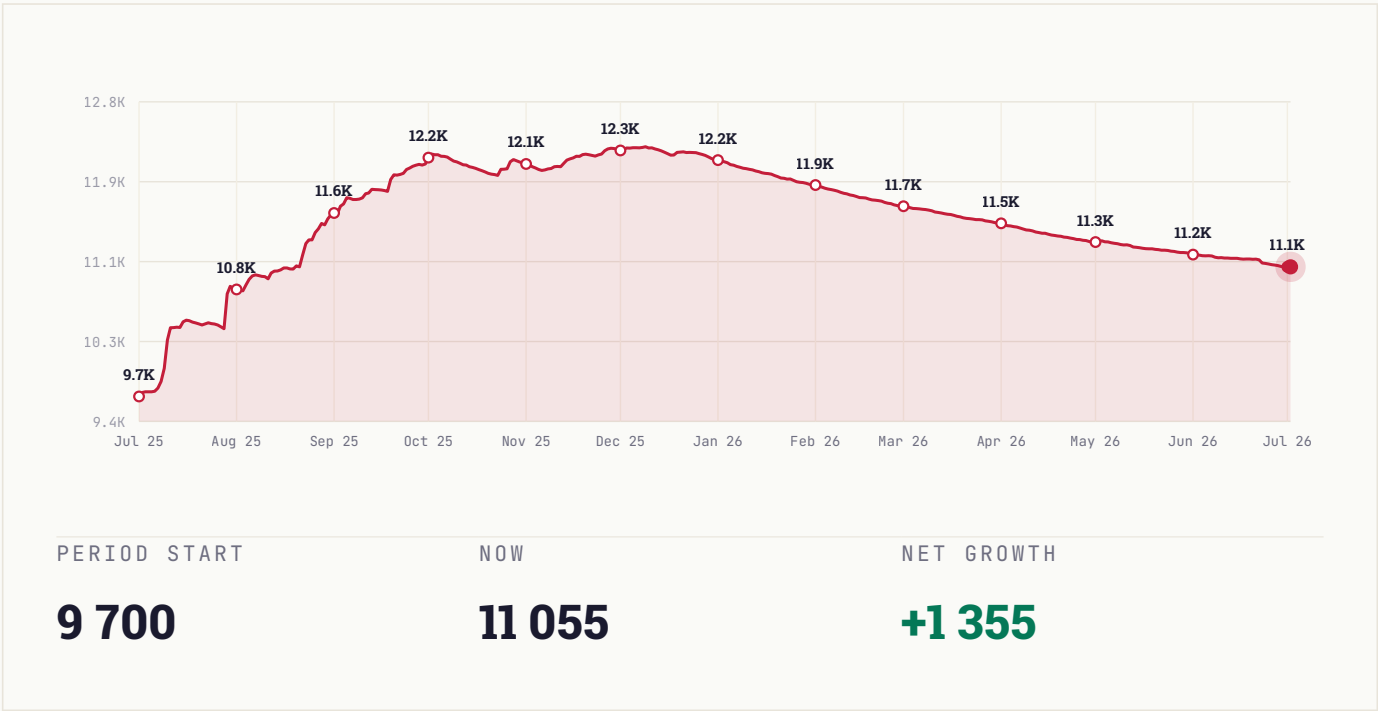
WORST 3

↓ 22.06 · 15:29 PHOTO i Ruins of St. Casimir's Church resemble ancient Roman and Greek buildings. Construction of the stone church in the town of Ryasna...

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

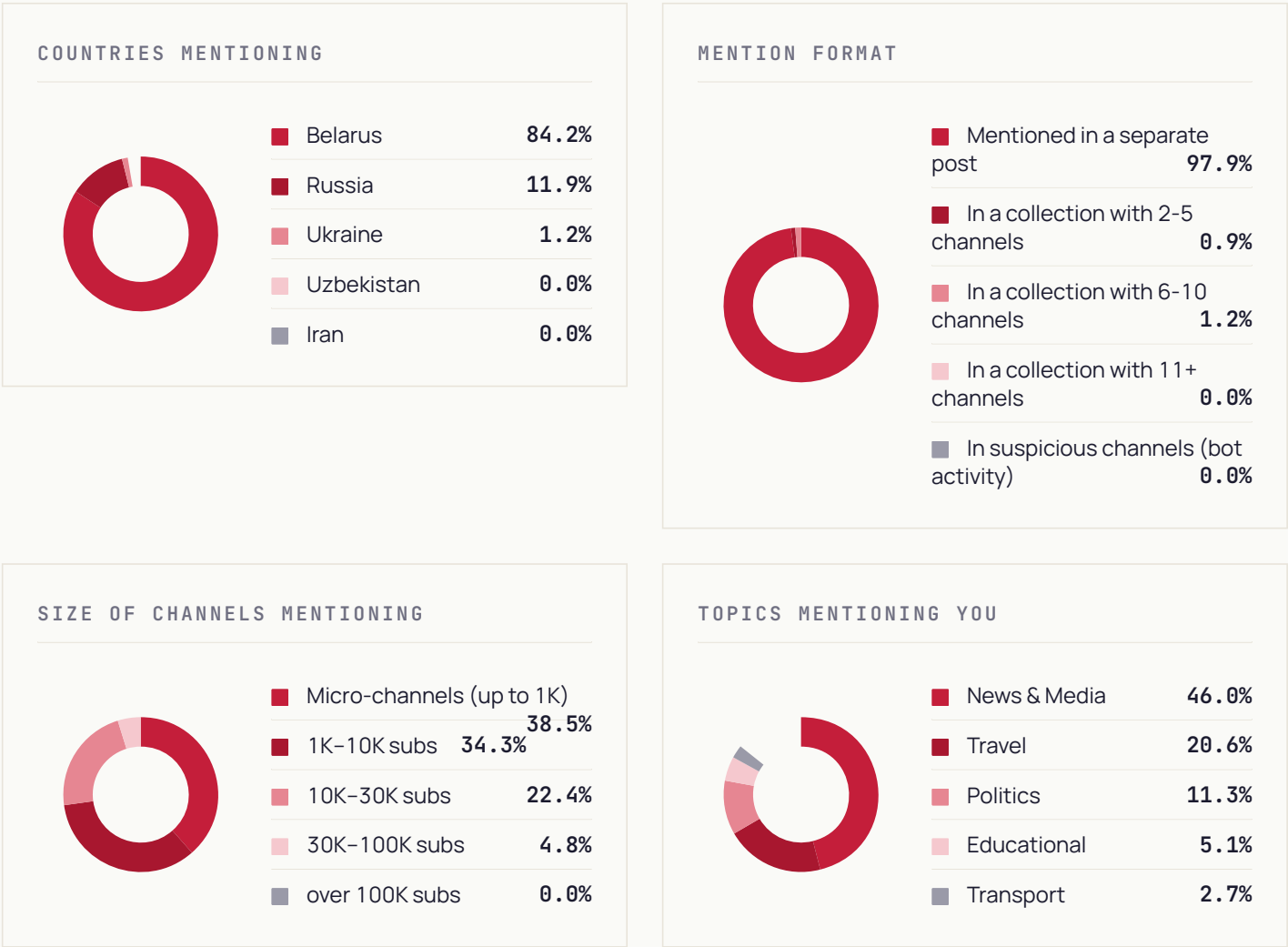
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

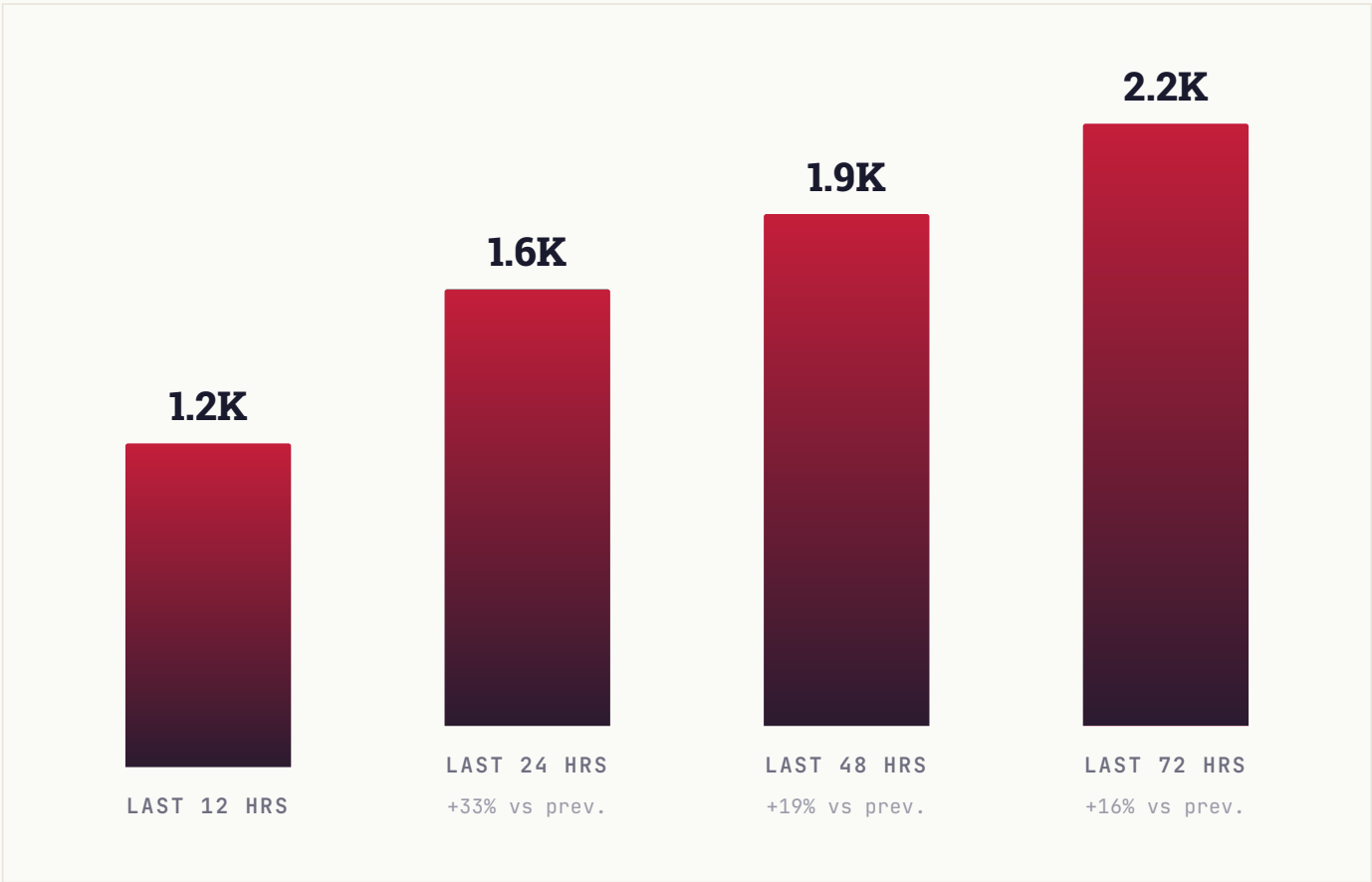
Citation index **54** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **90** different channels.



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 relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TT TEZ TOUR	46K
VA Vandrouki	38.3K
PA Подарожнік	26.8K
ER Pack your backpack	24.3K
GB Belarus-EU border (Poland-Lithuania-Latvia)	23.2K
M- MKS - Minsk, 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
VA Vandrui YOU	11.1K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#14 of 94). Leader — TEZ TOUR (46K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **41**, they brought **2 070** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	1	
December 2025	6	5	77	
Nov 2025	4	4	257	
Oct 2025	12	7	270	
September 2025	9	4	593	
August 2025	9	8	872	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
41	6	2 070

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

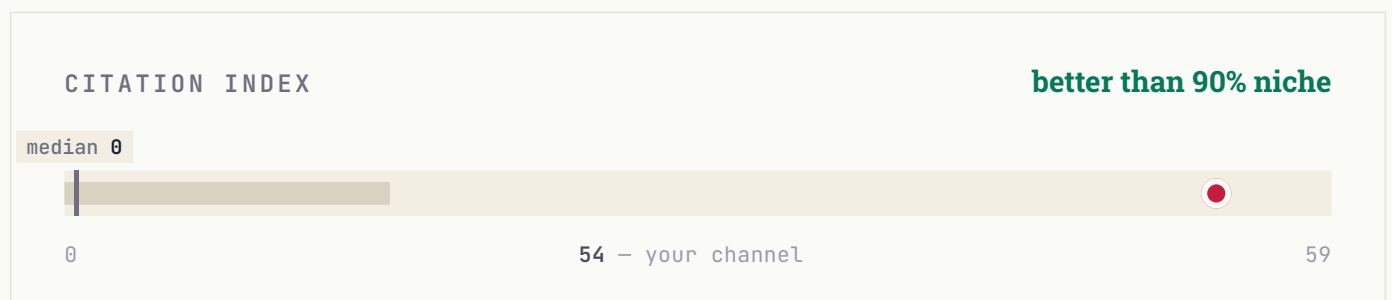
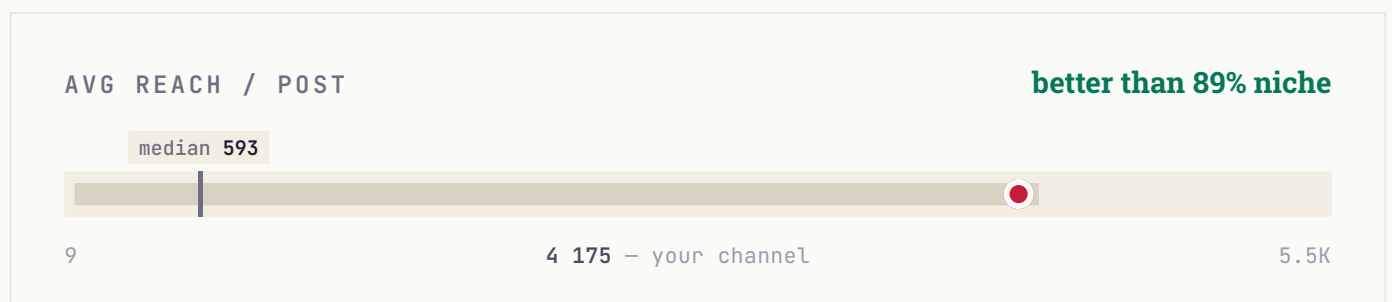
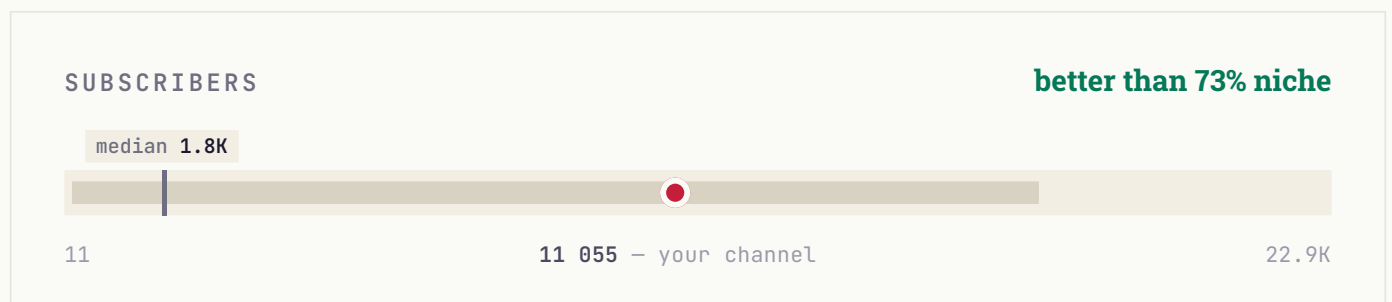
Took top-94 channels in category «Travel» (Belarus) and compared your channel.

Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#14 /94

RANK IN NICHE

Channel in top 14% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.6 posts/wk. Active channels avg 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Top post of the week — on Tuesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post****03**

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****04**

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****05**

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. 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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