

— PROMTPRESS PUBLIC REPORT

Channel audit

Do I need a visa?

**@visa_required**

I'm Egor, channel author & travel blogger. I share my trips to Europe, help get Schengen visas, share cool routes & news 🙌✉️ Order a visa:...

SUBSCRIBERS

107 320

+385 per month

ERR (% WHO SEE
POSTS)**6.0%**last day **3.8%**

REACH/POST

6.2Kad reach **4.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 107 320 —	 SUBS REACH 5.81% avg % subs see post	 VIEWS/POST 6.2K median 6.3K · 29 days	 POSTS/WEEK 22.2 for the period
 7D TREND -6.6% vs previous week	 REACTIONS/POST 73.4 total 6,897 reactions, 1,847 reposts, 189 comments	 POST LENGTH 686 chars median 689 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH +385 last month	 CITATION RATE 7 citation index · 32 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 18.03.2023

AI EDITOR SUMMARY

Channel «Do I need a visa?» – 107 320 subs. Each post averages 6.2K people (6% of subs), reach low – consider expanding audience. Posts 22 posts per week (~3/day) – active posting. Week 15–21 Jun reach dropped -6.6% by week 8–14 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **94** posts over 29 days.
- 02 Dominant format — **Video** (84/94 posts).
- 03 Avg post length — **686** chars (median 689).
- 04 Peak audience activity — **Monday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8.7K avg for top vs 5.1K for worst) — among 94 posts in 29 days. Analyze commonalities: topic, format, publish time.

TOP 5 POSTS

Nº1 08.06 · 07:45 VIDEO ⚠ Chaos at European airports — here's why! *thanks to the 'EES' system Heard about the new entry control system? I looked into what...	VIEWS 8 932 REPOSTS 52	REACTIONS 79 ER 8.3%
Nº2 06.06 · 15:20 VIDEO 🎵 Karlskirche: organ & viewing platform! The organ at Karlskirche was installed back in 1847 — the master's name is lost to history, but the instrument is still alive...	VIEWS 8 794 REPOSTS 7	REACTIONS 85 ER 8.2%
Nº3 06.06 · 06:10 VIDEO 🇫🇷 Summer Paris for 17,000 RUB = ready itinerary for July! City of love, sunny July, and a trip cheaper than Turkey — sounds like a plan? 📄 Get...	VIEWS 8 360 REPOSTS 127	REACTIONS 114 ER 7.8%

Nº4 04.06 · 15:40 VIDEO  Where to get a Schengen visa in June 2026? Summer and vacation season ahead. Better not pick the wrong consulate — or you risk...	VIEWS 8 160 REPOSTS 95	REACTIONS 107 ER 7.6%
Nº5 08.06 · 13:25 PHOTO  Huge discounts to Europe right now! Travel service Tutu is offering up to 35% off on trips: flights, train tickets...	VIEWS 8 058 REPOSTS 71	REACTIONS 67 ER 7.5%

|

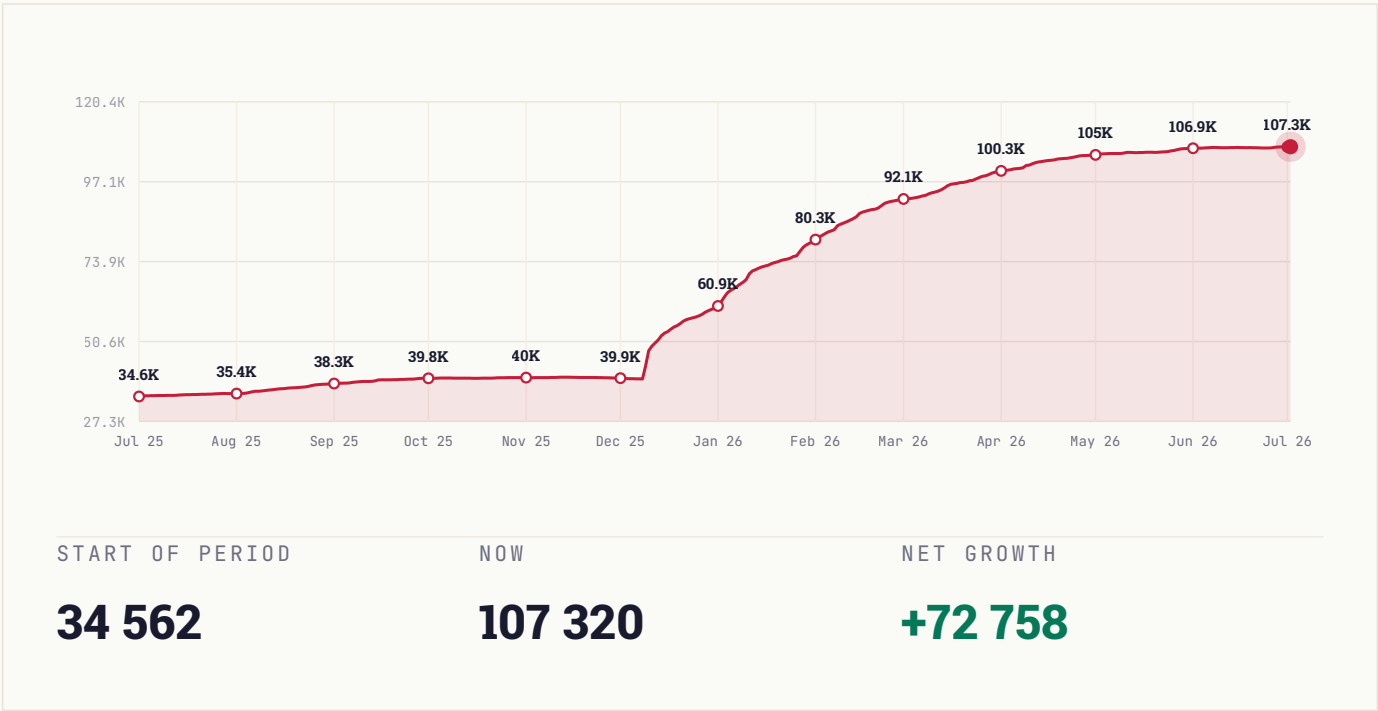
WORST 3

↓ 21.06 · 11:31 VIDEO (captionless post — video)	VIEWS 5 273 REPOSTS —	REACTIONS 51 ER 4.9%
↓ 28.06 · 10:50 VIDEO  Why travel at all? Came across a video where Vladimir Pozner answers exactly that. As for Pozner himself...	VIEWS 5 071 REPOSTS 51	REACTIONS 212 ER 4.7%
↓ 20.06 · 10:50 VIDEO (captionless post — video)	VIEWS 5 062 REPOSTS 1	REACTIONS 32 ER 4.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

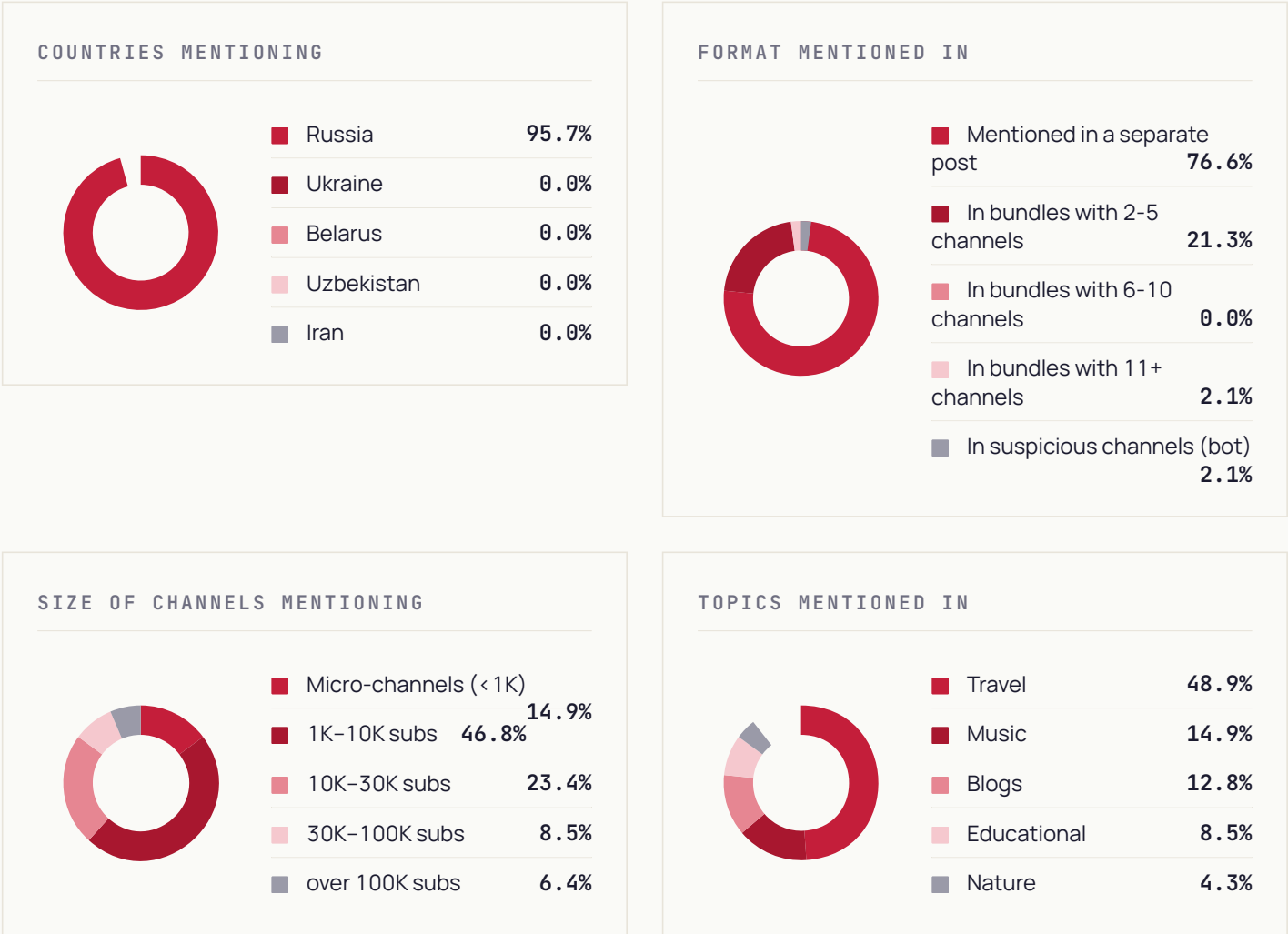
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

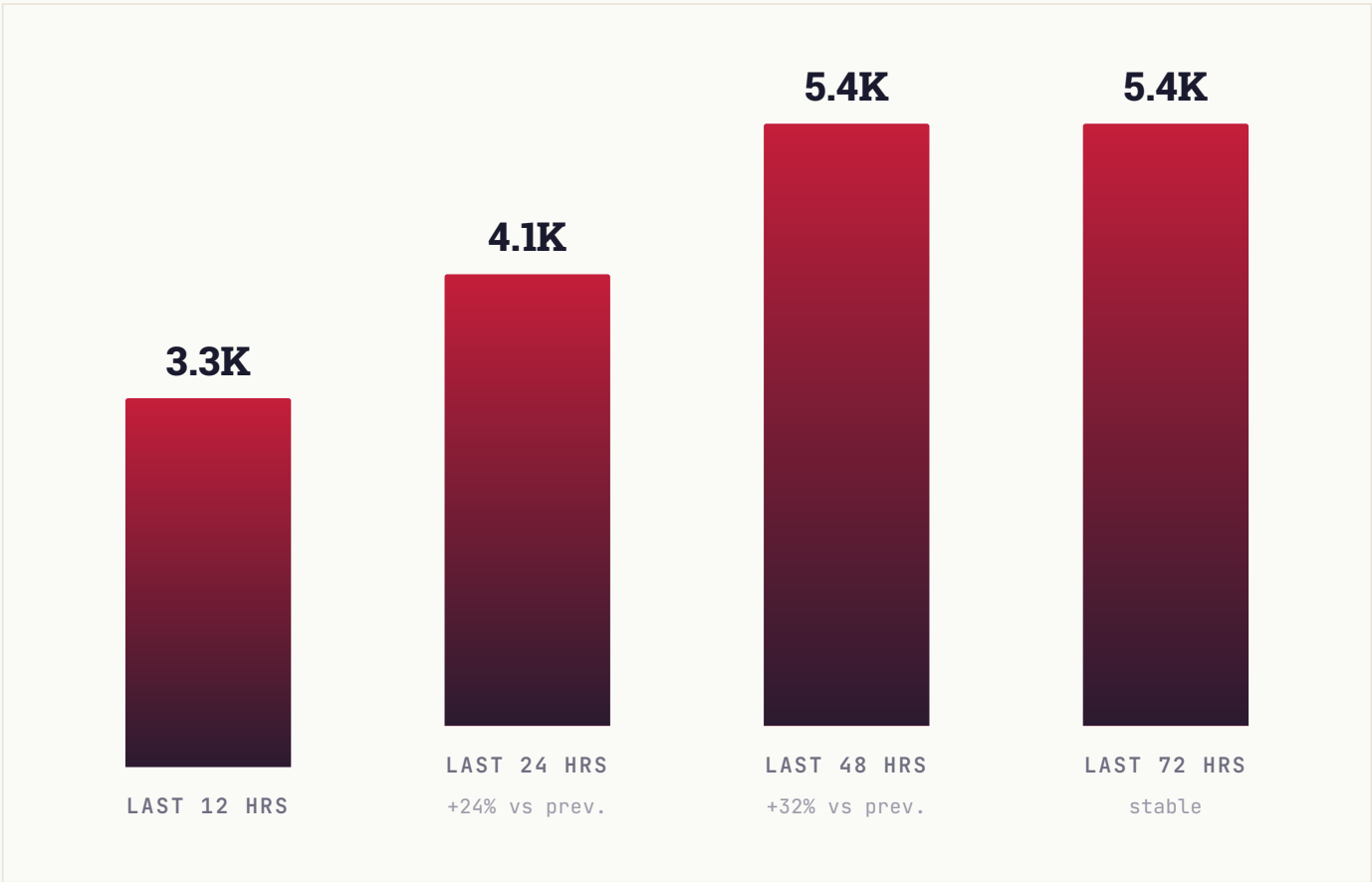
Citation index 7 – channel popularity rating based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **32** different channels.



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 stays relevant.



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 — 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 Moscow Girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
AB Do I need a visa? YOU	107.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 97). Niche median — 158.9K subs.
First growth KPI — reach median. Leader: Moscow — Where to Go | Events (1.2M).

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 **6**, they brought **44 970** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	4	4	19 399
Dec 2025	2	1	20 626
Nov 2025	0	0	163
Oct 2025	0	0	335
September 2025	0	0	1 568
August 2025	0	0	2 879
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
6	6	44 970	

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

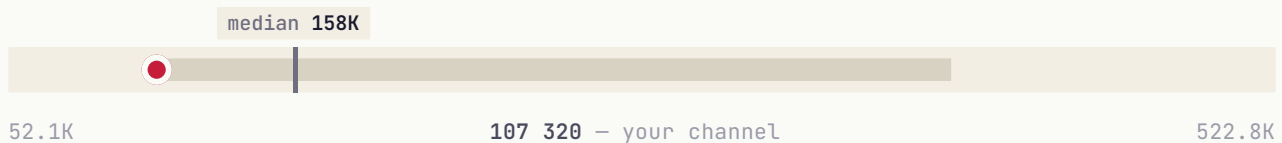
#87

/100

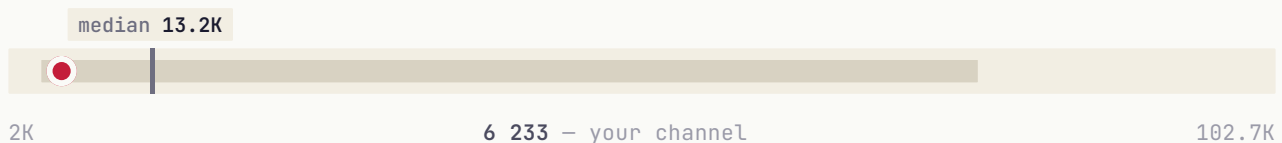
RANK IN NICHE

Channel in bottom half of ranking

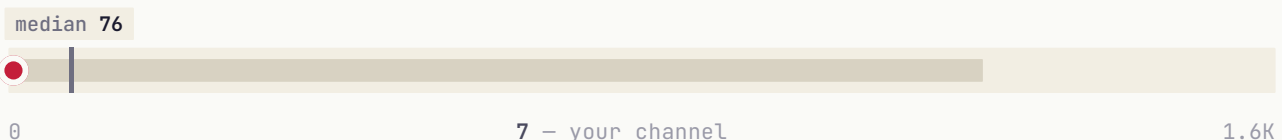
SUBSCRIBERS

32% below median


AVG REACH / POST

53% below median


CITATION INDEX

91% below median


— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — Monday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 5.81% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.7pp ER

03

System traffic purchase

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 — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment 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 a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

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

02 Contact manager t.me/PromptPress_manager
