

PUBLIC PROMTPRESS REPORT

Channel audit

Yandex Travel



@yandex_travel

Channel for easy, fun, affordable travel Book hotel or apartment:
<https://clck.ru/3Qio96> Discounts: @yandex_travel_benefit Chats:
@yandex_travel_chats For hoteliers:...

SUBSCRIBERS

499 418

-8759 per month

ERR (% SEE POSTS)

3.0%

daily 1.8%

REACH/POST

15.2K

ad reach 9.2K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 499 418 —	SUBS REACH 3.05% avg % subs see post	VIEWS/POST 15.2K median 15.3K · 29 days	POSTS/WEEK 14.1 for period
7D TREND -19.5% vs previous week	REACTS/POST 170.0 10,032 reactions, 2,380 reposts, 365 comments	POST LENGTH 404 chars median 377 · 29 days	POSTS ANALYZED 59 29 days
AD REACH 9.2K 24h avg	CHURN / MONTH -8759 last month	QUOTE RATE 369 citation index · 852 channels mentioned ever	CHANNEL AGE 5 years 9 months created 08.09.2020

AI EDITOR SUMMARY

Channel «Yandex Travel» — 499 418 subs. Avg views per post: 15.2K people (3% from subs), reach low — expand audience. Publishes 14 posts/week (~2/day) — regular. Week Jun 22–28 reach dropped -19.5% to week Jun 15–21 — analyze reasons.

What works best

WHAT TOP POSTS HAVE IN COMMON

- ## TOP 5 POSTS

Page 4 / 13

Nº4

14.06 · 09:47

PHOTO

Want to swim with pigs? 🐷 Hmm, what to answer, what to answer... How about this: want to go to the Bahamas and swim in turquoise water with...

VIEWS

19 590

REPOSTS

34

REACTS

134

ER

3.9%

Nº5

16.06 · 10:02

PHOTO

Salute, brig, white nights — getting ready for «Scarlet Sails» 🎆
The main graduation party gathers a million adults. Last year there were...

VIEWS

19 113

REPOSTS

82

REACTS

138

ER

3.8%

WORST 3



27.06 · 12:09

PHOTO

Coffee, buns and silence ❤️ If you're tired of calls and news and have NETSIL, spend a quiet weekend in...

VIEWS

12 460

REPOSTS

61

REACTS

126

ER

2.5%



28.06 · 12:39

PHOTO

Let's dream of a Sochi vacation 😊 Check in a 4-star hotel with sea view, sleep on...

VIEWS

12 024

REPOSTS

6

REACTS

70

ER

2.4%



30.06 · 14:03

PHOTO

Diet on hold: trying tasty buns from across the country 😊
Travel impressions can be delicious: we've gathered bakeries in Moscow...

VIEWS

11 718

REPOSTS

21

REACTS

127

ER

2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

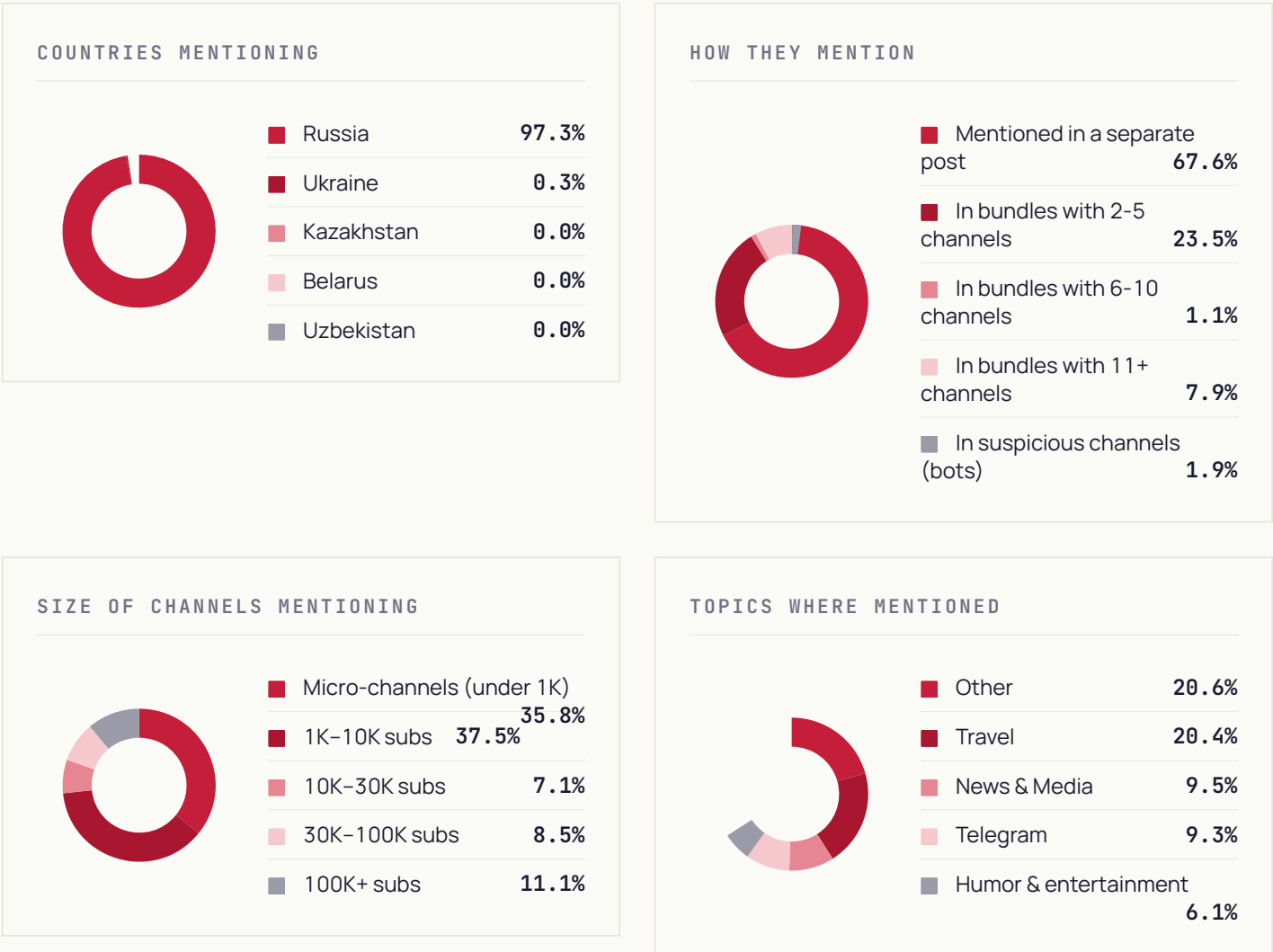
Subscriber growth over the year. Key months show exact subs. See gains and losses.



SECTION 04 · CITATIONS

Who mentions the channel and how

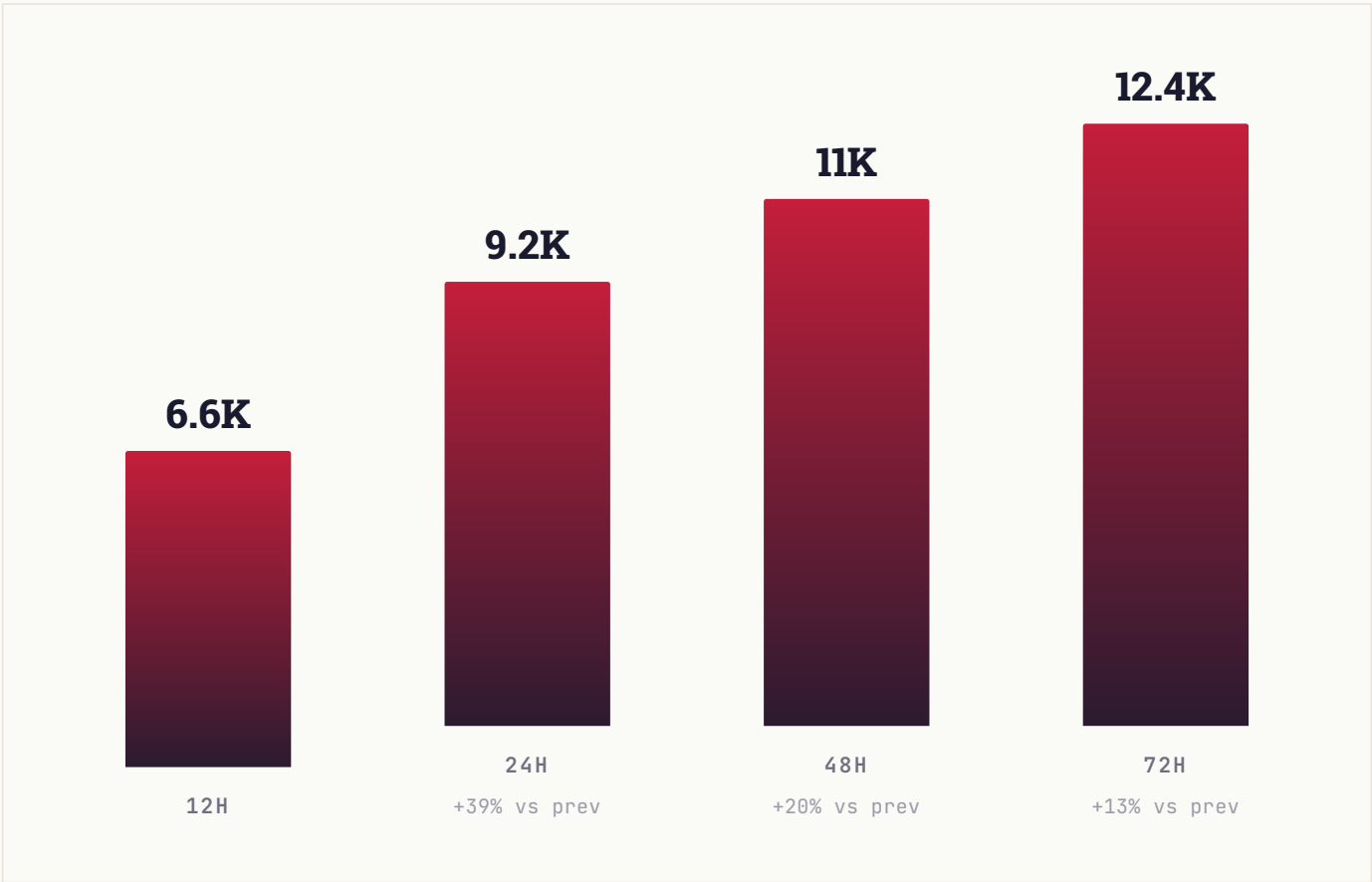
Citation index **369** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **852** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearby channels by topic & 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 YOU	499.4K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
SP How to travel almost free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K

COMPARATIVE CONCLUSION

Channel intop-10 niche (#8 of 97). Strong position. Niche leader — Moscow - Where to Go | Events (1.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · 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 **312**, they brought **126 634** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	73	38	84 039
December 2025	22	16	17 832
Nov 2025	45	39	0
Oct 2025	61	40	13 018
Sep 2025	54	26	11 745
August 2025	57	46	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
312	6	126 634

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took 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 vertical = median. Red dot = your channel.

#8 /100

RANK IN NICHE

Channel in top 8% of travel Russia

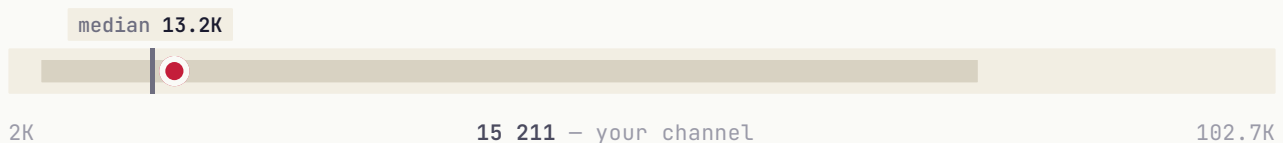
SUBSCRIBERS

better than 90% of niche



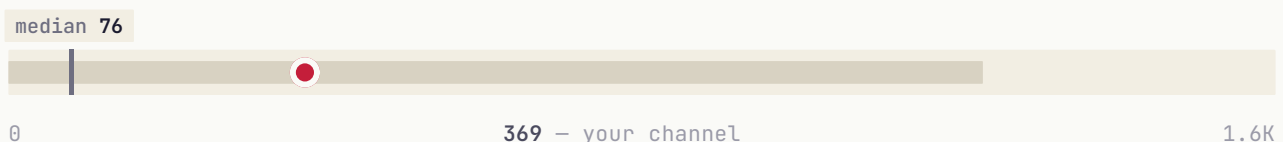
AVG REACH / POST

better than 51% of niche



CITATION INDEX

better than 60% of niche



— 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

Best posting day: Monday
 Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
 Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video retains audience better
- 03

ER below niche benchmark — rethink formats
 Current ER 3.05% vs norm 7.5%. Try polls & interactive formats.

EFFECT
+4.5pp ER
- 04

System traffic buy
 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 & interactive formats
 Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager