

PUBLIC REPORT BY PROMTPRESS

Channel audit

Aviasales.kz



@aaaviasaleskz

Hello, this is Aviasales.kz ♦ All about flight sales ♦ Flight news
♦ Country entry rules ♦ Cheapest ticket picks

SUBSCRIBERS

63 786

+777 per month

ERR (% SEE POSTS)

18.0%

last day **8.4%**

REACH/POST

11.2K

ad reach **5.3K/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 63 786 —	 SUBS REACH 17.51% avg % subs see post	 VIEWS/POST 11.2K median 11K · 27 days	 POSTS/WEEK 8.0 for period
 7D TREND -10.3% vs previous week	 REACTIONS/POST 54.9 1,701 reactions, 902 reposts, 133 comments	 POST LENGTH 368 chars median 354 · 27 days	 POSTS ANALYZED 31 27 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH +777 last month	 CITATION RATE 54 citation index · 114 channels mentioned all time	 CHANNEL AGE 7 years 2 months created 10.04.2019

AI EDITOR SUMMARY

Channel «Aviasales.kz» — 63 786 subs. Each post avg views 11.2K people (18% of subs), avg reach — room to grow. Publishes 8 posts/week (~1/day) — regular. Week 22–28 Jun reach dropped -10.3% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts in 27 days.
- 02 Dominant format – Photo (23/31 posts).
- 03 Avg post length – 368 chars (median 354).
- 04 Peak audience activity – Thursday, 15:00 ALMT.
- 05 Top posts get 2× more views than the weakest (15.1K avg for top vs 8.5K for worst) – among 31 posts over 27 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 04.06 · 09:04 PHOTO 🇰🇷 From ALMATY to SEOUL from 230,557 KZT round trip ✈️ From ALMATY from 230,557 KZT: • June 20-27: https://avs.io/uZm8 •...	VIEWS 15 461 REPOSTS 48	REACTIONS 23 ER 24.2%
Nº2 04.06 · 10:23 VIDEO (post without caption – video)	VIEWS 14 950 REPOSTS 11	REACTIONS 140 ER 23.4%
Nº3 04.06 · 10:26 TEXT happy? driven mad 😞	VIEWS 14 897 REPOSTS 4	REACTIONS 108 ER 23.4%

Nº4 18.06 • 09:15 PHOTO  From ALMATY to SHANGHAI from 192,453 KZT round trip  Tickets from Almaty to Shanghai and back – from 192,453 KZT: • June 26–July 4...	VIEWS 13 657 REACTIONS 28 REPOSTS 60 ER 21.4%
Nº5 18.06 • 10:23 TEXT coming soon 26.06.2026 perfect date for a trip to Shymkent  agree? 😍	VIEWS 13 504 REACTIONS 165 REPOSTS 57 ER 21.2%

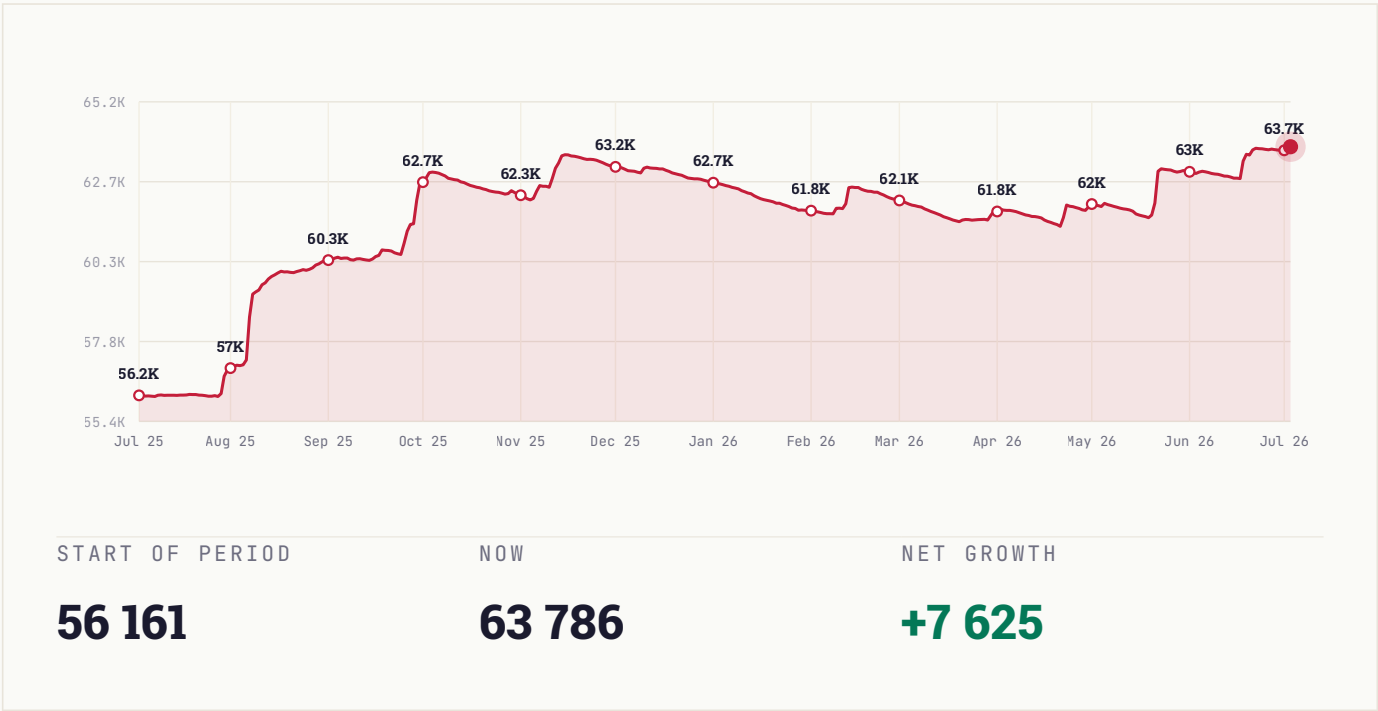
WORST 3

↓ 23.06 • 10:35 VIDEO  So hot! Wish I could dive into a cold pool right now Which one's best? We told you HERE  Subscribe to Aviasales.kz Telegram	VIEWS 9 826 REACTIONS 18 REPOSTS 23 ER 15.4%
↓ 29.06 • 09:04 PHOTO Where to stay on Alakol: 10 hotels and resorts with prices and real reviews On both shores Learn more  Subscribe to...	VIEWS 7 946 REACTIONS 9 REPOSTS 27 ER 12.5%
↓ 30.06 • 05:53 PHOTO  From Almaty to Izmir and back from 126,827 KZT: • Sep 16-25 from 126,827 KZT: https://avs.io/zTGO • Aug 22-Sep 4 from 138,334...	VIEWS 7 735 REACTIONS 17 REPOSTS 29 ER 12.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

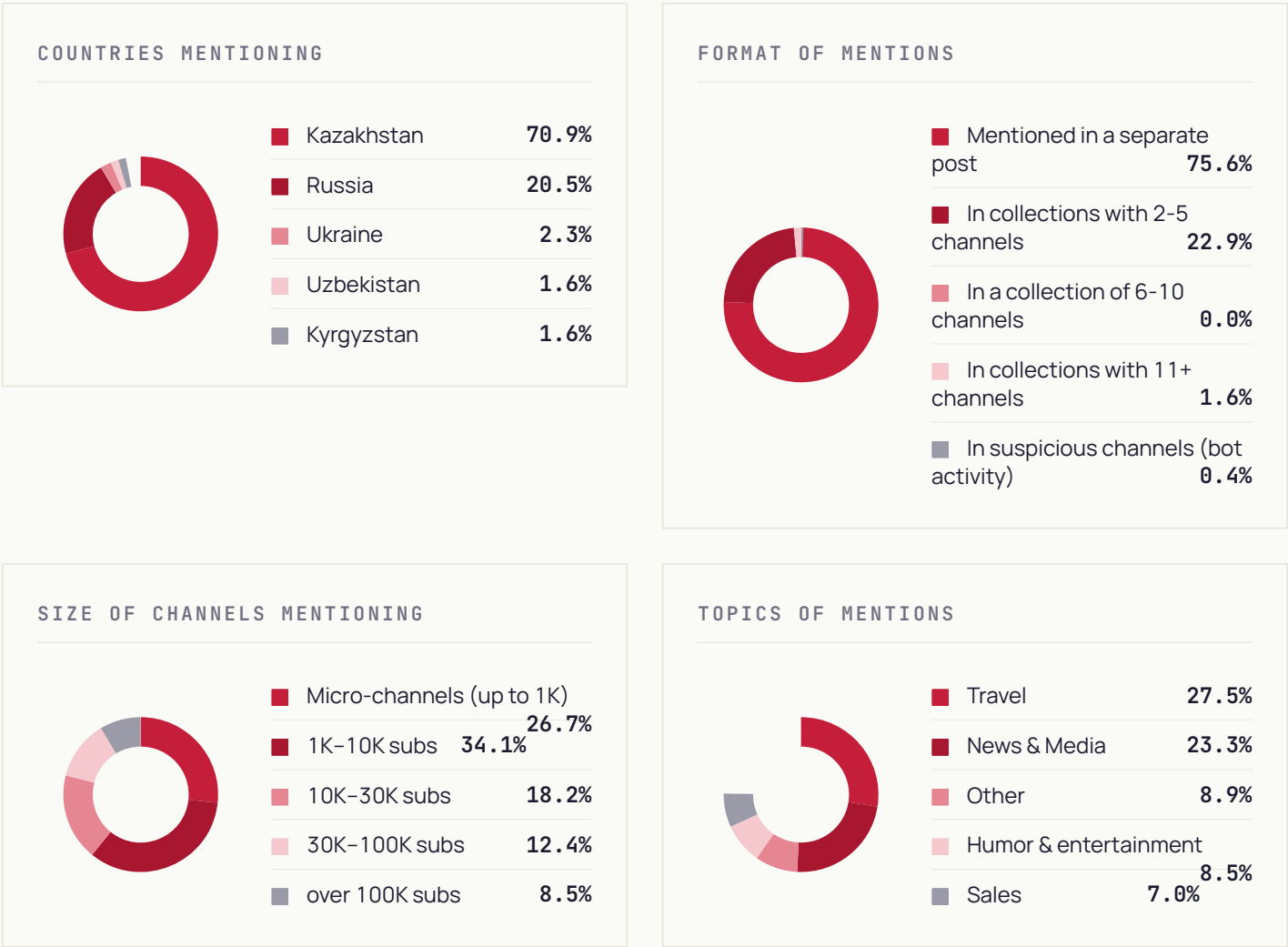
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

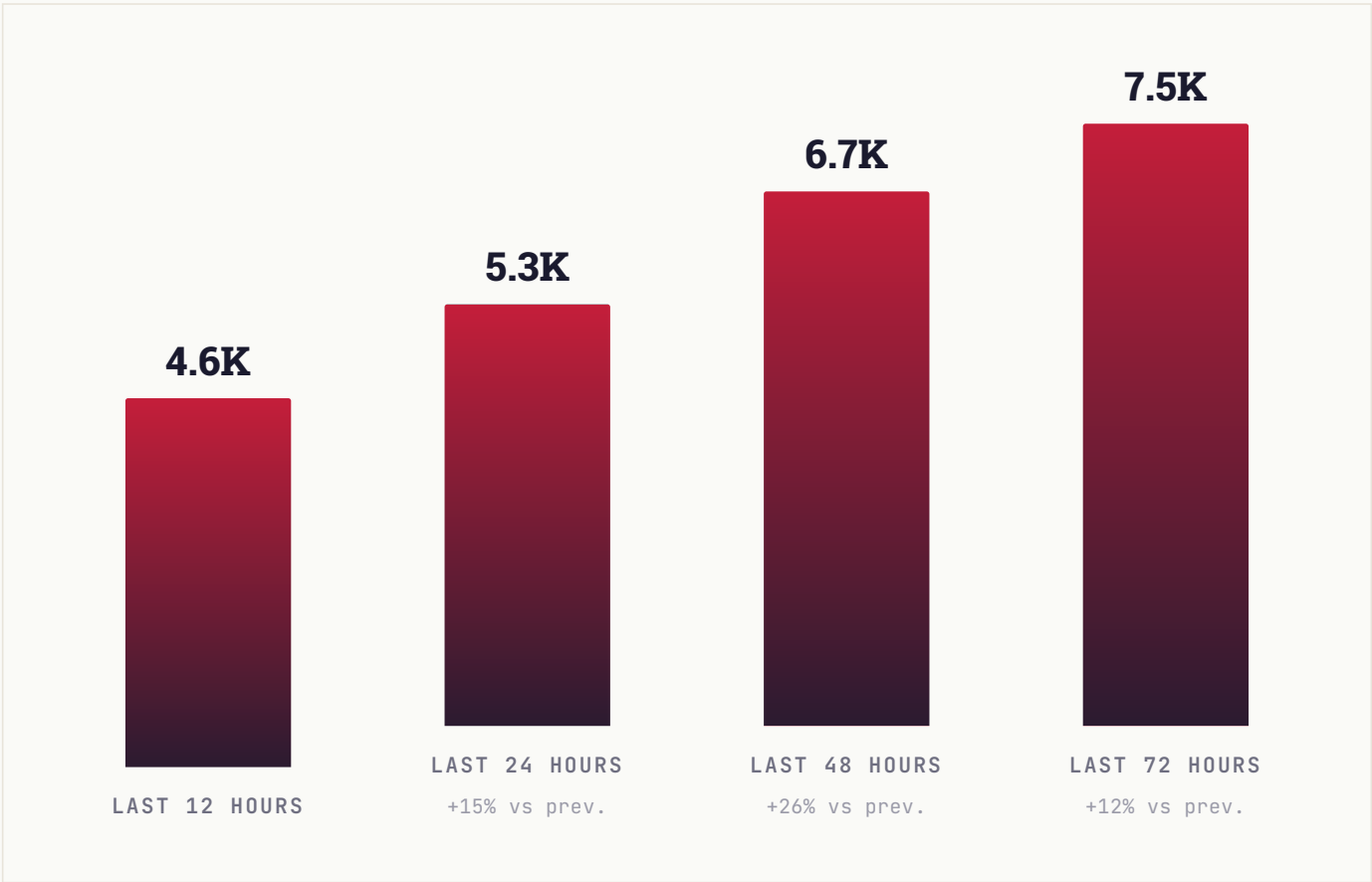
Citation index **54** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **114** different channels.



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 makes sense to 'live'.



— SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
BN Charter flight tickets from Step to Travel	158.6K
TH Travel agency HT.KZ	144.3K
AV Aviasales.kz YOU	63.8K
TP Travel agency POEDEM.KZ	60.5K
NS Nomad Soul	53.4K
CV Charters to Turkey from Step to Travel	52.9K
TP Travel agency Let's go with us!	43.5K
AI Flights from Kazakhstan	36.8K
ST Step to Travel Tours	33K
GT Hot deals FUN&SUN	29.1K
CH Charter flights from Kazakhstan worldwide 🇰🇿🇹🇷🌐	26.4K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 77 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **38**, they brought **8 182** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	6	6	12
December 2025	2	2	177
Nov 2025	8	5	1 442
Oct 2025	6	6	470
Sep 2025	10	8	2 636
August 2025	6	4	3 445

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
38	6	8 182

SECTION 08 · NICHE COMPARISON

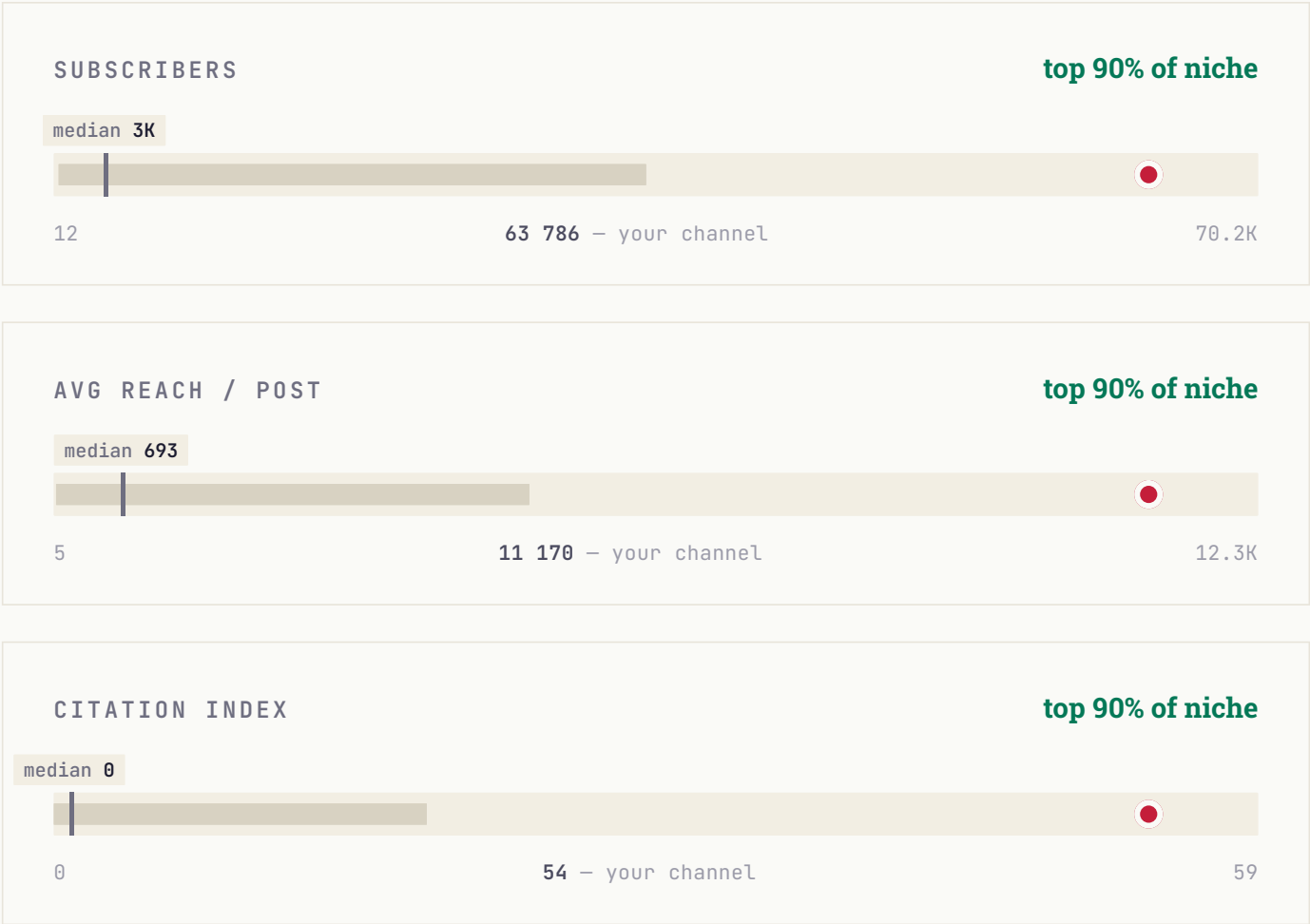
Where the channel stands in its league

Took top-77 channels in category «Travel» and saw how your channel compares.
Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
Red dot — your channel.

#3/77

RANK IN NICHE

Channel in top 3% travel



— 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

Main post of the week — on Thursday

Audience is most active on this day at 15:00 ALMT.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram retains audience longer and is better perceived 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% to 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 this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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