

PUBLIC REPORT BY PROMTPRESS

Channel audit

AEROFLOT



@aeroflot_official

Official channel of Aeroflot airline. Website: <https://clck.ru/3QKKwP>
 Registered in RKN list: <https://knd.gov.ru/license?id=67654417506f96772845fd8b@istryType=bloggersPermission>
 Boost:...

SUBSCRIBERS

525 487

-1334 per month

ERR (% SEE POSTS)

15.0%

per day 7.4%

REACH/POST

82.9K

ad reach 39.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 525 487 —	SUBSCRIBER REACH 15.78% avg % of subs see post	VIEWS/POST 82.9K median 79.4K · 29 days	POSTS/WEEK 9.4 for the period
7D TREND -18.7% vs previous week	REACTIONS/POST 412.4 total 16,083 reactions, 7,527 reposts, 0 comments	POST LENGTH 716 chars median 817 · 29 days	POSTS ANALYZED 39 29 days
AD REACH 39.1K 24h avg	CHURN / MONTH -1334 last month	QUOTABILITY 749 citation index · 3,079 channels mentioned it all time	CHANNEL AGE 4 years 3 months created 14.03.2022

AI EDITOR SUMMARY

Channel «AEROFLOT» — 525 487 subs. Each post averages 82.9K people (16% of subs), this is average reach — room to grow. Publishes 9 posts per week (~1/day) — regular schedule. For week 22–28 Jun, reach dropped by -18.7% to week 15–21 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 39 posts in 29 days.
- 02 Dominant format – Photo (17/39 posts).
- 03 Avg post length – 716 characters (median 817).
- 04 Peak audience activity – Tuesday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (115.3K avg top vs 69.5K worst) – among 39 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 10:51 PHOTO Travel isn't about dots on a map It's about the feelings we bring back. Inspiration. Harmony. Energy. Ease. Delight...	VIEWS 125 216 REP. 51	REACTIONS 201 ER 23.8%
Nº2 20.06 · 06:14 VIDEO You have 19 missed calls One for each summer day lived without a trip. 📞 Hong Kong called three times. Shanghai left...	VIEWS 111 536 REP. 107	REACTIONS 283 ER 21.2%
Nº3 22.06 · 05:21 VIDEO Aeroflot continues servicing passengers affected by temporary restrictions at Moscow airports...	VIEWS 109 075 REP. 115	REACTIONS 288 ER 20.8%

Nº4 18.06 · 11:21 VIDEO Aeroflot continues minimizing impact and stabilizing flight schedule due to temporary restrictions...	VIEWS 108 325 REACTIONS 242 REP. 82 ER 20.6%
Nº5 18.06 · 06:08 PHOTO Due to schedule adjustments from temporary restrictions introduced on the morning of June 18 at the Moscow aviation hub, we ask...	VIEWS 107 949 REACTIONS 174 REP. 381 ER 20.5%
WORST 3	
↓ 05.06 · 08:31 PHOTO Stop by our booth: at 12:45 meet Artemy Lebedev. We'll discuss the passenger journey from personal experience.	VIEWS 70 502 REACTIONS 229 REP. 31 ER 13.4%
↓ 26.06 · 12:03 TEXT i Information message for passengers traveling to/from Grozny Airport Due to construction work at the international airport...	VIEWS 70 237 REACTIONS 101 REP. 35 ER 13.4%
↓ 30.06 · 06:15 PHOTO Three routes from Cheboksary – and not a single reason to stay home ✨ Some dream of walks by the Baltic Sea, others of mountains and southern...	VIEWS 67 727 REACTIONS 274 REP. 94 ER 12.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

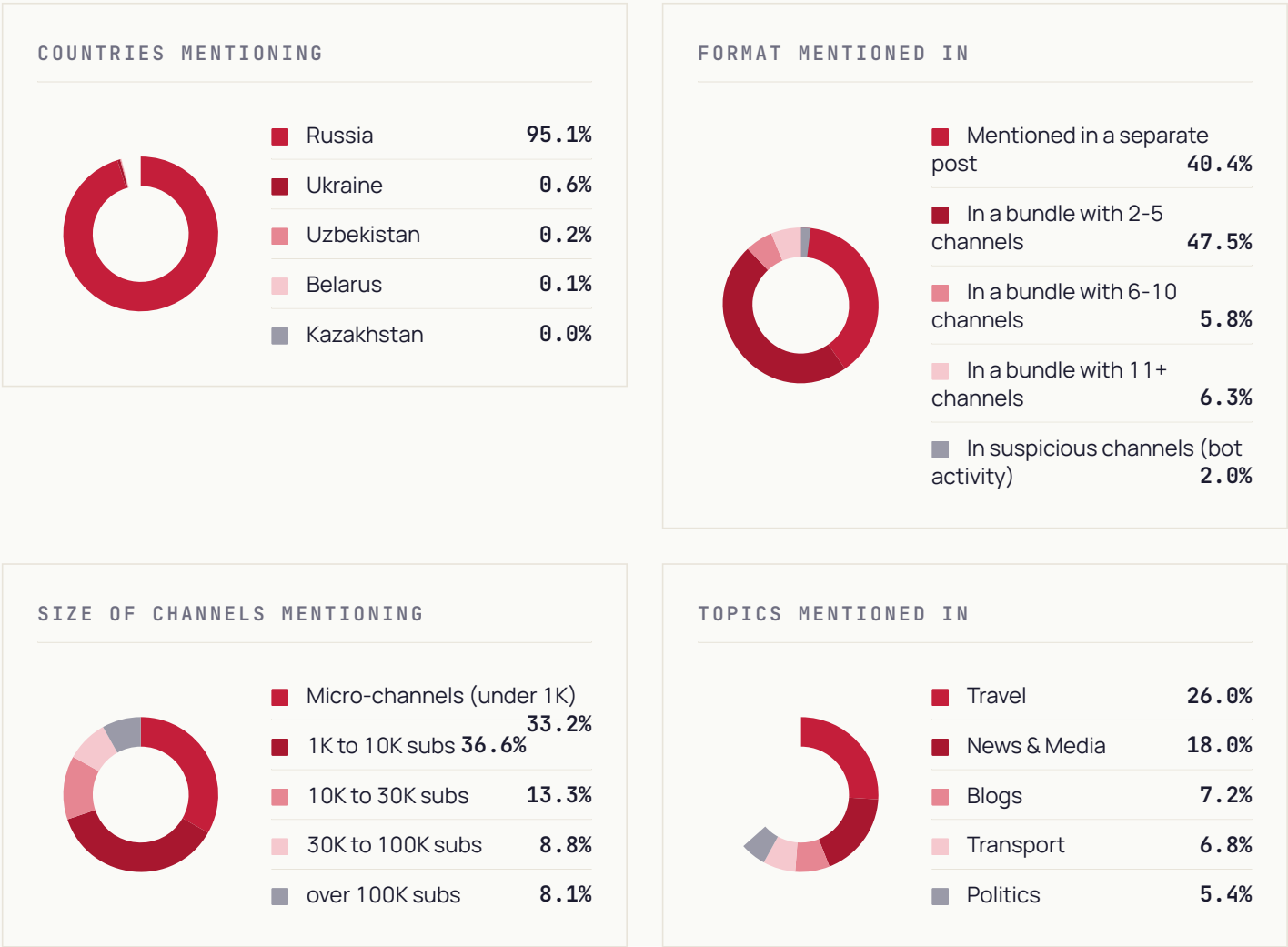
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

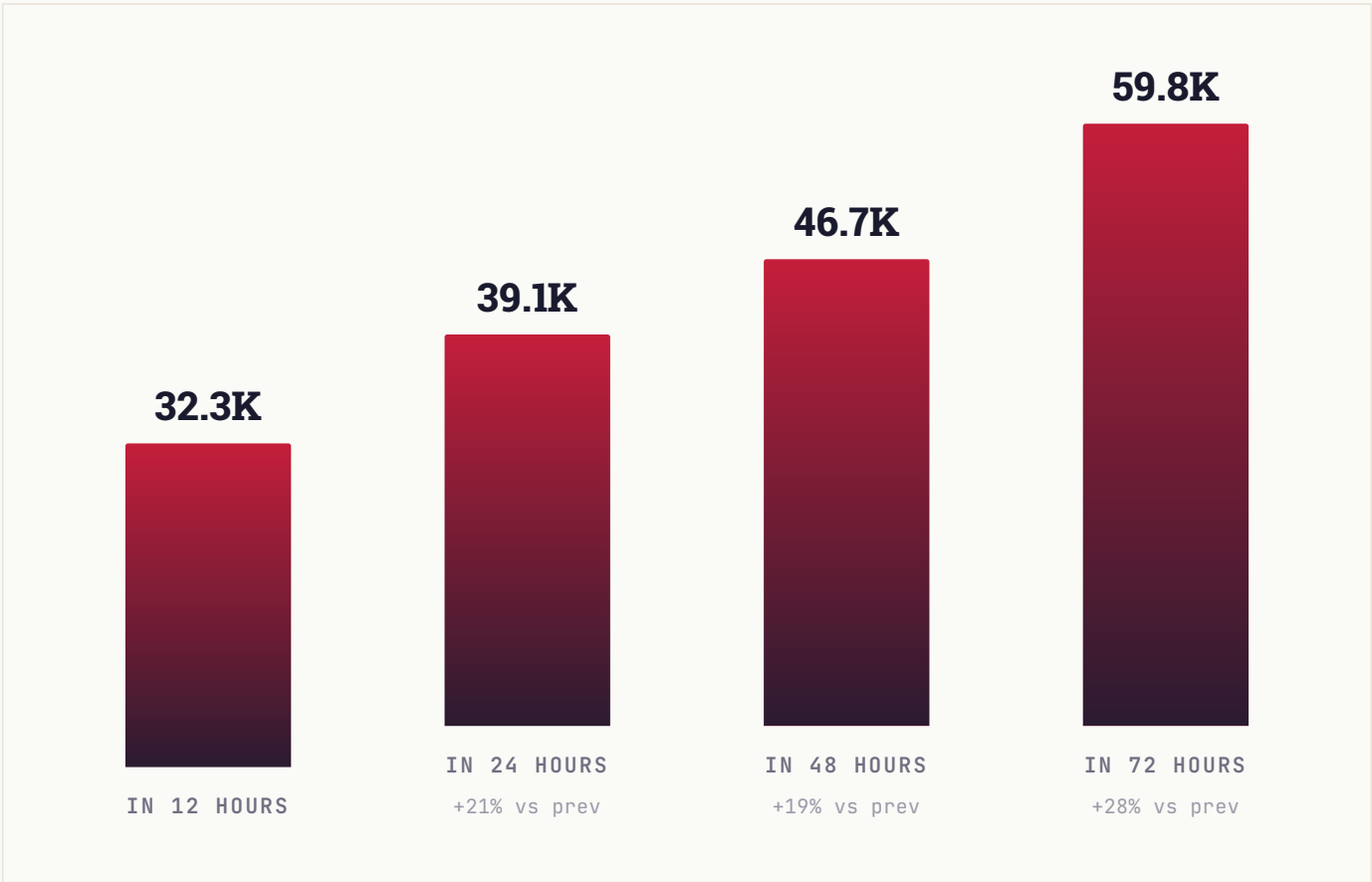
Citation index **749** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel 'weighs' more than from 1k subs. All time channel was mentioned **3 079** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is 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 YOU	525.5K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
All Discount wagon	432.9K
3 333bet.cc Official ®	406K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K

COMPARATIVE CONCLUSION

Channel intop-10 niche (#5 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 TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **694**, they brought **70 153** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	85	64	837
December 2025	109	84	3 888
Nov 2025	74	62	74
Oct 2025	140	114	20 281
Sep 2025	187	117	17 768
August 2025	99	80	27 305
TOTAL MENTIONS			694
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			70 153

SECTION 08 · NICHE COMPARISON

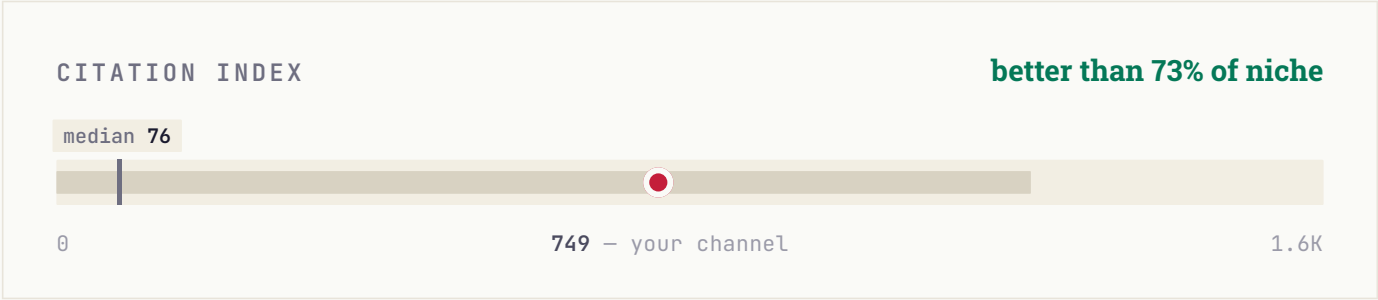
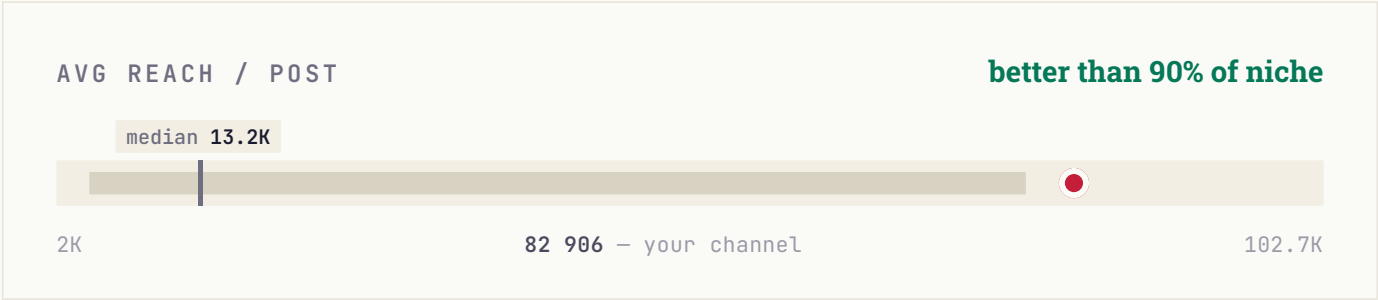
Where the channel ranks in its league

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.

#5/100

RANK IN NICHE

Channel in top 5% of Russia travel



— SECTION 09 · STRATEGY

What to do right now

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

01

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**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
