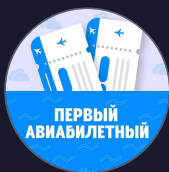


PUBLIC PROMTPRESS REPORT

Channel audit

Perviy Aviabiletniy



@aviabilet_perviy

Travel almost for free. Flights and tours across Russia and the world with 70-80% discounts. Our TG channel network: @letim_russia
Ads: @chris_chris_8, @Spiral_Yuri Exchange:...

SUBSCRIBERS

89 541

-710 per month

ERR (% SEE POSTS)

4.0%

per day **2.8%**

REACH/POST

3.3K

ad reach **2.5K/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 89 541 —	 SUBSCRIBER REACH 3.72% avg % of subs see a post	 VIEWS/POST 3.3K median 3.4K · 29 days	 POSTS/WEEK 41.3 for the period
 7D TREND +0.7% vs previous week	 REACTIONS/POST 6.4 total 1 099 reactions, 858 reposts, 0 comments	 POST LENGTH 218 chars median 221 · 29 days	 POSTS ANALYZED 173 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -710 last month	 CITATION RATE 793 citation index · 1 474 channels mentioned it ever	 CHANNEL AGE 1 year 9 months created 16.09.2024

AI EDITOR SUMMARY

Channel «First Aviaticket» — 89 541 subs. Each post averages 3.3K people (4% of subs), reach is low — consider expanding audience. Publishes 41 posts per week (~6/day) — active posting. For the week of June 8–14, reach stable (+0.7% vs week 1–7 Jun).

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 173 posts over 29 days.
- 02 Dominant format — Photo (147/173 posts).
- 03 Avg post length — 218 chars (median 221).
- 04 Peak audience activity — Sunday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.4K avg for top vs 2.7K for worst) — among 173 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 06:31 VIDEO If you have a meeting with a hotel guide on vacation, here's a quick summary so you can skip it. First Aviaticket	VIEWS 4 406 REP. 8	REACTIONS 11 ER 4.9%
Nº2 26.05 · 09:08 PHOTO If you're tired of the Moscow Kremlin, check out Kazan ➔ Moscow – Kazan ✈️Departure May 27 ➔ 1099₽ ✈️Baggage included ✈️ Book...	VIEWS 4 394 REP. 12	REACTIONS 5 ER 4.9%
Nº3 25.05 · 15:11 PHOTO We can do without the sea, but not without aesthetics ➔ Moscow – Istanbul – Moscow ✈️Departure May 27 Return June 6 ➔ 11301₽ ✈️Baggage...	VIEWS 4 266 REP. 14	REACTIONS 5 ER 4.8%

Nº4 26.05 · 06:20 VIDEO Thousands of options, combos and mixes. Doubts about whether you want to take everything or nothing... We know not...	VIEWS 4 263 REP. 5	REACTIONS 7 ER 4.8%
Nº5 08.06 · 12:52 PHOTO Happy for Kaliningrad residents But wish it were for us → Kaliningrad – Antalya – Kaliningrad ✈️Departure June 9 → 6351₽ ✈️Baggage...	VIEWS 4 149 REP. 7	REACTIONS 10 ER 4.6%

|

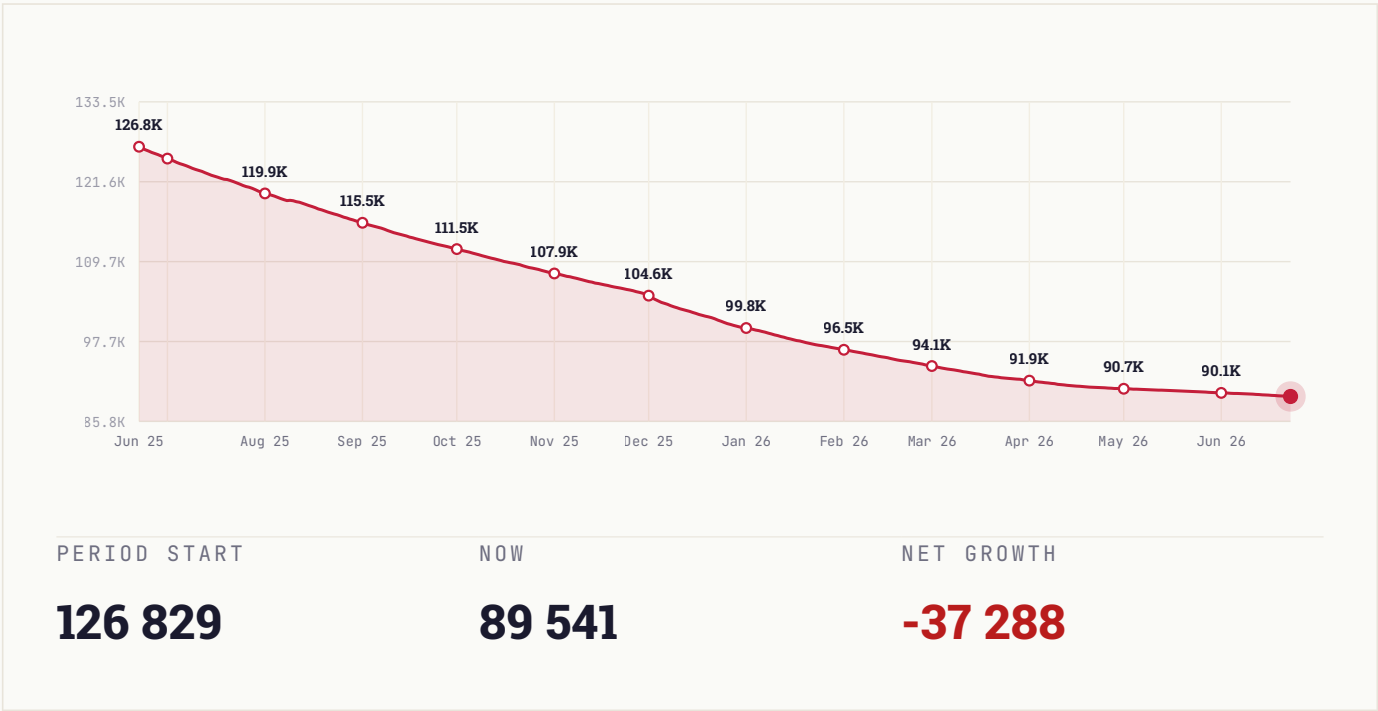
WORST 3

↓ 19.06 · 10:45 PHOTO Here's the cheapest option available So let's book Turkish Holidays →Perm – Antalya – Perm ✈️Departure July 1 Return July 8 → ...	VIEWS 2 717 REP. 2	REACTIONS 4 ER 3.0%
↓ 17.06 · 10:36 PHOTO Here's a Turkish treat →Kaliningrad – Antalya ✈️Departure June 19 → 9461₽ ✈️Baggage included ✈️ Book hotel/apartment - here →...	VIEWS 2 699 REP. 2	REACTIONS 4 ER 3.0%
↓ 19.06 · 10:24 PHOTO Ordered China? →Krasnoyarsk – Shanghai ✈️Departure June 24 → 12022₽ ✈️Baggage included ✈️ Book hotel/apartment - here → Price and...	VIEWS 2 592 REP. 3	REACTIONS 3 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

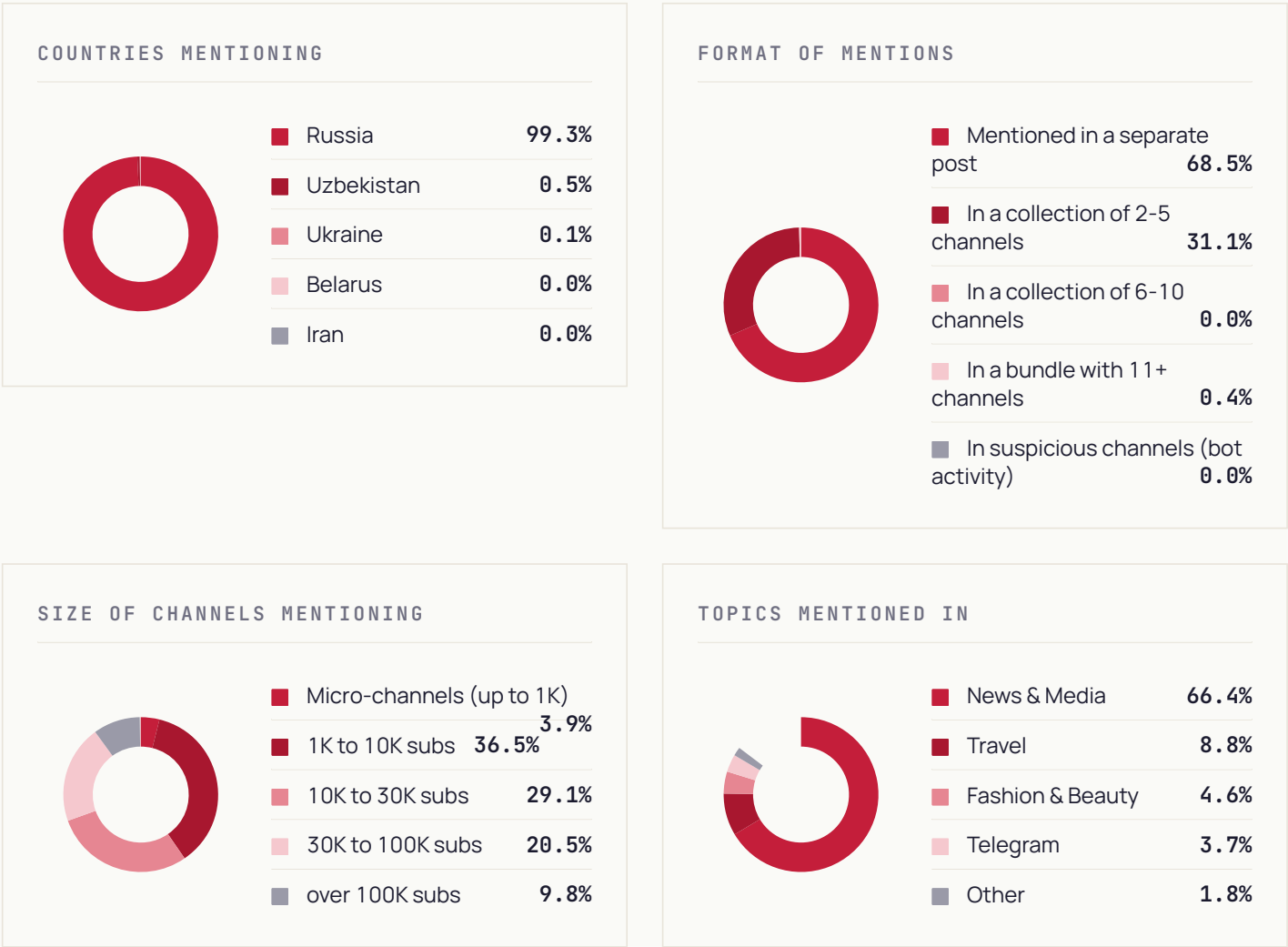
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

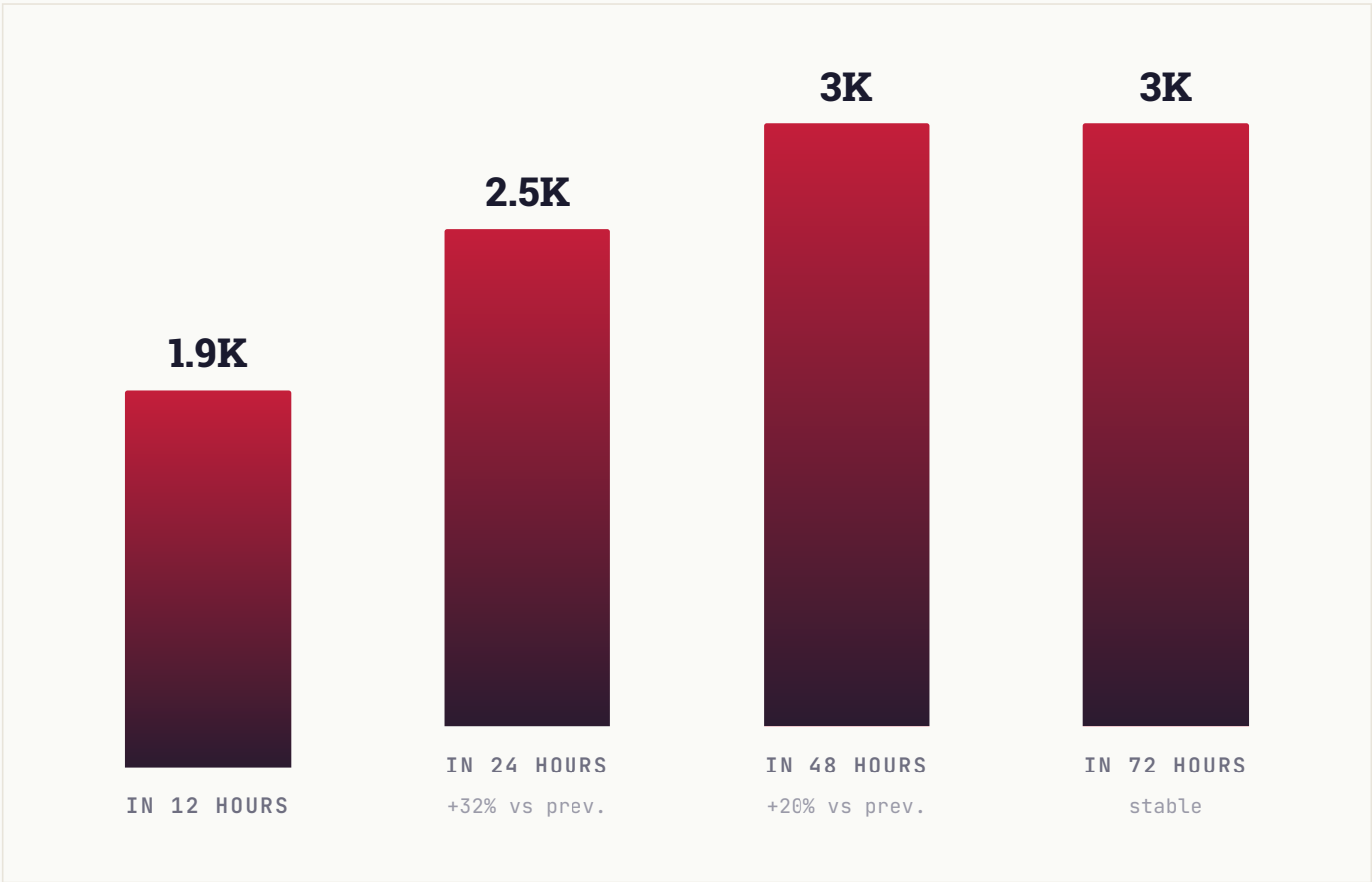
Citation index **793** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 474** different channels.



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 should 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 peers.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount train	433.7K
OT Ozon Travel	407.8K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
PA Perviy Aviabiletniy YOU	89.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#99 of 94). Niche median — 153.9K 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 your channel. Over the last **6 months** such mentions were **8**, they brought **58** new subs.

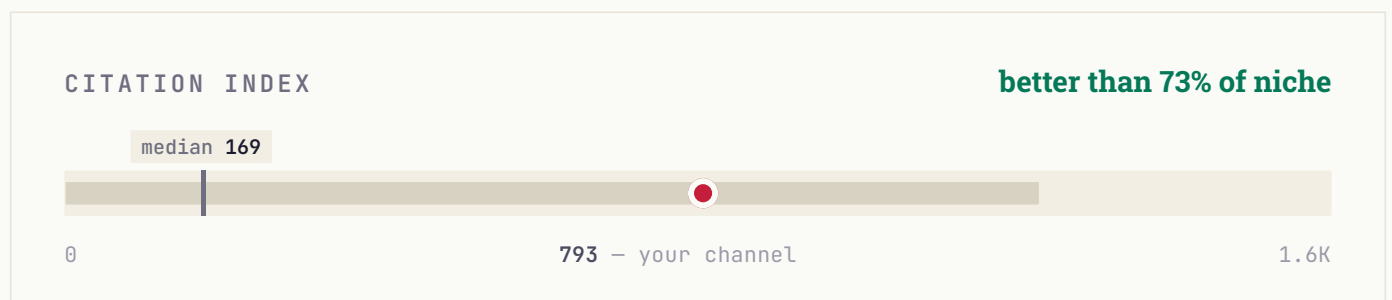
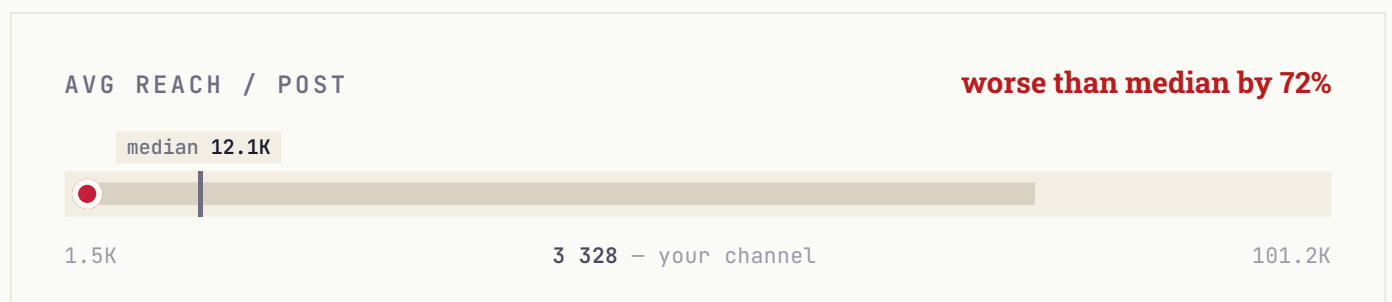
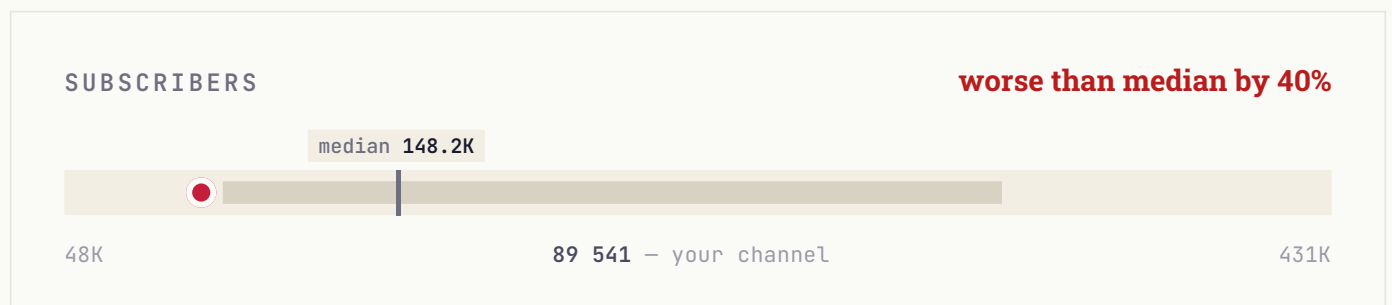
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	2	1	0	
September 2025	6	6	0	
August 2025	0	0	58	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
8	6	58

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.



— 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

Main post of the week — on Sunday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.72% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.8pp ER

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 and 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

Quarterly cross-posts with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in a few minutes based on public data. Want 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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