

PUBLIC REPORT BY PROMTPRESS

Channel audit

Aviasales



@aviasales

Hi, this is Aviasales channel. We help find and buy cheap flights Low price bot @AviasalesCheapTicketsBot Travel magazine PSZhR @psgr_aviasales Postcards from grandma...

SUBSCRIBERS

300 530

+1365 per month

ERR (% WHO SEE POSTS)

9.0%

daily 5.3%

REACH/POST

25.2K

ad reach 16K/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 300 530 —	 SUBSCRIBER REACH 8.4% avg % subs see post	 VIEWS/POST 25.2K median 25.7K · 29 days	 POSTS/WEEK 15.5 for the period
 7D TREND -2.4% vs previous week	 REACTIONS/POST 838.8 total 54,525 reactions, 12,438 reposts, 995 comments	 POST LENGTH 309 chars median 165 · 29 days	 POSTS ANALYZED 65 29 days
 AD REACH 16K 24h avg	 CHURN / MONTH +1365 last month	 CITATION RATE 525 citation index · 2,661 channels mentioned all time	 CHANNEL AGE 10 years 9 months created 22.09.2015

AI EDITOR SUMMARY

Channel «Aviasales» — 300 530 subs. Each post averages 25.2K people (8% from subs), reach is low — consider expanding audience. Publishes 16 posts per week (~2/day) — consistent schedule. Week of June 8–14 reach stable (-2.4% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 65 posts over 29 days.
- 02 Dominant format – Photo (45/65 posts).
- 03 Avg post length – 309 chars (median 165).
- 04 Peak audience activity – Friday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (32.1K avg top vs 21.9K worst) – among 65 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 09:01 PHOTO How to poop while traveling? We chatted with gastroenterologist Irina Modina about pooping and farting on trips. Share with friends...	VIEWS 32 585 REP. 908	REACTIONS 949 ER 10.8%
Nº2 29.05 · 15:43 PHOTO In a Thai sanctuary there's a baby elephant. Small, cute, round like a ball. Freckles on ears. Freckles on trunk...	VIEWS 32 224 REP. 617	REACTIONS 1 726 ER 10.7%
Nº3 31.05 · 14:27 PHOTO will be wasted	VIEWS 31 507 REP. 219	REACTIONS 1 293 ER 10.5%

Nº4 05.06 · 15:51 VIDEO Toxins found in water on Maldives beach	VIEWS 30 982 REP. 806	REACTIONS 1 581 ER 10.3%
Nº5 10.06 · 14:09 PHOTO And here's a sweet giveaway 🎁 We're raffling 5 boxes of 36 bars from Aviasales and VkusVill. They're strawberry +...	VIEWS 30 243 REP. 486	REACTIONS 987 ER 10.1%

WORST 3

↓ 08.06 · 09:28 PHOTO subs, cover for a couple hours, I'll grab a magnet	VIEWS 22 388 REP. 22	REACTIONS 889 ER 7.4%
↓ 10.06 · 13:58 TEXT Oh, if only we could win that. Well, actually:	VIEWS 21 773 REP. 7	REACTIONS 321 ER 7.2%
↓ 29.05 · 08:59 VIDEO (video post without caption)	VIEWS 21 454 REP. 46	REACTIONS 287 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

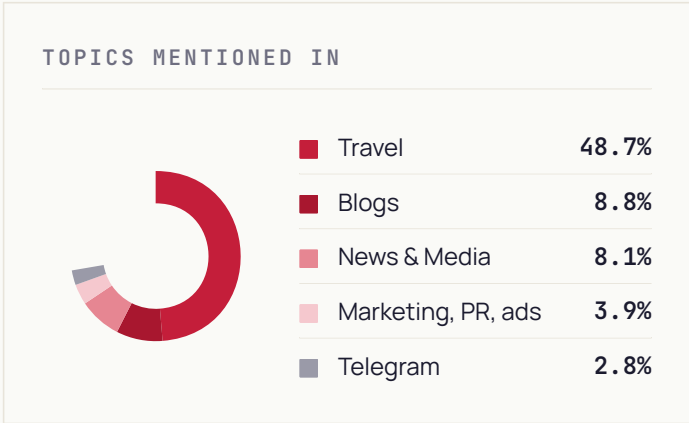
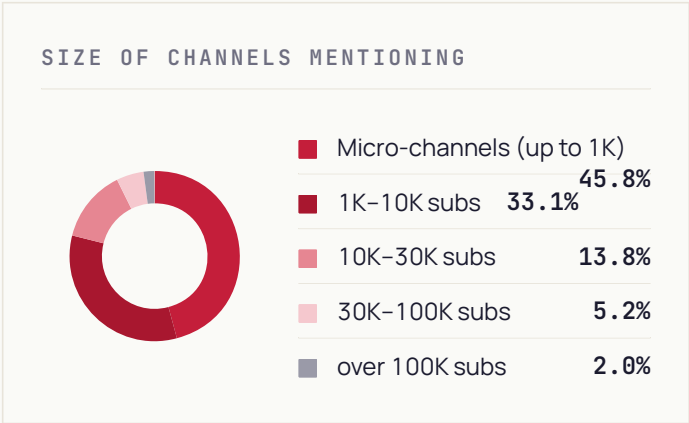
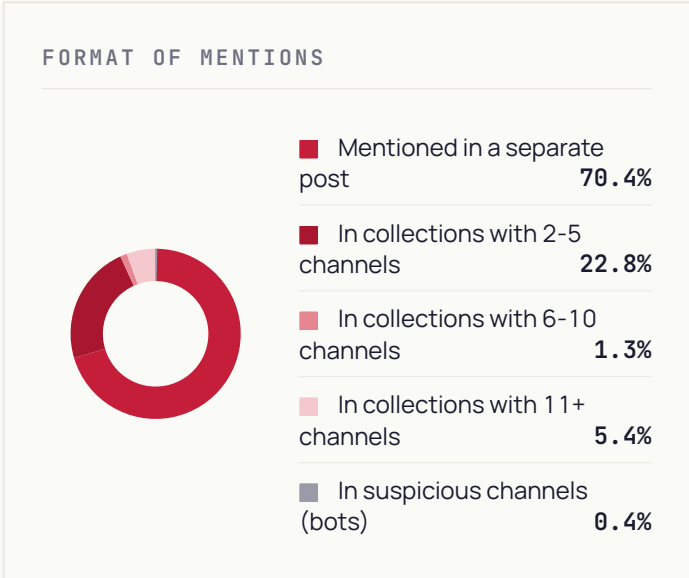
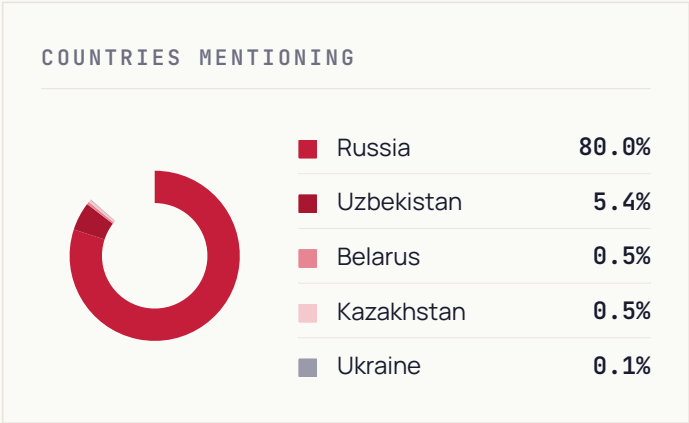
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

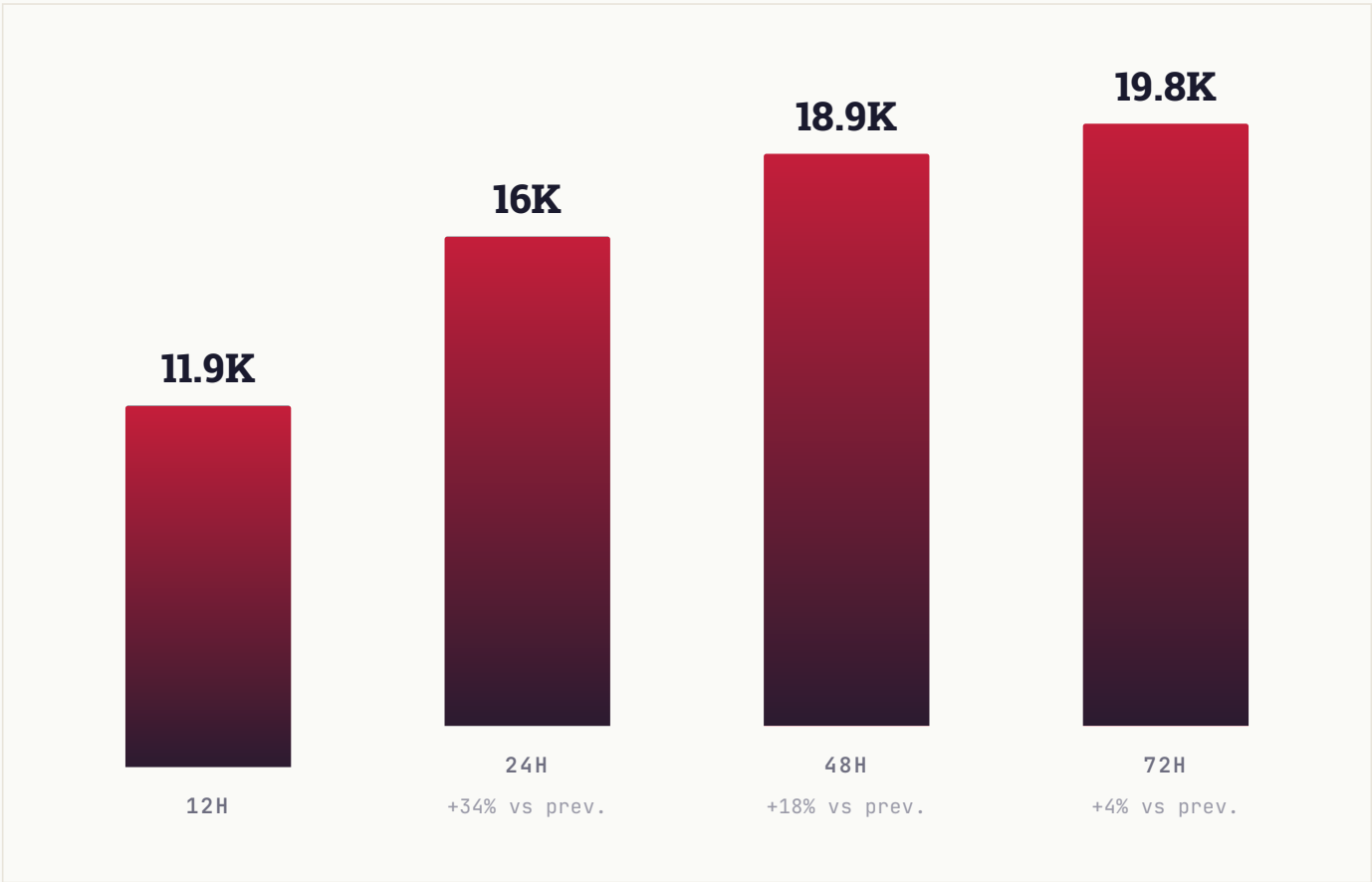
Citation index **525** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **2 661** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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 Poster	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 wagon	433.7K
OT Ozon Travel	407.8K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
AV Aviasales YOU	300.5K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#12 of 94). Leader — Moscow - where to go | Poster (1.2M). Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **467**, they brought **20 156** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	26	24	0	
November 2025	61	53	2 416	
October 2025	47	22	705	
September 2025	104	53	2 819	
August 2025	157	45	11 125	
July 2025	72	36	3 091	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
467	6	20 156

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

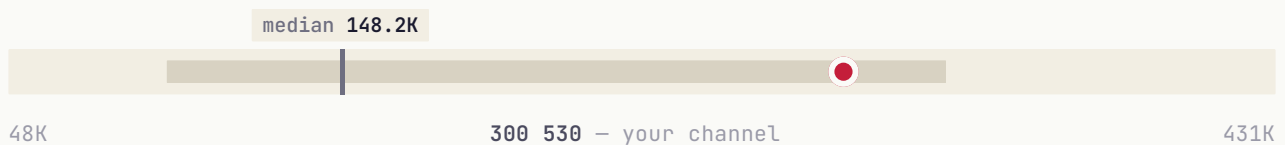
#12 /100

RANK IN NICHE

Channel in top 12% – strong position

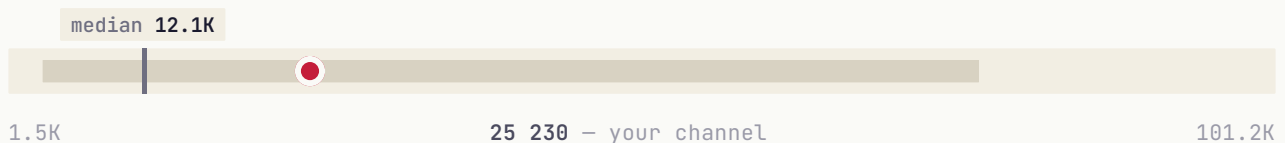
SUBSCRIBERS

better than 83% of niche



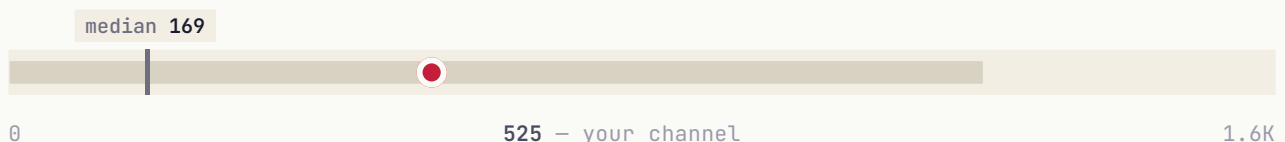
AVG REACH / POST

better than 57% of niche



CITATION INDEX

better than 63% 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

Main post of the week — on Friday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for important
posts**

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

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**

04

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

05

Cross-promo with nearby 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 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
