

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Авиабилеты из Kazakhstan



@aviatickets\_kz

- Helping travel independently; - Unique info in pinned post. No ticket sales, all links go to aviasales. Chat: @chat\_aviatickets\_kz  
Paid selection & ads:...

SUBSCRIBERS

**36 793**

+751 per month

ERR (% SEE POSTS)

**16.0%**

daily 9.1%

REACH/POST

**5.5K**

ad reach 3.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                    |                                                                                                                         |                                                                                                                     |                                                                                                        |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>36 793</div> <div>—</div>        | <div><div></div><div>SUBS REACH</div></div> <div>14.88%</div> <div>avg % of subs see post</div>                         | <div><div></div><div>VIEWS/POST</div></div> <div>5.5K</div> <div>median 5.8K · 29 days</div>                        | <div><div></div><div>POSTS/WEEK</div></div> <div>20.9</div> <div>for the period</div>                  |
| <div><div></div><div>7D TREND</div></div> <div>-9.0%</div> <div>vs prev week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>45.5</div> <div>3,960 reactions, 1,939 reposts, 175 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>413 chars</div> <div>median 405 · 29 days</div>                   | <div><div></div><div>POSTS ANALYZED</div></div> <div>87</div> <div>29 days</div>                       |
| <div><div></div><div>AD REACH</div></div> <div>3.3K</div> <div>24h avg</div>       | <div><div></div><div>CHURN / MONTH</div></div> <div>+751</div> <div>last month</div>                                    | <div><div></div><div>CITATION RATE</div></div> <div>16</div> <div>citation index · 34 channels mentioned ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>3 years 2 months</div> <div>created 09.04.2023</div> |

AI EDITOR SUMMARY

Channel «Air tickets from Kazakhstan» — 36 793 subs. Each post averages 5.5K people (15% of subs), low reach — expand audience. Publishes 21 posts/week (~3/day) — consistent. Week Jun 22–28 reach dropped -9.0% to week Jun 15–21 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

# What Works Best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **87** posts in 29 days.
- 02 Dominant format — **Photo** (64/87 posts).
- 03 Avg post length — **413** chars (median 405).
- 04 Peak audience activity — **Friday, 16:00 ALMT**.
- 05 Top posts get **2x** more views than the weakest (6.7K avg for top vs 4.5K for worst) — among 87 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                      |                                                                    |                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>10.06 · 09:21</div><div>PHOTO</div></div> <div><div>🧴</div><div>Comfortable and affordable flights to the US from Astana. Astana - New York - Astana 22.10 - 03.11   357 497...</div></div>                  | <div>VIEWS</div> <div>6 952</div> <div>REPOSTS</div> <div>83</div> | <div>REACTIONS</div> <div>45</div> <div>ER</div> <div>18.9%</div> |
| <div><div>Nº2</div><div>05.06 · 06:35</div><div>PHOTO</div></div> <div><div>😊</div><div>Summer novelties on board Air Astana. Business class features exclusive travel kits in national style, created with the brand...</div></div> | <div>VIEWS</div> <div>6 630</div> <div>REPOSTS</div> <div>13</div> | <div>REACTIONS</div> <div>56</div> <div>ER</div> <div>18.0%</div> |
| <div><div>Nº3</div><div>05.06 · 11:46</div><div>VIDEO</div></div> <div><div>🇰🇿</div><div>Balkhash Airport reopens after renovation. The airport was repaired with returned state funds, preserving...</div></div>                    | <div>VIEWS</div> <div>6 552</div> <div>REPOSTS</div> <div>15</div> | <div>REACTIONS</div> <div>72</div> <div>ER</div> <div>17.8%</div> |

## Nº4

05.06 • 08:19

PHOTO

 Air Astana resumes flights to Dubai. Regular Almaty–Dubai flights resume June 20, Astana–Dubai from July 10. Flights will...

VIEWS

6 481

REPOSTS

18

REACTIONS

32

ER

17.6%

## Nº5

19.06 • 13:19

PHOTO

 Again personal discounts at Pegasus, check the app. We have boring 40% off fall flights, while someone gets a whole 21% on...

VIEWS

6 468

REPOSTS

9

REACTIONS

22

ER

17.6%

### WORST 3



30.06 • 10:40

VIDEO

 Emirates starts installing innovative U-Dream headrests on Airbus A350. New Safran U-Dream development features side...

VIEWS

4 601

REPOSTS

29

REACTIONS

62

ER

12.5%



30.06 • 08:50

PHOTO

 Tokayev orders acceleration of new Astana airport construction. The president stated that building a new airport in Astana does not...

VIEWS

4 412

REPOSTS

9

REACTIONS

55

ER

12.0%



29.06 • 08:10

TEXT

Found tickets, don't forget internet  Seriously. Bought tickets, booked hotel, got insurance, and you arrive at the airport without...

VIEWS

4 392

REPOSTS

15

REACTIONS

14

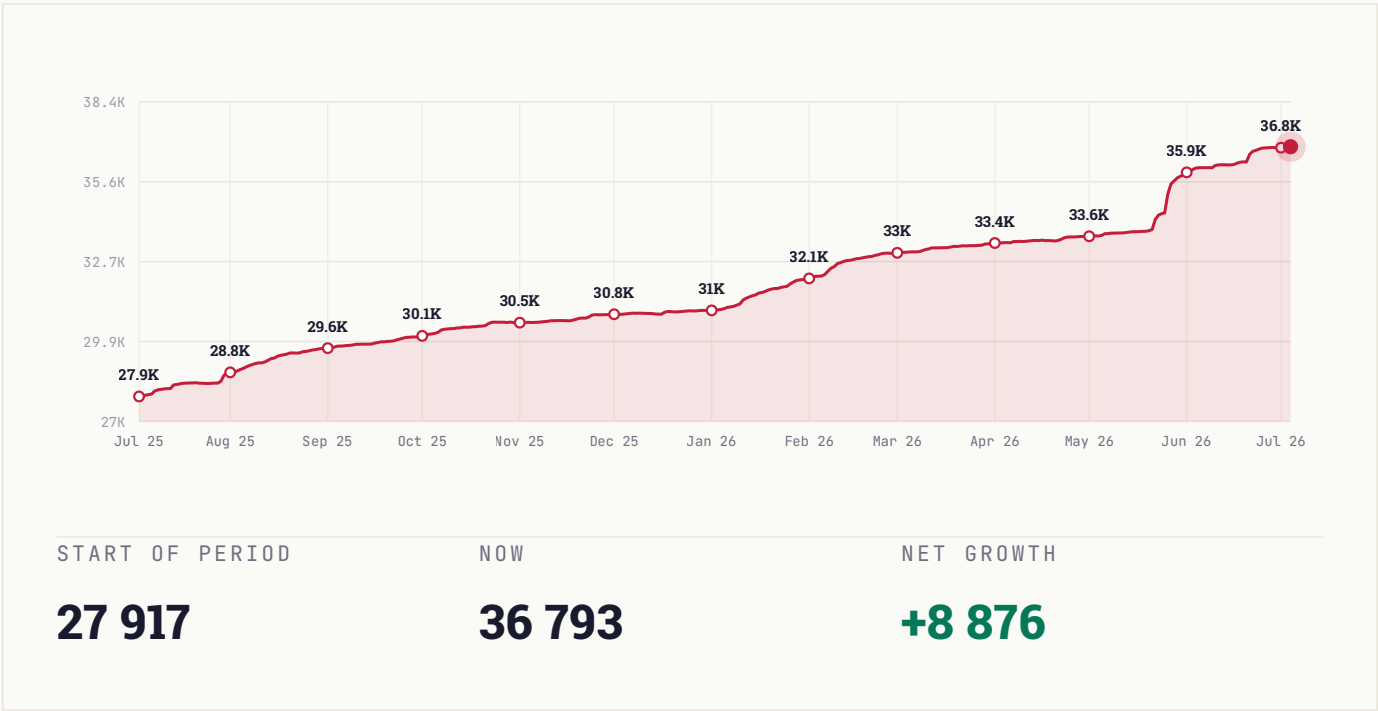
ER

11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

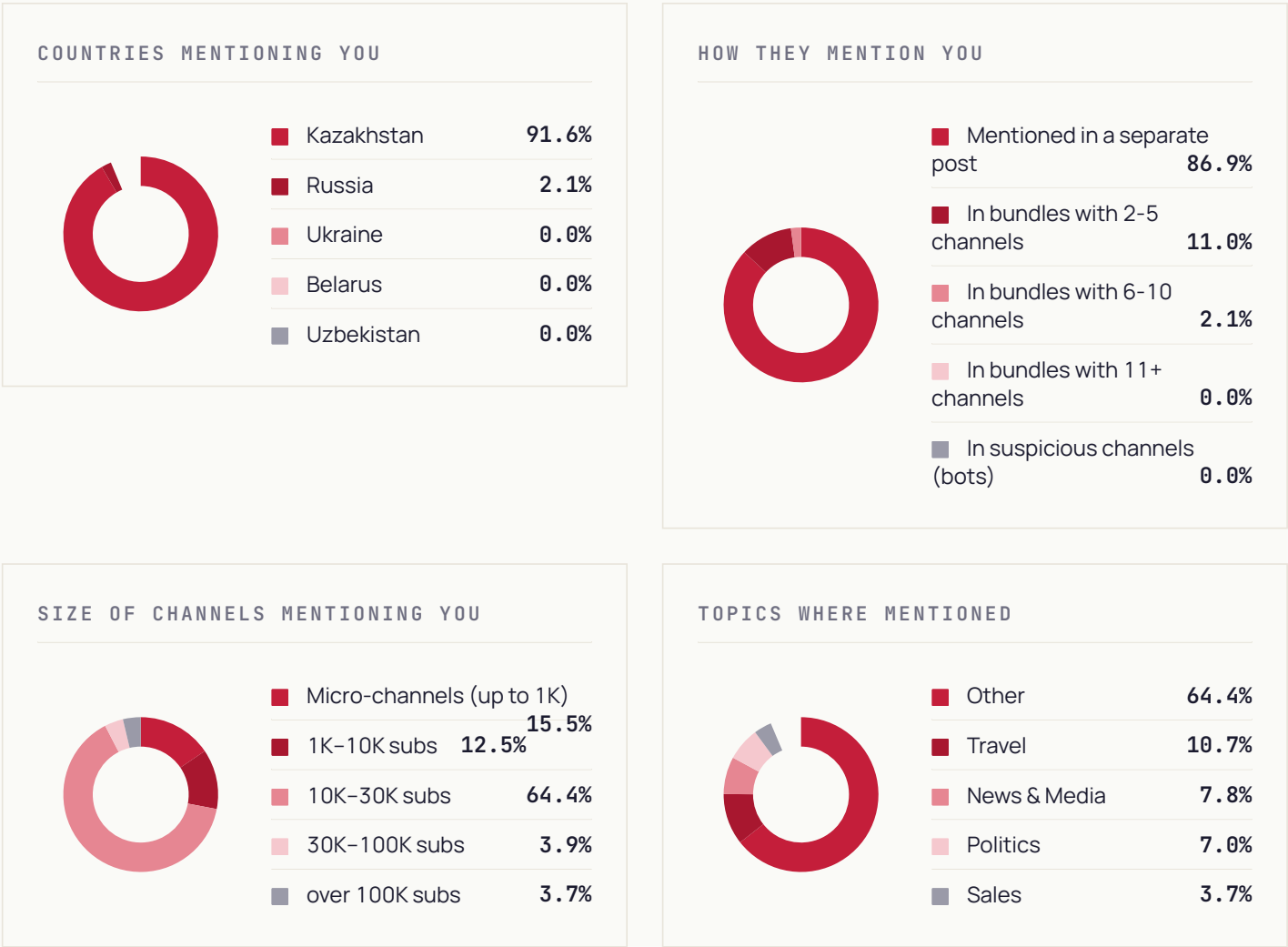
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

# Who and how mentions the channel

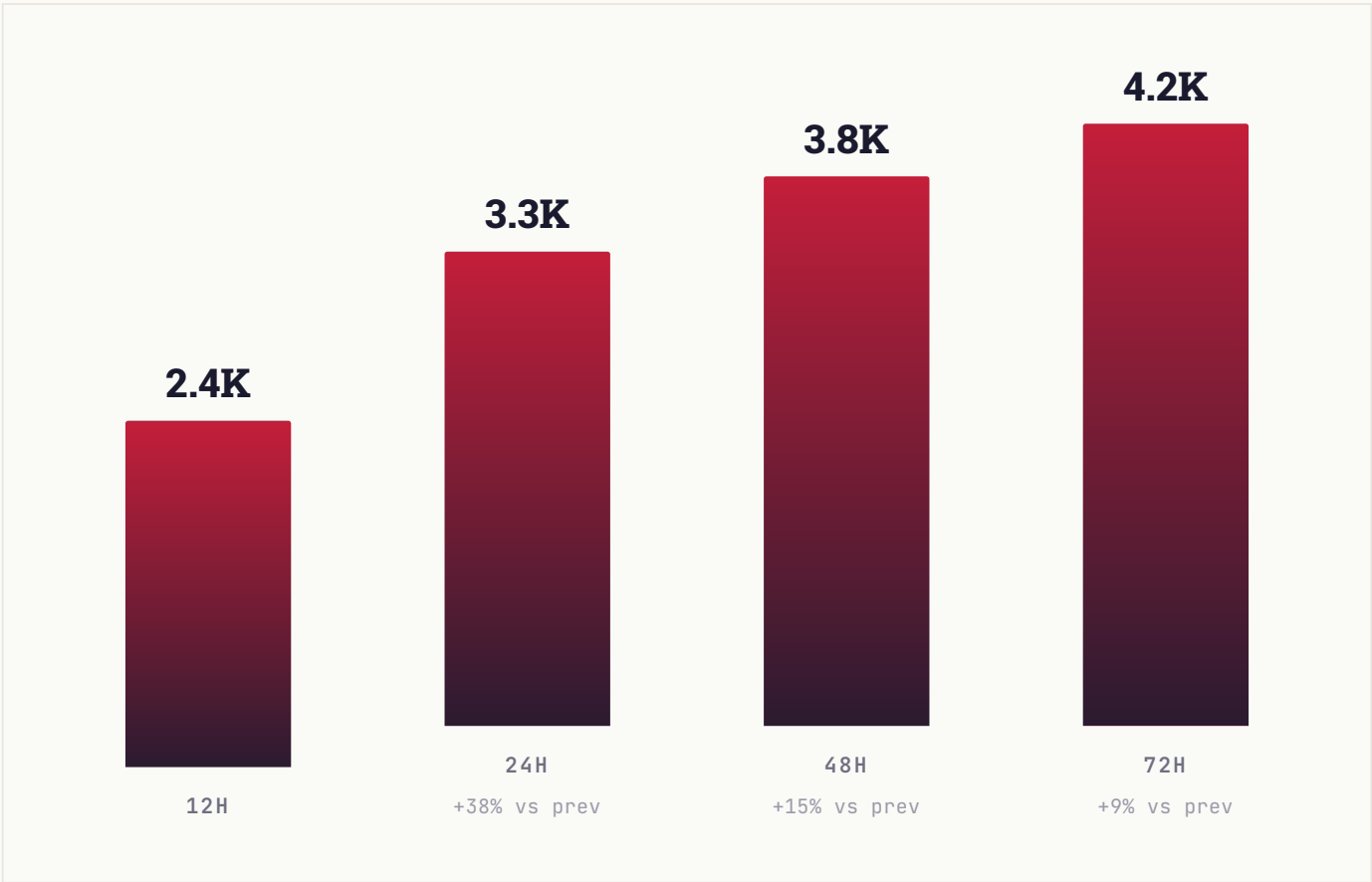
Citation index **16** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **34** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — 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                                    | 63.8K       |
| TP Travel Agency POEDEM.KZ                         | 60.5K       |
| NS Nomad Soul                                      | 53.4K       |
| CH Charters to Turkey from Step to Travel          | 52.9K       |
| TP Travel Agency Poyekhali s Nami!                 | 43.5K       |
| AI Авиабилеты из Kazakhstana YOU                   | 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 10 of niche (#8 of 77). Strong position. Niche leader — Charter flight tickets from Step to Travel (158.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **36**, they brought **3 503** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT | SUBSCRIBERS          |
|----------------|----------|----------------|---------|----------------------|
| January 2026   | 4        | 1              | 1 127   | <div></div>          |
| December 2025  | 3        | 1              | 232     | <div></div>          |
| November 2025  | 5        | 3              | 316     | <div></div>          |
| October 2025   | 9        | 6              | 533     | <div></div>          |
| September 2025 | 3        | 1              | 415     | <div></div>          |
| August 2025    | 12       | 3              | 880     | <div></div>          |
| TOTAL MENTIONS |          | MONTHS OF DATA |         | ACQUIRED SUBSCRIBERS |
| 36             |          | 6              |         | 3 503                |

## SECTION 08 · NICHE COMPARISON

# Where the channel ranks in its league

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

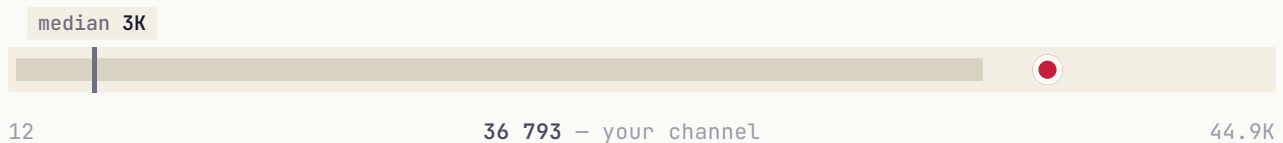
# #8 /77

RANK IN NICHE

## Channel in top 10% – strong position

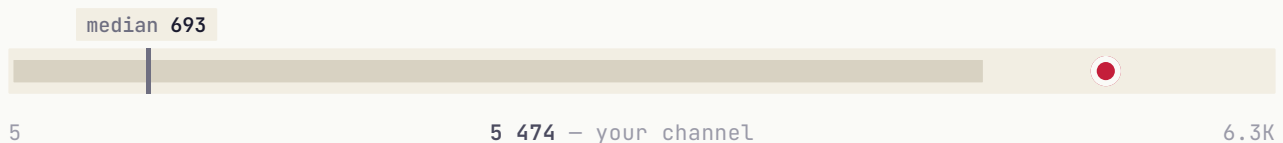
### SUBSCRIBERS

better than 90% of niche



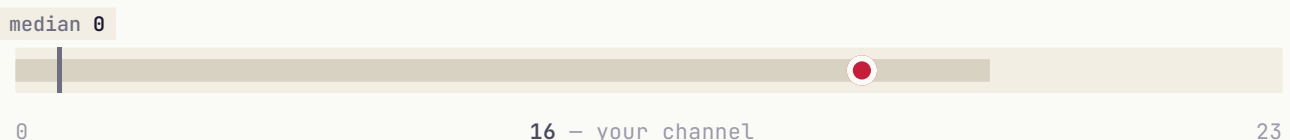
### AVG REACH / POST

better than 90% of niche



### CITATION INDEX

better than 84% of niche



— SECTION 09 · STRATEGY

# What to Do Right Now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

**Top post of the week — on Friday**

Audience is most active on this day at 16:00 ALMT.

EFFECT

**Best window for an important post**
- 02

**Increase share of video posts**

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 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 boost ER by +5-15%.  
One poll per week on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. 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 using public data. To go further — run ads with us and hit your growth plan in a month.

01

## Launch Telegram ads

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)