

PUBLIC REPORT BY PROMTPRESS

Channel audit

Biety Kazakhstan



@biety_kazakhstan

Last-minute flights and tours from Kazakhstan. Buy and pay online in tenge/usd/rub. Find tickets aviasales.tpo.li/15bVeSua
Smartphone app <https://aviasales.tpo.li/GxuH0Rqr> All tickets...

SUBSCRIBERS

14 344

-158 per month

ERR (% SEE POSTS)

10.0%

per day 6.0%

REACH/POST

1.4K

ad reach 856/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 344 —	 SUBS REACH 9.44% avg % subs see post	 VIEWS/POST 1.4K median 1.4K · 29 days	 POSTS/WEEK 43.6 for the period
 7D TREND -8.1% vs previous week	 REACTIONS/POST 0.7 total 131 reactions, 57 reposts, 42 comments	 POST LENGTH 334 chars median 305 · 29 days	 POSTS ANALYZED 185 29 days
 AD REACH 856 24h avg	 CHURN / MONTH -158 last month	 CITATION RATE 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 2 years 3 months created 15.03.2024

AI EDITOR SUMMARY

Channel «Biletty Kazakhstan» – 14 344 subs. Each post avg views 1.4K people (9% from subs), reach is low – worth expanding audience. Publishes 44 posts per week (~6/day) – active posting. For week Jun 22–28 reach dropped -8.1% to week Jun 15–21 – worth analyzing why.

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 **185** posts in 29 days.
- 02 Dominant format — **Text** (94/185 posts).
- 03 Avg post length — **334** chars (median 305).
- 04 Peak audience activity — **Wed**, 10:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (1.8K avg top vs 1.1K worst) — among 185 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 13:01 PHOTO Bodrum on the horizon: time to book Turkish summer at the price of a regular dinner out, yeah. From Almaty: • June 9 for 173,765₸ (with...	VIEWS 1 836 REPOSTS —	REACTIONS 2 ER 12.8%
Nº2 10.06 · 05:00 TEXT Almaty folks, drop your tasks — Da Nang decided to be cheaper than your favorite sneakers. • One way: June 17 for 200,402₸ (20 kg baggage...	VIEWS 1 825 REPOSTS 2	REACTIONS 1 ER 12.7%
Nº3 04.06 · 01:00 TEXT Shymkent, are you already planning a summer escape to the Bosphorus or still hesitating? ▫ Istanbul — July 23 for 108,492₸ Yep, midsummer...	VIEWS 1 791 REPOSTS —	REACTIONS — ER 12.5%

Nº4 09.06 · 10:00 TEXT Almaty folks, while everyone plans vacations in dreams, smart people are booking summer in Turkey now. • To Alanya July 29 – August 5 for...	VIEWS 1 786 REPOSTS —	REACTIONS — ER 12.5%
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Nº5 10.06 · 02:00 TEXT Almaty folks, drop the serious faces and plan a tropical escape – prices whisper it's time. • Nha Trang – June 11 for 112,527₸ (baggage...	VIEWS 1 780 REPOSTS —	REACTIONS 1 ER 12.4%
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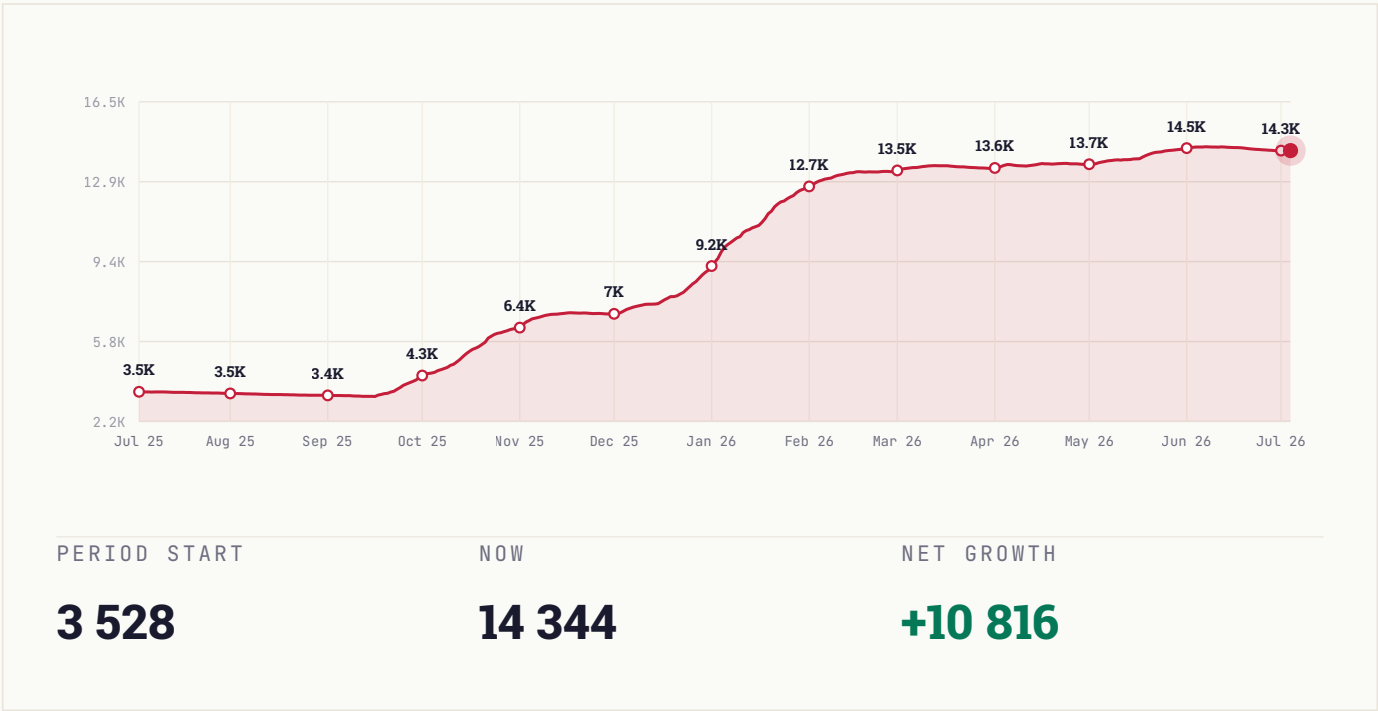
WORST 3

↓ 21.06 · 06:22 TEXT from Almaty to Busan Baggage incl., direct flight Jun 29 - 121500₸ from Almaty to Seoul Baggage incl., direct flight Jun 30 - 122800₸ Baggage...	VIEWS 1 091 REPOSTS —	REACTIONS 3 ER 7.6%
↓ 28.06 · 10:00 TEXT Almaty folks, drop your tasks – Phuket is calling, no discussion. • Phuket – round trip in July for 335,458₸ And hey, 23 kg baggage...	VIEWS 1 079 REPOSTS —	REACTIONS — ER 7.5%
↓ 21.06 · 07:01 PHOTO Shymkent, summer plan: swap shashlik for tom yam or pho bo before plane seats run out. • Bangkok – July 6–21 for 265...	VIEWS 1 075 REPOSTS —	REACTIONS — ER 7.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

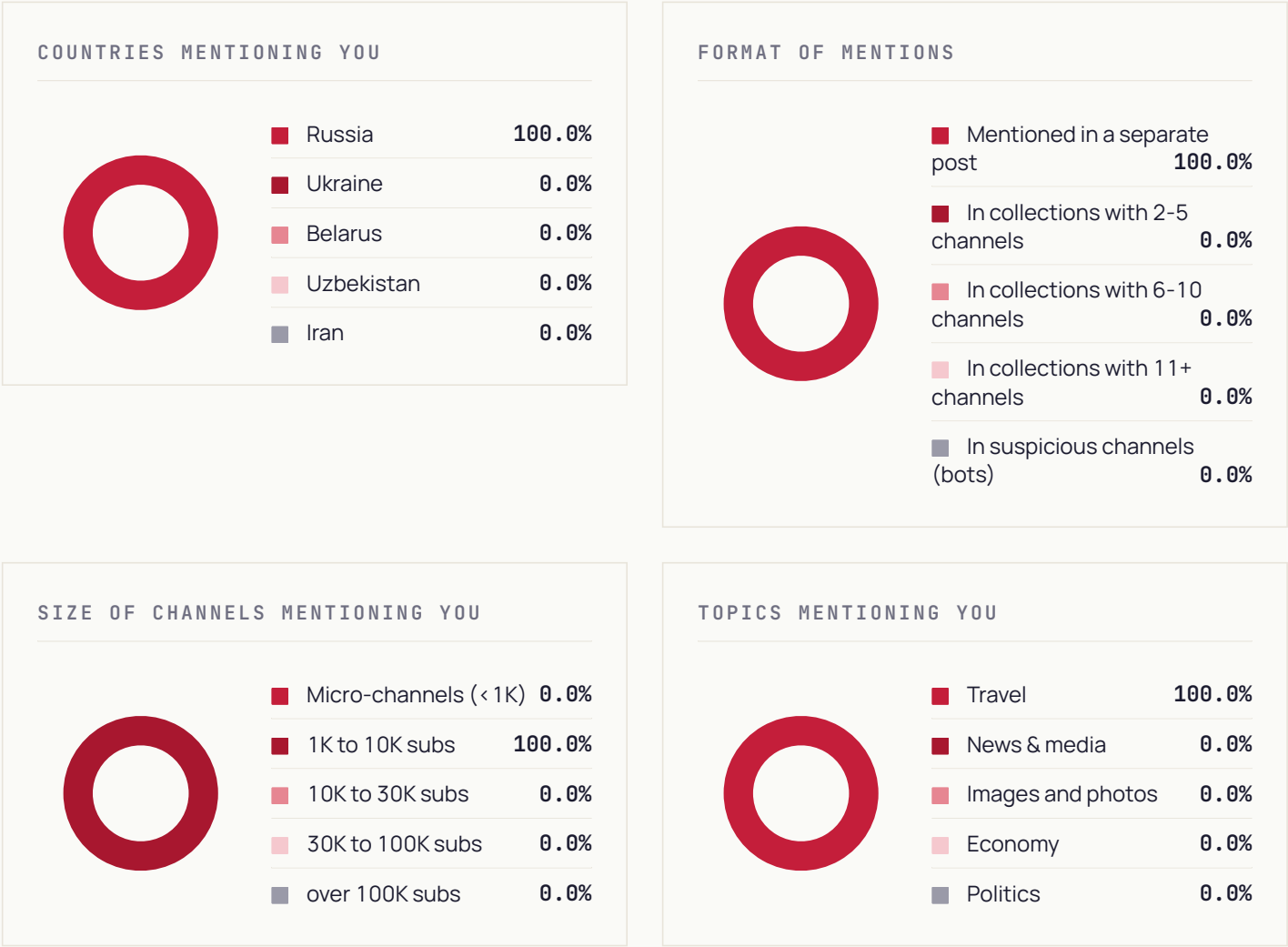
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

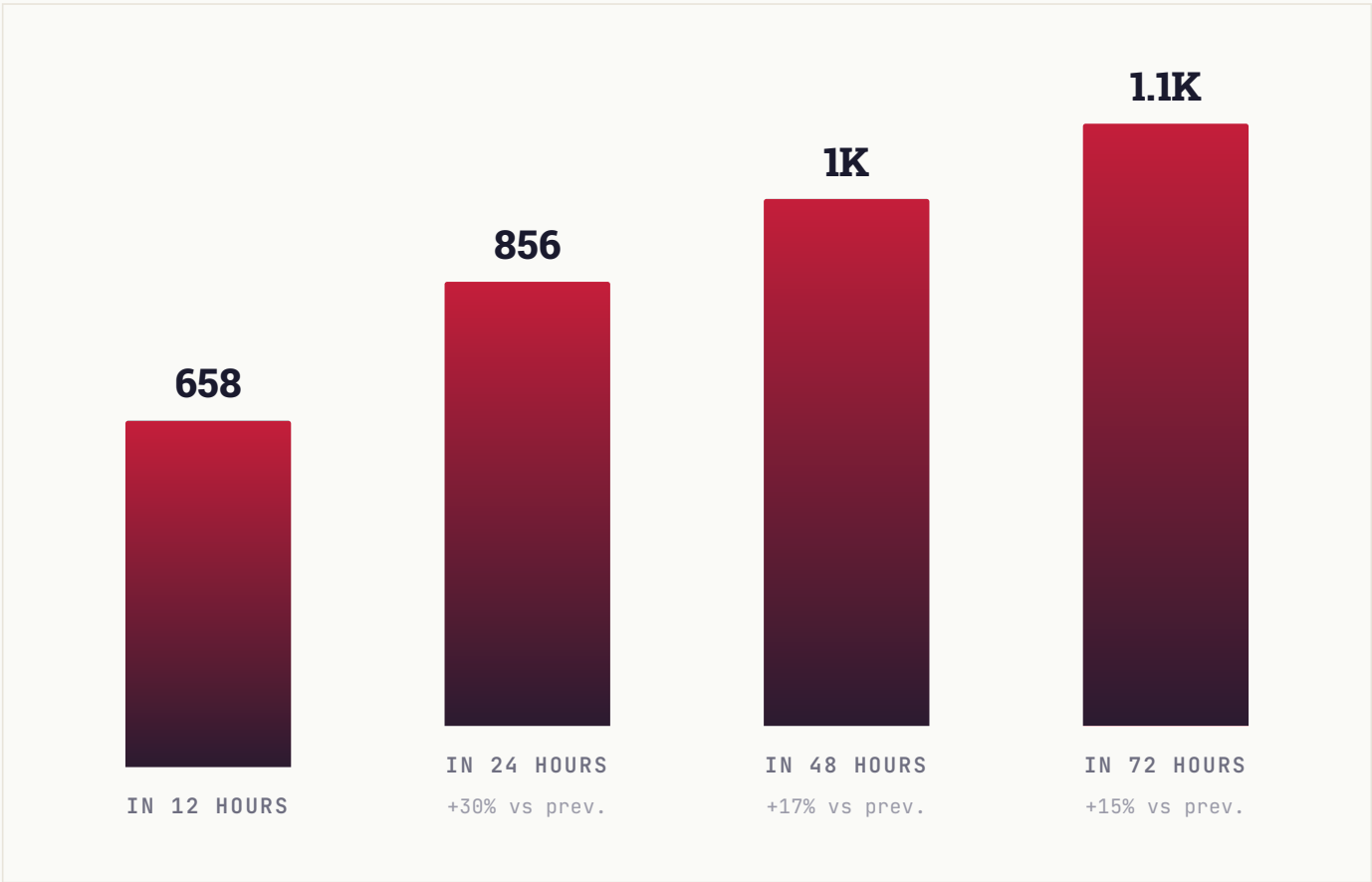
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
BN Charter flights 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 Flights from Kazakhstan	36.8K
ST Step to Travel Tours	33K
GT Last-minute tours FUN&SUN	29.1K
BK Biletty Kazakhstan YOU	14.3K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#19 of 77). Leader — Charter flights from Step to Travel (158.6K). Goal for coming months: enter niche top-10 through 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** such mentions were **0**, they brought **9 409** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	3 678
December 2025	0	0	1 966
Nov 2025	0	0	711
Oct 2025	0	0	2 207
Sep 2025	0	0	846
August 2025	0	0	1

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	9 409

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

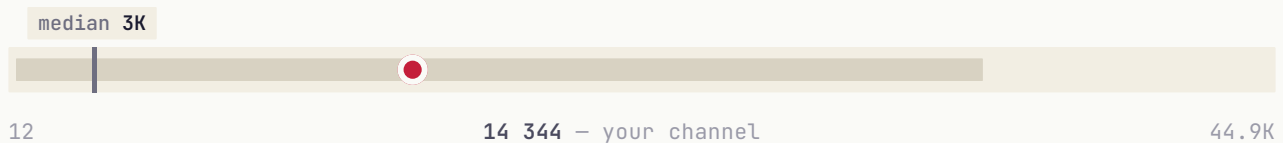
Took top-77 channels in category «Travel» and saw how your channel compares.
Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#19 /77

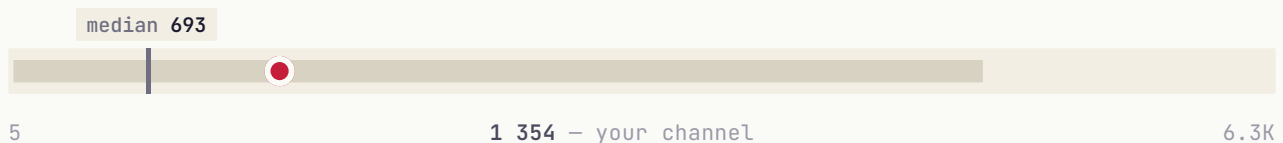
RANK IN NICHE

Channel in top 24% — strong position

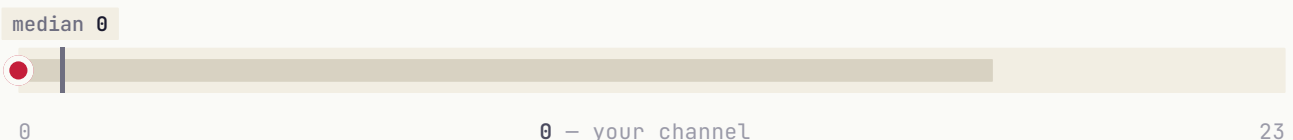
SUBSCRIBERS

better than 64% of niche


AVG REACH / POST

better than 56% of niche


CITATION INDEX

99% worse than median


— 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

Best post day — Wednesday

Audience is most active on this day at 10:00 ALMT.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing its 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 finds 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 point.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. 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. 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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