

PROMTPRESS PUBLIC REPORT

Channel audit

Freedom Travel



@freedomtravelkz

Freedom Travel (Aviata) — Kazakhstan online flight & train booking service. We share travel news, deals, discounts, and new services!

SUBSCRIBERS

13 981

+315 per month

ERR (% SEE POSTS)

31.0%

daily 10.3%

REACH/POST

4.3K

ad reach 1.4K/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 it covers.

 SUBSCRIBERS 13 981 —	 SUBS REACH 30.64% avg % subs see post	 VIEWS/POST 4.3K median 4K · 27 days	 POSTS/WEEK 4.4 over period
 7D TREND +34.3% vs previous week	 REACTIONS/POST 12.5 total 212 reactions, 53 reposts, 0 comments	 POST LENGTH 569 chars median 581 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +315 last month	 CITATION RATE 16 citation index · 42 channels mentioned ever	 CHANNEL AGE 8 years 11 months created Jul 27, 2017

AI EDITOR SUMMARY

Channel «Freedom Travel» – 13 981 subs. Each post avg views 4.3K people (31% of subs), good reach. Posts 4 posts/week (~1/day) – rare. Week Jun 22–28 reach up +34.3% vs week Jun 15–21 – positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts in 27 days.
- 02 Dominant format: Text (16/17 posts).
- 03 Avg post length — 569 chars (median 581).
- 04 Peak audience activity — Thu, 11:00 ALMT.
- 05 Top posts get 2× more views than weakest (6.1K avg top vs 3K worst) — among 17 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

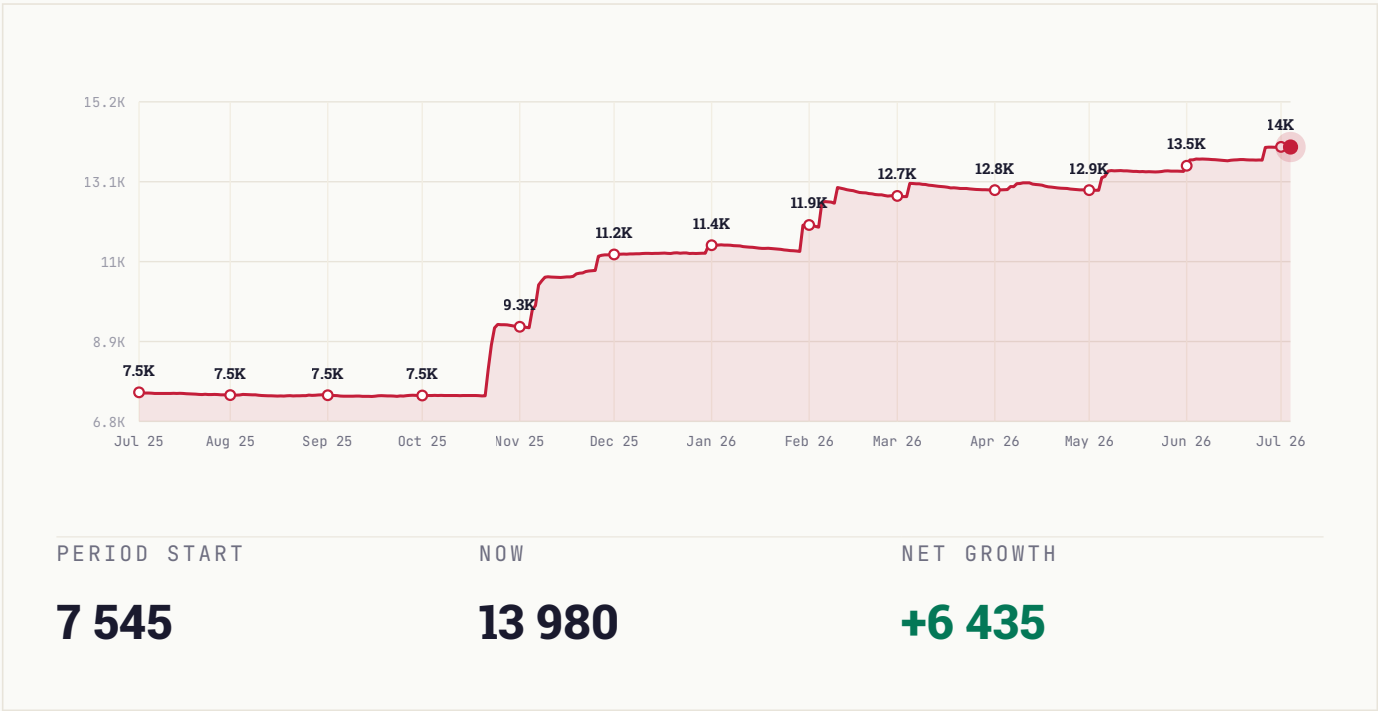
Nº1 23.06 · 11:32 TEXT Don't miss the Easter Jet promo 🤍🥰 Get promo tickets in the super app with up to 11% cashback! Almaty → Seoul from 104,832...	VIEWS 6 657 REPOSTS 3	REACTIONS 14 ER 47.6%
Nº2 25.06 · 09:59 TEXT Turkish Airlines flights to Istanbul! 🇹🇷 Airline increases Almaty — Istanbul frequency to 21x weekly! Buy...	VIEWS 5 928 REPOSTS 1	REACTIONS 13 ER 42.4%
Nº3 18.06 · 05:02 PHOTO Fly to Seoul & Busan from Almaty! 🇰🇷 Get Easter Jet promo tickets in the super app with up to 11% cashback! 🛒 Purchase period: from...	VIEWS 5 760 REPOSTS 10	REACTIONS 23 ER 41.2%

Nº4 23.06 • 09:03 TEXT Air Astana with new routes 😊 Book flights in superapp with up to 11% cashback Almaty → Istanbul from 109,667...	VIEWS 5 612 REACTIONS 16 REPOSTS — ER 40.1%
Nº5 04.06 • 06:25 TEXT Up to 20% off Qatar Airways 🎉 Business-class promo fares in superapp with up to 11% cashback 🛒 Purchase period...	VIEWS 5 330 REACTIONS 13 REPOSTS 3 ER 38.1%
WORST 3	
↓ 15.06 • 10:00 TEXT New Azerbaijan Airlines flight selection — let's pick! ❤️ Get tickets in the super app with up to 11% cashback Almaty →...	VIEWS 3 468 REACTIONS 9 REPOSTS 2 ER 24.8%
↓ 11.06 • 09:19 TEXT ✈️ ALA, MIR, ROM — which one fits you? Find travel destinations in your name — at freedomfinder.kz Travel in every...	VIEWS 3 334 REACTIONS 10 REPOSTS 4 ER 23.8%
↓ 30.06 • 11:43 TEXT Oh, who's this? SCAT tickets! 🛫❤️ Get tickets in the super app with up to 11% cashback! Almaty → Budapest from 115,420 ₸ Astana →...	VIEWS 2 270 REACTIONS 9 REPOSTS 1 ER 16.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

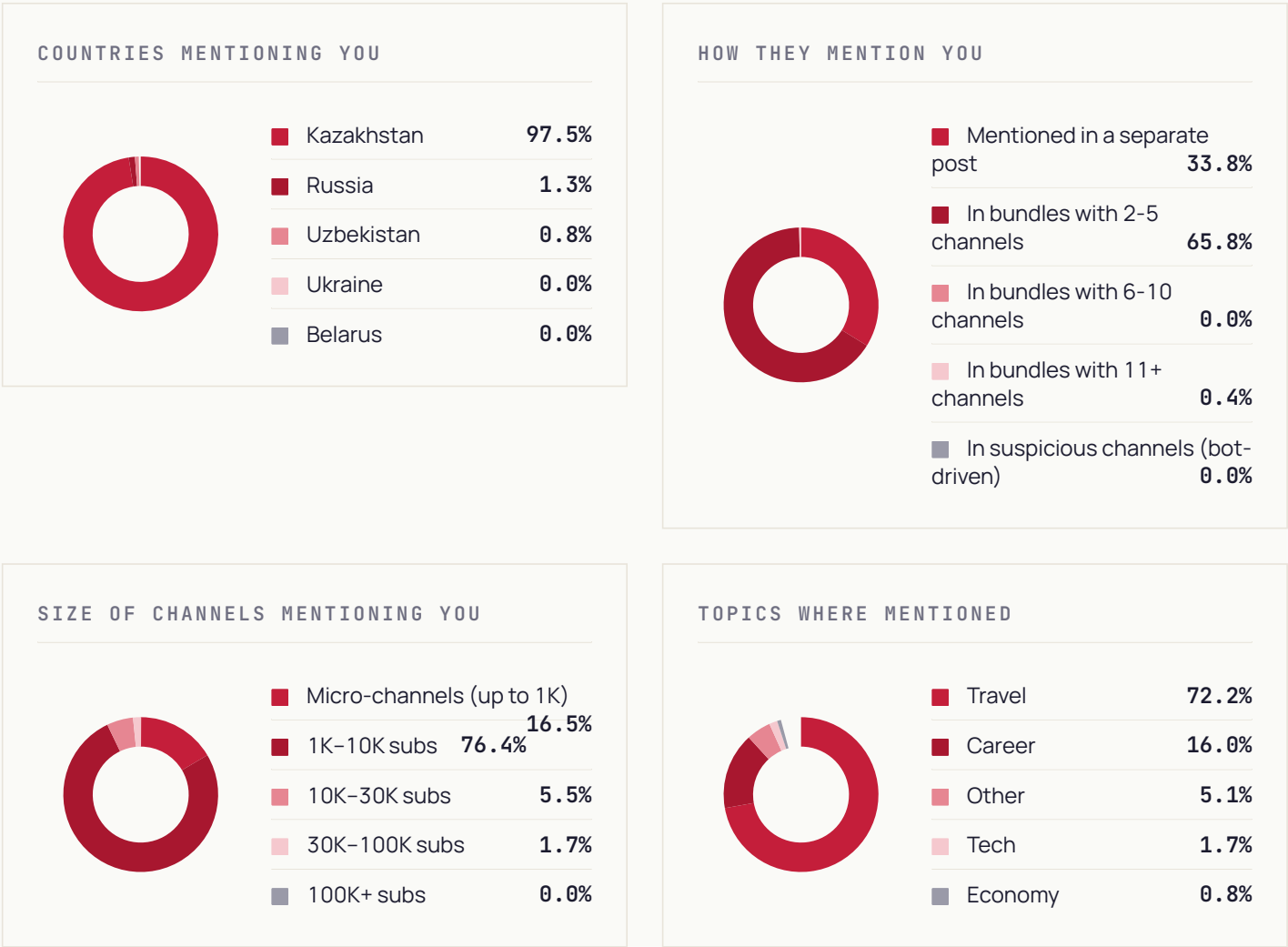
Subscriber growth over the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

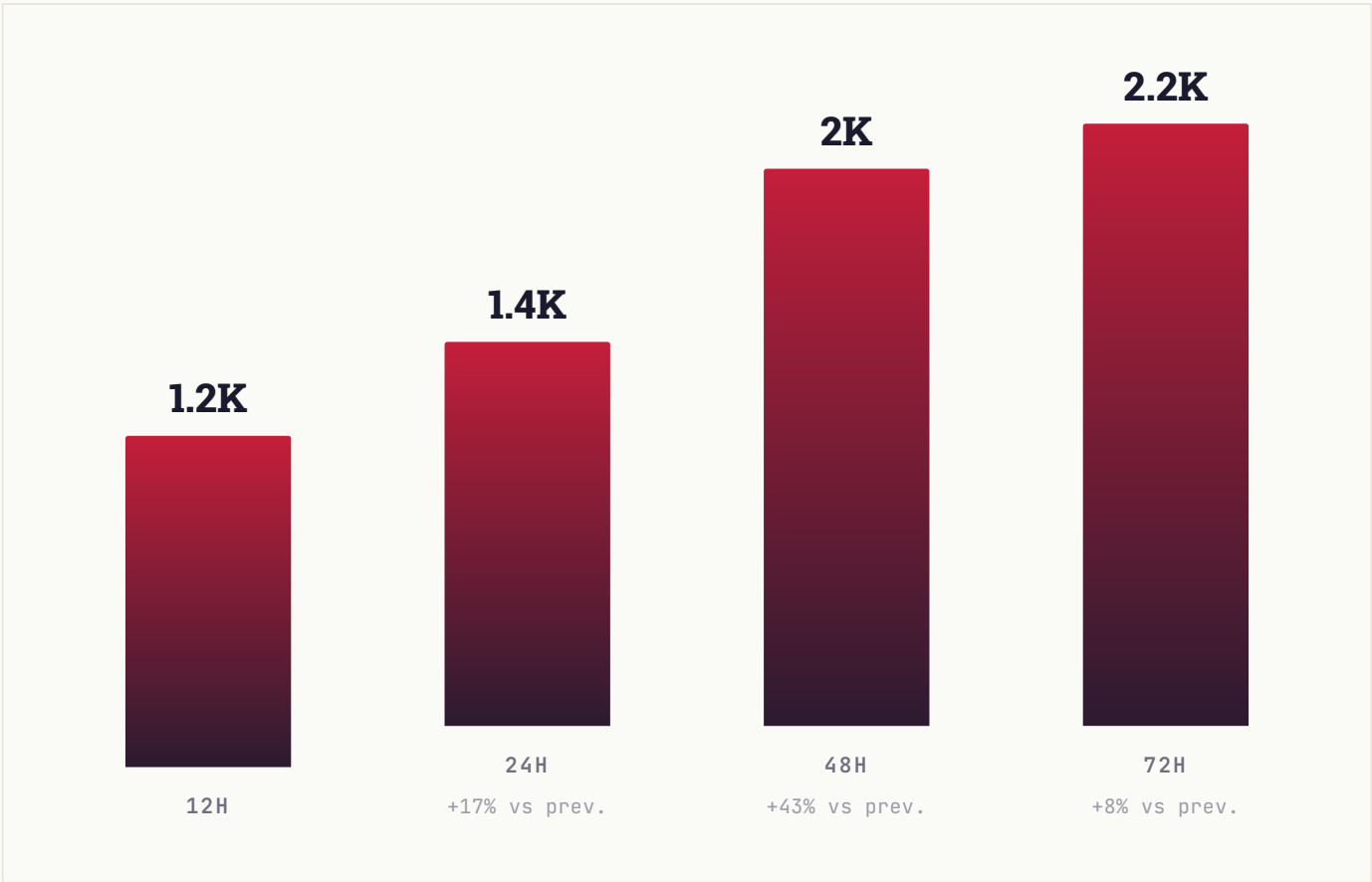
Citation index **16** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **42** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and 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 Flights from Kazakhstan	36.8K
ST Step to Travel Tours	33K
GT Hot tours FUN&SUN	29.1K
FT Freedom Travel YOU	14K

COMPARATIVE CONCLUSION

Channel intop half of niche (#21 of 77). Niche leader — Charter flight tickets from Step to Travel (158.6K), median subs 3K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **61**, they brought **4 964** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	12	4	725
December 2025	10	1	292
November 2025	5	1	1 935
October 2025	11	1	1 888
September 2025	19	1	60
August 2025	4	1	64
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
61	6	4 964	

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-77 channels in category «Travel» and saw how your channel compares.

Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

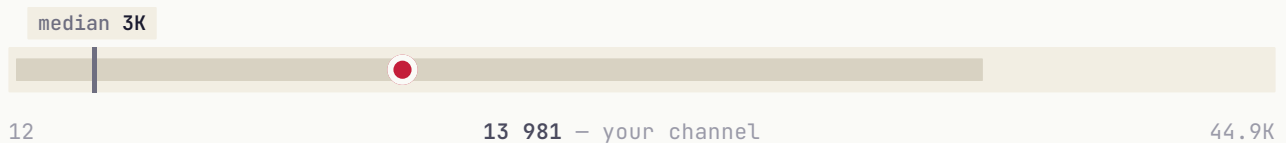
#21 / 77

RANK IN NICHE

Channel in top half of ranking

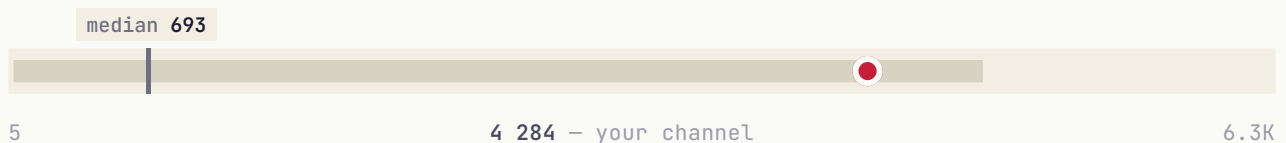
SUBSCRIBERS

better than 63% of niche



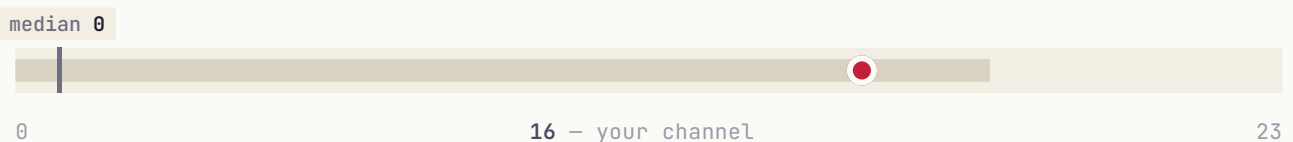
AVG REACH / POST

better than 84% 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 this report in a month.

01**Post more often**

Now 4.4 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Best post day: Thursday**

Audience is most active on this day at 11:00 ALMT.

EFFECT

**Best window
for important
posts****03****Increase video posts share**

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****04****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****05****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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
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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