

PROMTPRESS PUBLIC REPORT

Channel audit

Travel agency

HT.KZ



@ht_kz

✓ Official channel of travel agency <https://ht.kz> 🔥 Hot deals and promos ✈ Request a tour: <https://t.me/HtkzAlmaty> || <https://wa.me/7719909062> ☎ Manager: 8 747 094 14...

SUBSCRIBERS

144 280

+1757 per month

ERR (% WHO SEE
POSTS)

7.0%

last day **4.7%**

REACH/POST

10.3K

ad reach **6.8K/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 144 280 —	 SUBS REACH 7.13% avg % subs see post	 VIEWS/POST 10.3K median 10.5K · 29 days	 POSTS/WEEK 20.4 for period
 7D TREND +3.5% vs previous week	 REACTIONS/POST 28.5 2,426 reactions, 1,388 reposts, 0 comments	 POST LENGTH 905 chars. median 1,000 · 29 days	 POSTS ANALYZED 85 29 days
 AD REACH 6.8K 24h avg	 CHURN / MONTH +1757 last month	 CITATION RATE 22 citation index · 39 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 10.05.2017

AI EDITOR SUMMARY

Channel «Travel Agency HT.KZ» — 144 280 subs. Avg views per post 10.3K people (7% subs), reach low — expand audience. Publishes 20 posts/week (~3/day) — regular. Week Jun 22–28 reach stable (+3.5% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 85 posts in 29 days.
- 02 Dominant format – Text (47/85 posts).
- 03 Avg post length – 905 chars (median 1,000).
- 04 Peak audience activity – Saturday, 12:00 ALMT.
- 05 Top posts get ×1 more views than the weakest (12.7K avg for top vs 9.2K for worst) – among 85 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 05:15 PHOTO  Sunrise Diamond – family favorite in Sharm just got even better   SUNRISE Diamond Beach Resort -Grand Select-5☆ – has long been among...	VIEWS 12 906 REACTIONS 26 REPOSTS 17 ER 8.9%
Nº2 20.06 · 05:15 VIDEO  Three pearls of the Dalaman coast   Dalaman – one of Turkey's most scenic regions. Here the azure sea meets green...	VIEWS 12 663 REACTIONS 34 REPOSTS 9 ER 8.8%
Nº3 27.06 · 07:00 TEXT  Get hot deals automatically – right in Telegram  We launched a handy bot *«Hot deals from ht.kz»* that...	VIEWS 12 624 REACTIONS 46 REPOSTS 16 ER 8.7%

Nº4 25.06 • 09:53 VIDEO total +102 000 ₸ for 2 kids [8 days, All Inclusive] 🇰🇷 Kids promo in Qatar 🔥 2 kids under 12 stay at Ritz...	VIEWS 12 572 REACTIONS 31 REPOSTS 63 ER 8.7%
Nº5 21.06 • 07:00 TEXT #Travel News 🇧🇪 🇻🇳 From June 22, at all Vietnam airports including Da Nang and Cam Ranh, tourists need to show a QR code to enter...	VIEWS 12 361 REACTIONS 45 REPOSTS 27 ER 8.6%
WORST 3	
↓ 10.06 • 06:34 VIDEO 🇹🇷 Candyland — a park with more fun than vacation days 🔍 Some hotels just have a mini-club for kids. But Vogue Hotel...	VIEWS 9 242 REACTIONS 25 REPOSTS 11 ER 6.4%
↓ 30.06 • 11:15 TEXT 🇪🇬 Price drop on Egypt tours in August 🔥 — • PANORAMA NAAMA HEIGHTS 4☆ ✅ Aug 12 — 774,010 ₸ • REHANA SHARM RESORT AQUA PARK...	VIEWS 9 231 REACTIONS 24 REPOSTS 10 ER 6.4%
↓ 30.06 • 08:15 VIDEO 🇹🇷 Bodrum on Air Astana wings — stylish Turkey on the Aegean Sea ✨📍 Bodrum is a different Turkey: white houses on hills...	VIEWS 9 034 REACTIONS 21 REPOSTS 14 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

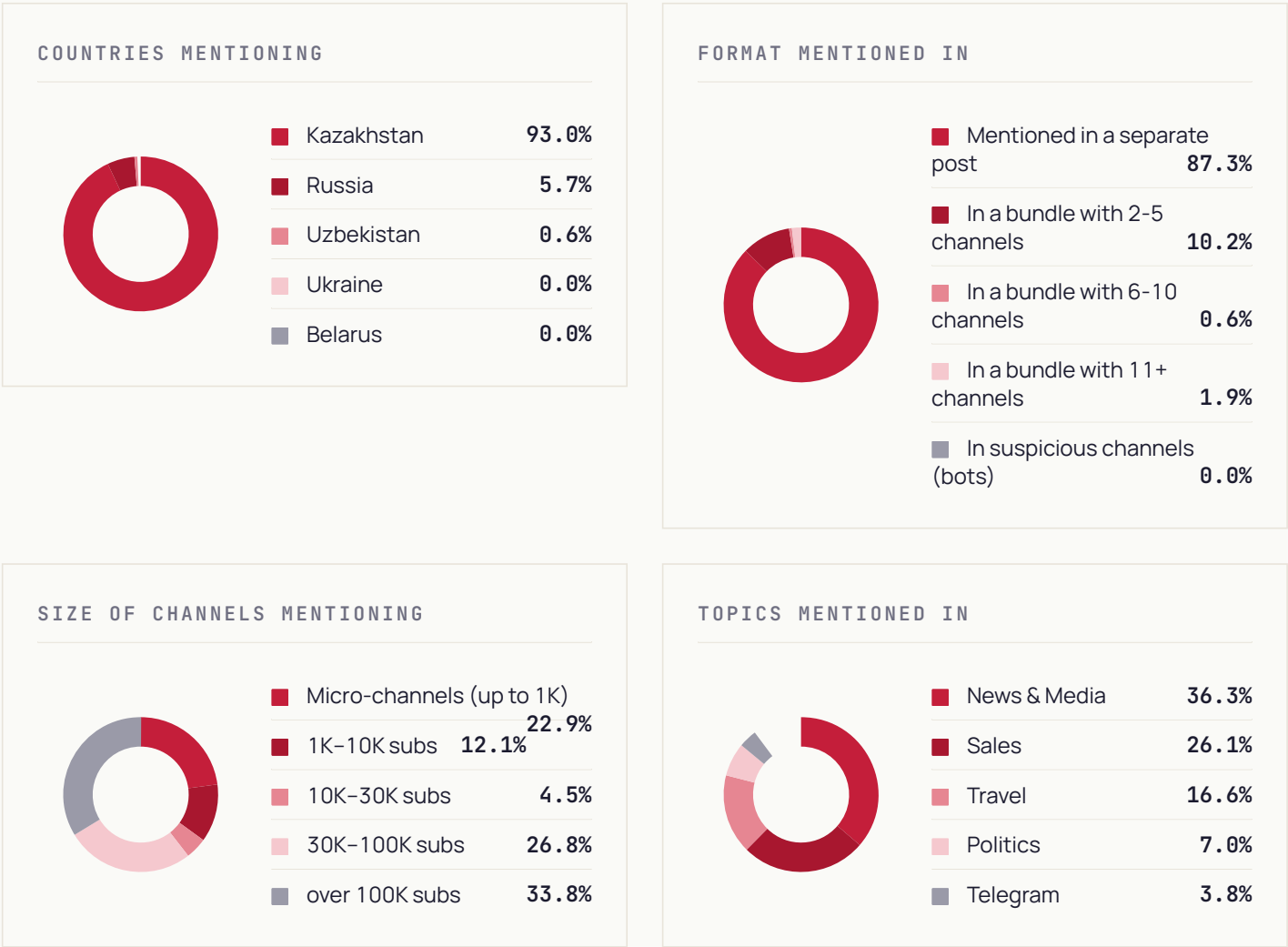
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

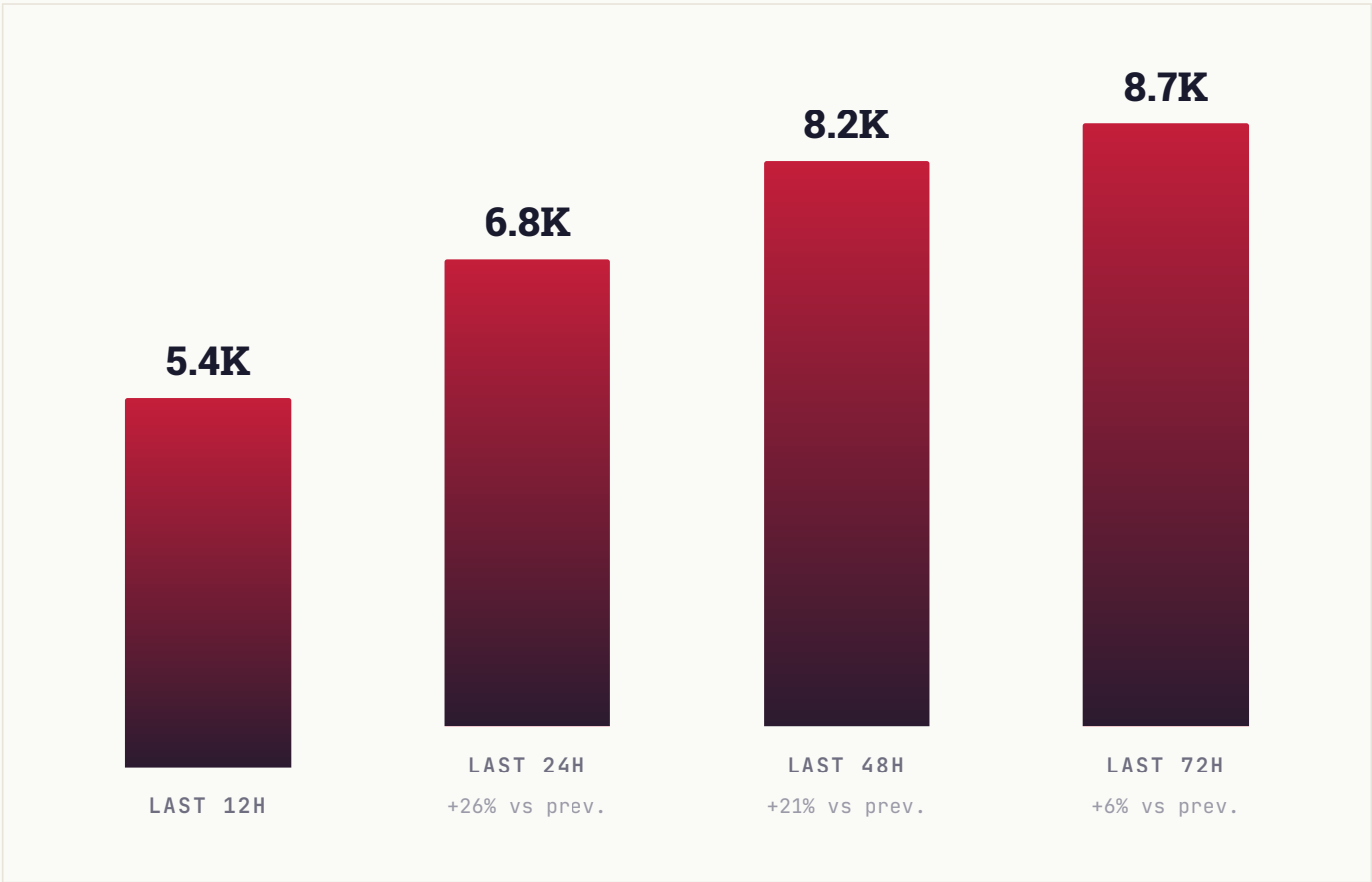
Citation index **22** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions **39** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
BN Charter flight tickets from Step to Travel	158.6K
TH Travel agency HT.KZ YOU	144.3K
AV Aviasales.kz	63.8K
TP Travel agency POEDEM.KZ	60.5K
NS Nomad Soul	53.4K
CV 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
CA Charter flights from Kazakhstan worldwide 🇰🇿🇹🇷🌐	26.4K

COMPARATIVE SUMMARY

Channel in top-2 niches (#2 of 77 channels in category). One of the leaders — client partners can cross-promote with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **4**, they brought **22 454** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	3 561
December 2025	3	3	1 153
Nov 2025	0	0	867
Oct 2025	0	0	1 275
Sep 2025	1	1	13 315
August 2025	0	0	2 283

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
4	6	22 454

SECTION 08 · NICHE COMPARISON

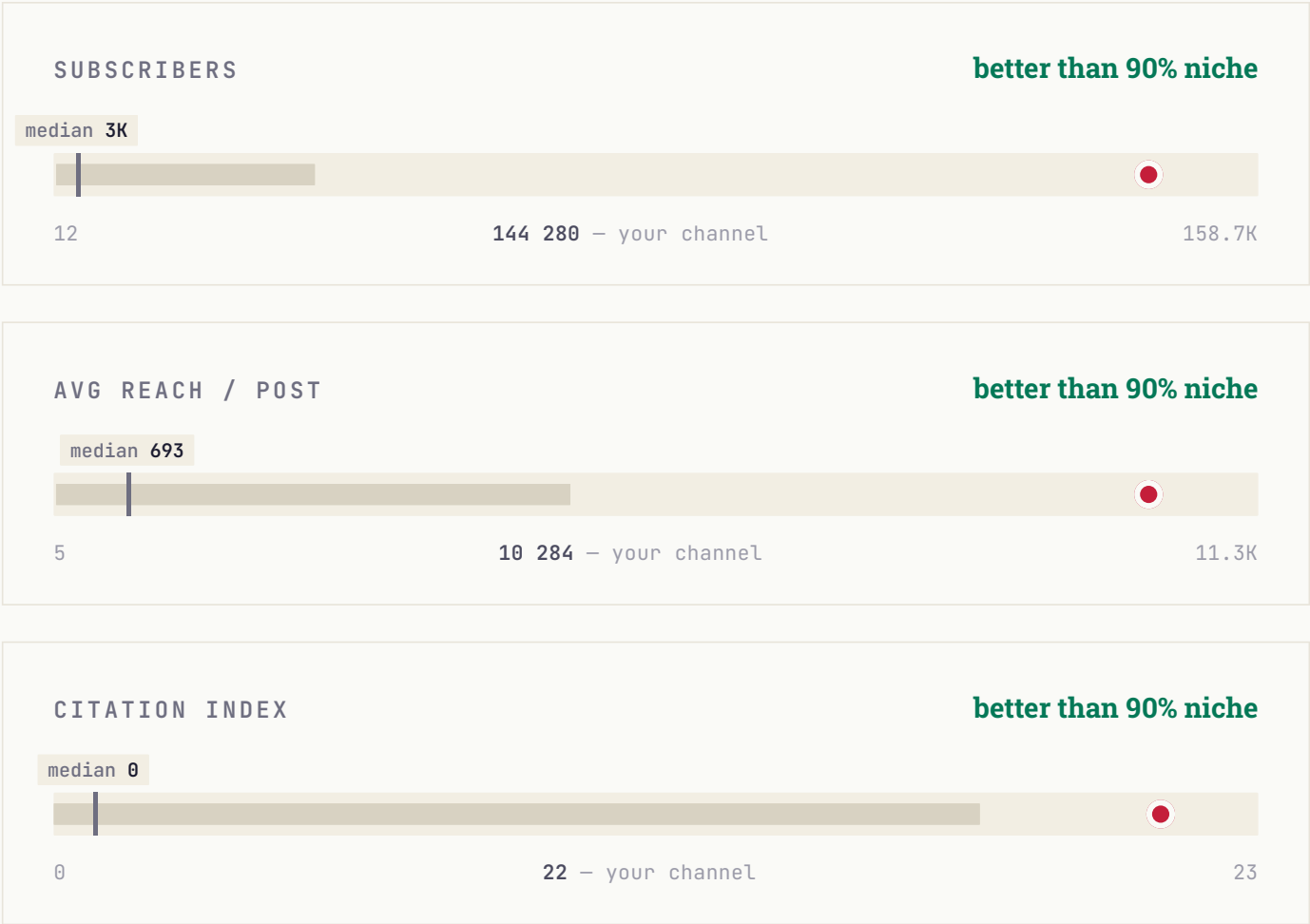
Where the channel stands in its league

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

#2/77

RANK IN NICHE

Channel in top 2% travel



— 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**Top post of the week — on Saturday**

Audience is most active on this day at 12:00 ALMT.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 7.13% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+0.4pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (organic 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**

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 — what we can do in minutes based on public data.
Want to go further — run ads through us and close 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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