

PROMTPRESS PUBLIC REPORT

Channel audit

Nomad Soul



@nomadsoul

Travel ideas for you. Free inspiration, we find the rest cheaper!
@nomadsoulchat1 - chat @nomadSOUL - admin

SUBSCRIBERS

53 385

+598 per month

ERR (% SEE POSTS)

17.0%

per day 8.2%

REACH/POST

8.7K

ad reach 4.4K/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.

 SUBSCRIBERS 53 385 —	 SUBS REACH 16.35% avg % subs see post	 VIEWS/POST 8.7K median 9.1K · 29 days	 POSTS/WEEK 15.9 for period
 7D TREND +1.0% vs previous week	 REACTIONS/POST 71.5 total 4,791 reactions, 3,208 reposts, 448 comments	 POST LENGTH 516 chars median 467 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +598 last month	 CITATION RATE 22 citation index · 66 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 02.01.2019

AI EDITOR SUMMARY

Channel «Nomad Soul» — 53 385 subs. Each post averages 8.7K people (16% from subs), average reach — room to grow. Publishes 16 posts per week (~2/day) — consistent. Week Jun 22–28 reach stable (+1.0% vs week Jun 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 67 posts in 29 days.
- 02 Dominant format – Text (35/67 posts).
- 03 Avg post length – 516 chars (median 467).
- 04 Peak audience activity – Monday, 12:00 ALMT.
- 05 Top posts drive 2x more views than the weakest (15.5K avg top vs 6.4K worst) – among 67 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 07:39 PHOTO Found the best AI for travelers. Saves time searching for hotels The Trip.com app has a built-in...	VIEWS 18 156 REPOSTS 309	REACTIONS 73 ER 34.0%
Nº2 05.06 · 07:40 TEXT Trip.com: promo “Hello, Summer” (until Jun 8) For Russian market, but we can use it too • Hotels from 10 nights – discount up to...	VIEWS 17 341 REPOSTS 49	REACTIONS 20 ER 32.5%
Nº3 17.06 · 08:25 TEXT Pegasus sells international flights from €9 + taxes – exclusive in Pegasus mobile app for BolBol members. Promo...	VIEWS 11 063 REPOSTS 88	REACTIONS 35 ER 20.7%

N⁴10.06 · 07:57TEXT US introduces \$750 fee for expedited visa interview This applies to tourist and business visas. For this fee, they promise to provide...	VIEWS10 940 REPOSTS29	REACTIONS108 ER20.5%
N⁵19.06 · 02:55TEXT "Technology" has reached our trains too KTZ promises satellite internet on main routes by end of summer. Already connected...	VIEWS10 553 REPOSTS16	REACTIONS98 ER19.8%

WORST 3

↓30.06 · 09:46TEXT President ordered to speed up construction of a second airport in Astana. But is it really necessary? In my opinion, this may...	VIEWS6 589 REPOSTS10	REACTIONS166 ER12.3%
↓30.06 · 17:11VIDEO 🇹🇷 European heatwave reaches Turkey Temperatures across the country will be above normal in the coming days. In the west, including Izmir, Aydın...	VIEWS6 375 REPOSTS34	REACTIONS48 ER11.9%
↓30.06 · 14:16PHOTO From Aug 16 AZAL launches flights from Baku to Atyrau, and from Sep 16 to Aktobe. Schedule: • Atyrau: Mon, Wed, Fri and...	VIEWS6 346 REPOSTS19	REACTIONS52 ER11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

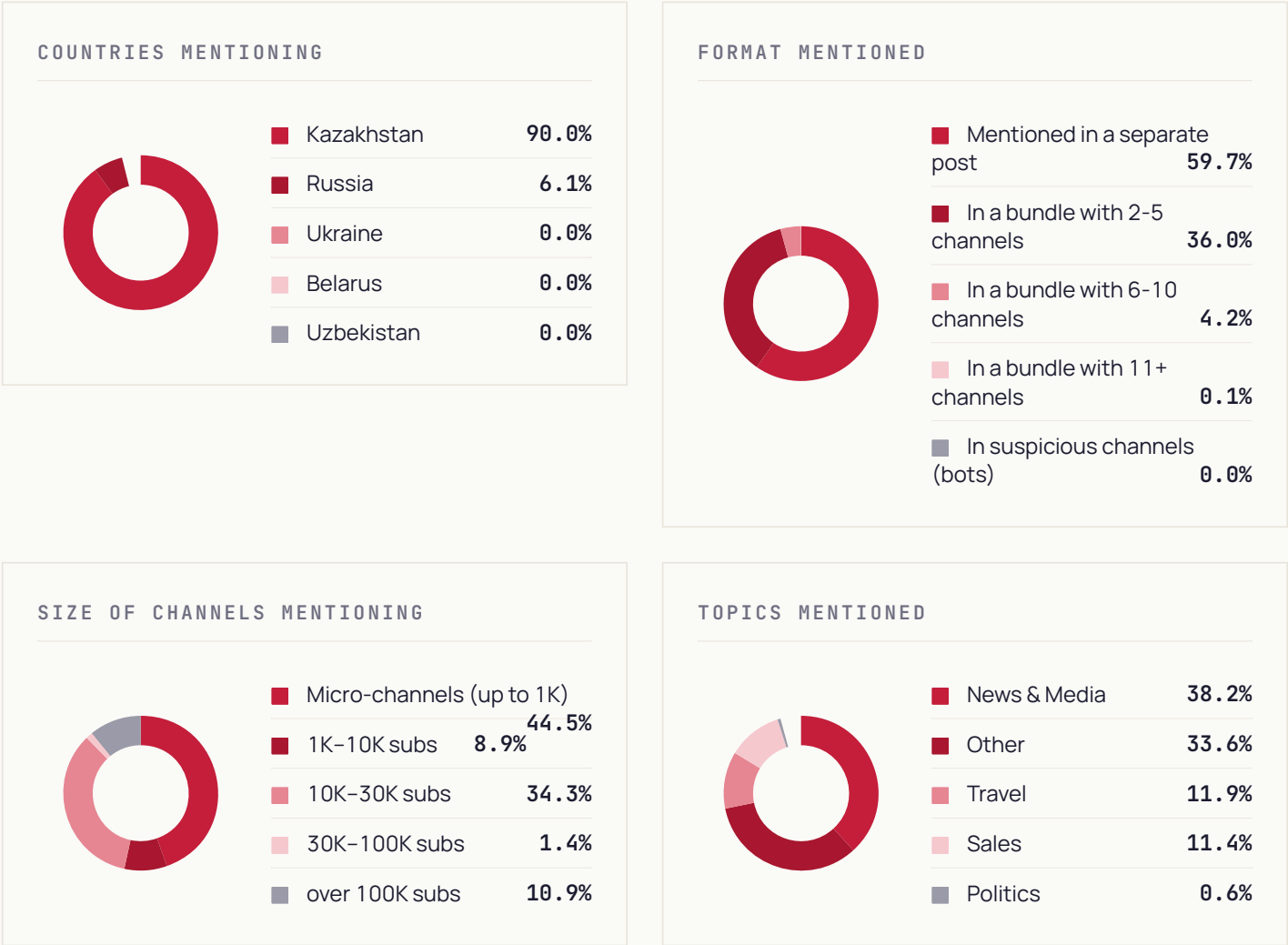
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

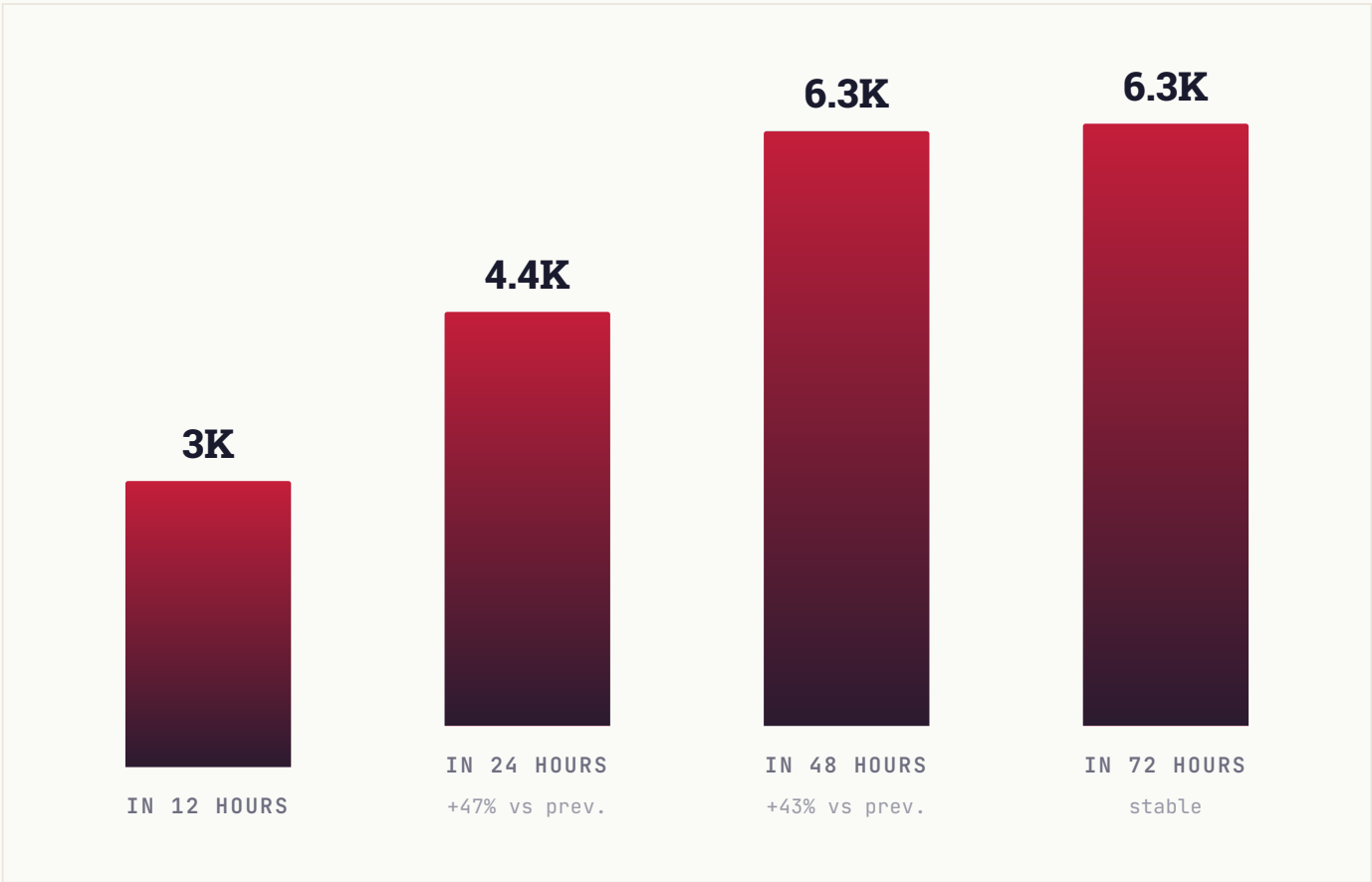
Citation index **22** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **66** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a 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
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 YOU	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 deals FUN&SUN	29.1K
CA Charter flights from Kazakhstan worldwide 🇰🇿🇹🇷🌐	26.4K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#5 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **63**, they brought **2 601** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	8	6	730	
December 2025	9	5	99	
November 2025	11	3	172	
October 2025	20	3	868	
September 2025	6	2	114	
August 2025	9	4	618	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
63	6	2 601

SECTION 08 · NICHE COMPARISON

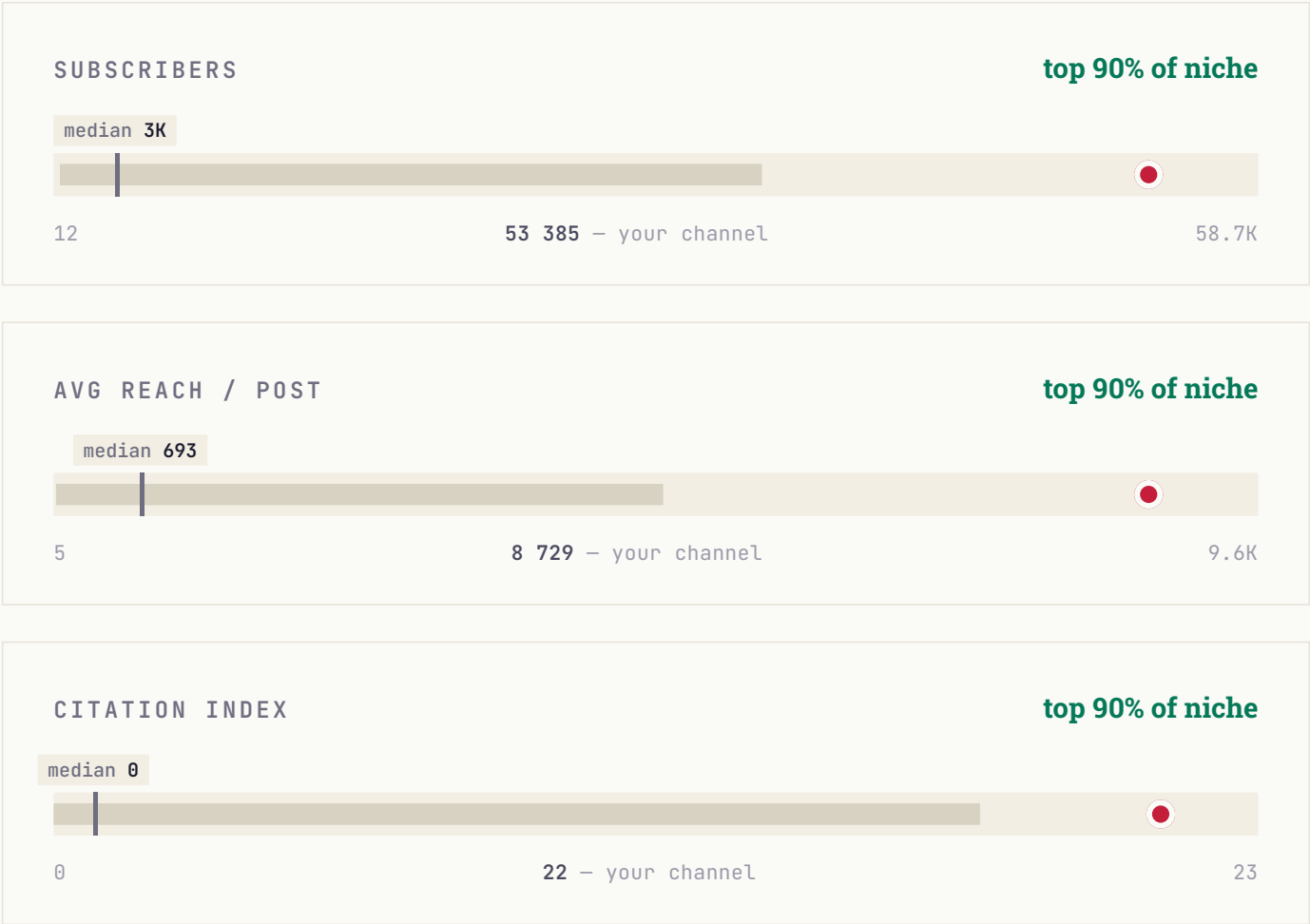
Where the channel ranks in its league

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

#5/77

RANK IN NICHE

Channel in top 6% travel



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as done and revisit this report in a month.

01

Main post of the week — on Monday

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

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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 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 neighboring channels

Swap posts with same-segment channels 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 — what we can do in a few minutes using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
