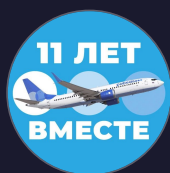


PUBLIC REPORT BY PROMTPRESS

Channel audit

Pobeda Airlines



@pobedaairlines

Official channel of Pobeda Airlines ✈️ ❤️ Inspiring travel, making flights affordable! 📧 For ads: clck.ru/3EiJA8 Registered with RKN: clck.ru/3NtdBz

SUBSCRIBERS

1 064 219

-8694 per month

ERR (% SEE POSTS)

12.0%

daily 5.8%

REACH/POST

120.9K

ad reach 62.3K/24h

— CONTENTS · 2026

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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 1 064 219 —	 SUBS REACH 11.36% avg % subs see post	 VIEWS/POST 120.9K median 127.7K · 29 days	 POSTS/WEEK 8.4 for period
 7D TREND -11.2% vs previous week	 REACTIONS/POST 202.6 7,090 reactions, 5,920 reposts, 0 comments	 POST LENGTH 629 chars median 576 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 62.3K 24h avg	 CHURN / MONTH -8694 last month	 CITATION RATE 397 citation index · 1,899 channels mentioned all time	 CHANNEL AGE 3 years 8 months created 02.11.2022

AI EDITOR SUMMARY

Channel «Pobeda Airlines» — 1 064 219 subs. Avg views per post: 120.9K people (11% from subs), reach low — expand audience. Publishes 8 posts/week (~1/day) — regular. Week Jun 22–28 reach dropped -11.2% to week Jun 15–21 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **35** posts in 29 days.
- 02 Dominant format – **Video** (22/35 posts).
- 03 Avg post length – **629** chars (median 576).
- 04 Peak audience activity – **Saturday**, 20:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (152.4K avg for top vs 84K for worst) – among 35 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:15 VIDEO Our amber sale has started! Get up to -10% off all flights to/from Kaliningrad when booking on flypobeda.ru ✈️👉 -5% on fare...	VIEWS 156 279 REPOSTS 531	REACTIONS 168 ER 14.7%
Nº2 06.06 · 17:42 PHOTO ! Due to temporary restrictions on flights to/from southern Russia airports, Pobeda is forced to adjust...	VIEWS 155 792 REPOSTS 180	REACTIONS 191 ER 14.6%
Nº3 09.06 · 13:40 VIDEO We improved flight attendant uniform elements! Project to update uniform items developed together with flight attendants and...	VIEWS 145 223 REPOSTS 157	REACTIONS 611 ER 13.6%

Nº4 21.06 • 08:00 PHOTO Breaking down power bank rules on planes ✈️ Key: max 2 power banks per person in cabin. Didn't find on...	VIEWS 144 800 REPOSTS 290 REACTIONS 207 ER 13.6%
Nº5 07.06 • 08:36 VIDEO Final day of the sale! Amber stones still lie on our sand, and in them – discounts on all flights to/from Kaliningrad: 👉 -5% on the fare...	VIEWS 144 611 REPOSTS 129 REACTIONS 139 ER 13.6%
WORST 3	
↓ 30.06 • 08:04 VIDEO Always stay on top of the most important with SMS-info 📧 When mobile Internet is unstable, better choose alternative methods...	VIEWS 94 117 REPOSTS 10 REACTIONS 95 ER 8.8%
↓ 22.06 • 05:54 PHOTO ! Due to temporary restrictions on flights to/from Moscow aviation hub airports, Pobeda is forced to...	VIEWS 82 092 REPOSTS 35 REACTIONS 106 ER 7.7%
↓ 22.06 • 05:58 PHOTO ! Due to temporary restrictions on flights to/from Moscow aviation hub airports, Pobeda is forced to...	VIEWS 75 710 REPOSTS 152 REACTIONS 216 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

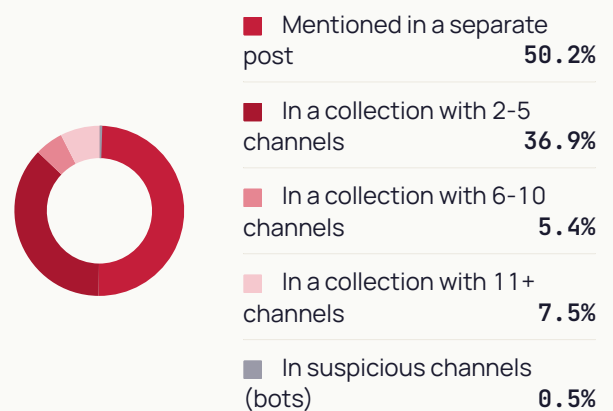
Who mentions the channel and how

Citation index **397** — 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. All-time mentions: **1 899** different channels.

COUNTRIES MENTIONING



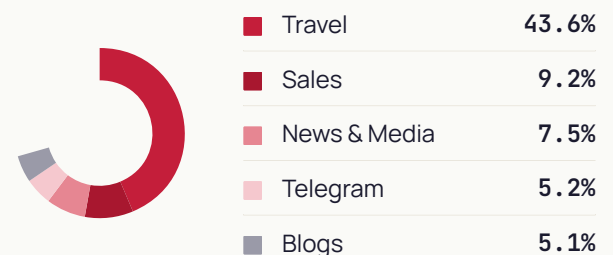
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



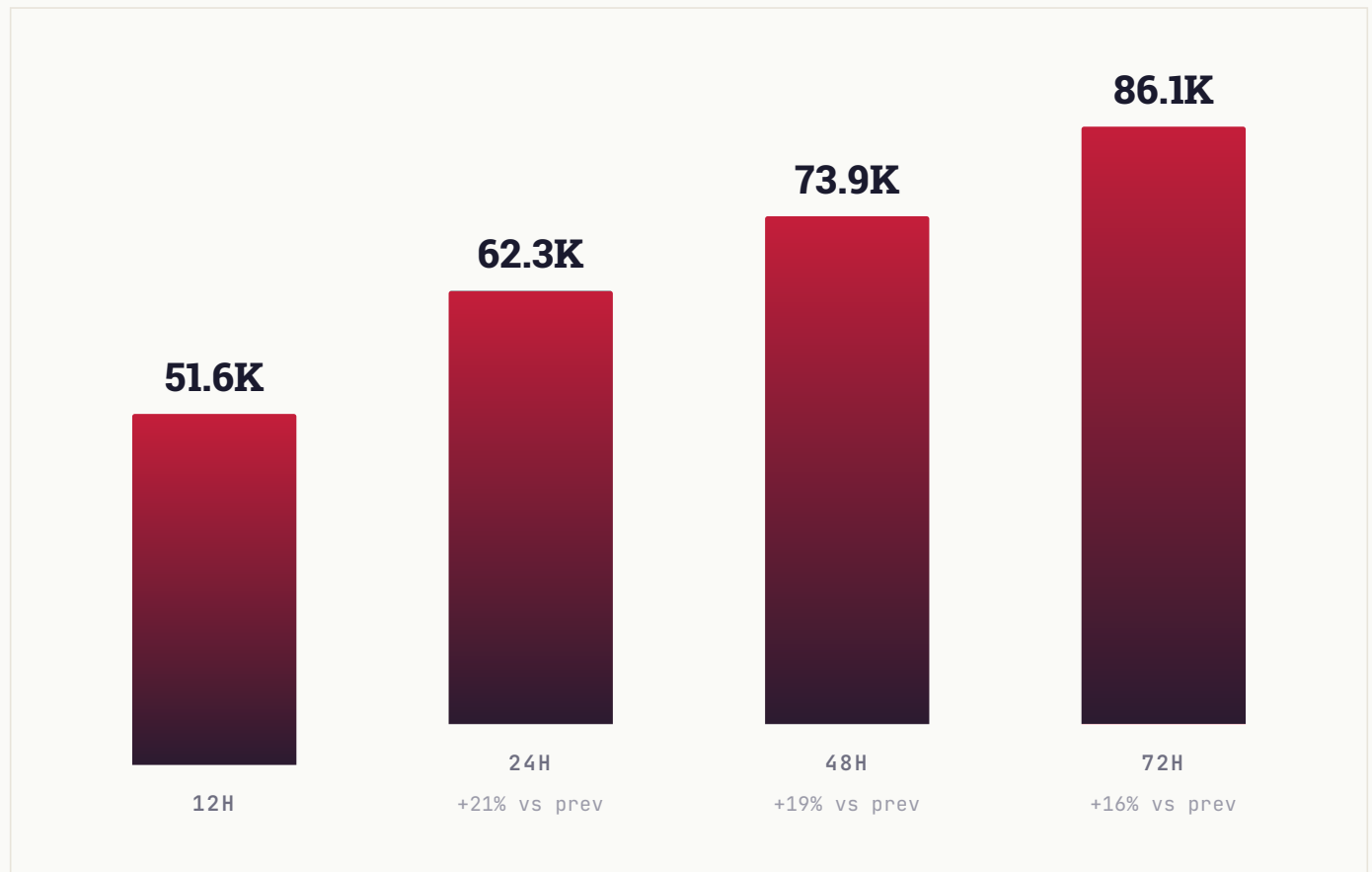
MENTION TOPICS



— SECTION 05 · AD POTENTIAL

How long a post generates 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines YOU	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
Mon Moscow Girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 97 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions were **356**, they brought **97 518** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	33	27	221	
December 2025	113	87	12 705	
November 2025	45	39	22 033	
October 2025	29	25	18 424	
September 2025	99	70	31 469	
August 2025	37	34	12 666	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
356		6	97 518	

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

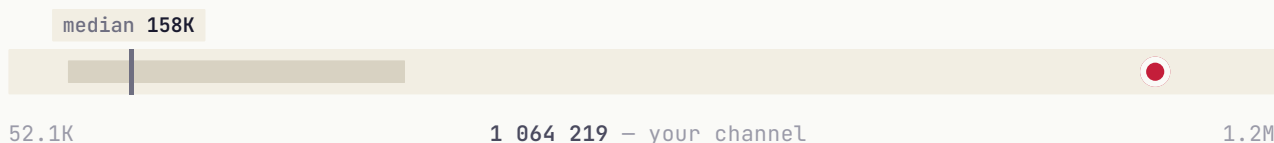
#3 /100

RANK IN NICHE

Channel in top 3% travel Russia

SUBSCRIBERS

better than 90% of niche



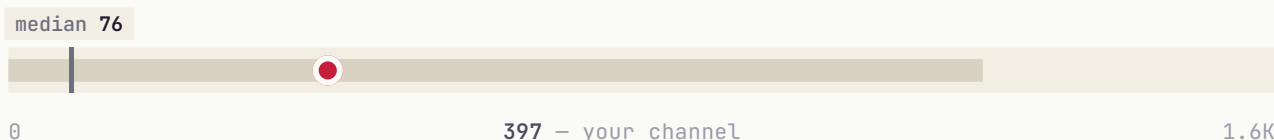
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 61% 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

Top post of the week — on Saturday

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data. If you 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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