

PUBLIC REPORT PROMTPRESS

Channel audit

Travel agency

POEDEM.KZ



@poedem_kz

✓ Official channel Poedem.kz 🌍 Affordable travel worldwide 😊
 Travel blog with useful tips 📞 Manager +77470957981 |
 +77470952500 💬 Leave a request for tour selection:...

SUBSCRIBERS

60 485

+1457 per month

ERR (% SEE POSTS)

9.0%

last 24 hrs 4.7%

REACH/POST

5.4K

ad reach 2.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 60 485 -	 SUBSCRIBER REACH 8.9% avg % subs see post	 VIEWS/POST 5.4K median 5.5K · 29 days	 POSTS/WEEK 11.3 for period
 7D TREND -14.2% vs previous week	 REACTIONS/POST 14.9 total 698 reactions, 447 reposts, 0 comments	 POST LENGTH 904 chars median 999 · 29 days	 POSTS ANALYZED 47 29 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH +1457 last month	 CITATION RATE 10 citation index · 12 channels mentioned ever	 CHANNEL AGE 4 years 1 month created May 26, 2022

AI EDITOR SUMMARY

Channel «Travel agency POEDEM.KZ» – 60 485 subs. Avg views per post: 5.4K people (9% from subs), reach is low – consider expanding audience. Publishes 11 posts/week (~2/day) – regular pace. For week Jun 22–28 reach dropped -14.2% by week Jun 15–21 – worth analyzing reasons.

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 47 posts in 29 days.
- 02 Dominant format – Video (18/47 posts).
- 03 Avg post length – 904 chars (median 999).
- 04 Peak audience activity – Saturday, 11:00 ALMT.
- 05 Top posts get 2× more views than the weakest (7K avg for top vs 4.6K for worst) – among 47 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 13.06 · 06:45 PHOTO 🇻🇳 Booking Wink Hotel Danang Riverside gets you the best seats for the Fireworks Show! 🎆 • This hotel is the best location for the show...	VIEWS 7 184 REACTIONS 17 REPOSTS 13 ER 11.9%
Nº2 16.06 · 10:15 PHOTO 🇹🇷 A hotel in Turkey that even surprised us: total Premium upgrade! 🔥 Popular Mirage Park Resort 5★ fully renovated rooms...	VIEWS 6 951 REACTIONS 15 REPOSTS 6 ER 11.5%
Nº3 17.06 · 06:56 TEXT 🇸🇪 Why Rixos Radamis in Sharm may be better value than family holidays in Turkey? The hotel runs a Kids Go Free promo: kids stay...	VIEWS 6 939 REACTIONS 15 REPOSTS 8 ER 11.5%

Nº4

18.06 · 06:03

TEXT

103 000 ₮ — for 2 kids (8 days, All inclusive) — 🇶🇦 Qatar returns — and right away with a kids' promo at Rixos 🔥 Situation in the Middle East...

VIEWS

6 601

REACTIONS

18

REPOSTS

18

ER

10.9%

Nº5

15.06 · 05:45

VIDEO

📺 Hotel through agent's eyes | Atlantica Aeneas Resort 5☆, Ayia Napa #inspection In early June our manager personally inspected the hotel during...

VIEWS

6 538

REACTIONS

19

REPOSTS

7

ER

10.8%

WORST 3

↓

29.06 · 05:45

TEXT

🇶🇦 Tours to Qatar are back — and with two super deals 🔥 Qatar is again available for booking, and the destination is especially...

VIEWS

4 714

REACTIONS

15

REPOSTS

6

ER

7.8%

↓

30.06 · 05:40

VIDEO

🇹🇷 New family hit of Antalya 2026 🔥 📍 Trendy Perge 5☆ — a brand new family hotel, everything just opened for first guests: fresh...

VIEWS

4 508

REACTIONS

12

REPOSTS

8

ER

7.5%

↓

30.06 · 10:57

TEXT

1 2 3 4 5 6 7 8 9 10 flight on Air Astana! 🇧🇬 Hot tours to Georgia from Almaty 🔥 — AVANGARD (EX. JMS) 3☆ July 12 — 679,847...

VIEWS

4 461

REACTIONS

8

REPOSTS

3

ER

7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

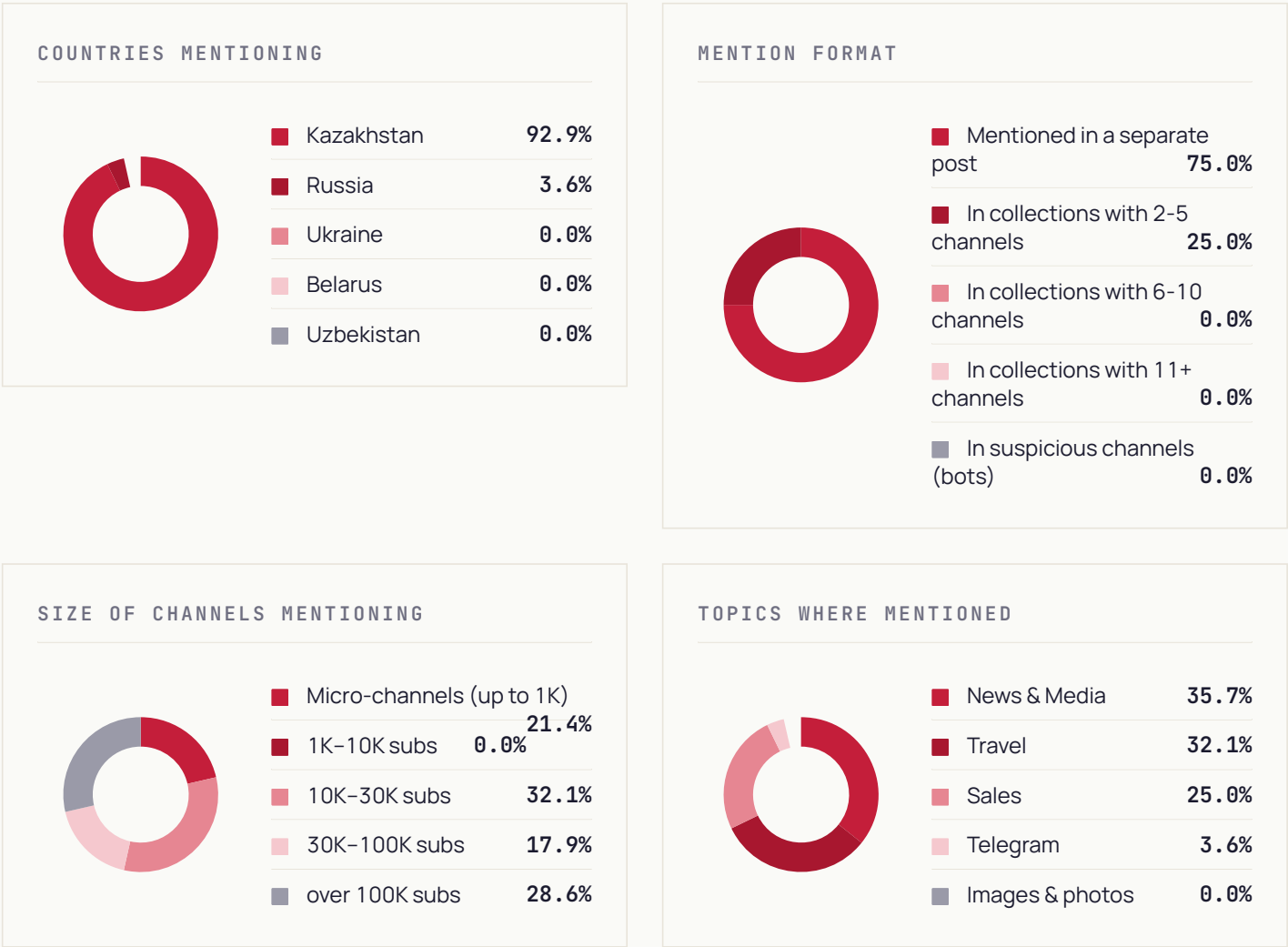
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

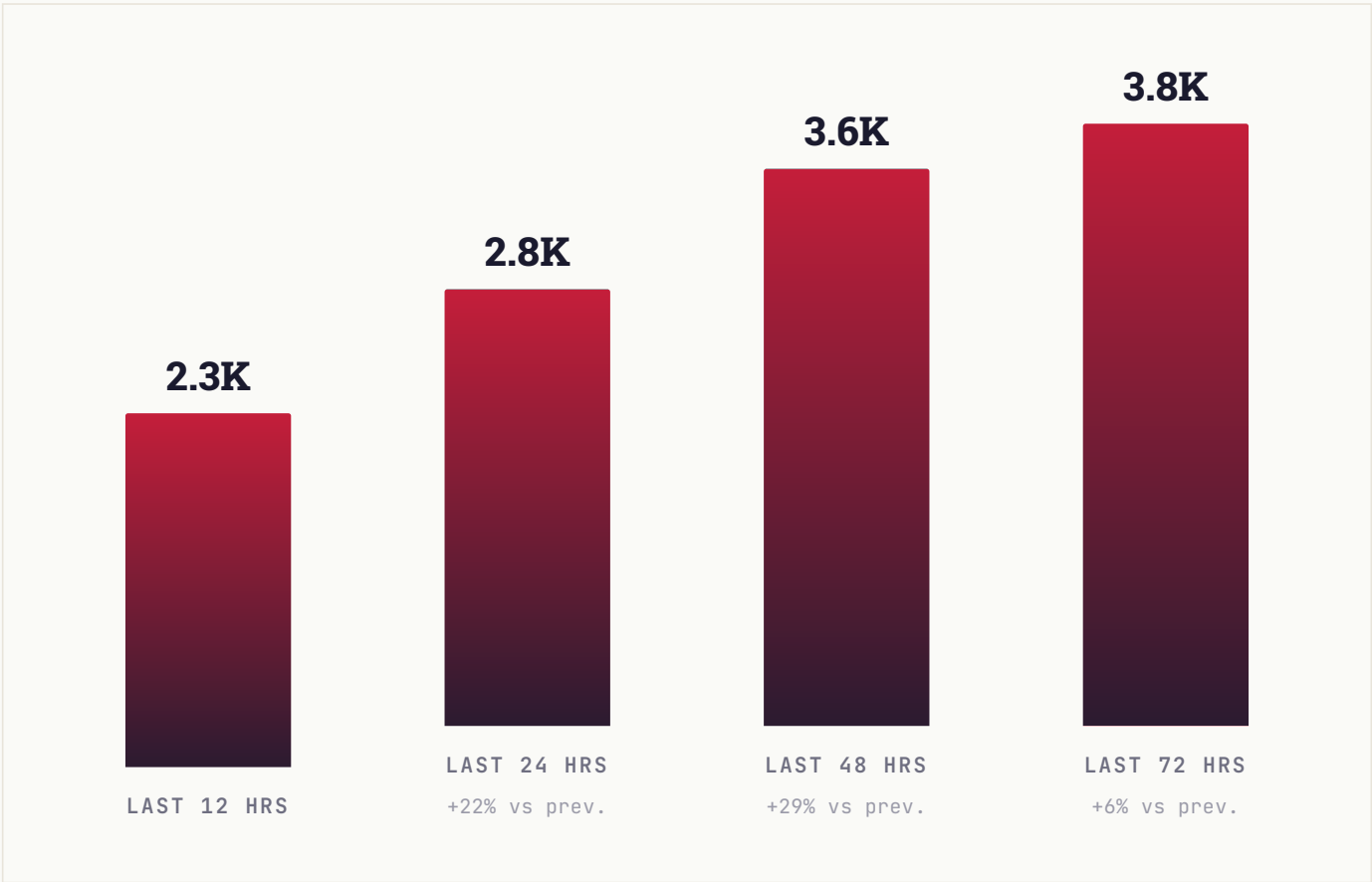
Citation index **10** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **12** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 — you can 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 YOU	60.5K
NS Nomad Soul	53.4K
CV Charters to Turkey from Step to Travel	52.9K
TP Travel agency Let's go with us!	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 CONCLUSION

Channel in niche top-10 (#4 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 channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **1**, they brought **5 761** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	342
December 2025	0	0	180
November 2025	1	1	1 838
October 2025	0	0	2 218
September 2025	0	0	1 103
August 2025	0	0	80

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	5 761

SECTION 08 · NICHE COMPARISON

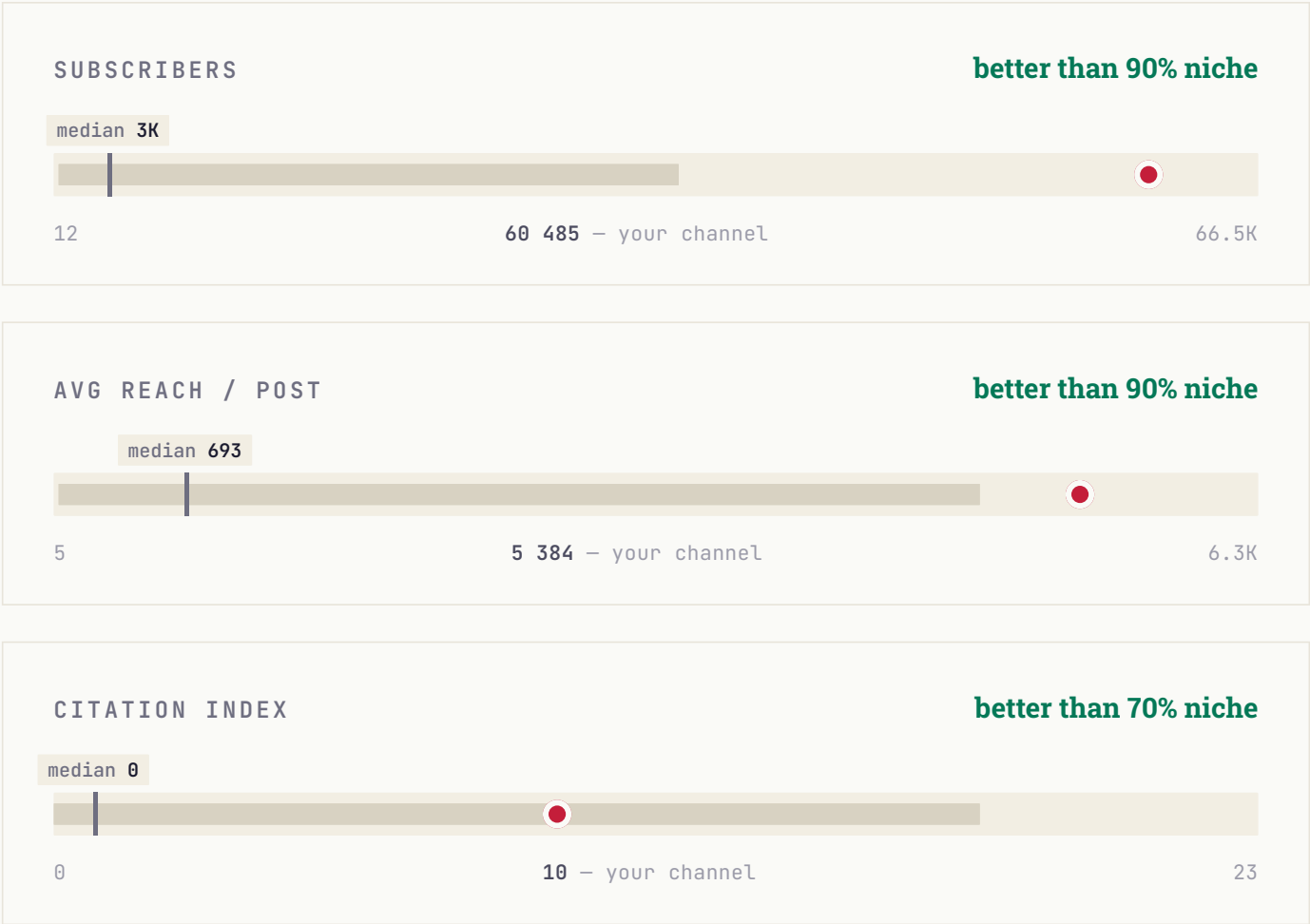
Where channel ranks in its league

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.

#4 / 77

POSITION IN NICHE

Channel in top 5% travel



— 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

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

EFFECT

**Best window
for 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 poll per week on a hot topic — 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads with us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
