

PUBLIC REPORT BY PROMTPRESS

Channel audit

Direct Flight | Travel



@pryamoy

All about travel - hacks, news, cheap tickets Questions:
@garant_dima Manager: @Alexandra_airlines @Spiral_Yuri
@KirillAndWorld @Kate_Adm @managers_direct_flight

SUBSCRIBERS

86 805

-503 per month

ERR (% SEE POSTS)

4.0%

daily 2.1%

REACH/POST

2.8K

ad reach 1.8K/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 86 805 —	 SUBS REACH 3.26% avg % subs see post	 VIEWS/POST 2.8K median 2.9K · 29 days	 POSTS/WEEK 31.5 for period
 7D TREND -14.7% vs previous week	 REACTIONS/POST 35.2 total 4,752 reactions, 2,079 reposts, 291 comments	 POST LENGTH 477 chars median 484 · 29 days	 POSTS ANALYZED 135 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -503 last month	 CITATION RATE 561 citation index · 653 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 29.03.2023

AI EDITOR SUMMARY

Channel «Direct Flight | Travel» — 86 805 subs. Each post averages 2.8K people (3% of subs), low reach — should expand audience. Publishes 32 posts per week (~4/day) — active posting. For week Jun 29 – Jul 5 reach dropped -14.7% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **135** posts over 29 days.
- 02 Dominant format – **Video** (67/135 posts).
- 03 Avg post length – **477** chars (median 484).
- 04 Peak audience activity – **Tue**, 19:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (3.7K avg for top vs 2.3K for worst) – among 135 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 16:39 PHOTO  In Crimea, hoteliers are now tasked with providing tourists with gasoline to leave the peninsula According to reports from Feodosia, Yevpatoria, and Yalta...	VIEWS 3 733 REPOSTS 18	REACTIONS 47 ER 4.3%
Nº2 16.06 · 16:40 PHOTO  Tbilisi responds to EU threats over visa-free travel Georgia sharply reacted to statements about possible cancellation of visa-free regime with the European Union...	VIEWS 3 650 REPOSTS 8	REACTIONS 57 ER 4.2%
Nº3 22.06 · 05:35 VIDEO  For a week now, the search for a boy continues in Ingushetia 7-year-old Khizir rushed into the Sunzha River trying to save a drowning friend. The child...	VIEWS 3 574 REPOSTS 4	REACTIONS 68 ER 4.1%

Nº4 22.06 • 12:30 **PHOTO**

 In Thailand, there is a cat who considers guarding watermelons his main mission Meet Pearl, a fluffy employee of a family watermelon...

VIEWS
3 566

REACTIONS
57

REPOSTS
43

ER
4.1%

Nº5 17.06 • 16:50 **PHOTO**

India temporarily restricted Telegram access (this time without Roskomnadzor's involvement 😊) Answers to... were distributed via the messenger

VIEWS
3 550

REACTIONS
22

REPOSTS
6

ER
4.1%

WORST 3

↓ 05.07 • 12:44 **VIDEO**

And such situations happen on tours... Claustrophobes, don't watch 😊🦠 Direct Flight | Travel

VIEWS
2 289

REACTIONS
47

REPOSTS
23

ER
2.6%

↓ 07.07 • 12:39 **PHOTO**

Well, the contest for the most generous election promise is open 😊 State Duma deputy Sergey Mironov proposed sharply increasing...

VIEWS
2 287

REACTIONS
31

REPOSTS
4

ER
2.6%

↓ 07.07 • 09:50 **VIDEO**

🇹🇷 How have prices in Istanbul changed in recent years? Over several years, life in Istanbul (and throughout Turkey) has noticeably become more expensive: have risen...

VIEWS
2 215

REACTIONS
14

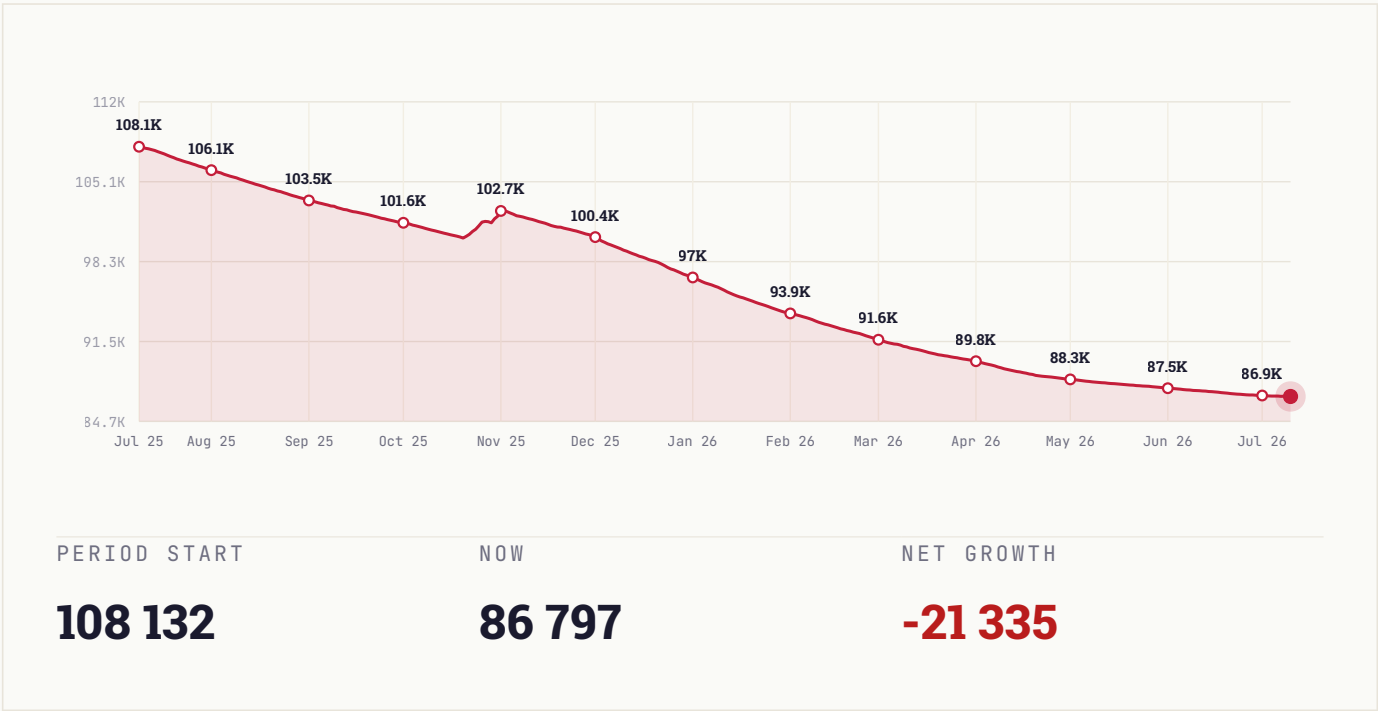
REPOSTS
11

ER
2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

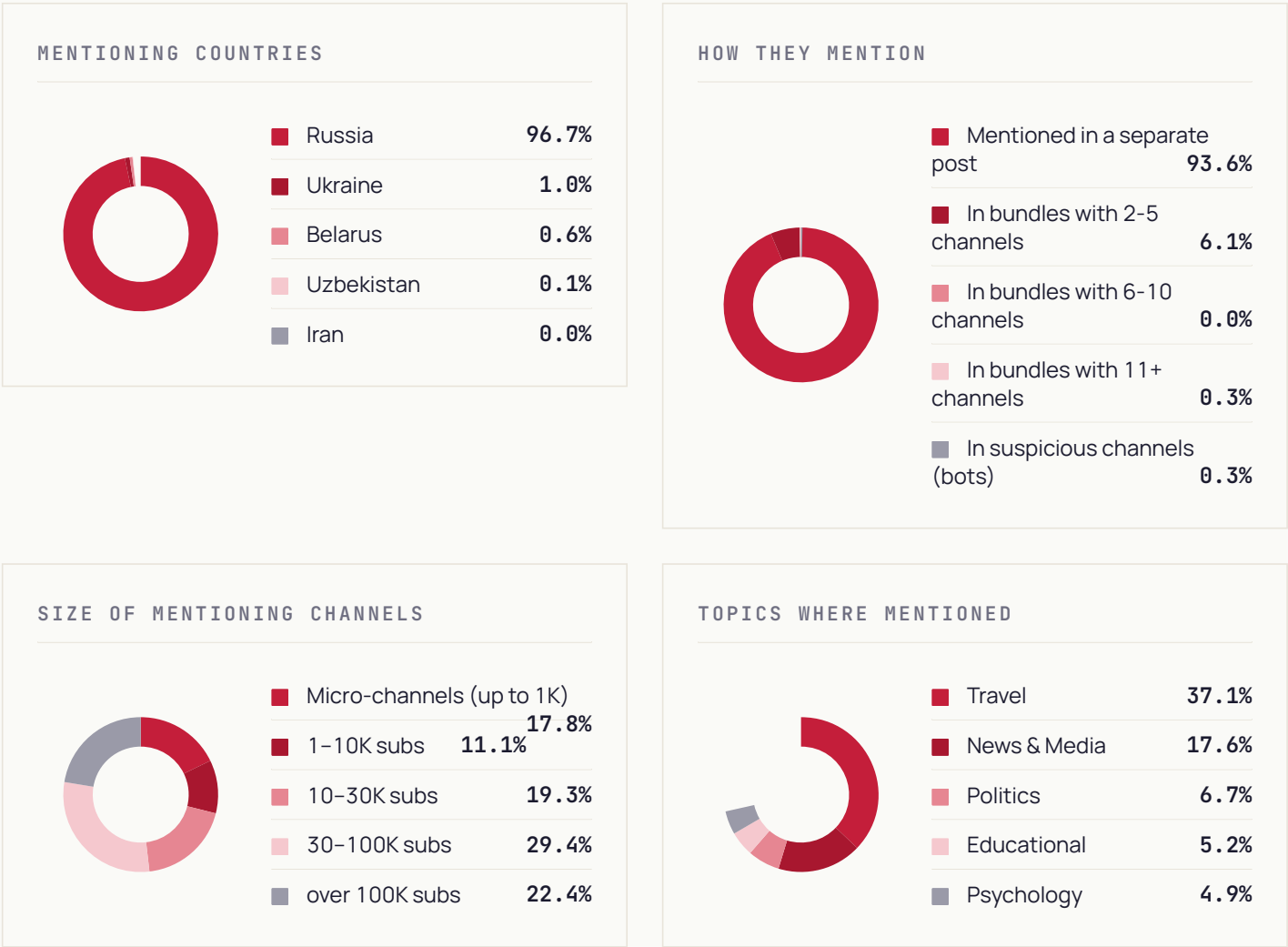
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

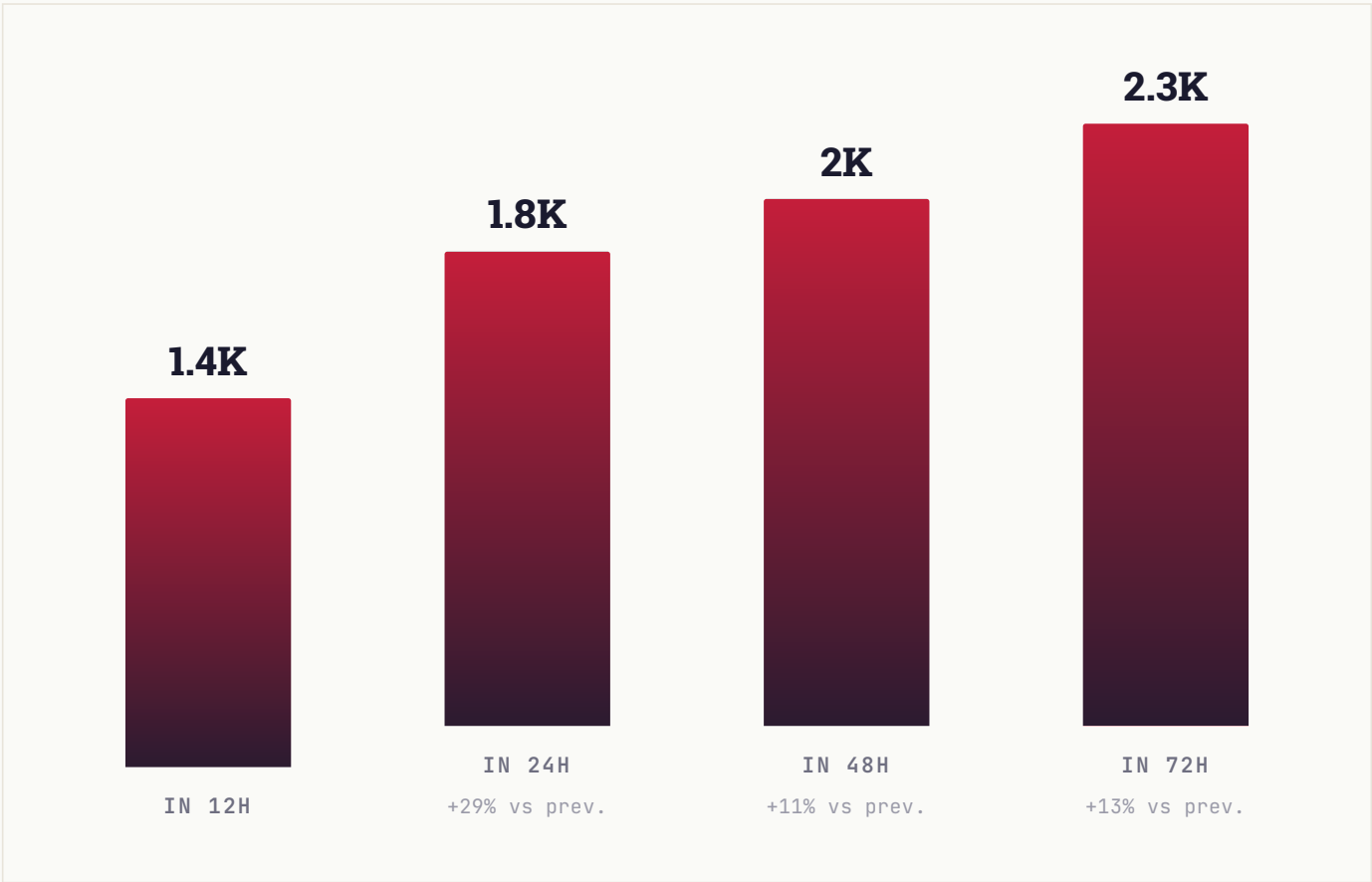
Citation index **561** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **653** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge 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
M- Moscow events Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
Mon Moskvichka	502.6K
JP Yandex Travels	498.7K
TU Tutu	497.1K
Sun Discount train	432.2K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
PR Direct Flight Travel YOU	86.8K

COMPARATIVE CONCLUSION

Channel not yet outside top-96 niche — early growth stage. Niche leader — Moscow events | Poster (1.2M), top-96 median: 151.6K. First goal — enter top-96 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **62**, they brought **2 441** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	1	1	0	
December 2025	2	2	0	
Nov 2025	13	3	447	
Oct 2025	34	23	1 994	
Sep 2025	5	4	0	
August 2025	7	5	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
62	6	2 441

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche. A vertical dark blue line indicates the median value. A red dot represents the channel's performance, and a grey dot represents the average of other channels. The channel's performance is consistently below the median in the first two metrics and above it in the third.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	86,805	149.8K	42% below median
AVG REACH / POST	2,831	12.5K	77% below median
CITATION INDEX	561	128	better than 65% of niche

SUBSCRIBERS 42% below median

median 149.8K

48.1K 86 805 — your channel 427.5K

AVG REACH / POST 77% below median

median 12.5K

1.7K 2 831 — your channel 112.3K

CITATION INDEX better than 65% of niche

median 128

0 561 — your channel 1.6K

— 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 Tuesday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.26% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+4.2pp ER

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 from 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
