

PUBLIC REPORT BY PROMTPRESS

Channel audit

SELFIE TRAVEL



@selfie_travel

TOUR OPERATOR SELFIE TRAVEL 🌴 Travel operator ➡ 8 (725) 277-15-15 ➡ +7 (776) 877-15-15 (emergency) ▪ Instagram: selfietravel_kz ▪ <http://www.selfietravel.kz/>

SUBSCRIBERS

14 110

+47 per month

ERR (% SEE POSTS)

7.0%

last day 4.4%

REACH/POST

923

ad reach 626/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 110 —	 SUBS REACH 6.54% avg % subs see post	 VIEWS/POST 923 median 928 · 29 days	 POSTS/WEEK 36.7 for period
 7D TREND +3.3% vs previous week	 REACTIONS/POST 1.0 total 152 reactions, 1,053 reposts, 0 comments	 POST LENGTH 830 chars median 856 · 29 days	 POSTS ANALYZED 153 29 days
 AD REACH 626 24h avg	 CHURN / MONTH +47 last month	 CITATION RATE 0 citation index · 14 channels mentioned all time	 CHANNEL AGE 4 years 1 month created 16.05.2022

AI EDITOR SUMMARY

Channel «SELFIE TRAVEL» — 14 110 subs. Each post averages 923 people (7% from subs), reach is low — consider expanding audience. Publishes 37 posts per week (~5/day) — active publishing. Week Jun 22–28 reach stable (+3.3% 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 **153** posts over 29 days.
- 02 Dominant format – **Video** (60/153 posts).
- 03 Avg post length – **830** chars (median 856).
- 04 Peak audience activity – **Saturday**, 14:00 ALMT.
- 05 Top posts get **2x** more views than the weakest (1.5K avg for top vs 740 for worst) – among 153 posts over 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 05:33 TEXT 🔔 IMPORTANT: Vietnam mandates e-forms from July 1, 2026! Colleagues and tourists planning a trip to Vietnam! Please...	VIEWS 1 510 REPOSTS 76	REACTIONS 6 ER 10.7%
Nº2 19.06 · 12:53 TEXT 📢 IMPORTANT: MANDATORY ARRIVAL CARD FOR VIETNAM ENTRY 🇻🇳 From June 22, 2026, all tourists arriving in Vietnam via...	VIEWS 1 457 REPOSTS 74	REACTIONS 1 ER 10.3%
Nº3 12.06 · 12:47 VIDEO 🌴 Thailand in summer? Why not ✈️🇹🇭 This summer, pick a vacation to match your mood 💙🏙️ Pattaya – islands, nightlife, walks...	VIEWS 1 393 REPOSTS 19	REACTIONS — ER 9.9%

Nº4 05.06 · 13:31 TEXT  Two big news from Pickalbatros in Sharm El Sheikh! 🌴 New perks for Pickalbatros Laguna Club guests Now stays are even...	VIEWS 1 383 REPOSTS 5	REACTIONS 1 ER 9.8%
Nº5 20.06 · 09:41 VIDEO  BREAKING: Direct charter to Maldives from Almaty is now online! 🇹🇲 ✈️ Dreaming of white-sand beaches without long layovers?...	VIEWS 1 343 REPOSTS 6	REACTIONS 5 ER 9.5%

WORST 3

↓ 09.06 · 07:36 PHOTO  Webinar on Turkey is today! Join us for Part 2 on popular Turkish coast hotels. We...	VIEWS 754 REPOSTS 1	REACTIONS — ER 5.3%
↓ 17.06 · 08:00 VIDEO (post without caption – video)	VIEWS 751 REPOSTS 3	REACTIONS — ER 5.3%
↓ 09.06 · 07:36 VIDEO  Looking for a comfy hotel in Dadonghai Bay? Dongrong Guest International Hotel 5* – a modern hotel in one of the most popular bays...	VIEWS 717 REPOSTS 3	REACTIONS 3 ER 5.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

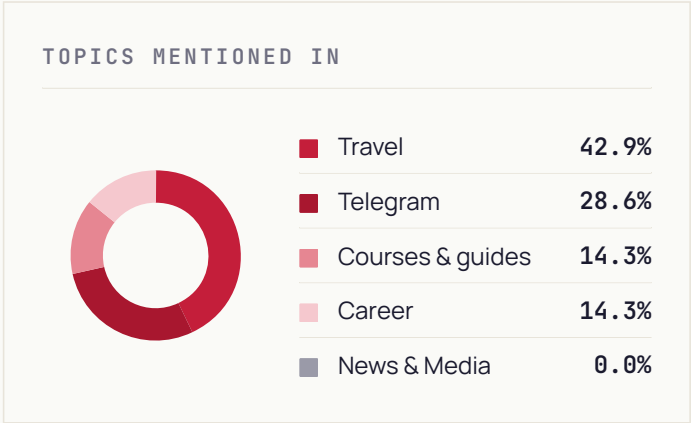
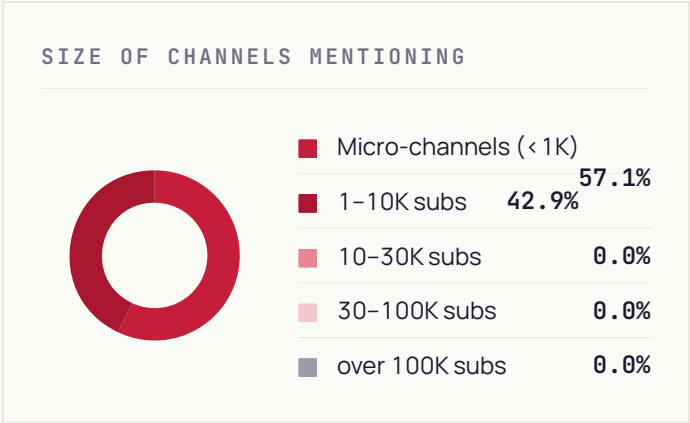
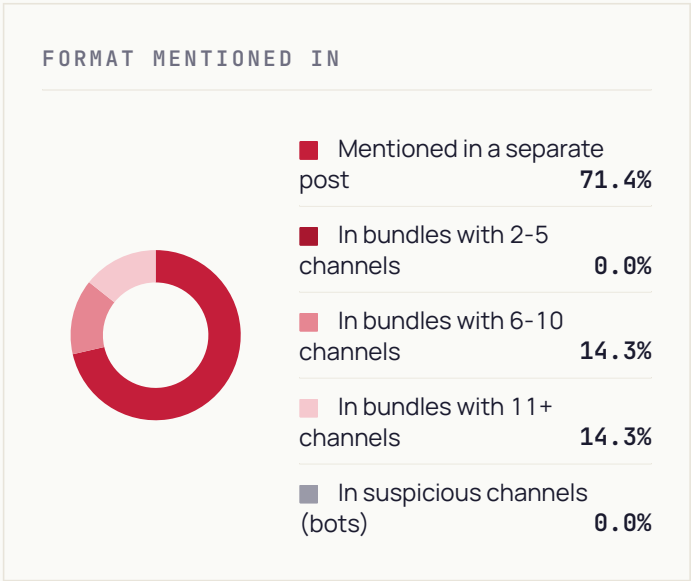
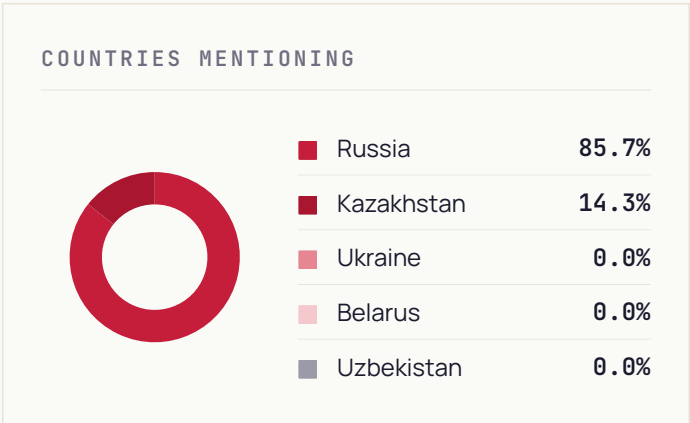
Subscriber growth chart for the year. Key months show exact sub count. Shows gains and losses.



SECTION 04 · MENTIONS

Who and how mentions the channel

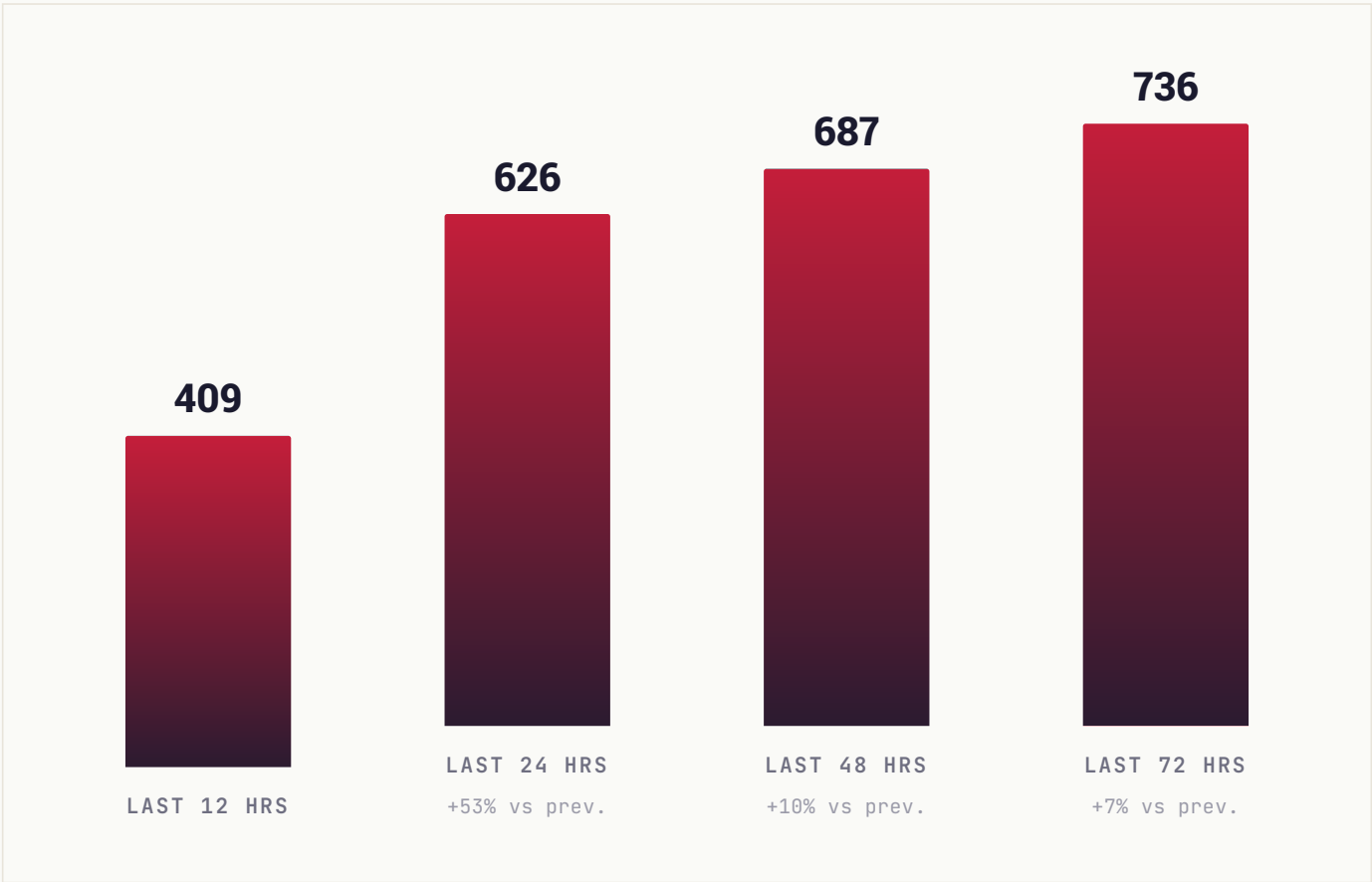
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned 14 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
BN Charter flights 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	53.4K
CHV 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 deals FUN&SUN	29.1K
ST SELFIE TRAVEL YOU	14.1K

COMPARATIVE SUMMARY

Channel in upper half of the niche (#20 of 77). Niche leader — Charter flights from Step to Travel (158.6K), median subs 3K. Aiming for the first quartile is a realistic 6-12 month horizon.

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 **0**, they brought **421** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	58
Dec 2025	0	0	28
Nov 2025	0	0	65
Oct 2025	0	0	90
Sep 2025	0	0	95
August 2025	0	0	85

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	421

SECTION 08 · NICHE COMPARISON

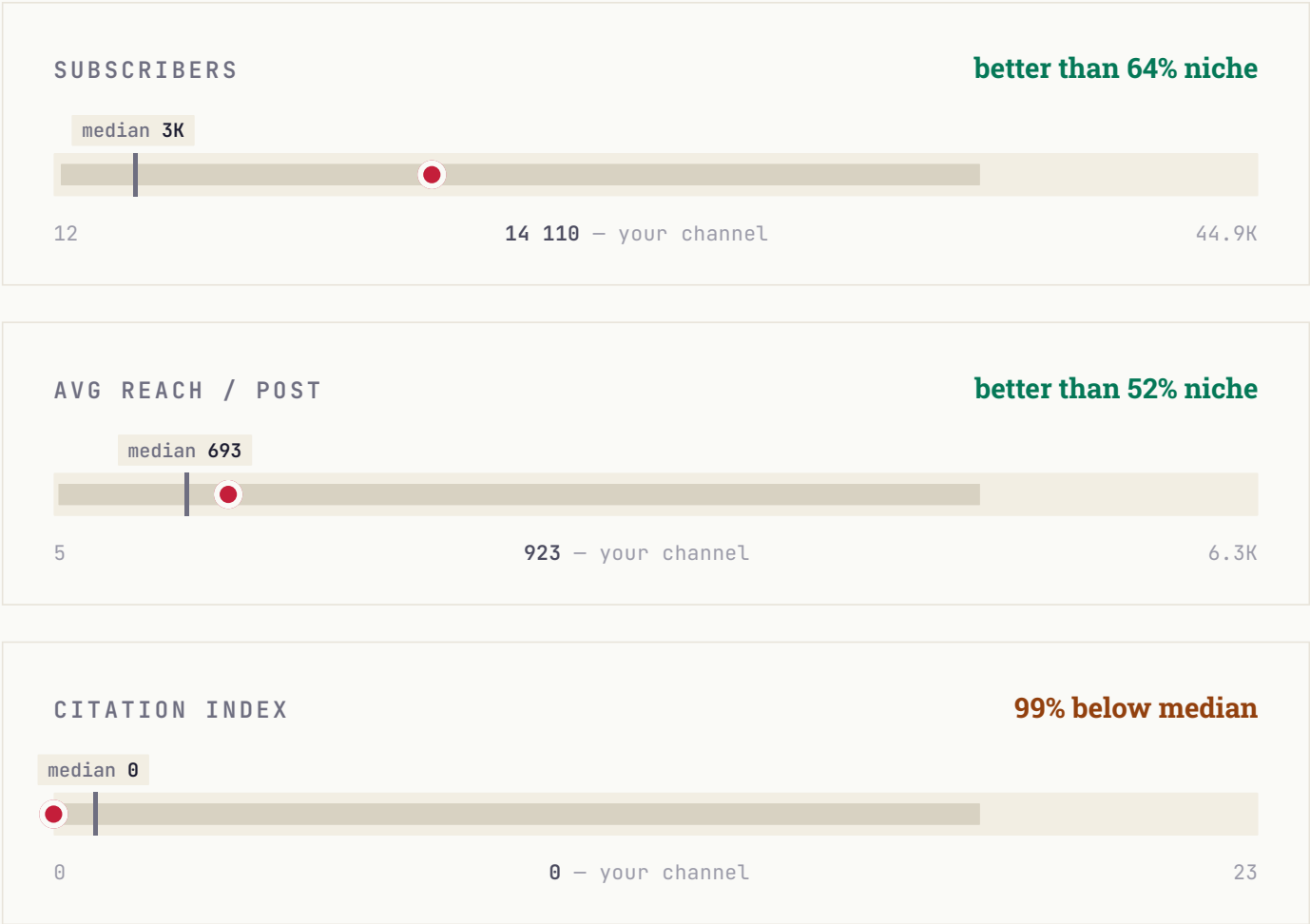
Where channel ranks in its league

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.

#20/77

RANK IN NICHE

Channel in top half of ranking



— 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 — Saturday

Audience most active on this day at 14:00 ALMT.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 6.54% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER

03

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**

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

Cross-post with same-niche channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ 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 through us and hit your growth plan in a month.

01 **Launch ad on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
