

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Let's Go! Almaty



@sxodim

We tell where to go in Almaty All about us: <https://tapter.one/kettik.group>

SUBSCRIBERS

**25 407**

-194 this month

ERR (% SEE POSTS)

**19.0%**

per day 7.0%

REACH/POST

**5.2K**

ad reach 1.8K/24h

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— CONTENTS · 2026

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6 months · monthly

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

|                                                                                                                                                     |                                                                                                                                                                                         |                                                                                                                                                                                       |                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>25 407</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>20.59%</div> <div>avg % of subs see post</div>                       | <div> VIEWS/POST</div> <div>5.2K</div> <div>median 4.3K · 22 days</div>                              | <div> POSTS/WEEK</div> <div>7.9</div> <div>for the period</div>                      |
| <div> 7D TREND</div> <div>-10.5%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>44.5</div> <div>total 1,158 reactions, 434 reposts, 141 comments</div> | <div> POST LENGTH</div> <div>366 chars</div> <div>median 412 · 22 days</div>                         | <div> POSTS ANALYZED</div> <div>26</div> <div>22 days</div>                          |
| <div> AD REACH</div> <div>1.8K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-194</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>31</div> <div>citation index · 123 channels mentioned it ever</div> | <div> CHANNEL AGE</div> <div>10 years 9 months</div> <div>created 23.09.2015</div> |

AI EDITOR SUMMARY

Channel «Let's Go! Almaty» — 25 407 subs. Each post averages 5.2K people (21% from subs), average reach — room to grow. Publishes 8 posts per week (~1/day) — regular schedule. For week 22–28 Jun reach dropped -10.5% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **26** posts over 22 days.
- 02 Dominant format — **Photo** (12/26 posts).
- 03 Avg post length — **366** chars (median 412).
- 04 Peak audience activity — **Thu, 12:00** ALMT.
- 05 Top posts get **4x** more views than the weakest (12.1K avg top vs 3.4K worst) — among 26 posts over 22 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

|                                                                                                                                                                                                                  |                                                                  |                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>11.06 · 07:51</div><div>VIDEO</div></div> <div>A video on Threads shows a bus driver stopping on the road to remove a pigeon from the roadway. Judging by the footage, the bird...</div> | <div>VIEWS</div> <div>15 643</div> <div>REP.</div> <div>33</div> | <div>REACTIONS</div> <div>114</div> <div>ER</div> <div>61.6%</div> |
| <div><div>Nº2</div><div>04.06 · 11:13</div><div>PHOTO</div></div> <div>Kazakh figure skater Mikhail Shaidorov gifted young athletes from Almaty's CYSS No. 3 certificates to buy sports equipment. More...</div> | <div>VIEWS</div> <div>14 151</div> <div>REP.</div> <div>26</div> | <div>REACTIONS</div> <div>52</div> <div>ER</div> <div>55.7%</div>  |
| <div><div>Nº3</div><div>04.06 · 16:32</div><div>TEXT</div></div> <div>Feeling something?</div>                                                                                                                   | <div>VIEWS</div> <div>6 473</div> <div>REP.</div> <div>27</div>  | <div>REACTIONS</div> <div>156</div> <div>ER</div> <div>25.5%</div> |

|                                                                                                                                                                                                              |                                                                 |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>04.06 · 13:19</div><div>PHOTO</div></div> <div>ALMATY SUMMER FEST жазғы фестивалі басталады Алматыда қала әкімдігінің қолдауымен ALMATY SUMMER FEST ауқымды жазғы фестивалі...</div> | <div>VIEWS</div> <div>6 352</div> <div>REP.</div> <div>13</div> | <div>REACTIONS</div> <div>5</div> <div>ER</div> <div>25.0%</div> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|

|                                                                                                                                                                                                         |                                                                 |                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº5</div><div>05.06 · 07:08</div><div>TEXT</div></div> <div>New bus routes launch in Almaty Starting June 6, two new bus routes — No. 134 and No. 140 — will operate in Almaty. More...</div> | <div>VIEWS</div> <div>5 826</div> <div>REP.</div> <div>10</div> | <div>REACTIONS</div> <div>31</div> <div>ER</div> <div>22.9%</div> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|

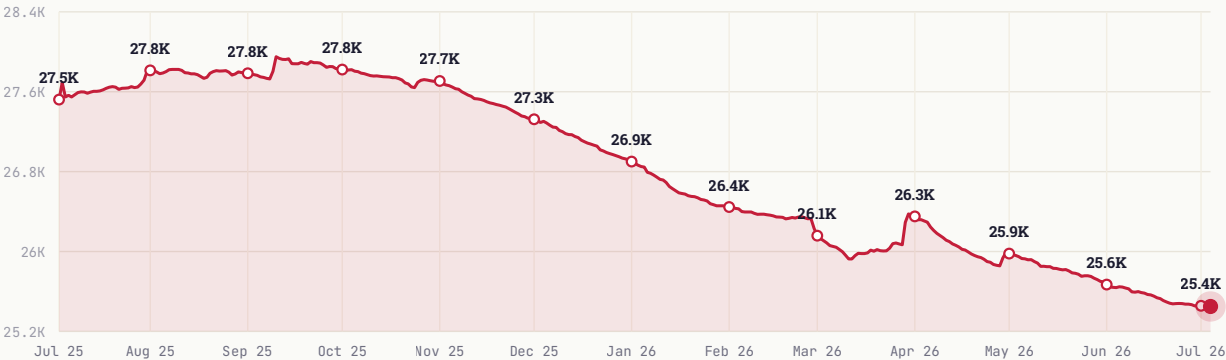
WORST 3

|                                                                                                                                                                                                        |                                                                 |                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>↓</div><div>17.06 · 12:01</div><div>PHOTO</div></div> <div>Actress and model So Joo-yeon, known for dramas Teacher Kim, Dr. Romantic and Love is So Beautiful, shared travel photos...</div> | <div>VIEWS</div> <div>3 613</div> <div>REP.</div> <div>17</div> | <div>REACTIONS</div> <div>46</div> <div>ER</div> <div>14.2%</div> |
| <div><div>↓</div><div>10.06 · 12:14</div><div>VIDEO</div></div> <div>A bear and her cub were caught on video in Kolsai Lakes National Park. The animals were filmed in their natural habitat.</div>    | <div>VIEWS</div> <div>3 492</div> <div>REP.</div> <div>16</div> | <div>REACTIONS</div> <div>68</div> <div>ER</div> <div>13.7%</div> |
| <div><div>↓</div><div>27.06 · 09:00</div><div>TEXT</div></div> <div><div>🎉 Giveaway Results: 🏆 Winners: 1. Tatiana 2. ❤️ (@nojull)</div><div>✓ Check results</div></div>                               | <div>VIEWS</div> <div>2 982</div> <div>REP.</div> <div>—</div>  | <div>REACTIONS</div> <div>7</div> <div>ER</div> <div>11.7%</div>  |

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.

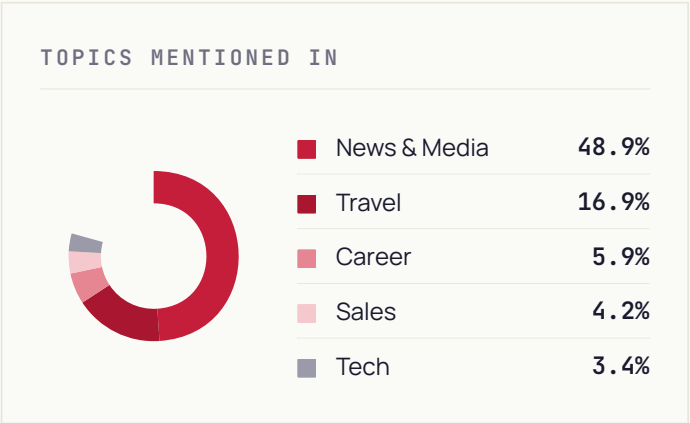
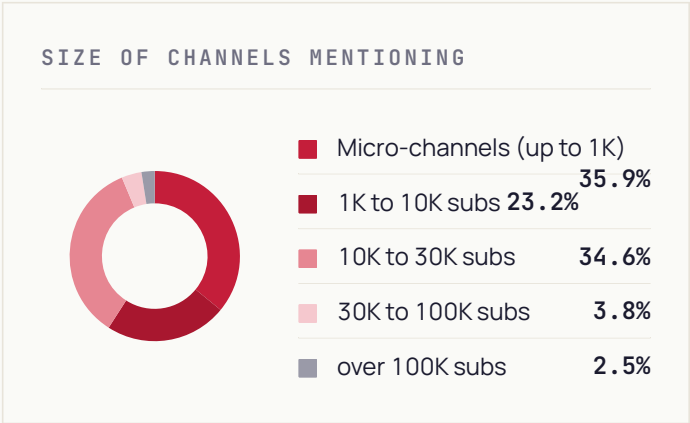
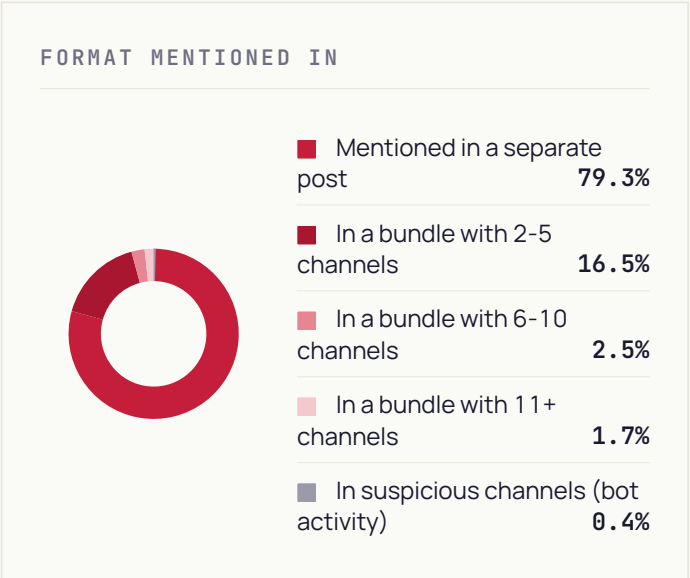
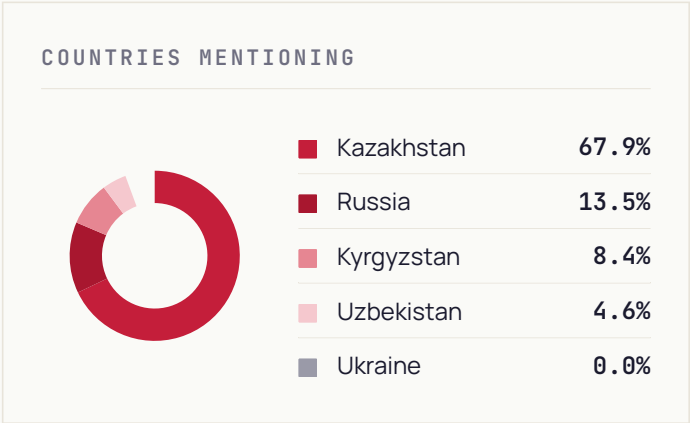


| START OF PERIOD | NOW    | NET GROWTH |
|-----------------|--------|------------|
| 27 530          | 25 407 | -2 123     |

SECTION 04 · MENTIONS

# Who & how mentions the channel

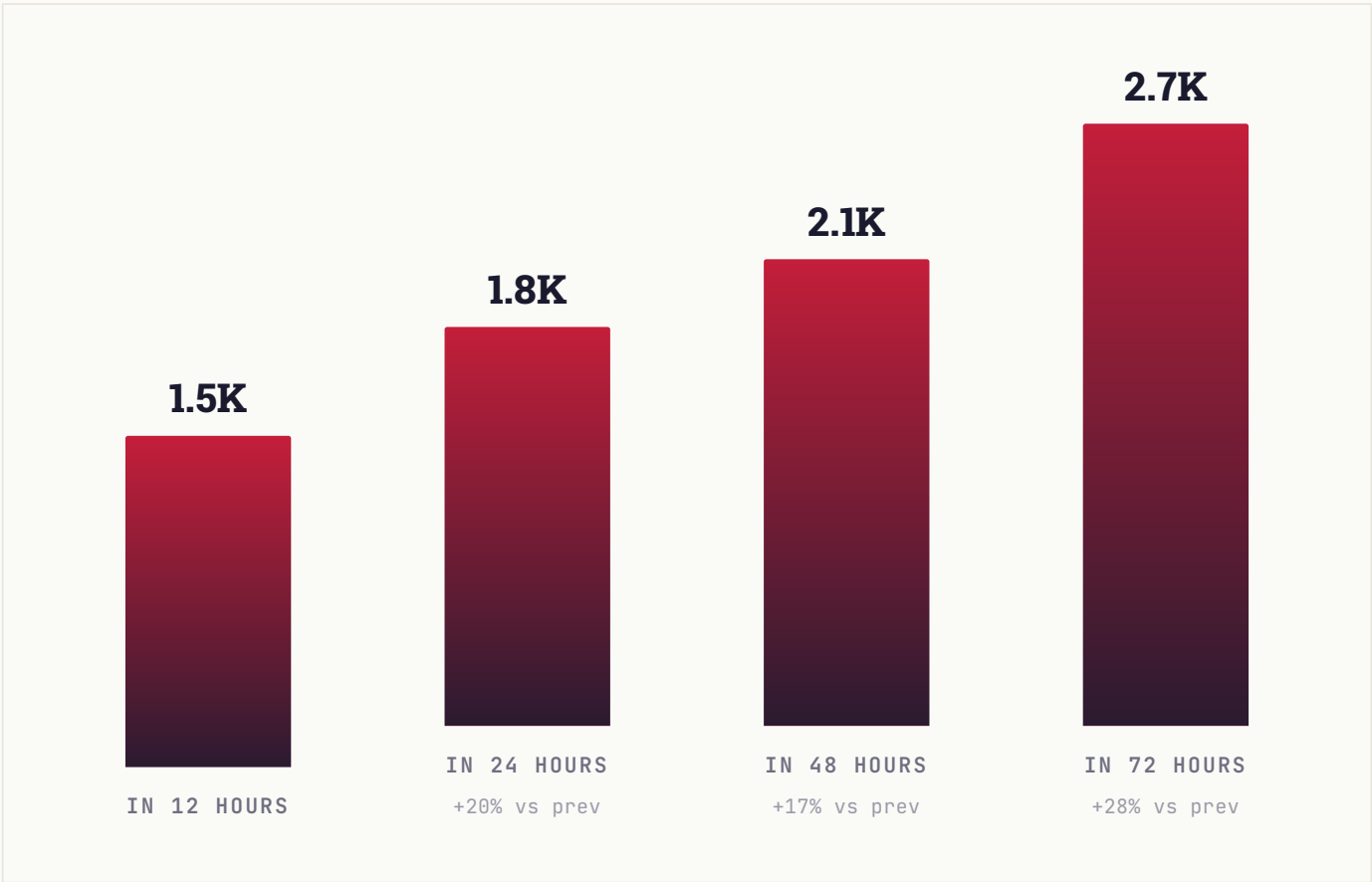
Citation index **31** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **123** different channels.



— SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

| 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                                 | 53.4K       |
| CW 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 Туры                        | 33K         |
| GT FUN&SUN last-minute tours                  | 29.1K       |
| DS Let's Go! Almaty YOU                       | 25.4K       |

COMPARATIVE INSIGHT

Channel in top quarter of niche (#12 of 77). Leader — Charter flight tickets from Step to Travel (158.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **0**, they brought **565** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|---------------|----------|----------|---------|-------------|
| Jan 2026      | 0        | 0        | 0       | <div></div> |
| December 2025 | 0        | 0        | 11      | <div></div> |
| Nov 2025      | 0        | 0        | 2       | <div></div> |
| Oct 2025      | 0        | 0        | 98      | <div></div> |
| Sep 2025      | 0        | 0        | 287     | <div></div> |
| August 2025   | 0        | 0        | 167     | <div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 0              | 6              | 565                   |

## — SECTION 08 • NICHE COMPARISON

# Where the channel stands 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.

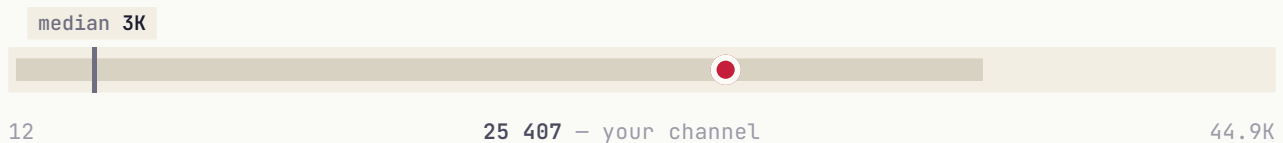
# #12 /77

POSITION IN NICHE

Channel in top 15% – strong position

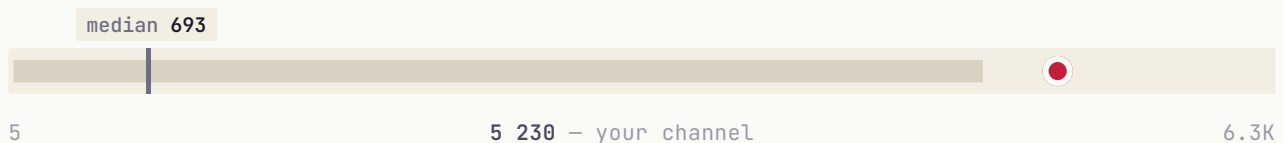
### SUBSCRIBERS

better than 78% of niche



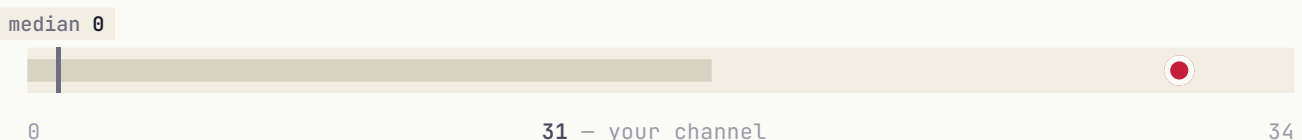
### AVG REACH / POST

better than 90% of niche



### CITATION INDEX

better than 90% 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 Thursday**

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

EFFECT

**Best window  
for an  
important post****02****System 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****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 nearby channels**

Swap posts quarterly with same-segment channels. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit is 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.

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**01**      **Launch ads on Telegram**      <https://panel.promptpress.com/register>

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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