

PUBLIC REPORT BY PROMTPRESS

Channel audit

TEZ TOUR



@teztourby

International tour operator TEZ TOUR in Belarus. News & top deals only. ☎ Call center: +375 (17) 210-10-10

SUBSCRIBERS

46 025

+979 per month

ERR (% SEE POSTS)

33.0%

last 24 hrs **14.8%**

REACH/POST

14.8K

ad reach **6.8K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card = a channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 46 025 —	 SUBS REACH 32.21% avg % subs see post	 VIEWS/POST 14.8K median 15.6K · 28 days	 POSTS/WEEK 6.5 for period
 7D TREND -10.8% vs previous week	 REACTIONS/POST 25.9 total 699 reactions, 629 reposts, 0 comments	 POST LENGTH 640 chars median 663 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 6.8K avg per 24h	 CHURN / MONTH +979 last month	 CITATION RATE 0 citation index · 4 channels mentioned all time	 CHANNEL AGE 8 years 2 months created 18.04.2018

AI EDITOR SUMMARY

Channel «TEZ TOUR» — 46 025 subs. Avg views per post: 14.8K people (32% of subs), good reach. Publishes 6 posts/week (~1/day) — rare. For week Jun 15–21 reach dropped -10.8% by week Jun 8–14 — worth analyzing.

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 27 posts in 28 days.
- 02 Dominant format — Photo (27/27 posts).
- 03 Avg post length — 640 chars (median 663).
- 04 Audience peak — Friday, 12:00 MSK.
- 05 Top posts drive 2× more views than the weakest (18.9K avg for top vs 12.5K for worst) — among 27 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 09:06 PHOTO 💙On Turkey's Antalya coast you realize: nature writes the best scripts. Just book your role in this movie! ✈️from...		VIEWS 19 914	REACTIONS 32
		REPOSTS 26	ER 43.3%
Nº2 12.06 · 10:59 PHOTO 👍Travel solo while others look for company. Seize the moment! ✈️Turkey from Minsk June 16 for 7, 8 or 10 nights, 1 spot: ▪ HIMEROS...		VIEWS 18 451	REACTIONS 27
		REPOSTS 11	ER 40.1%
Nº3 04.06 · 14:36 PHOTO 🌊💖If China was on your wishlist — now's the time to plan your vacation! TEZ TOUR extends flight program to Hainan Island from Minsk...		VIEWS 18 209	REACTIONS 32
		REPOSTS 17	ER 39.6%

Nº4 11.06 • 09:00 PHOTO ★Turkey's Antalya coast isn't just loungers. It's walks among ruins where time stands still! ✈️from Vitebsk 🌸July 5 for 11 nights 🌸16...	VIEWS 18 095 REPOSTS 33 REACTIONS 32 ER 39.3%
Nº5 09.06 • 11:28 PHOTO 🤖TEZ TOUR resumes flight programs to Thailand and Sri Lanka from Minsk for winter season 2026-2027! ✈️Departures to Thailand (Phuket)...	VIEWS 17 536 REPOSTS 26 REACTIONS 31 ER 38.1%

Worst 3

↓ 26.06 • 10:55 PHOTO ✨White sand slipping through your fingers, crystal-clear water — Hainan Island, China welcomes you! ✈️from Minsk in July from 7...	VIEWS 12 798 REPOSTS 11 REACTIONS 25 ER 27.8%
↓ 23.06 • 10:01 PHOTO 🌅Turkey — waking up smiling just because the sea is outside your window! ✈️from Vitebsk 🌞July 5 for 11 nights 🌞July 16 for 10...	VIEWS 12 437 REPOSTS 26 REACTIONS 31 ER 27.0%
↓ 24.06 • 09:56 PHOTO 🌞Summer calls, tours are hot. Your move — say 'yes'! ✈️China (Hainan Island) from Minsk July 1 for 12 or 14 nights, 1 spot: ♦ GUAN HAI LOU HOTEL...	VIEWS 12 296 REPOSTS 12 REACTIONS 17 ER 26.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

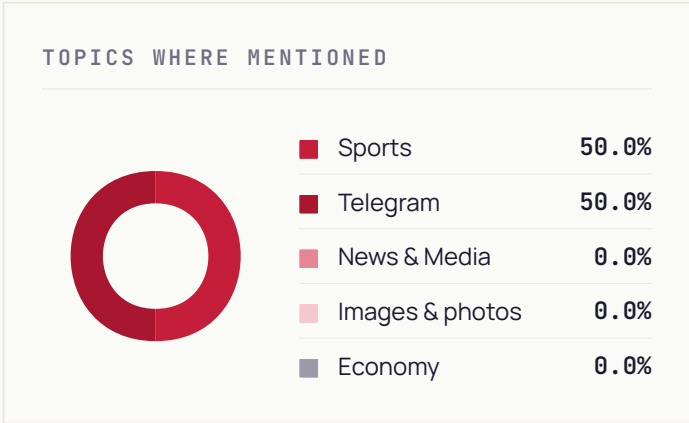
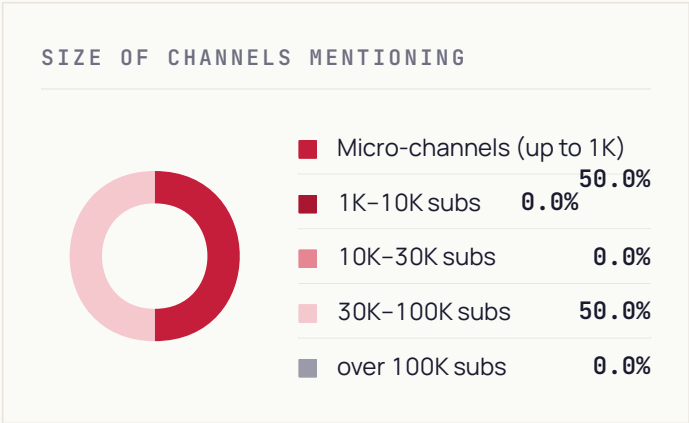
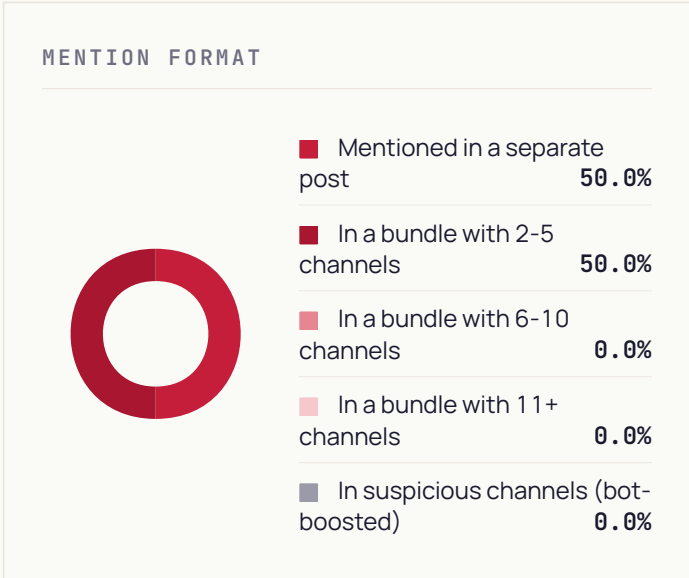
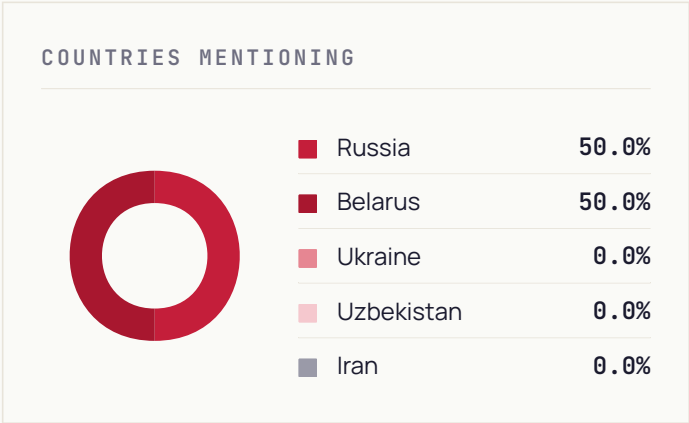
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who mentions the channel & how

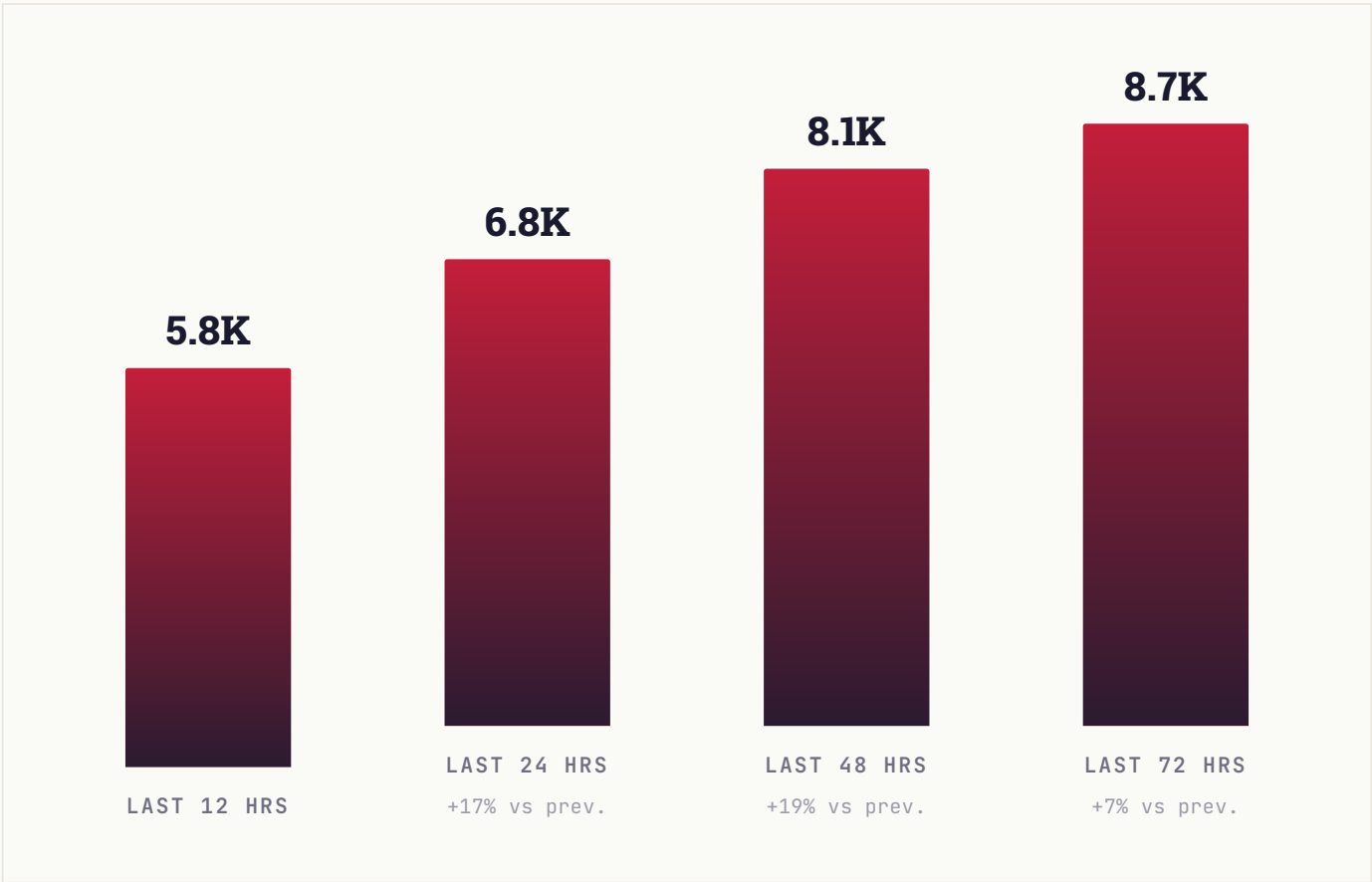
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned 4 different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TT TEZ TOUR YOU	46K
VA Vandrowki	38.3K
PA Padarozhnik	26.8K
SR Pack your bag	24.3K
GB Belarus-EU border (Poland-Lithuania-Latvia)	23.2K
M- MKS - Minsk, where to go?	21.9K
AG Atlasbas: border online	21.3K
AM Minsk Poster	20.2K
ST Siesta Travel about sea tours.	20.1K
BV Belarusians in Poland	18.6K
RO Rosting	15.4K

COMPARATIVE SUMMARY

Channel in top-1 niche (#1 of 94 channels in category). One of the leaders — client partners can go for cross-promo as equals; for PR/reach you are a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track mentions in other channels. Over the last **6 months** such mentions: **0**, they brought **815** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	318	
December 2025	0	0	15	
November 2025	0	0	80	
October 2025	0	0	79	
September 2025	0	0	24	
August 2025	0	0	299	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
0	6	815

SECTION 08 · NICHE COMPARISON

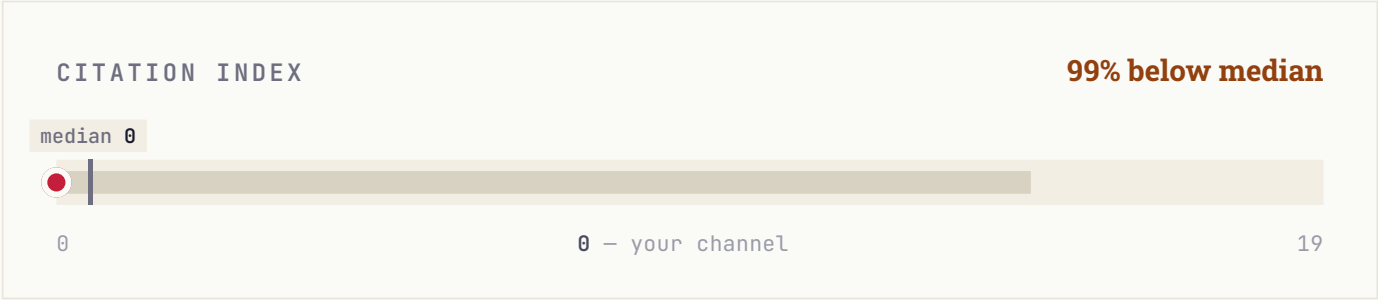
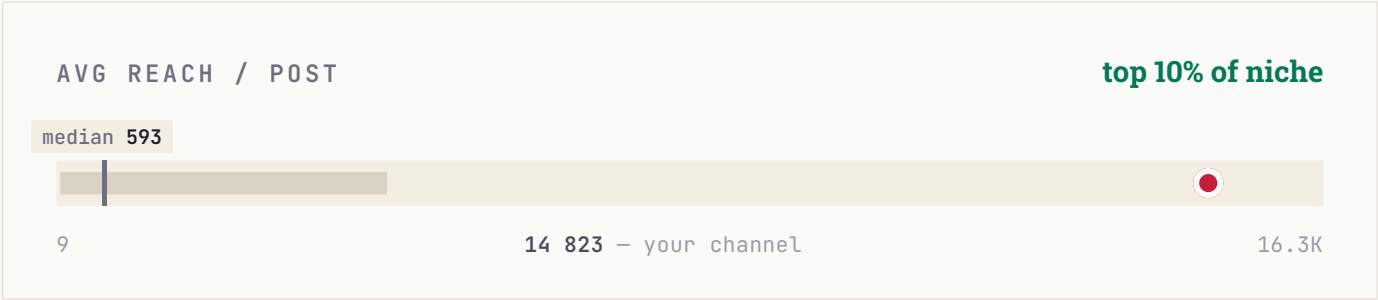
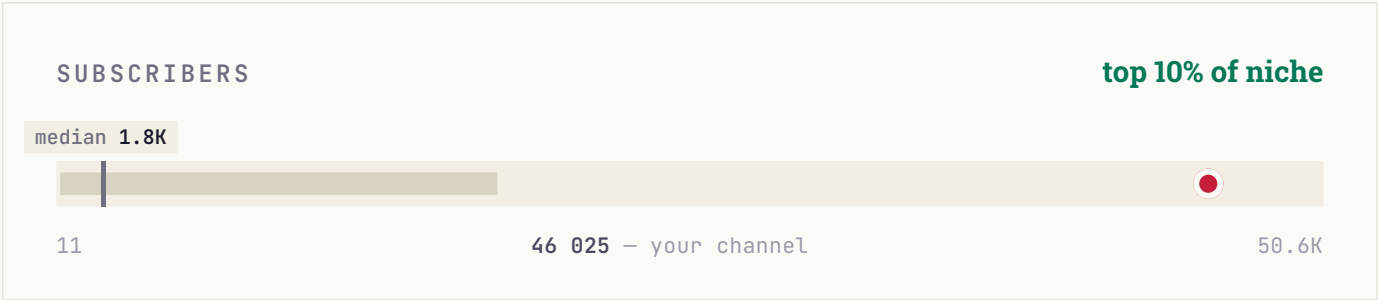
Where channel stands in its league

Took top-94 channels in category «Travel» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#1/94

RANK IN NICHE

Channel in top 1% travel Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Friday
Audience most active on this day at 12:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase video post share
Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | System 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 get +5-15% ER. One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further — run ads through us and hit 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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