

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ural Airlines



@uralairlines

Official channel of Ural Airlines. Promos, sales, tips & beautiful photos! Cashback & more with the 'Wings' program → <https://clck.ru/3FLZKh> For all...

SUBSCRIBERS

99 918

-204 per month

ERR (% SEE POSTS)

12.0%

last day 5.1%

REACH/POST

12.7K

ad reach 5.1K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'Travel' category

09 Strategy

5 priority actions

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 99 918 —	 SUBS REACH 12.71% avg % subs see post	 VIEWS/POST 12.7K median 13.2K · 27 days	 POSTS/WEEK 5.5 for the period
 7D TREND +6.7% vs prev week	 REACTIONS/POST 50.7 total 1,116 reactions, 503 reposts, 0 comments	 POST LENGTH 806 chars median 892 · 27 days	 POSTS ANALYZED 22 27 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH -204 last month	 CITATION RATE 123 citation index · 648 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 04.03.2022

AI EDITOR SUMMARY

Channel «Ural Airlines» — 99 918 subs. Each post averages 12.7K people (13% of subs), reach is low — consider expanding audience. Posts 6 posts per week (~1/day) — rare. For week Jun 15–21 reach grew by +6.7% by week Jun 8–14 — positive trend.

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 22 posts in 27 days.
- 02 Dominant format — Photo (21/22 posts).
- 03 Avg post length — 806 chars (median 892).
- 04 Peak audience activity — Friday, 06:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.7K avg for top vs 11K for worst) — among 22 posts over 27 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

№105.06 · 03:04PHOTO	VIEWS	REACTIONS
	18 214	72
🎉 The loyalty program 'Wings' turns 25! Our celebration — your gifts! Over this time, we've flown millions of miles together...	REPOSTS	ER
	113	18.2%
№216.06 · 11:22PHOTO	VIEWS	REACTIONS
	16 085	33
👛 Heading to INNOPROM? Then plan not only meetings and negotiations, but also getting to know Yekaterinburg. By the way, be sure to...	REPOSTS	ER
	9	16.1%
№304.06 · 11:49PHOTO	VIEWS	REACTIONS
	15 742	43
What's better than a great deal? A great deal made while traveling 🛒 Shopping in China got even more attractive: in...	REPOSTS	ER
	22	15.8%

Nº4

11.06 · 11:01

PHOTO

👉 First impressions of a trip start before you even see the new city. While anticipation of new discoveries lies ahead, it's especially pleasant...

VIEWS

15 350

REACTIONS

30

REPOSTS

4

ER

15.4%

Nº5

17.06 · 05:03

PHOTO

🌉 If you've long dreamed of seeing famous bridges, walking the hills, watching sunrise over Golden Horn Bay, and tasting the best...

VIEWS

15 270

REACTIONS

46

REPOSTS

38

ER

15.3%

WORST 3

↓ 26.06 · 10:34 PHOTO ✈️ Remember how huge the airport seemed as a kid? Planes behind panoramic windows, departure boards with dozens of flights, and the feeling that ahead...	VIEWS 11 253 REACTIONS 39 REPOSTS 8 ER 11.3%
↓ 22.06 · 12:26 PHOTO 🍷 This summer there are two types of people: those who already have sea photos, and those whose trip is still ahead. We've gathered affordable destinations in...	VIEWS 11 075 REACTIONS 28 REPOSTS 5 ER 11.1%
↓ 24.06 · 05:03 PHOTO Egor Katushkin went from flight attendant to Airbus first officer, but never left his main passion – hockey. For...	VIEWS 10 687 REACTIONS 117 REPOSTS 9 ER 10.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

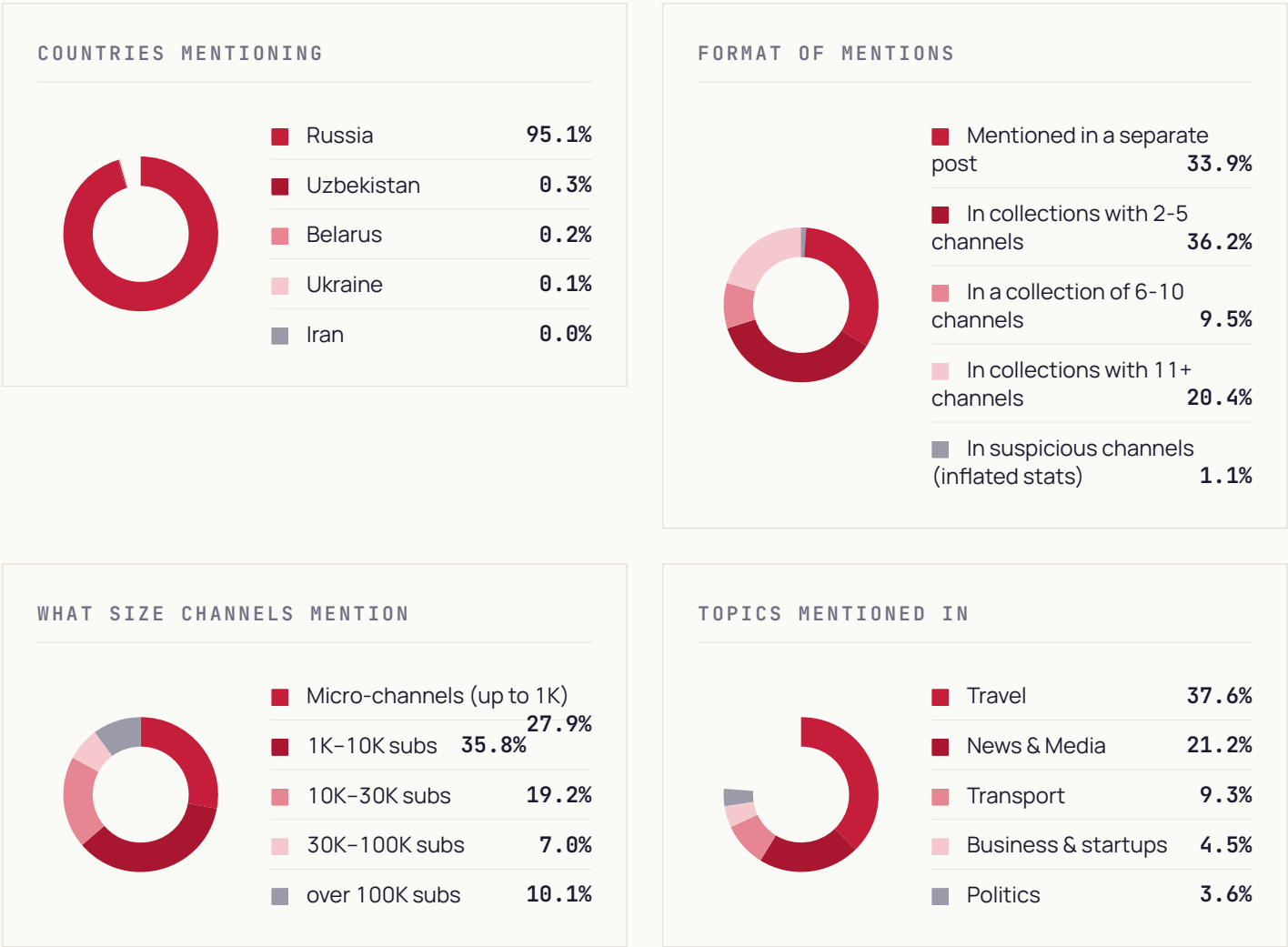
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

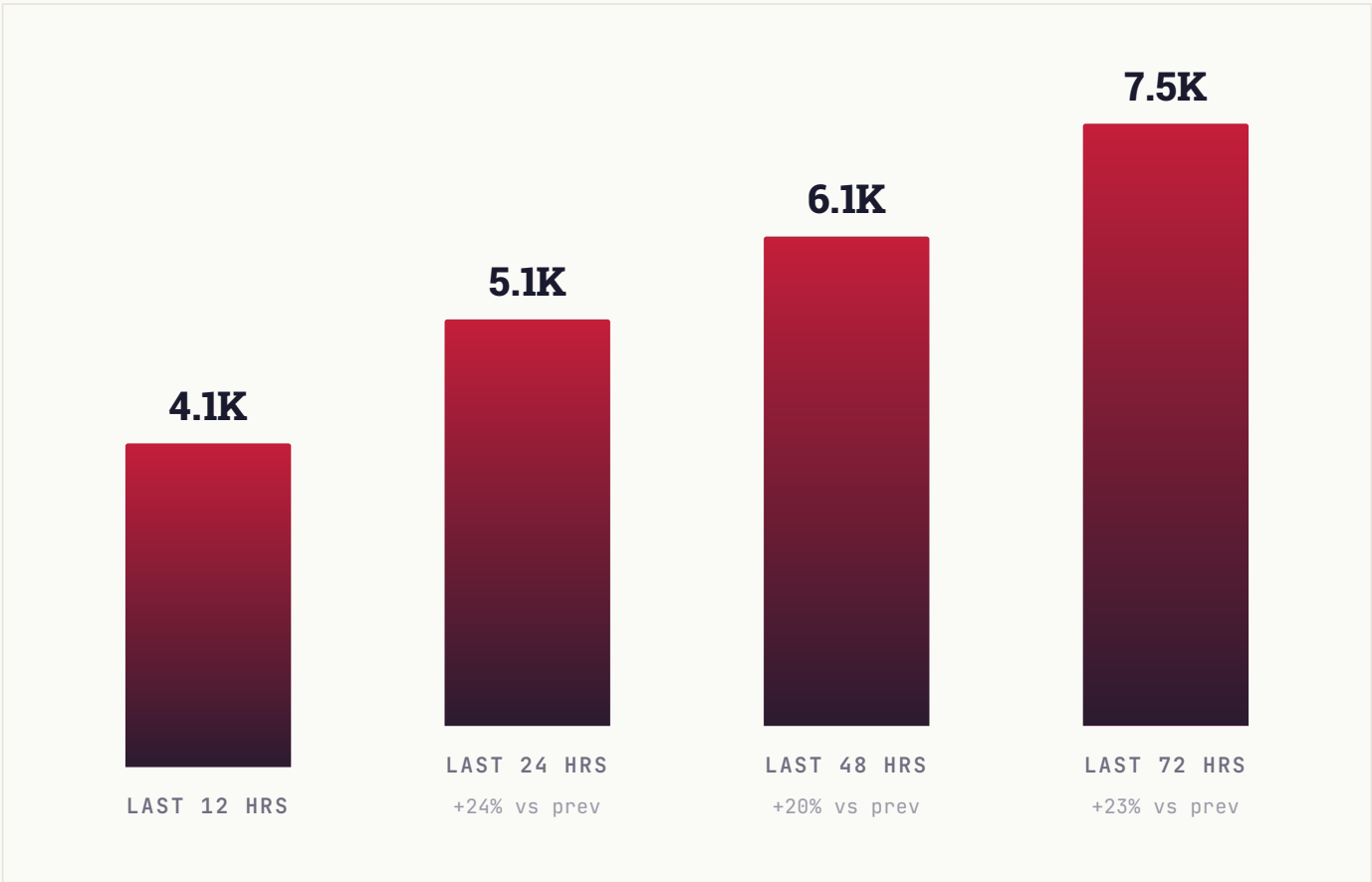
Citation index **123** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **648** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moscow girl	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount wagon	432.9K
3 333bet.cc Official ®	406K
UA Ural Airlines YOU	99.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#99 of 97). Niche median — 158.9K subs. First growth KPI — reach median. Leader: Moscow - where to go | Poster (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **116**, they brought **4 055** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	35	31	1 068	
December 2025	7	7	88	
Nov 2025	14	13	785	
Oct 2025	11	8	697	
Sep 2025	14	11	323	
August 2025	35	24	1 094	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
116	6	4 055

SECTION 08 · NICHE COMPARISON

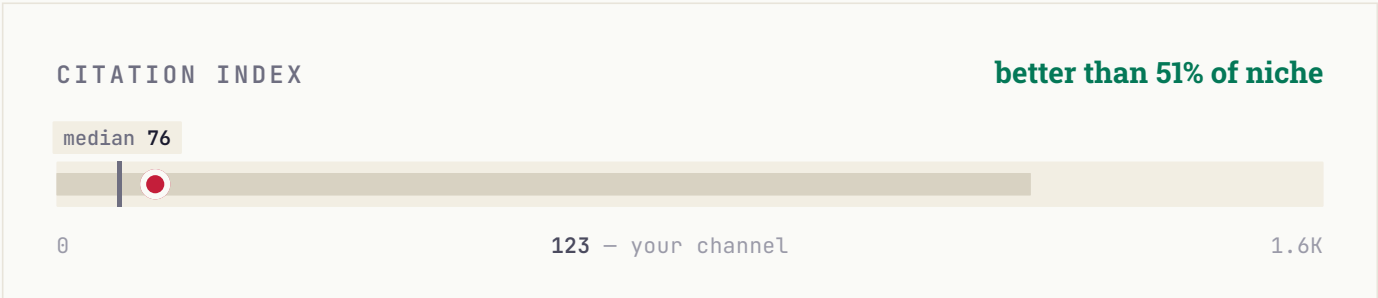
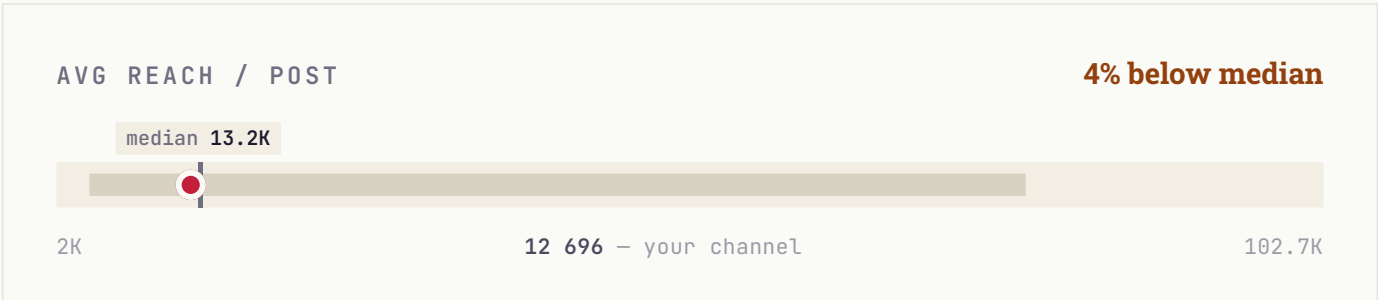
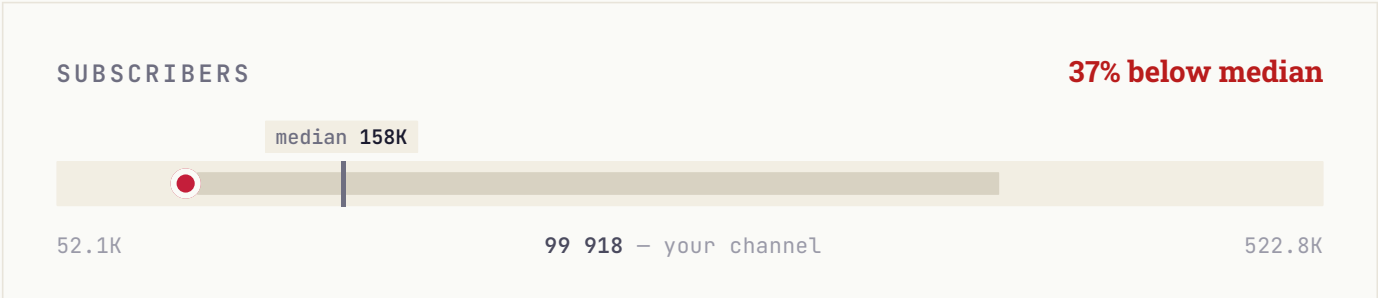
Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#99/100

RANK IN NICHE

Channel in the bottom half of the 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

Main post of the week — on Friday

Audience is most active on this day at 06:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

Systematic 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
- 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 growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

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 close your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
