

PUBLIC REPORT BY PROMTPRESS

Channel audit

Utair



@utair

Official channel of Utair airline Support chat: https://t.me/utair_support_bot Merch: merch.utair.ru Registered in Roskomnadzor list: <https://gosuslugi.ru/snet/67a336e201234b6988220b2f> #JFNKT

SUBSCRIBERS

89 506

-1100 per month

ERR (% SEE POSTS)

15.0%

daily 6.4%

REACH/POST

12.9K

ad reach 5.7K/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 89 506 —	 SUBSCRIBER REACH 14.44% avg % subs see post	 VIEWS/POST 12.9K median 13.4K · 29 days	 POSTS/WEEK 4.6 for period
 7D TREND +7.8% vs previous week	 REACTIONS/POST 92.4 only 1,756 reactions, 561 reposts, 0 comments	 POST LENGTH 882 chars median 940 · 29 days	 POSTS ANALYZED 19 29 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -1100 last month	 CITATION RATE 60 citation index · 344 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 05.12.2018

AI EDITOR SUMMARY

Channel «Utair» — 89 506 subs. Each post averages 12.9K people (14% from subs), reach is low — consider expanding audience. Publishes 5 posts/week (~1/day) — rare publications. For week Jun 15–21 reach up +7.8% to 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 19 posts in 29 days.
- 02 Dominant format — Video (11/19 posts).
- 03 Avg post length — 882 chars (median 940).
- 04 Peak audience activity — Thursday, 14:00 MSK.
- 05 Top-performing posts get 1x more views than the weakest (15.2K avg for top vs 12.1K for worst) — among 19 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 11:34 PHOTO Summer, sea, mountains: big Utair airfare sale! 🌴 June is in full swing, and you haven't chosen your vacation tickets yet? We are launching...	VIEWS 15 510 REPOSTS 137	REACTIONS 82 ER 17.3%
Nº2 18.06 · 11:00 PHOTO Summer, sea, Gelendzhik — flying from Surgut! We are happy to open even more direct routes to the Black Sea! Since June, Utair has launched regular flights...	VIEWS 15 129 REPOSTS 13	REACTIONS 49 ER 16.9%
Nº3 05.06 · 14:33 PHOTO «Rosneft» and «Utair» expand strategic cooperation ✓ PJSC «NK «Rosneft» and PJSC «Utair» at the XXIX...	VIEWS 14 958 REPOSTS 24	REACTIONS 92 ER 16.7%

Nº4 10.06 • 10:20 PHOTO A ticket to Moscow from Samara for coffee? Yes, it's a real summer plan! Tasty giveaways continue! Utair together with Korzh Coffee chain...	VIEWS 14 431 REPOSTS 36 REACTIONS 76 ER 16.1%
Nº5 02.06 • 13:47 VIDEO Green Marathon in Siberia: how it went! 🍀 Tyumen and Khanty-Mansiysk united under the banner of sports, charity, and healthy lifestyle...	VIEWS 14 346 REPOSTS 11 REACTIONS 70 ER 16.0%

WORST 3

↓ 09.06 • 11:07 VIDEO Big giveaway from Utair and Visit Tyumen! 🌻 Summer is time for big trips! From June 10 to 14 in Moscow at VDNKh the International...	VIEWS 12 988 REPOSTS 35 REACTIONS 99 ER 14.5%
↓ 02.06 • 06:30 VIDEO UTair Group – among the best at Wings of Russia awards! 🏆 UTair Group companies are diploma winners of the country's main aviation award...	VIEWS 12 078 REPOSTS 12 REACTIONS 118 ER 13.5%
↓ 26.06 • 11:16 PHOTO Flying to Altai from Surgut! 🥰 What could be better than a trip to the Altai mountains in midsummer? Only the anticipation of how after...	VIEWS 11 161 REPOSTS 33 REACTIONS 114 ER 12.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

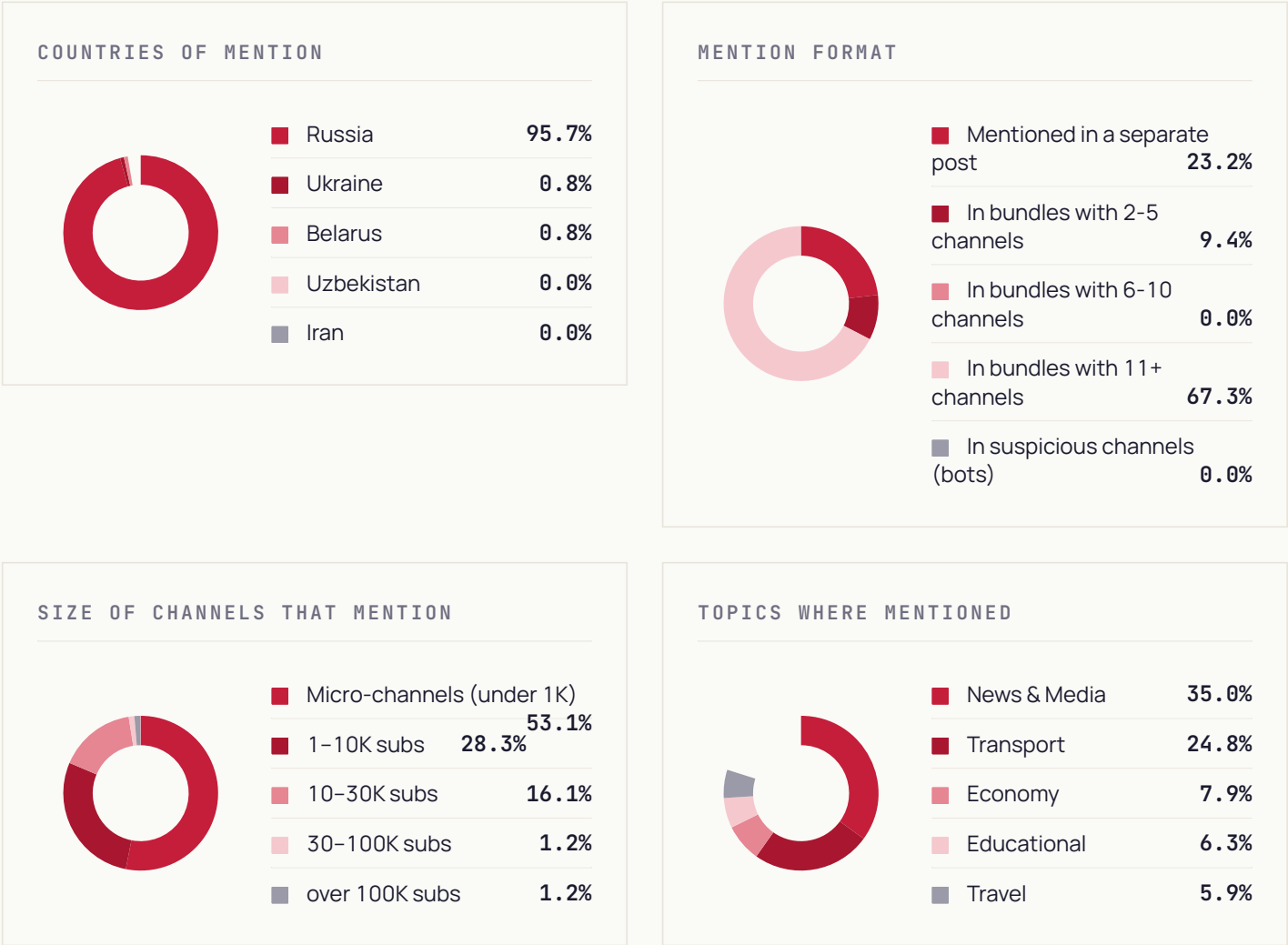
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

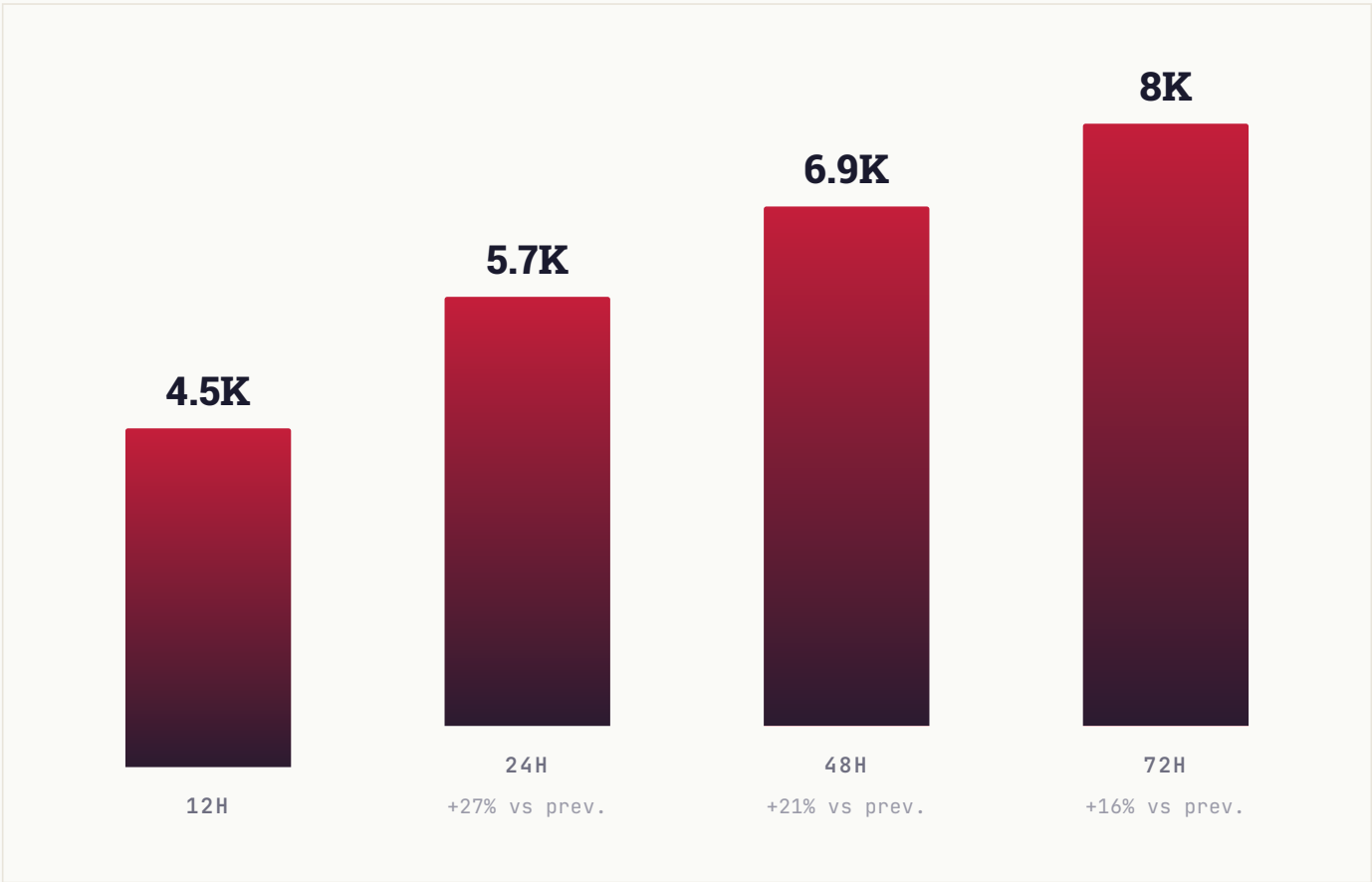
Citation index **60** – channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **344** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow – Where to Go Events	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount train	432.9K
3 333bet.cc Official ®	406K
UT Utair YOU	89.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-97 niche — early growth stage. Niche leader — Moscow – Where to Go | Events (1.2M), top-97 median: 158.9K. First goal: enter top-97 via systematic traffic and content work.

SECTION 07 · MENTION TRENDS

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 **0**, they brought **12 895** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	6 126	
Nov 2025	0	0	66	
Oct 2025	0	0	1 085	
September 2025	0	0	915	
August 2025	0	0	4 703	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	12 895

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Increase posting frequency

Now 4.6 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Best post day — Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post****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 poll per week 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 segment. 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 target 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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