

PUBLIC PROMTPRESS REPORT

Channel audit

Vandrouki:

Central Asia



@vandroukikz

We post cheap flights from Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan and give travel ideas for these countries. You travel almost for free. All...

SUBSCRIBERS

20 492

+90 per month

ERR (% SEE POSTS)

20.0%

daily **10.0%**

REACH/POST

4.1K

ad reach **2.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 492 —	 SUBSCRIBER REACH 20.03% avg % of subs see post	 VIEWS/POST 4.1K median 4.1K · 28 days	 POSTS/WEEK 9.0 for the period
 7D TREND -5.1% vs previous week	 REACTIONS/POST 10.5 387 reactions, 527 reposts, 38 comments total	 POST LENGTH 187 chars median 170 · 28 days	 POSTS ANALYZED 37 28 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +90 last month	 CITATION RATE 26 citation index · 66 channels mentioned all time	 CHANNEL AGE 7 years 11 months created 14.07.2018

AI EDITOR SUMMARY

Channel «Vandrouki: Central Asia» — 20 492 subs. Each post averages 4.1K people (20% from subs), that's average reach — room to grow. Publishes 9 posts per week (~1/day) — regular pace. For week Jun 22–28, reach dropped -5.1% to the week of Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 28 days.
- 02 Dominant format – Photo (37/37 posts).
- 03 Avg post length – 187 chars (median 170).
- 04 Peak audience activity – Friday, 12:00 ALMT.
- 05 Top posts get 2x more views than the weakest (5.1K avg top vs 2.9K worst) – among 37 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº105.06 · 09:29PHOTO	VIEWS	REACTIONS
	5 277	15
Want to go to Korea? Direct Eastar Jet flights from Almaty to Seoul and Busan from \$418 round trip! Departures in June-July. Book tickets...	REPOSTS	ER
	28	25.8%
Nº208.06 · 10:07PHOTO	VIEWS	REACTIONS
	5 071	4
From Almaty to tropical Hainan Island with luggage for \$157! Flight in a month: https://aviasales.tpk.mx/3rZRfnkx	REPOSTS	ER
	13	24.7%
Nº308.06 · 08:21PHOTO	VIEWS	REACTIONS
	4 968	7
New FlyArystan route: direct flights from Atyrau to Batumi from July 14! Departures on Tuesdays until end of summer.	REPOSTS	ER
	8	24.2%

Nº4 19.06 • 14:03 PHOTO By the way, a trip to Armenia can easily be combined with Georgia: only 30 min by air or 4.5 hours by road between Yerevan and Tbilisi...	VIEWS 4 961 REPOSTS 9 REACTIONS 21 ER 24.2%
Nº5 04.06 • 12:40 PHOTO Summer: direct flights from Tashkent and Samarkand to Xi'an (Terracotta Army) from \$233 round trip! Departures in July-August. Tickets on aviasales...	VIEWS 4 779 REPOSTS 28 REACTIONS 12 ER 23.3%
WORST 3	
↓ 29.06 • 13:51 PHOTO India! Flights from Aktau to Delhi, Mumbai & Ahmedabad from \$293 round trip! Pick dates & buy tickets on Aviasales. On the airline's site...	VIEWS 3 086 REPOSTS 4 REACTIONS 9 ER 15.1%
↓ 30.06 • 14:38 PHOTO New Azal routes: direct flights from Atyrau and Aktobe to Baku! Departures from Aug 17 and Sep 17 respectively. Tickets still expensive - waiting...	VIEWS 2 816 REPOSTS 5 REACTIONS 6 ER 13.7%
↓ 30.06 • 12:32 PHOTO Tropics: flights from Tashkent to Hainan Island for \$359 round trip! Layovers in mainland China. Summer departures, dates...	VIEWS 2 671 REPOSTS 12 REACTIONS 8 ER 13.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

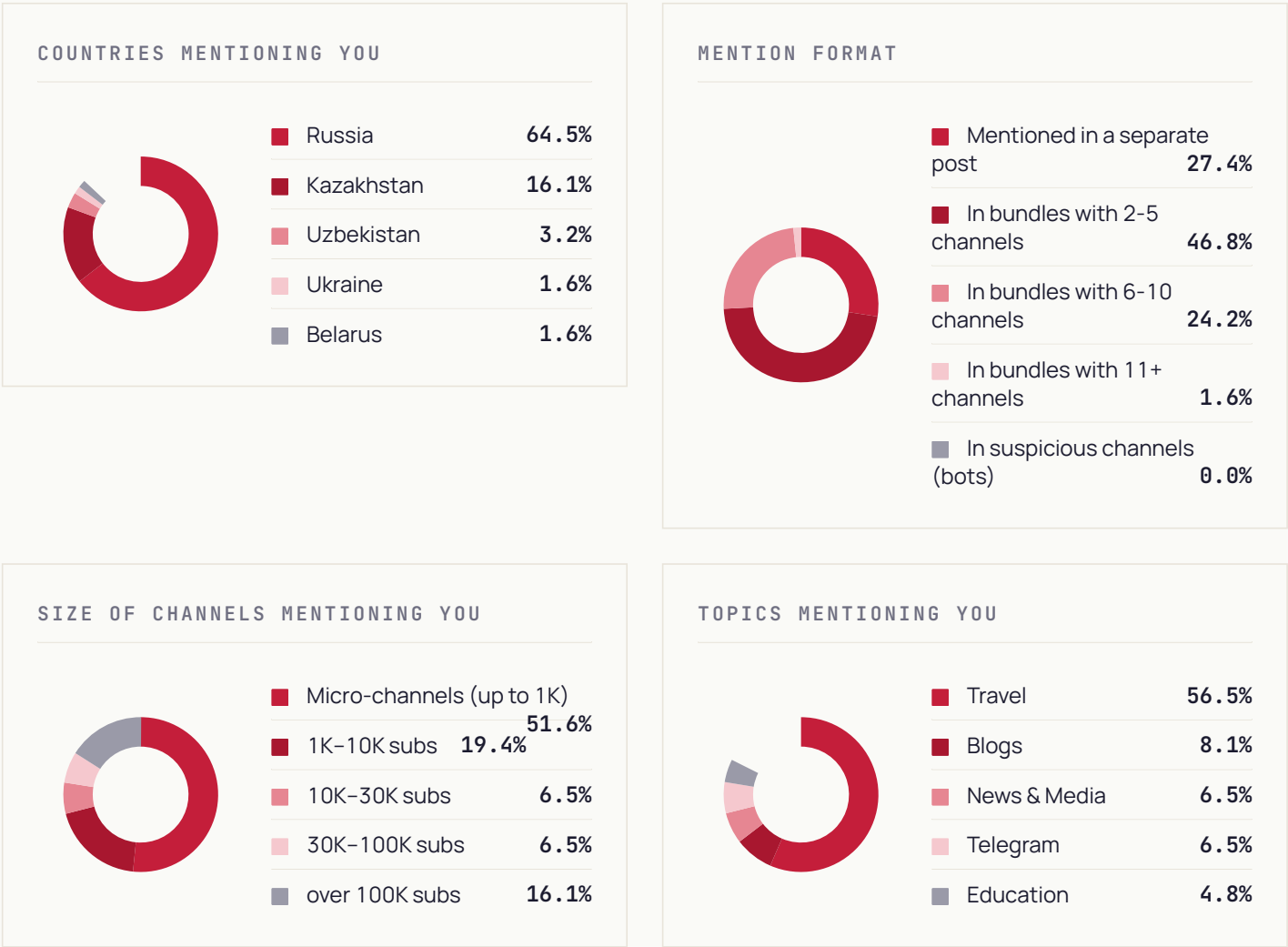
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

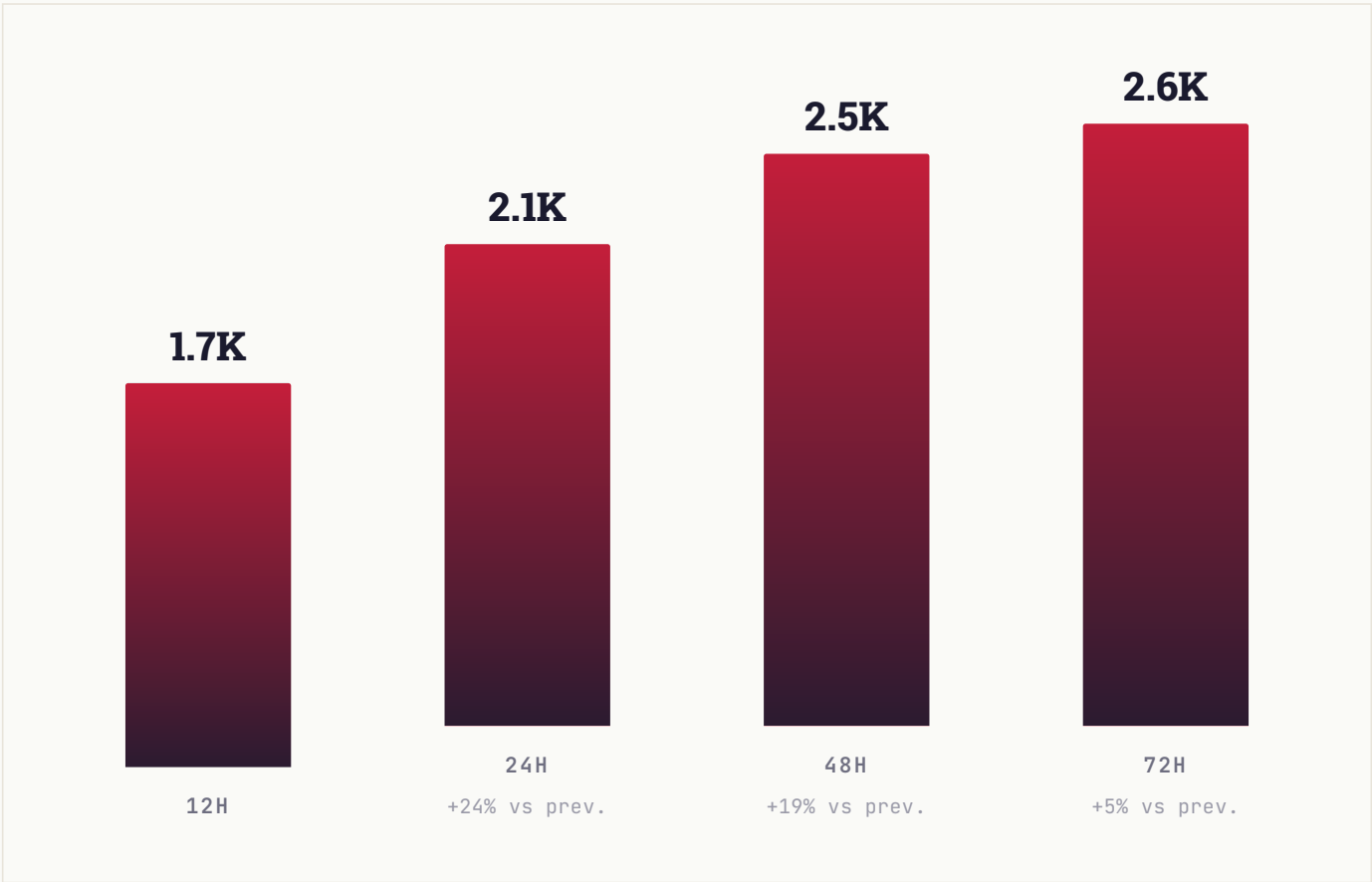
Citation index **26** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **66** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publish. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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
CH 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 FUN&SUN last-minute tours	29.1K
VC Vandrouki: Central Asia YOU	20.5K

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#13 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

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **443** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	60
December 2025	0	0	19
November 2025	0	0	84
October 2025	0	0	189
Sep 2025	0	0	36
August 2025	0	0	55
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
0	6	443	

SECTION 08 · NICHE COMPARISON

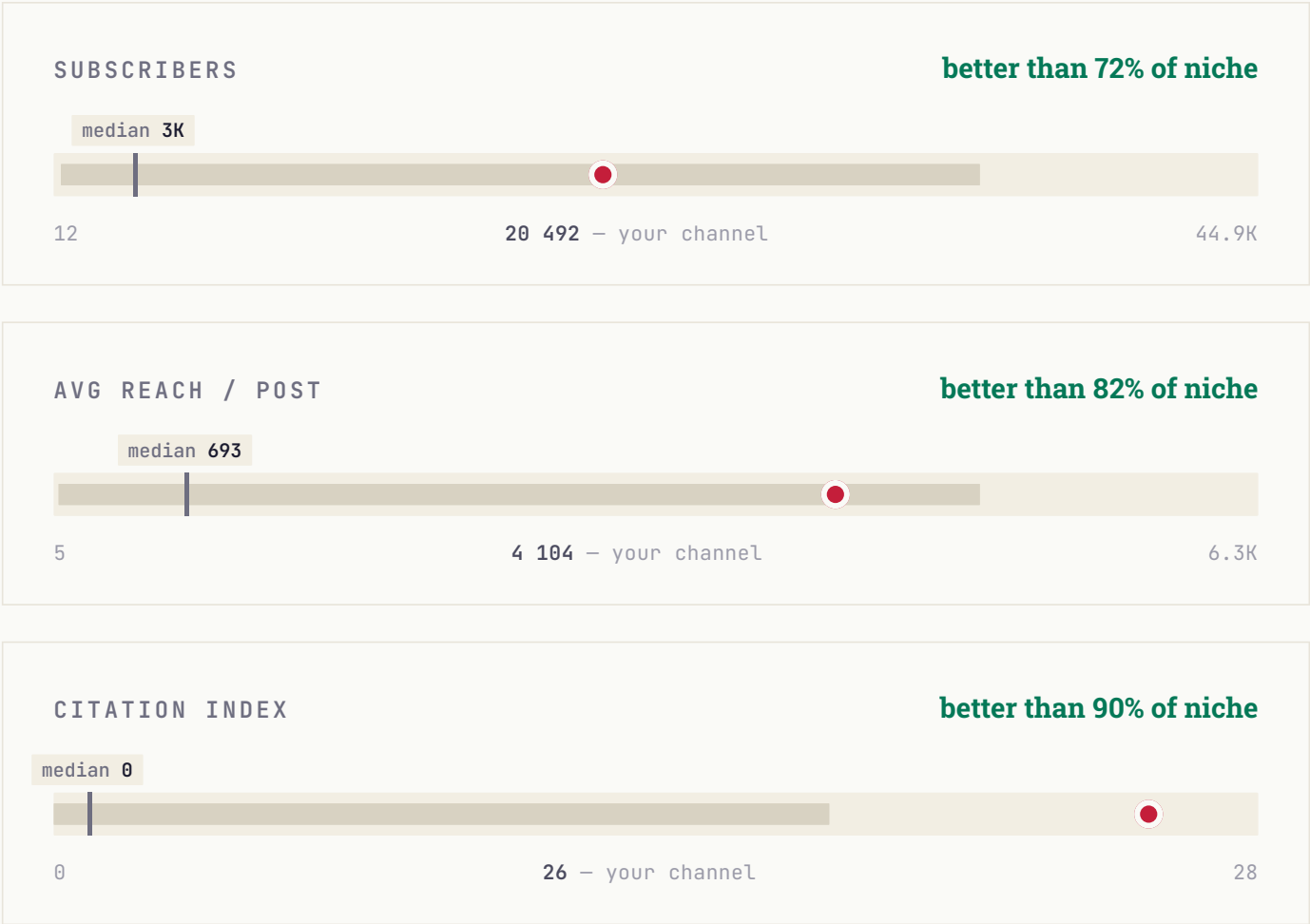
Where the channel stands in its league

Top-77 channels in category "Travel» and compared your channel against them.
Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#13/77

RANK IN NICHE

Channel in top 16% – strong position



— 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 12:00 ALMT.

EFFECT

**Best time for
an important
post**

02

Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with channels in the same segment 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 from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager