

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Around the World



@around_worldb

Interesting and unusual places on our Planet!!!

SUBSCRIBERS

13 760

-108 per month

ERR (% SEE POSTS)

2.0%

per day 1.2%

REACH/POST

227

ad reach 166/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Rank in «Travel» category

08 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 13 760 —	 SUBS REACH 1.65% avg % subs see post	 VIEWS/POST 227 median 233 · 29 days	 POSTS/DAY 8.1 ~57 per week
 7D TREND -11.3% vs previous week	 REACTIONS/POST 5.3 only 1,276 reactions, 688 reposts, 0 comments	 POST LENGTH 209 chars median 196 · 29 days	 POSTS ANALYZED 240 29 days
 AD REACH 166 24h avg	 CHURN / MONTH -108 last month	 CITATION RATE 352 citation index · 400 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 11.10.2022

AI EDITOR SUMMARY

Channel «Around the World» – 13 760 subs. Each post avg views 227 people (2% from subs), reach is low – expand audience. Publishes 57 posts per week (~8/day) – active posting. Week Jun 29 – Jul 5 reach dropped by -11.3% by week of Jun 22–28 – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **240** posts over 29 days.
- 02 Dominant format – **Video** (240/240 posts).
- 03 Avg post length – **209** chars (median 196).
- 04 Peak audience activity – **Sunday**, 21:00 MSK.
- 05 Top posts get **2×** more views than the weakest (307 avg top vs 181 worst) – among 240 posts in 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 18:40 VIDEO India 🇮🇳 Toorji Ka Jhalra Bavdi – a grand stepwell built by the wife of Maharaja Abhay Singh. It is a paved...	VIEWS 320 REPOSTS 7	REACTIONS 6 ER 2.3%
Nº2 12.06 · 18:40 VIDEO Sahara 🏜️ Largest hot desert and second largest desert on Earth (after Antarctic). Located in northern Africa...	VIEWS 306 REPOSTS 2	REACTIONS 4 ER 2.2%
Nº3 23.06 · 16:10 VIDEO Georgia 🇬🇪 One of the most underrated skiing destinations in the world, offering stunning views of the Caucasus Mountains. Around the World	VIEWS 295 REPOSTS 3	REACTIONS 6 ER 2.1%

Nº4 23.06 · 13:20 VIDEO Eibsee Lake 🌲 Located on the border of Germany and Austria, at the foot of Mount Zugspitze, surrounded by the Alps. Around the World	VIEWS 292 REPOSTS 4	REACTIONS 5 ER 2.1%
Nº5 23.06 · 18:40 VIDEO Southernmost beach in Russia 🌊 Located in Khasansky District of Primorye, where three borders meet: Russia, North Korea, and China. Around the World	VIEWS 286 REPOSTS 4	REACTIONS 7 ER 2.1%

|

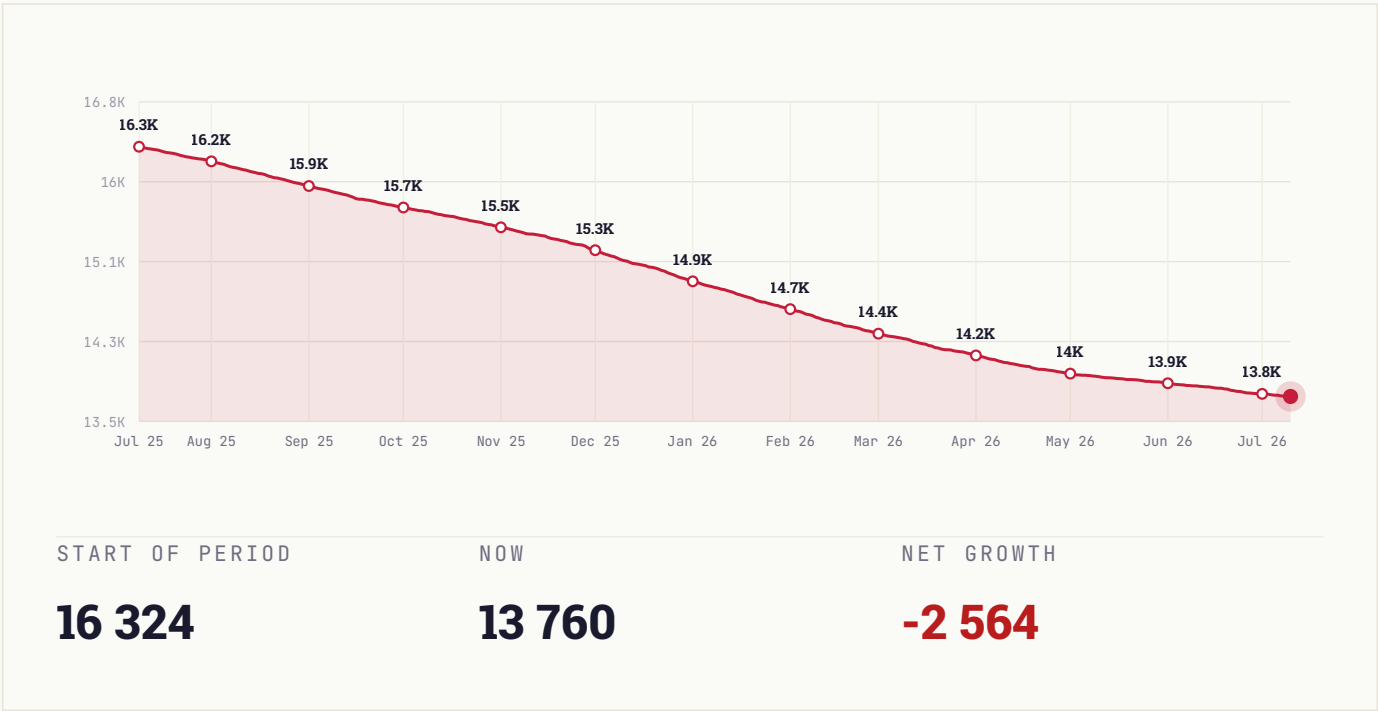
WORST 3

↓ 04.07 · 12:19 VIDEO Katla Ice Cave, Iceland 👁👁 Katla Ice Cave is a unique cave located in the Kötlujökull glacier. Additionally...	VIEWS 182 REPOSTS 3	REACTIONS 5 ER 1.3%
↓ 07.07 · 10:09 VIDEO USA 🌿 Yosemite Falls is one of the tallest waterfalls in North America. Located in Yosemite National Park in...	VIEWS 182 REPOSTS 1	REACTIONS 6 ER 1.3%
↓ 04.07 · 10:09 VIDEO Varenna, Italy ✨ Villa Cipressi – a magnificent villa surrounded by a botanical garden and flowers, built in the 15th-16th centuries in the town...	VIEWS 181 REPOSTS 3	REACTIONS 4 ER 1.3%

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 the channel gained and lost subs.

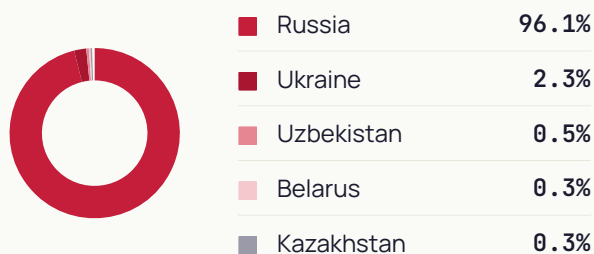


SECTION 04 • MENTIONS

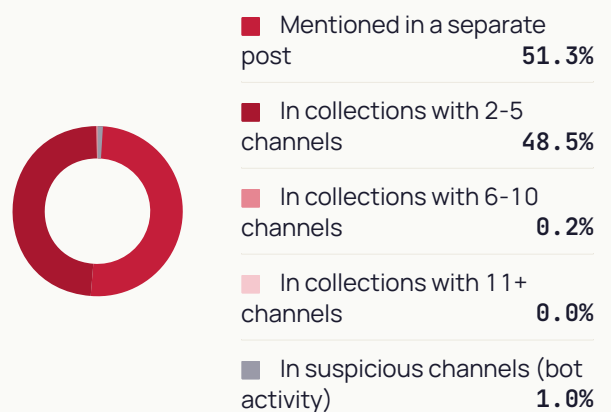
Who mentions the channel and how

Citation index **352** — 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 a 1K subs channel. All-time mentions: **400** different channels.

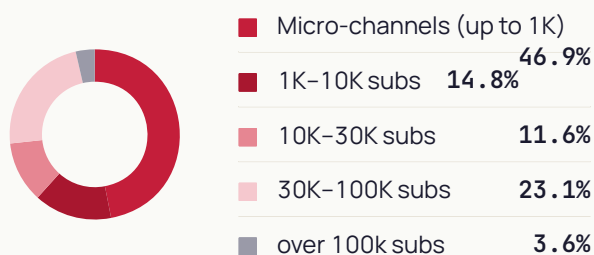
COUNTRIES MENTIONING



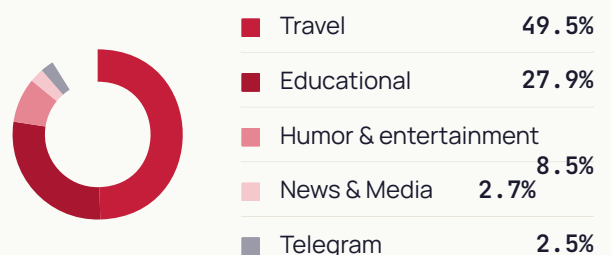
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



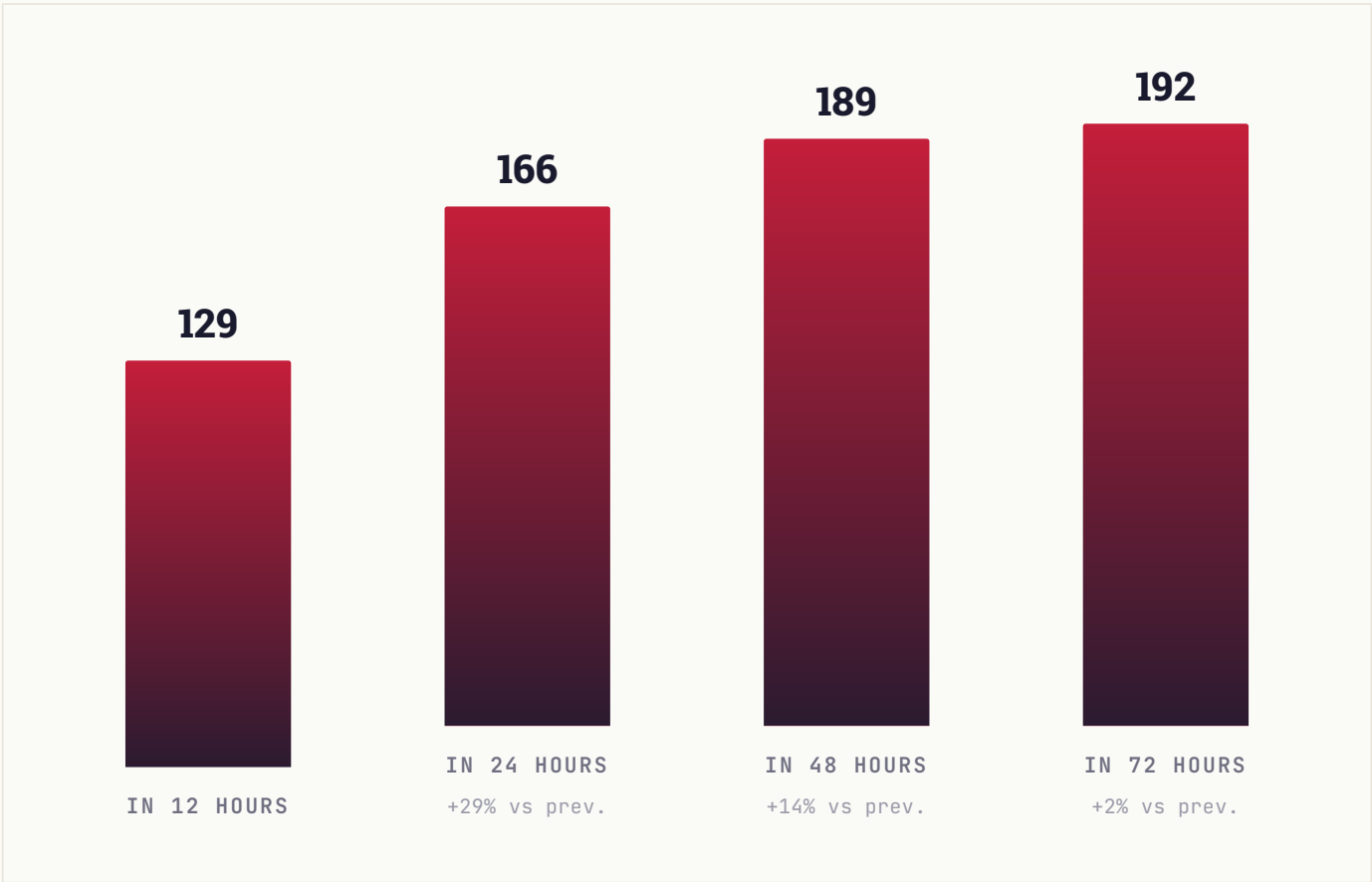
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
SP Ways to travel almost free (RU) Vandrouki, Vandrouki, vandrouki — that's us	401.8K
OT Ozon Travel	398.9K
Sun Around the World YOU	13.8K

COMPARATIVE INSIGHT

Channel not yet outside top 96 niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal: enter top-96 through systematic traffic and content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

Audience is most active on this day at 9:00 PM MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 1.65% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+5.8pp ER
- 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager