

PUBLIC REPORT BY PROMTPRESS

Channel audit

ROUND-THE- WORLDERS



@krugosvetchiki

Sailing Around the Earth Our series: www.youtube.com/c/Krugosvetchiki
Ad placement, collab:
krugosvetchiki@surfluence.com Boosty: <https://boosty.to/krugosvetchiki> RKN:...

SUBSCRIBERS

32 084

-103 per month

ERR (% SEE POSTS)

49.0%

last day 21.6%

REACH/POST

15.8K

ad reach 6.9K/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 32 084 —	 SUBS REACH 49.3% avg % of subs see post	 VIEWS/POST 15.8K median 14.2K · 13 days	 POSTS/WEEK 1.5 for period
 7D TREND — no data for period	 REACTIONS/POST 2008.0 total 6,024 reactions, 721 reposts, 1,087 comments	 POST LENGTH 877 chars median 1000 · 13 days	 POSTS ANALYZED 3 13 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH -103 last month	 CITATION RATE 16 citation index · 99 channels mentioned ever	 CHANNEL AGE 6 years 7 months created 23.11.2019

AI EDITOR SUMMARY

Channel «ROUND-THE-WORLDEERS» — 32 084 subs. Each post averages 15.8K people (49% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 3 posts over 13 days.
- 02 Dominant format – Photo (2/3 of posts).
- 03 Avg post length – 877 chars (median 1000).
- 04 Peak audience activity – Friday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (15.8K avg for top vs 15.8K for worst) – among 3 posts in 13 days. Analyze what top posts have in common: topic, format, timing.

TOP 3 POSTS

Nº1 26.06 · 16:06 TEXT NEW VIDEO Finally! A fresh batch of our Antarctic adventures is on YouTube! In this chapter we land at Bellingshausen Station...	VIEWS 21 194 REPOSTS 28	REACTIONS 447 ER 66.1%
Nº2 09.07 · 16:08 PHOTO Hey friends, this is Lyosha. Writing to say goodbye and thank you! Circumstances are such that Indonesia will be my...	VIEWS 14 241 REPOSTS 575	REACTIONS 3 010 ER 44.4%
Nº3 10.07 · 09:09 PHOTO Hey friends! This is Andrey. Five years ago we set off on a round-the-world trip with one dream. Since then we've crossed oceans, walked dozens...	VIEWS 12 016 REPOSTS 118	REACTIONS 2 567 ER 37.5%

WORST 3

↓ 26.06 • 16:06 TEXT	NEW VIDEO Finally! A fresh batch of our Antarctic adventures is on YouTube! In this chapter we land at Bellingshausen Station...	VIEWS 21 194	REACTIONS 447
		REPOSTS 28	ER 66.1%
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		REPOSTS 575	ER 44.4%
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		REPOSTS 118	ER 37.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

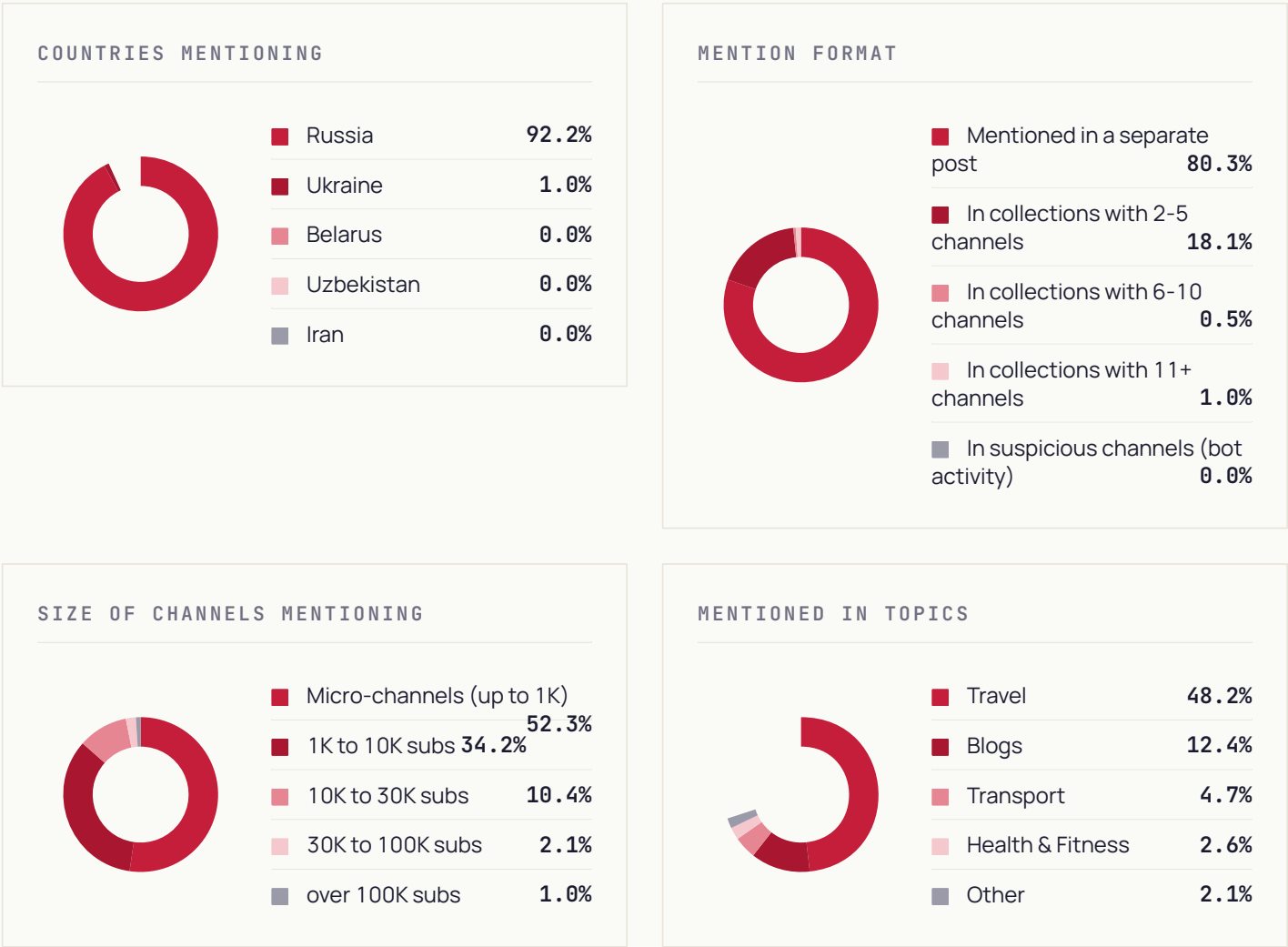
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

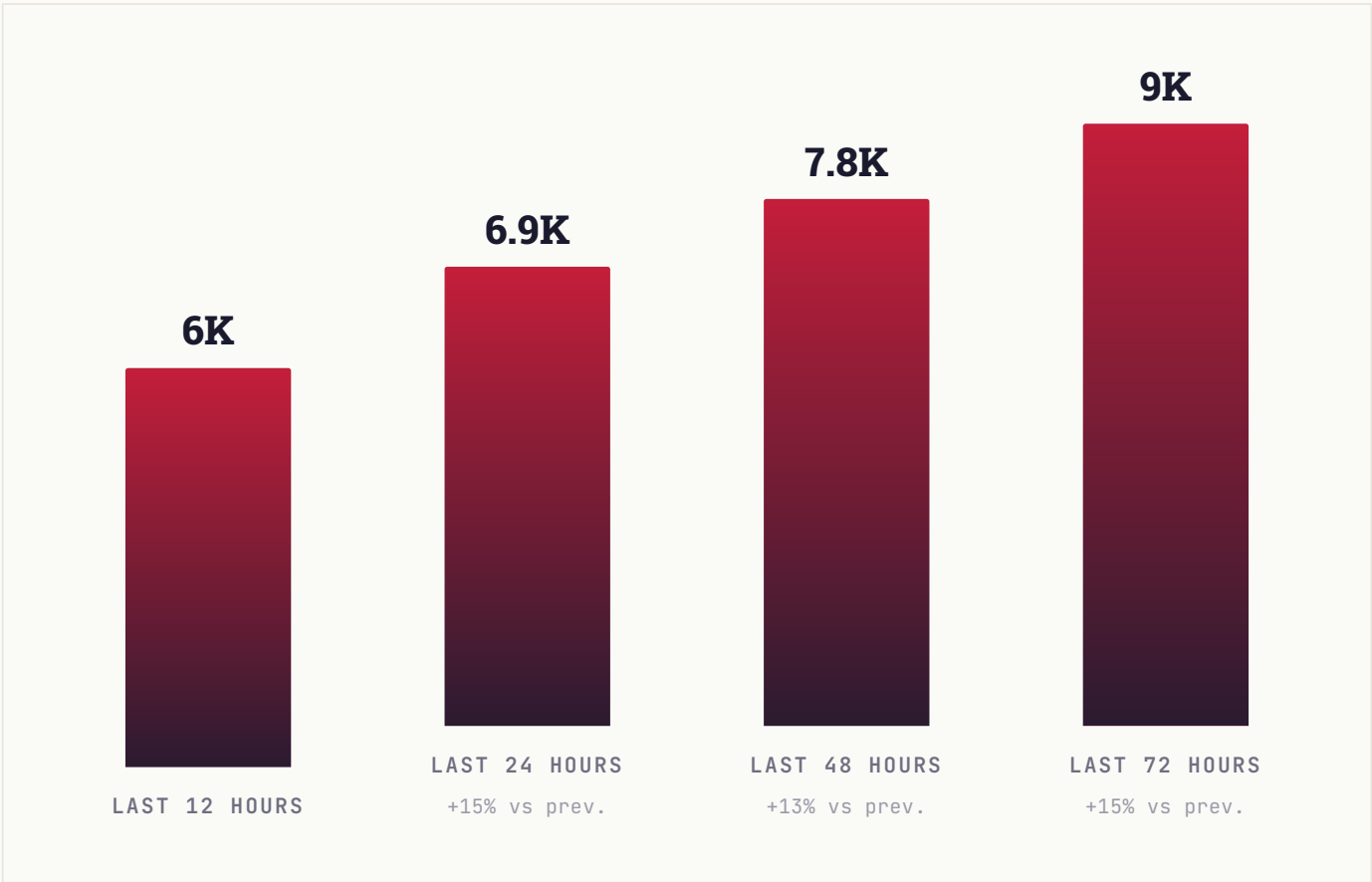
Citation index **16** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **99** different channels.



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 relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Moskvichka	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost for free (RU) Vandrouki, Вандруки, вандроки — это мы	401.7K
KR ROUND-THE-WORLDEERS YOU	32.1K

COMPARATIVE INSIGHT

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Moscow - Where to Go | Poster (1.2M), top-95 median: 157K. First goal: enter top-95 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

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 **9**, they brought **2 996** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	5	5	147
December 2025	1	1	132
November 2025	1	1	134
October 2025	2	2	478
September 2025	0	0	1 159
August 2025	0	0	946

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
9	6	2 996

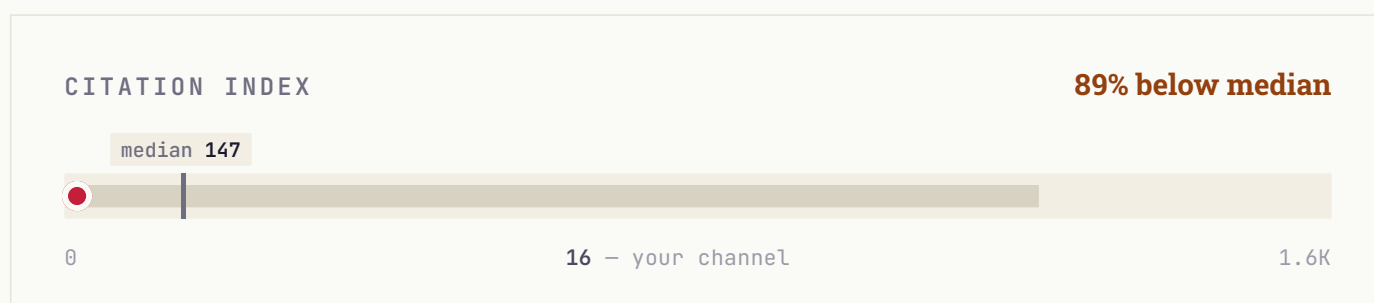
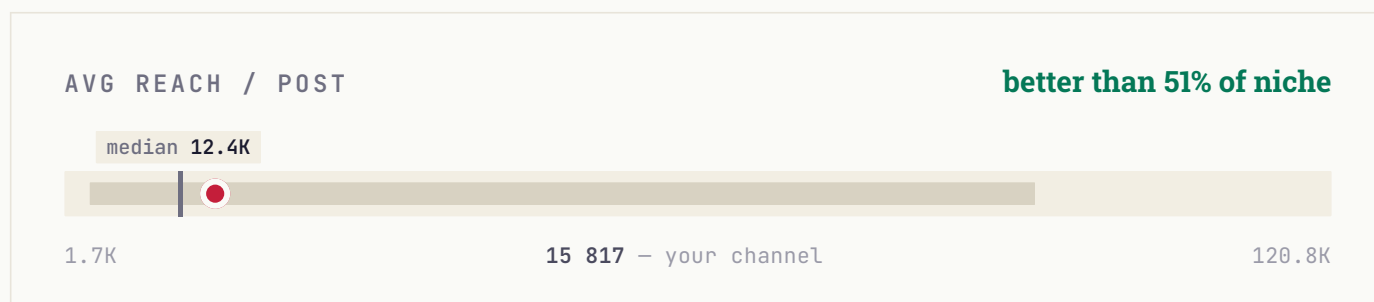
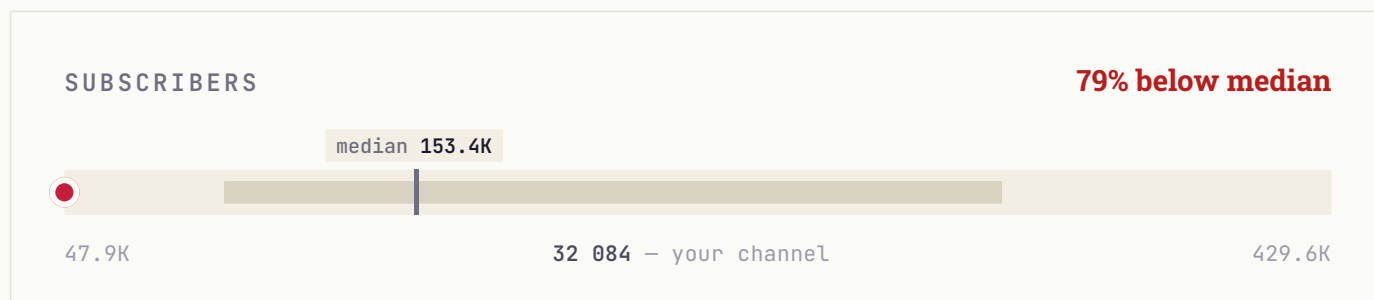
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.

Gray band: range covering 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 them off and revisit this report in a month.

01

Increase posting frequency

Currently 1.5 posts/week. Active channels average 7-10. Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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**

04

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**

05

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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

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