

PROMTPRESS PUBLIC REPORT

Channel audit

What's up in Paris?



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I am Marie Troitskaya, architect-pastry chef. This is the biggest blog about France in TG (since 2019). Contact: Ekaterina @krykingy
Book about Paris architecture <https://clck.ru/3GecJZ> Channel about my life...

SUBSCRIBERS

62 741

+310 per month

ERR (% SEE POSTS)

18.0%

per day 9.3%

REACH/POST

11.3K

ad reach 5.9K/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 62 741 —	 SUBS REACH 17.96% avg % of subs see a post	 VIEWS/POST 11.3K median 11.1K · 29 days	 POSTS/WEEK 13.0 for the period
 7D TREND -10.5% vs previous week	 REACTIONS/POST 356.2 total 19 237 reactions, 12 160 reposts, 0 comments	 POST LENGTH 714 chars median 821 · 29 days	 POSTS ANALYZED 54 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +310 last month	 CITATION RATE 714 citation index · 1 480 channels mentioned ever	 CHANNEL AGE 6 years 10 months created 01.09.2019

AI EDITOR SUMMARY

Channel 'What about Paris?🇫🇷' — 62 741 subs. Each post averages 11.3K people (18% from subs), average reach — room to grow. Publishes 13 posts per week (~2/day) — consistent. For week Jun 29 – Jul 5, reach dropped -10.5% to week Jun 22–28 — worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **54** posts in 29 days.
- 02 Dominant format — **Photo** (27/54 posts).
- 03 Avg post length — **714** chars (median 821).
- 04 Peak audience activity — **Sat**, 14:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (18K avg for top vs 8.9K for bottom) — among 54 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 11:41 TEXT France loves to regulate everything. Sometimes so much that some laws seem made up. But no, they are quite real: • On...	VIEWS 22 918 REPOSTS 337	REACTIONS 440 ER 36.5%
Nº2 22.06 · 06:56 VIDEO Situation: Paris is hellishly hot again. As you know, Paris climate is either rain or heat. No third option. This week is just...	VIEWS 15 971 REPOSTS 622	REACTIONS 311 ER 25.5%
Nº3 27.06 · 15:03 TEXT In France, 'Mademoiselle' is banned Since 2012, administrations are prohibited from using 'Mademoiselle' in documents, forms, and official...	VIEWS 14 999 REPOSTS 194	REACTIONS 462 ER 23.9%

Nº4 25.06 · 14:18 PHOTO This amazing photo was taken in 1842 during the funeral of 31-year-old Duke of Orleans, Ferdinand, son of King Louis-Philippe...	VIEWS 14 408 REPOSTS 110	REACTIONS 335 ER 23.0%
Nº5 29.06 · 06:25 PHOTO Life in Paris resembles a gripping series. Peace was just a dream. #proparij A week of unbearable 45°C heat logically...	VIEWS 14 147 REPOSTS 434	REACTIONS 496 ER 22.5%

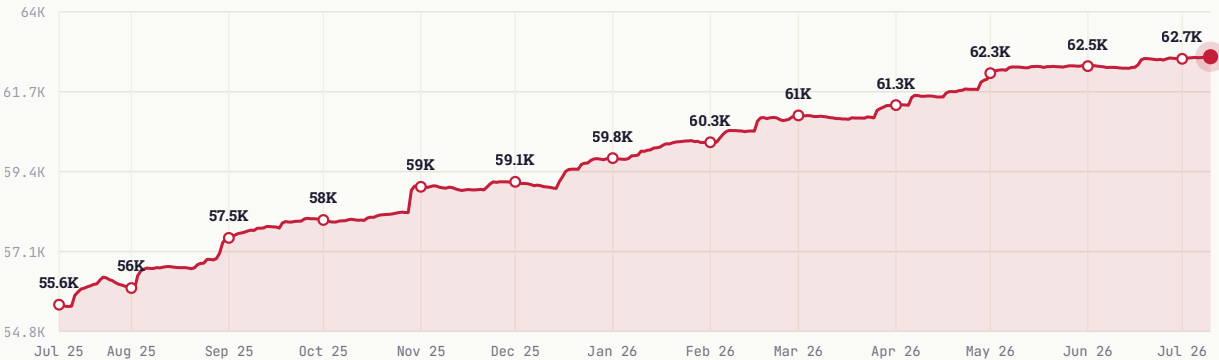
WORST 3

↓ 03.07 · 07:03 VIDEO I want to watch such kind videos every day, like a vitamin for good mood 🍷 Such a breath of fresh air!	VIEWS 9 043 REPOSTS 41	REACTIONS 408 ER 14.4%
↓ 06.07 · 09:10 PHOTO Remember the bike by the Louvre with a huge swarm of bees? 🐝 End of April, the story went global. The bike's owner turned out to be...	VIEWS 9 025 REPOSTS 165	REACTIONS 349 ER 14.4%
↓ 06.07 · 12:26 PHOTO There are two best ways to love Paris and not be disappointed: my guides. There is a PDF guide of 80 pages. I've collected the best...	VIEWS 8 596 REPOSTS 80	REACTIONS 185 ER 13.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and lost subs.



PERIOD START

55 564

NOW

62 738

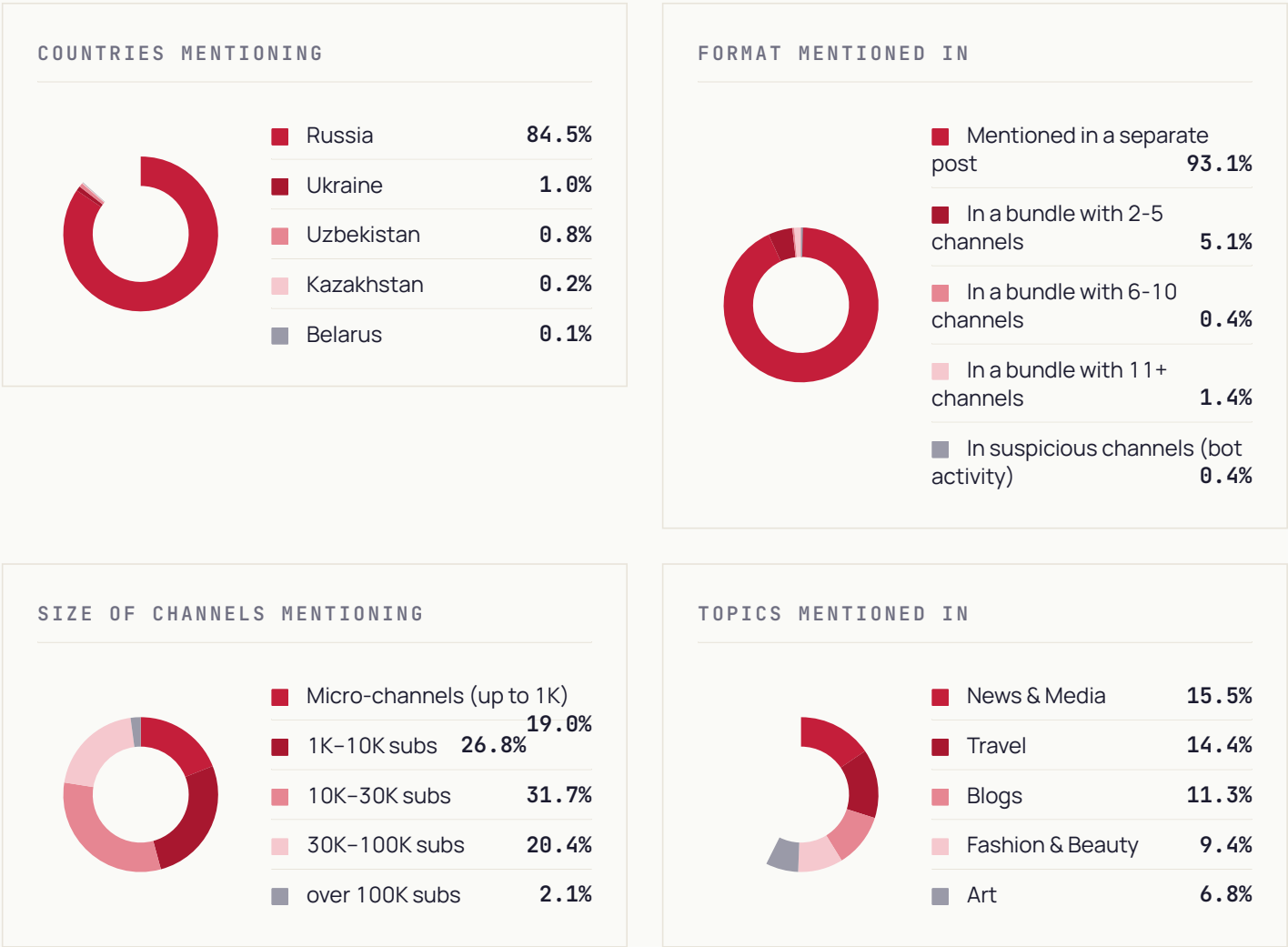
NET GROWTH

+7 174

SECTION 04 · MENTIONS

Who mentions the channel & how

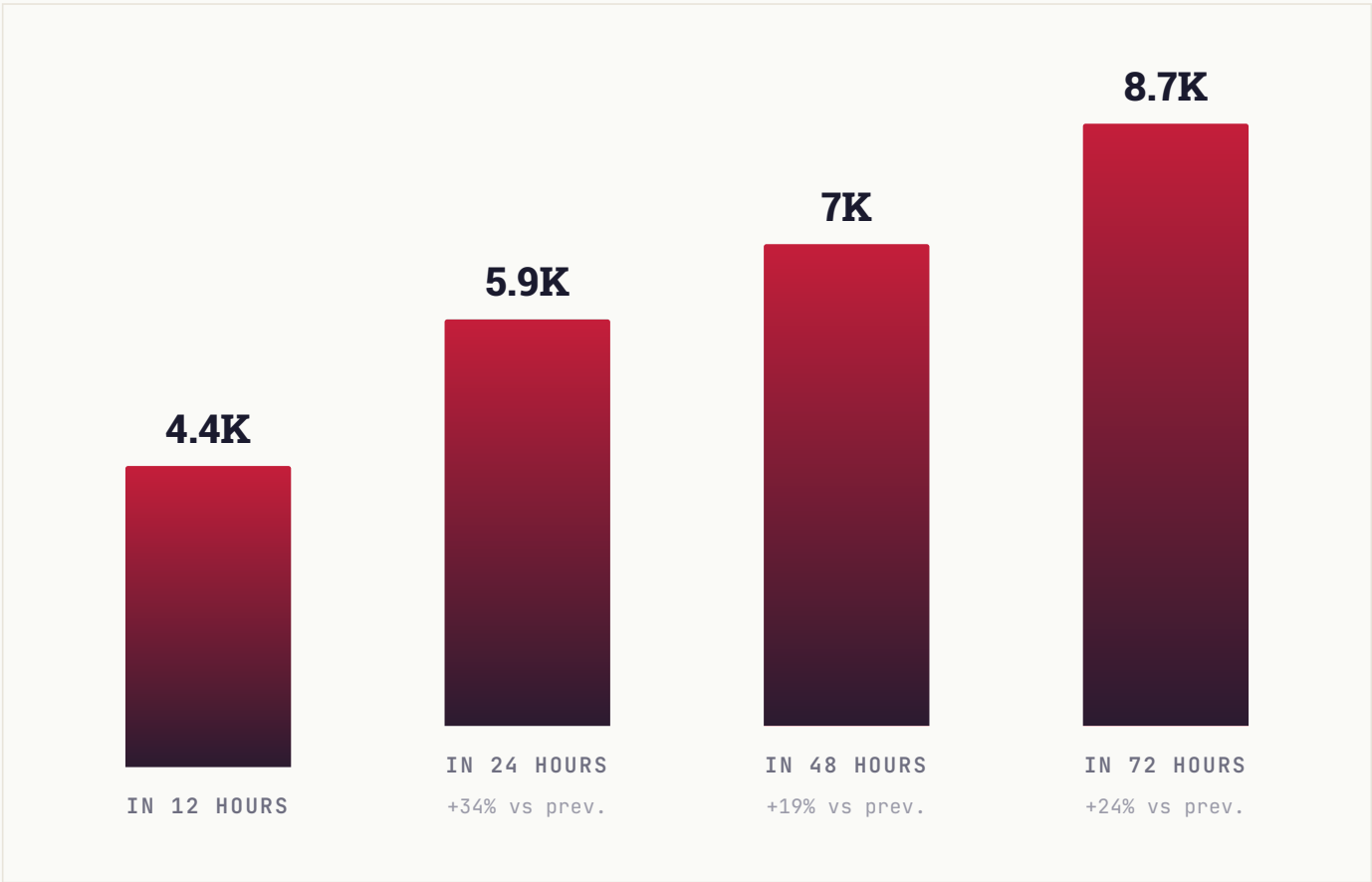
Citation index **714** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **1 480** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	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
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
AK What's up in Paris?  YOU	62.7K

COMPARATIVE INSIGHT

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

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 **272**, they brought **5 201** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	69	36	565
December 2025	45	34	953
Nov 2025	35	25	372
Oct 2025	46	28	1 096
September 2025	36	20	658
August 2025	41	28	1 557

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
272	6	5 201

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar with a darker beige segment on the left. A red dot indicates the channel's performance, and a vertical blue line marks the median. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	62,741	149.8K	worse than median by 58%
AVG REACH / POST	11,268	12.5K	worse than median by 10%
CITATION INDEX	714	128	better than 71% of niche

SUBSCRIBERS

median 149.8K

48.1K 62 741 — your channel 427.5K

AVG REACH / POST

median 12.5K

1.7K 11 268 — your channel 112.3K

CITATION INDEX

median 128

0 714 — your channel 1.6K

worse than median by 58%

worse than median by 10%

better than 71% of niche

— 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 Saturday

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

EFFECT

**Best time for
key posts**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

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