PUBLIC REPORT BY PROMTPRESS

Channel audit
Unusual Travel

@mikearoundtheworld

Channel of a traveler who visited every country in the world. Youtube: https://youtube.com/@mike.aroundtheworld PR: mike.around.pr@gmail.com Channel in registry:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
159 134	**4.0%**	**6.9K**
-1693 per month	daily 1.8%	ad reach 2.9K/24h

CONTENTS · 2026

What's inside the report

01 **Channel snapshot**
12 key metrics · AI summary

02 **Content analysis**
Top 5 posts · worst 3 · insights

03 **Subscriber dynamics**
Year chart · growth

04 **Citation rate**
Who and how mentions the channel

05 **Ad potential**
How long a post brings reach

06 **Competitors**
Niche neighbors · your spot

07 **Mention dynamics**
6 months · monthly

08 **Niche comparison**
Position in category «Travel»

09 **Strategy**
5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS **159 134** –	SUBSCRIBER REACH **4.35%** avg % subs see post	VIEWS/POST **6.9K** median 6.8K · 28 days	POSTS/WEEK **11.0** for period
7D TREND **-16.4%** vs prev week	REACTIONS/POST **163.9** total 7,211 reactions, 1,312 reposts, 0 comments	POST LENGTH **304 chars** median 244 · 28 days	POSTS ANALYZED **44** 28 days
AD REACH **2.9K** 24h avg	CHURN / MONTH **-1693** last month	CITATION RATE **75** citation index · 209 channels mentioned all time	CHANNEL AGE **8 years 3 months** created 16.03.2018

AI EDITOR SUMMARY

Channel «Unusual Travels» — 159 134 subs. Each post avg views 6.9K people (4% from subs), reach is low — expand audience. Publishes 11 posts/week (~2/day) — consistent. Week Jun 15–21 reach dropped -16.4% to week Jun 8–14 — analyze reasons.

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 **44** posts in 28 days.

02 Dominant format — **Video** (25/44 posts).

03 Avg post length — **304** chars (median 244).

04 Peak audience activity — **Tue**, 09:00 MSK.

05 Top posts get **2x** more views than the weakest (1.1K avg top vs 5.1K worst) — among 44 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№1 09.06 · 06:22 VIDEO

BESTSELLER New bestseller, sold in 17 countries — a foot-shaped straw. To enjoy the drink, you have to suck…

VIEWS	REACTIONS
16 377	357
REP.	**ER**
150	10.3%

№2 08.06 · 05:26 VIDEO

DELIVERY DRIVERS Somewhere in China right now millions of couriers in red uniforms stare at one screen. Orders appear suddenly. First to…

VIEWS	REACTIONS
8 372	184
REP.	**ER**
80	5.3%

№3 29.05 · 05:52 VIDEO

MISUNDERSTOOD An Islamic preacher from Spain said that "men without beards can arouse indecent desires in other men, because…

VIEWS	REACTIONS
8 355	341
REP.	**ER**
61	5.3%

№4 28.05 · 08:08 PHOTO

THREE BEST FRIENDS Three friends in the US made their childhood dreams come true. They once promised to marry each other's sisters, and now they did...

VIEWS	REACTIONS
8 326	347
REP.	ER
39	5.2%

№5 28.05 · 13:33 PHOTO

NEW EPISODE (FINAL) The video series from Peru ends today. Train to Machu Picchu, watch the episode on my YouTube channel right...

VIEWS	REACTIONS
8 264	76
REP.	ER
1	5.2%

WORST 3

↓ 21.06 · 14:21 PHOTO

AFRICA, SOUTH AFRICA! New series with safari in Africa - on my YouTube channel! https://youtube.com/@mike.aroundtheworld

VIEWS	REACTIONS
5 231	52
REP.	ER
1	3.3%

↓ 21.06 · 05:08 VIDEO

MONEY DANCES No need to tell you again about young men dancing in male company. Following Afghanistan...

VIEWS	REACTIONS
5 100	179
REP.	ER
9	3.2%

↓ 22.06 · 05:52 VIDEO

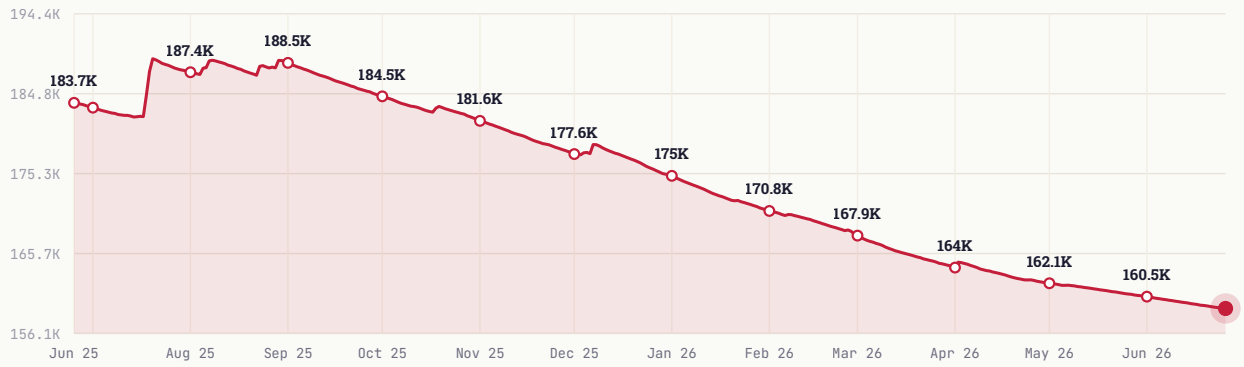
SNAKE CHARMER KIDS In Indonesian jungle villages, children live side by side with snakes and have learned to handle them extremely...

VIEWS	REACTIONS
5 059	125
REP.	ER
16	3.2%

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 or lost subs.



START OF PERIOD	NOW	NET GROWTH
183 739	159 136	-24 603

SECTION 04 · MENTIONS

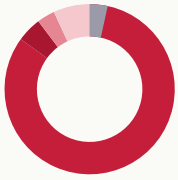
Who and how mentions the channel

Citation index **75** — 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 subs. All time channel was mentioned **209** different channels.

COUNTRIES MENTIONING

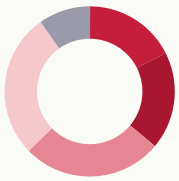
Russia	93.6%
Belarus	1.7%
Ukraine	0.4%
Uzbekistan	0.4%
Iran	0.0%

MENTION FORMAT



Mentioned in a separate post	85.0%
In a collection with 2-5 channels	4.7%
In a collection with 6-10 channels	3.4%
In a collection with 11+ channels	6.9%
In suspicious channels (cheating)	3.4%

SIZE OF CHANNELS MENTIONING



Micro-channels (up to 1K)	17.6%
1K–10K subs	18.5%
10K–30K subs	26.6%
30K–100K subs	27.5%
over 100K subs	9.9%

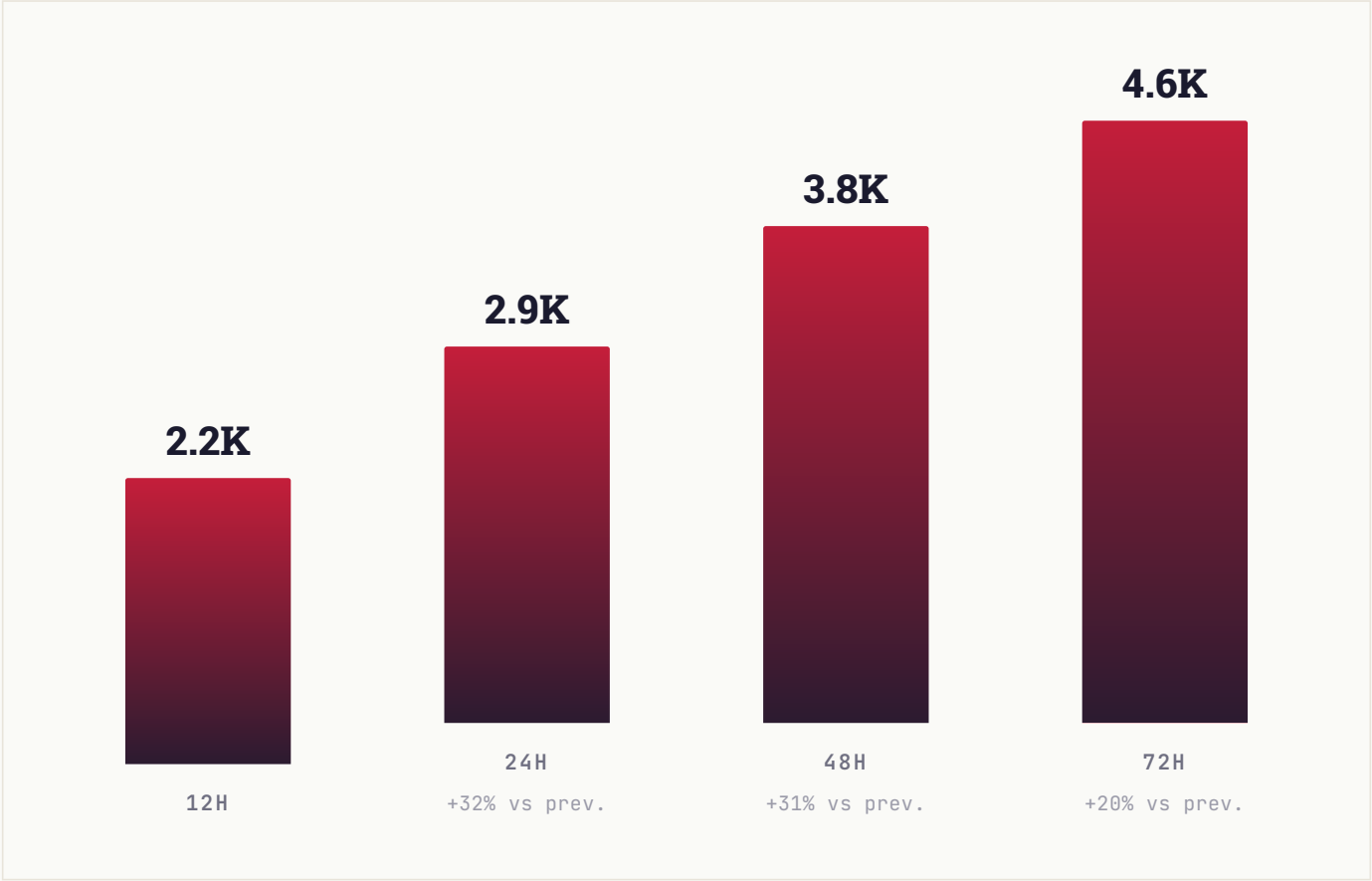
TOPICS WHERE MENTIONED

Video & movies	18.0%
Educational	16.7%
News & Media	12.0%
Nature	10.7%
Telegram	8.2%

SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
AW **Amazing World and Travel**	1.2M
M- **Moscow - Where to Go | Poster**	1.2M
A« **Pobeda Airlines**	1.1M
MD **Moscow Digest**	567K
AE **AEROFLOT**	526K
MO **Moskvichka**	508.6K
TU **Tutu**	504.9K
JP **Yandex Travel**	501.7K
Sun **Discount wagon**	433.4K
OT **Ozon Travel**	407K
NP **Unusual Travel** YOU	159.1K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#50 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

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 **2**, they brought **12 989** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	**1 420**
Nov 2025	0	0	**0**
Oct 2025	1	1	**704**
Sep 2025	0	0	**0**
August 2025	0	0	**3 849**
July 2025	1	1	**7 016**

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
2	**6**	**12 989**

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

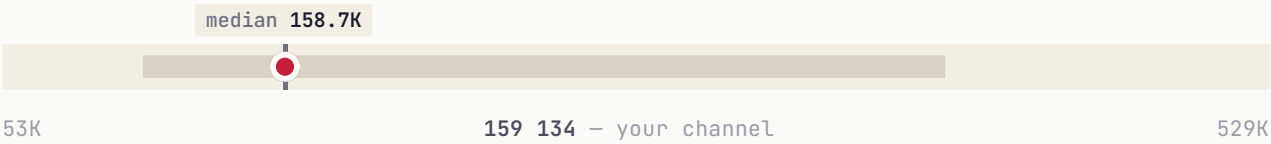
#50 /100

POSITION IN NICHE

Channel in top half of ranking

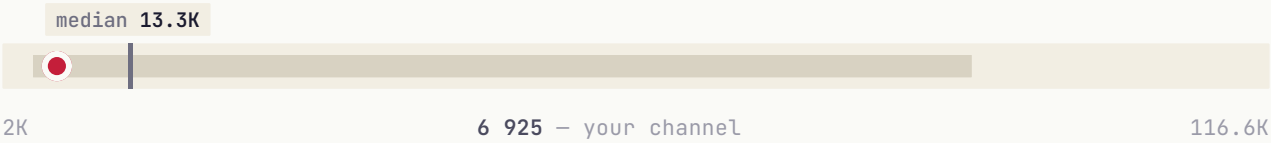
SUBSCRIBERS

top 50% of niche



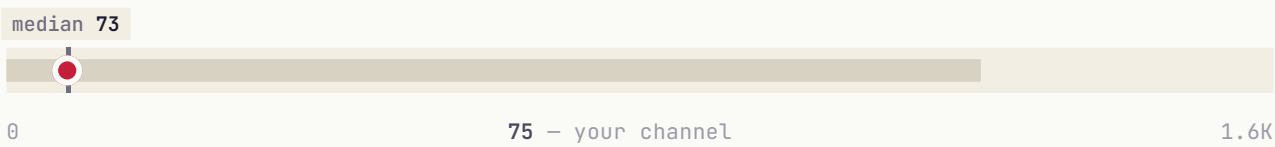
AVG REACH / POST

worse than median by 48%



CITATION INDEX

top 50% of niche



SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Tuesday

On this day at 09:00 MSK audience is most active.

EFFECT

Best window for an important post

02

ER below niche benchmark — rethink formats

Current ER 4.35% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.2pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

+1000-3000 subs

04

Test polls and 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

Exchange 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 PromtPress?

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

01	**Launch Telegram ad**	https://panel.promtpress.com/register
02	**Contact manager**	t.me/PromtPress_manager

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