

PROMTPRESS PUBLIC REPORT

Channel audit

Being American



@realbeingamerican

Hi, I'm Anton Nyanzin. Came to the US for language courses in 2018 and helped 10K+ subs repeat my journey. For all questions: @anton_naianzin_usa

SUBSCRIBERS

121 453

-364 per month

ERR (% SEE POSTS)

11.0%

per day 5.4%

REACH/POST

13.5K

ad reach 6.6K/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

Year chart · growth

04 Quote rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in Travel category

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 121 453 —	 SUBSCRIBER REACH 11.14% avg % of subs see post	 VIEWS/POST 13.5K median 14.5K · 28 days	 POSTS/WEEK 6.5 over period
 7D TREND -7.8% vs prev week	 REACTIONS/POST 219.1 only 5,916 reactions, 1,851 reposts, 0 comments	 POST LENGTH 812 chars median 1,000 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 6.6K 24h avg	 CHURN / MONTH -364 last month	 QUOTE RATE 1 705 citation index · 1,778 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 12/19/2018

AI EDITOR SUMMARY

Channel «Being American» — 121 453 subs. Each post averages 13.5K people (11% of subs), reach is low — should expand audience. Publishes 6 posts per week (~1/day) — infrequent. For week Jun 15–21, reach dropped -7.8% by week Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 28 days.
- 02 Dominant format — Photo (14/27 posts).
- 03 Avg post length — 812 chars (median 1,000).
- 04 Peak audience activity — Wed, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (19.2K avg for top vs 9.6K for worst) — among 27 posts in 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 16:38 PHOTO How people with Neuralink chip live Did you know there are already real people who control a computer directly with...	VIEWS 21 930 REP. 149	REACTIONS 252 ER 18.1%
Nº2 05.06 · 18:27 PHOTO 10 top summer spots in the US Summer in the US is a travel category of its own. I've been to different places at different times, but there are points...	VIEWS 17 811 REP. 173	REACTIONS 241 ER 14.7%
Nº3 31.05 · 08:44 PHOTO Meanwhile we're back in Hawaii.. Yeah guys, 4 years since last time, and now we returned after just a month 😊 It's just so...	VIEWS 17 744 REP. 47	REACTIONS 280 ER 14.6%

Nº4 07.06 · 15:04 PHOTO Tesla Autopilot 9x safer than average US driver Learned that, per Tesla data, an average American driver...	VIEWS 17 655 REP. 135	REACTIONS 255 ER 14.5%
---	---	--

Nº5 19.06 · 17:24 VIDEO I'm totally in love with Alaska. It's 100% one of the most beautiful US states. And you don't even need to go far to...	VIEWS 17 267 REP. 74	REACTIONS 331 ER 14.2%
---	--	--

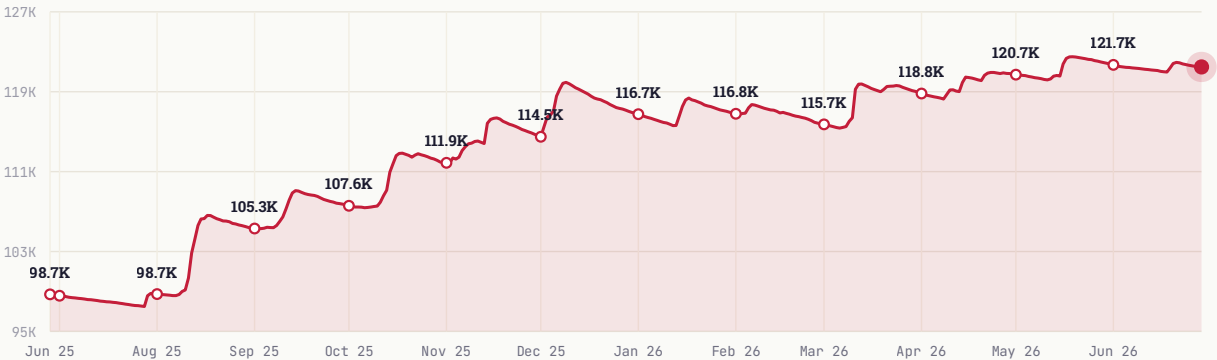
WORST 3

↓ 23.06 · 18:29 VIDEO Timofey in Alaska builds saunas & log homes This will be one of the most interesting heroes in our episodes because he moved to the US with...	VIEWS 10 612 REP. 79	REACTIONS 231 ER 8.7%
↓ 24.06 · 18:03 VIDEO Glaciers — the most fun activity in Alaska We couldn't visit Alaska without a cruise through Kenai Fjords. Views...	VIEWS 9 597 REP. 18	REACTIONS 207 ER 7.9%
↓ 25.06 · 16:36 PHOTO Can you actually find a job in the US? I often show you how Russian-speaking folks live in different parts of the States, but rarely...	VIEWS 8 452 REP. 38	REACTIONS 215 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.

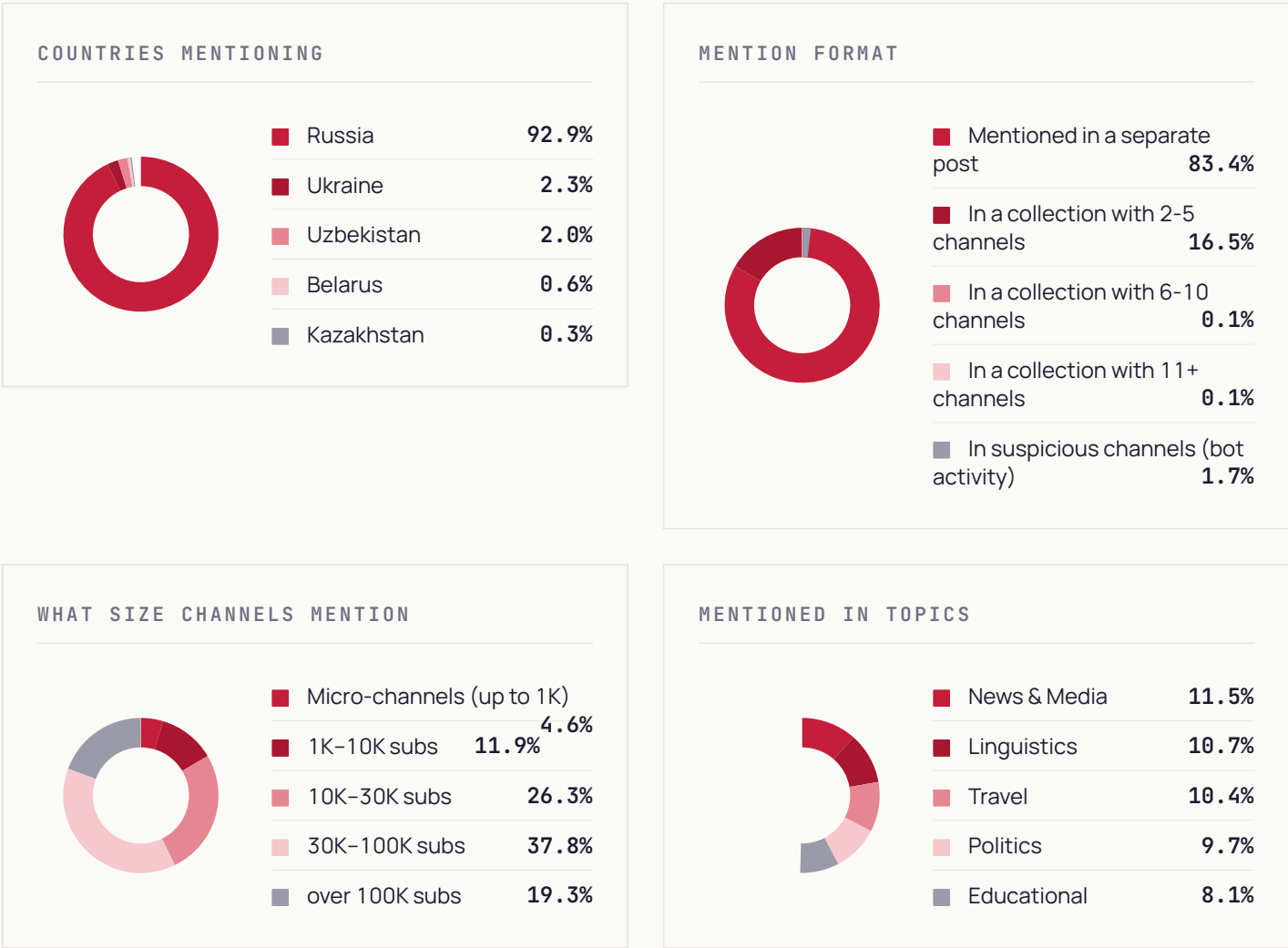


START OF PERIOD	NOW	NET GROWTH
98 707	121 453	+22 746

SECTION 04 · MENTIONS

Who and how mentions the channel

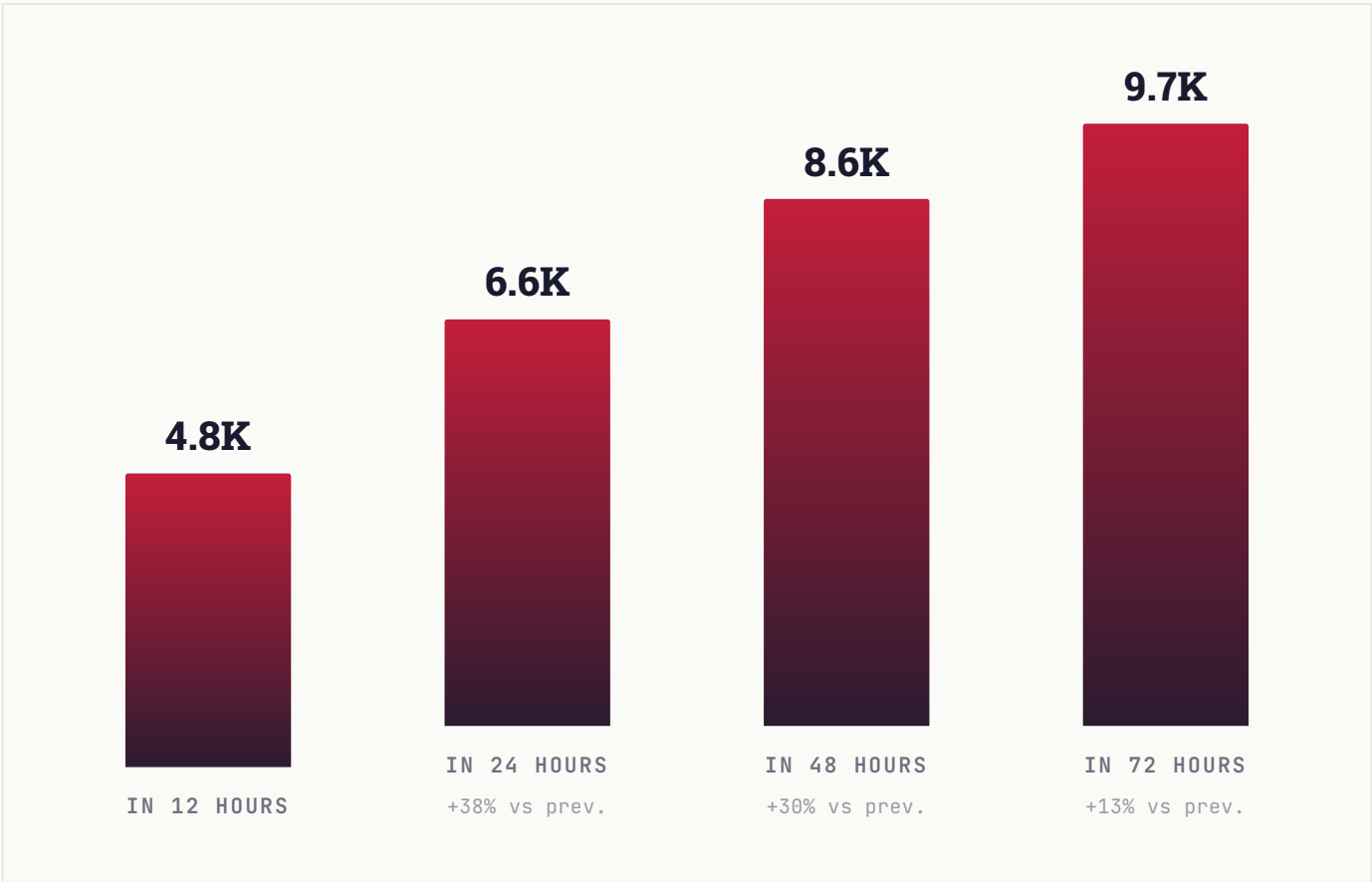
Citation index **1 705** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 778** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
AW Amazing World and Travel	1.2M
M- Moscow - Where to Go Events	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
BA Being American YOU	121.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#71 of 97). Niche median — 159.5K subs. First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **328**, they brought **29 304** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	61	61	5 441
Nov 2025	51	49	4 886
Oct 2025	57	55	5 803
Sep 2025	37	37	3 841
August 2025	121	110	8 024
July 2025	1	1	1 309

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
328	6	29 304

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#71/100

POSITION IN NICHE

Channel in the lower half of the ranking



— 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

Top post of the week — on Wednesday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 through us & hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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