

PUBLIC REPORT BY PROMTPRESS

Channel audit

Around the World



@vokrugsveta_tg

🌐 "Around the World" was named best travel channel! ✅ Join us and travel together... 😎 For ads: @sindikat_tg @Diggsale Exchange:...

SUBSCRIBERS

42 666

-308 per month

ERR (% WHO SEE POSTS)

4.0%

daily 2.5%

REACH/POST

1.5K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 42 666 —	 SUBS REACH 3.62% avg % subs see post	 VIEWS/POST 1.5K median 1.6K · 29 days	 POSTS/WEEK 38.7 for period
 7D TREND -4.3% vs previous week	 REACTIONS/POST 28.3 total 4,618 reactions, 1,852 reposts, 0 comments	 POST LENGTH 327 chars median 301 · 29 days	 POSTS ANALYZED 163 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -308 last month	 CITATION RATE 498 citation index · 672 channels mentioned ever	 CHANNEL AGE 4 years 1 month created 14.05.2022

AI EDITOR SUMMARY

Channel «Around the World 🌍» – 42 666 subs. Each post avg views 1.5K people (4% from subs), low reach – need to grow audience. Posts 39 posts/week (~6/day) – active posting. Week Jun 29 – Jul 5 reach stable (-4.3% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **163** posts over 29 days.
- 02 Dominant format – **Video** (156/163 posts).
- 03 Avg post length – **327** chars (median 301).
- 04 Peak audience activity – **Sunday**, 15:00 MSK.
- 05 Top posts get **2x** more views than weakest (2.1K avg top vs 1.2K worst) – among 163 posts over 29 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº118.06 · 17:18VIDEO Matsumoto🏰 Matsumoto is a city in Japan, famous for Matsumoto Castle, also called "Crow Castle" due to its black color...	VIEWS	REACTIONS
	2 104	24
	REPOSTS	ER
	15	4.9%
Nº221.06 · 15:28VIDEO Colorado🇺🇸 This is the 8th largest US state. Colorado covers 269.8 km², 37% of which is national parks. Population...	VIEWS	REACTIONS
	2 058	35
	REPOSTS	ER
	9	4.8%
Nº314.06 · 12:34VIDEO Novigrad🏰 Novigrad is a picturesque town on the west coast of Istria, Croatia. Known for its rich history, charming old...	VIEWS	REACTIONS
	2 043	29
	REPOSTS	ER
	9	4.8%

Nº4 13.06 · 17:29 VIDEO Dwarf state ✨ Despite being small, there's plenty to see. The city is famous for its majestic Casino, where...	VIEWS 2 019 REPOSTS 18	REACTIONS 36 ER 4.7%
Nº5 15.06 · 17:52 VIDEO St. Lucia 🏝️ St. Lucia – an island nation in the Caribbean. Known for its scenic volcanic peaks, the Pitons, tropical...	VIEWS 1 990 REPOSTS 13	REACTIONS 32 ER 4.7%

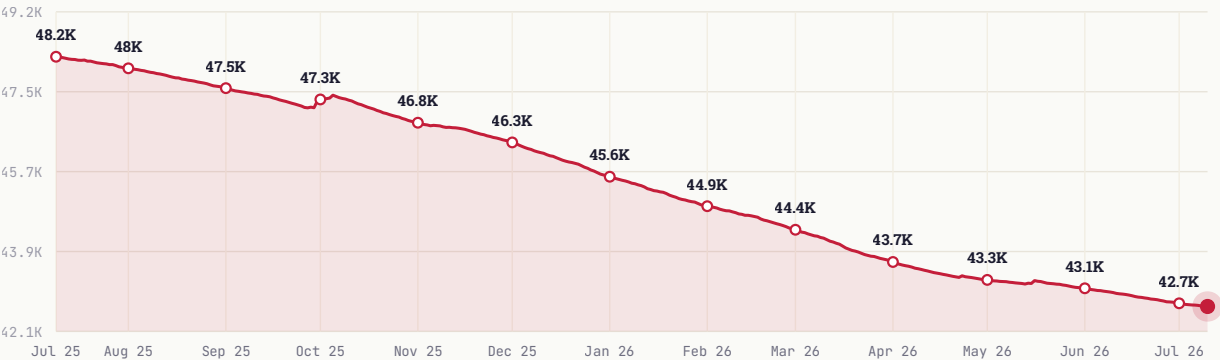
WORST 3

↓ 07.07 · 07:00 VIDEO Hubei 🏞️ Province in central China, home to the legendary Three Gorges Dam on the Yangtze River. Known for scenic mountains...	VIEWS 1 247 REPOSTS 16	REACTIONS 25 ER 2.9%
↓ 07.07 · 11:14 VIDEO Garda 😍 Picturesque lake in northern Italy, surrounded by mountains and charming towns. The country's largest lake is known for its mild climate...	VIEWS 1 244 REPOSTS 15	REACTIONS 32 ER 2.9%
↓ 07.07 · 10:21 VIDEO Geghard Monastery 🏰 A unique cave monastery in Armenia, partly carved into the rock. A UNESCO site, famous for its...	VIEWS 1 180 REPOSTS 8	REACTIONS 29 ER 2.8%

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 gained and which it lost subs.

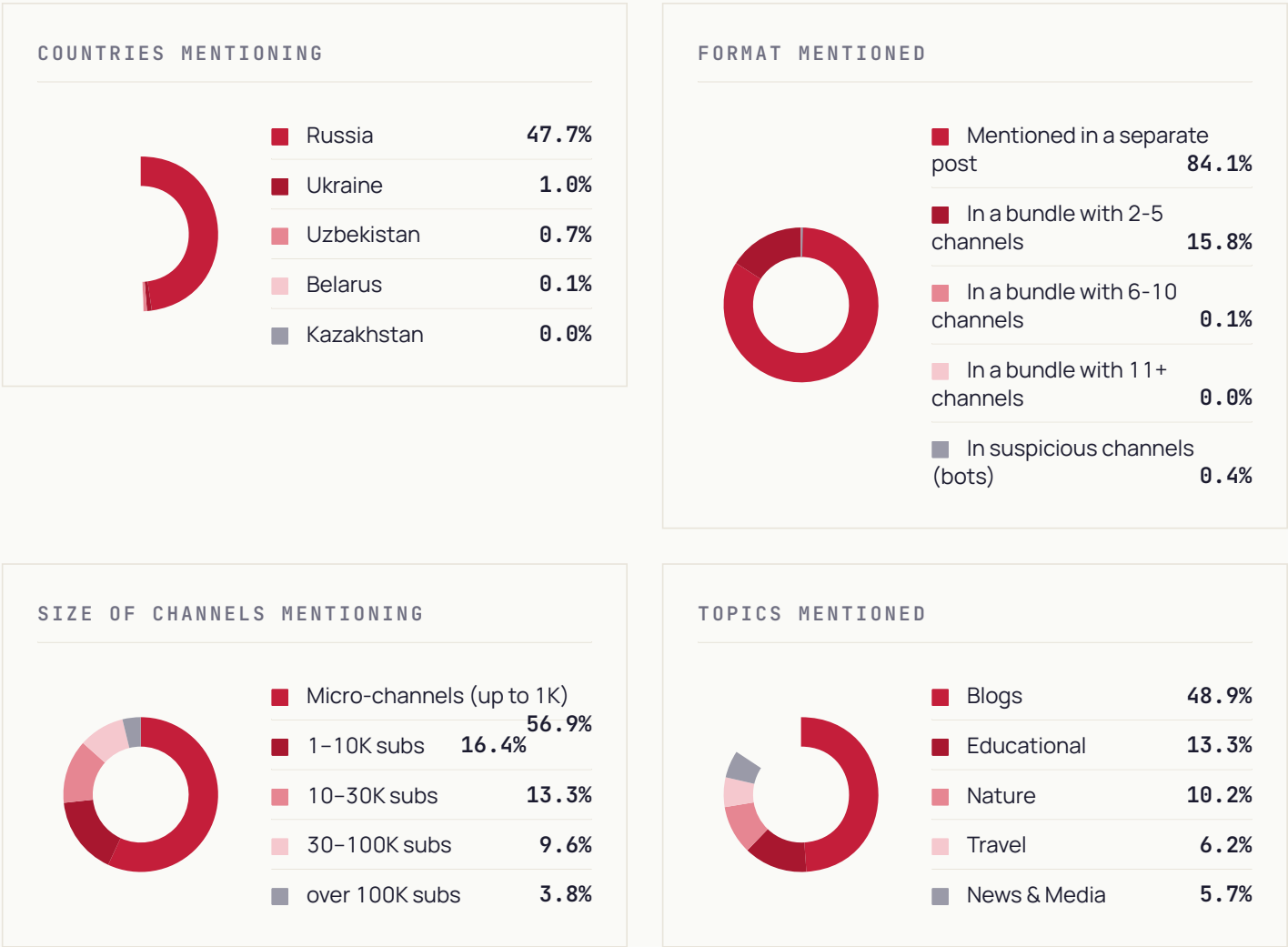


PERIOD START	NOW	NET GROWTH
48 229	42 670	-5 559

SECTION 04 · MENTIONS

Who mentions the channel and how

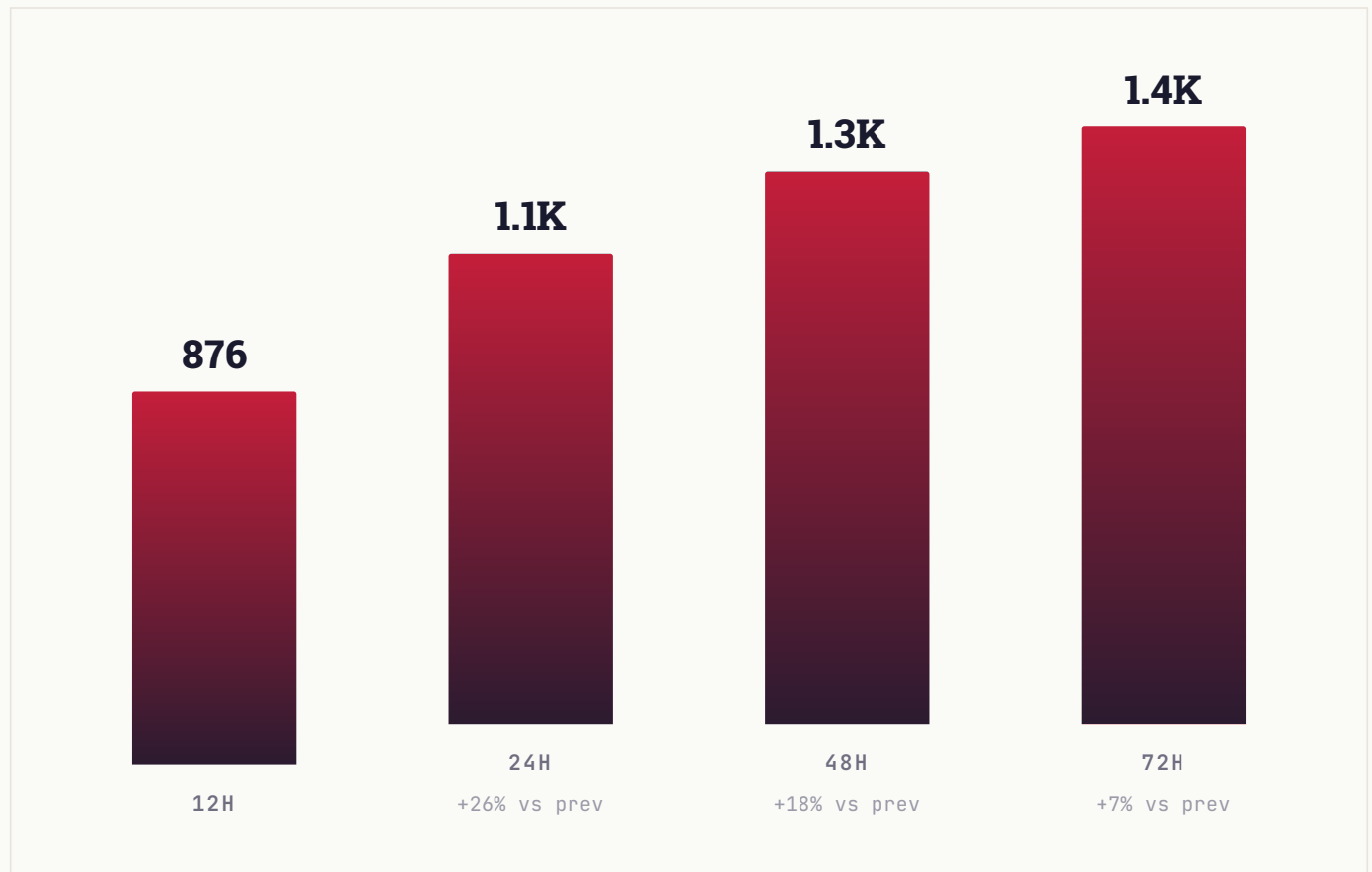
Citation index **498** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **672** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 highlighted — see its rank among niche neighbors.

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
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
Sun Around the World 🌐 YOU	42.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of 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 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **441**, they brought **304** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
January 2026	11	4	0	
December 2025	6	4	0	
Nov 2025	20	6	12	
Oct 2025	126	4	134	
September 2025	137	6	158	
August 2025	141	4	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
441	6	304

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 with a darker beige bar representing the range of values. A vertical line marks the 'your channel' value, and a red dot marks the 'median' value. The 'Subscribers' chart shows a value 72% below the median. The 'Avg Reach / Post' chart shows a value worse than the median by 88%. The 'Citation Index' chart shows a value better than 63% of the niche.

Metric	Median	Your Channel Value	Comparison
SUBSCRIBERS	149.8K	42,666	72% below median
AVG REACH / POST	12.5K	1,545	worse than median by 88%
CITATION INDEX	128	498	better than 63% of niche

SUBSCRIBERS 72% below median

median 149.8K

48.1K 42 666 — your channel 427.5K

AVG REACH / POST worse than median by 88%

median 12.5K

1.7K 1 545 — your channel 112.3K

CITATION INDEX better than 63% of niche

median 128

0 498 — your channel 1.6K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01**Main post of the week — on Sunday**

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.62% vs norm 7.5%. Try polls and interactive formats.

EFFECT

+3.9pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

Posts with polls/reactions typically 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 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 **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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