

PUBLIC REPORT BY PROMTPRESS

Channel audit

Illusion of Horizon



@illuziyagorizonta

A channel about how I roamed the planet, sought beauty where no one would notice, and got inspired by adventures. RKN: <https://gosuslugi.ru/snet/690354680071a26d39581227> Collaboration -...

SUBSCRIBERS

290 855

+4026 per month

ERR (% SEE POSTS)

41.0%

daily 23.8%

REACH/POST

123.5K

ad reach 69.4K/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 290 855 —	 SUBSCRIBER REACH 42.45% avg % of subs see post	 VIEWS/POST 123.5K median 126K · 27 days	 POSTS/WEEK 5.3 for the period
 7D TREND +12.9% vs previous week	 REACTIONS/POST 1232.0 total 25,871 reactions, 7,575 reposts, 0 comments	 POST LENGTH 680 chars median 686 · 27 days	 POSTS ANALYZED 21 27 days
 AD REACH 69.4K 24h avg	 CHURN / MONTH +4026 last month	 CITATION RATE 10 citation index · 86 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 22.05.2023

AI EDITOR SUMMARY

Channel "Illusion of Horizon" — 290 855 subscribers. Each post averages 123.5K people (42% from subscribers), wide reach for a channel this size. Publishes 5 posts per week (~1/day) — rare publications. For week Jun 8–14, reach grew +12.9% to week Jun 1–7 — positive trend.

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 HAVE IN COMMON

- 01 Analysis based on 21 posts in 27 days.
- 02 Dominant format – Photo (17/21 posts).
- 03 Avg post length – 680 characters (median 686).
- 04 Audience peak activity – Wednesday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (154.2K avg top vs 117.5K worst) – among 21 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 16:39 PHOTO Every day starts the same: notifications, work chats, emails, news, tasks, reminders. The phone is sure that everything around...	VIEWS 202 693 REP. 325	REACTIONS 1 247 ER 69.7%
Nº2 19.06 · 09:51 PHOTO There are two summer states: "I just got back from vacation" and "I urgently need another vacation." At some point work chats become...	VIEWS 132 033 REP. 388	REACTIONS 666 ER 45.4%
Nº3 21.06 · 13:44 PHOTO Went to a modern art museum in Seoul. I love such places: you buy a ticket, walk through perfect spaces, and try to understand...	VIEWS 127 921 REP. 164	REACTIONS 1 009 ER 44.0%

Nº4 15.06 · 16:20 PHOTO Flew to Seoul 'just to walk' and, as usual, accidentally did some shopping. Now I have two problems: how to close the suitcase and how...	VIEWS 127 558 REP. 606	REACTIONS 1 114 ER 43.9%
Nº5 06.06 · 16:52 PHOTO They say travel helps you find harmony with nature. Apparently that's why today I stood in a park in Okinawa trying to understand...	VIEWS 127 358 REP. 384	REACTIONS 923 ER 43.8%

|

WORST 3

↓ 31.05 · 16:18 PHOTO They say if you go to an island in the ocean, you'll be greeted by palm trees, sun, and postcards from tourist brochures. Okinawa decided not to...	VIEWS 117 866 REP. 220	REACTIONS 1 387 ER 40.5%
↓ 29.05 · 10:13 VIDEO Many people plan trips ahead: pick hotels, routes, must-try dishes. But often...	VIEWS 117 405 REP. 265	REACTIONS 1 659 ER 40.4%
↓ 14.06 · 17:19 PHOTO Seoul is endless, but there are spots I can't miss each time. One is Gentle Monster. Honestly, I already...	VIEWS 117 219 REP. 417	REACTIONS 1 285 ER 40.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

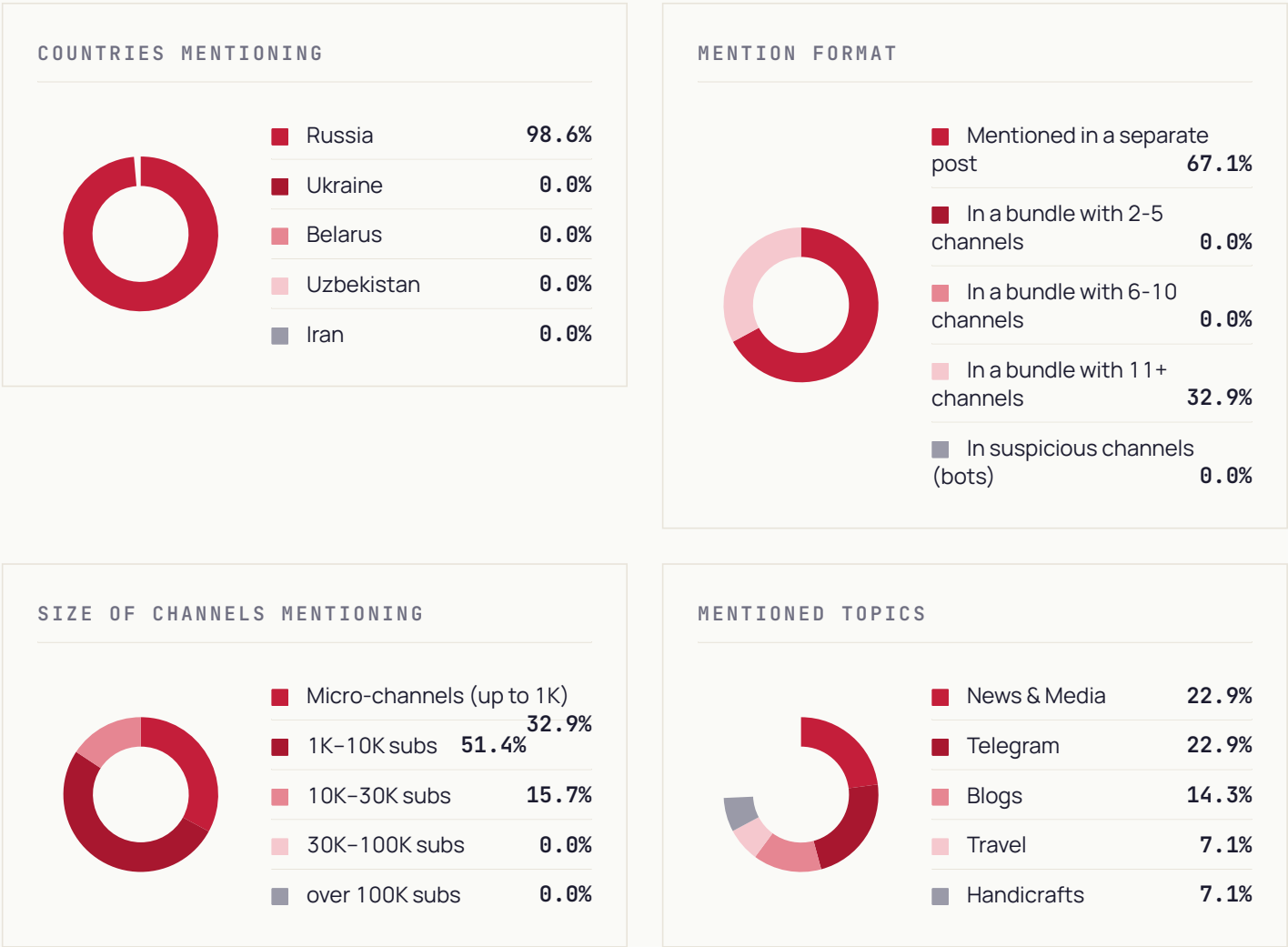
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

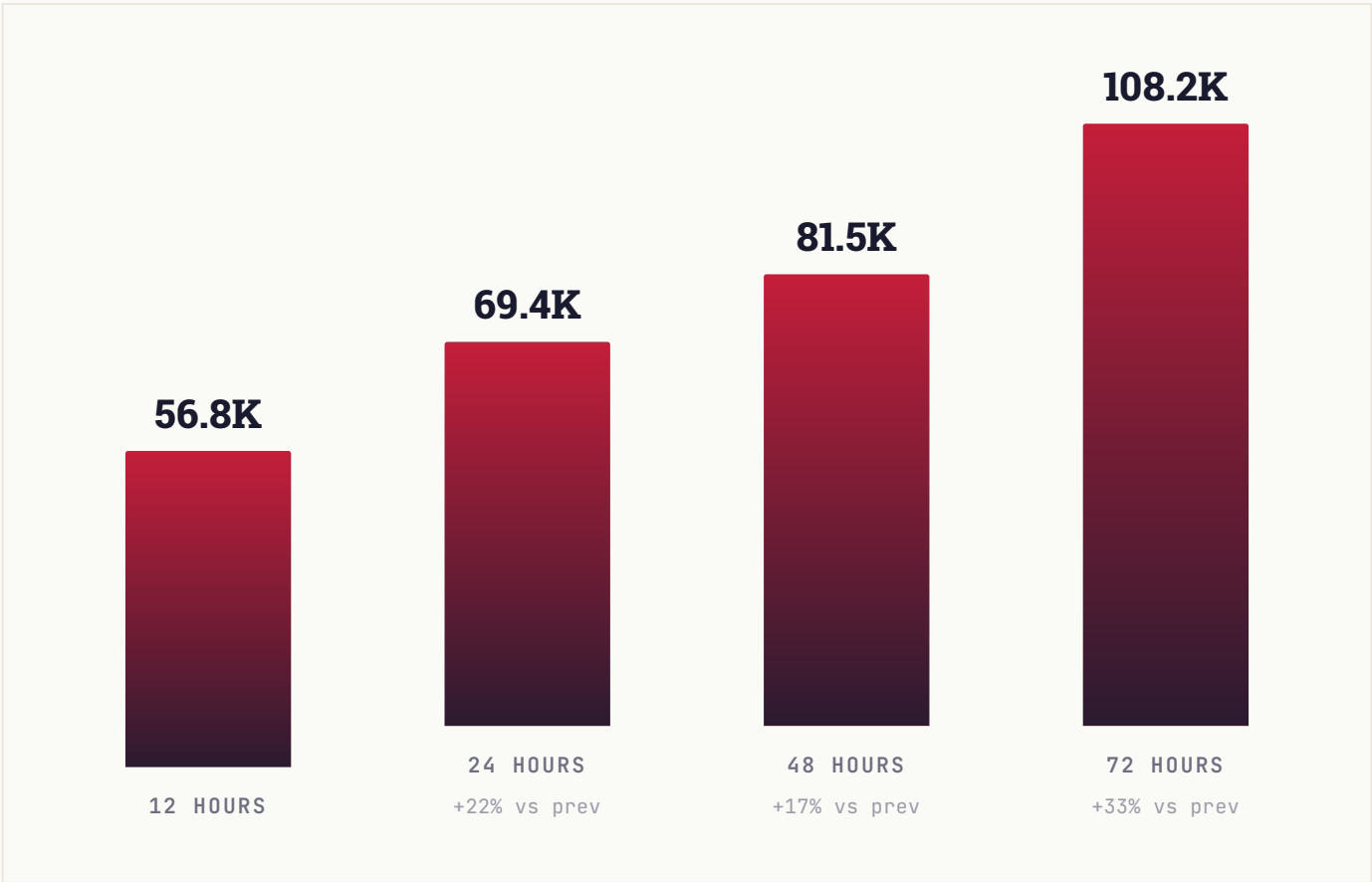
Citation index **10** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **86** different channels.



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
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	569.1K
AE AEROFLOT	526.1K
MO Moskvichka	510.9K
TU Tutu	505.7K
JP Yandex Travel	502.4K
Sun Discount wagon	433.7K
OT Ozon Travel	407.8K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
IG Illusion of Horizon YOU	290.9K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#13 of 94). Leader — Moscow - Where to Go | Events (1.2M). Goal for coming months: enter top 10 niche through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **63**, they brought **10 453** new subscribers.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	8	8	5 210
Nov 2025	45	43	5 191
Oct 2025	10	10	52
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0
TOTAL MENTIONS	63	MONTHS IN DATA	6
		ACQUIRED SUBSCRIBERS	10 453

SECTION 08 · NICHE COMPARISON

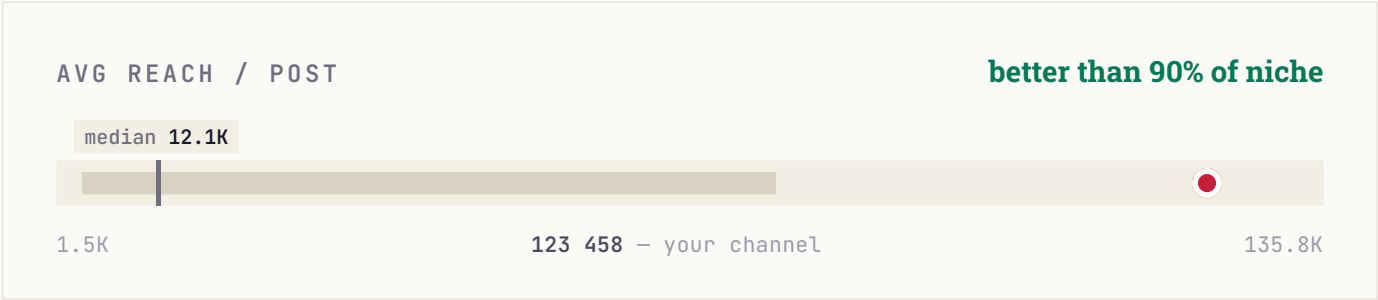
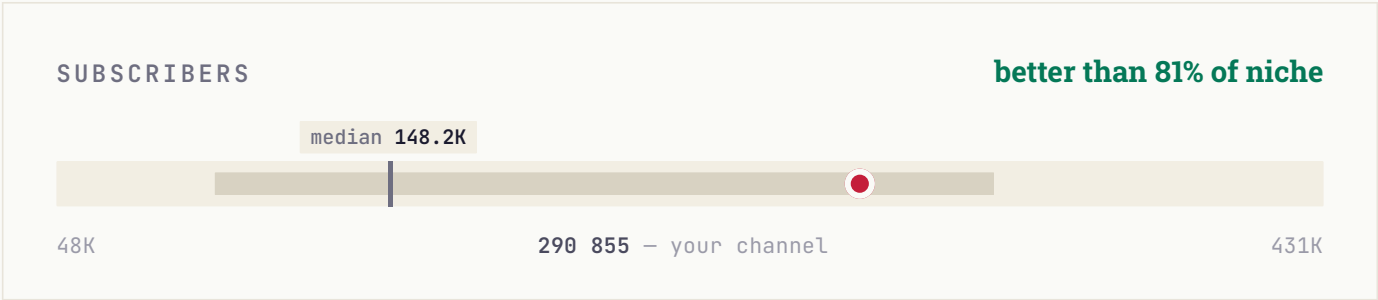
Where the channel ranks in its league

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

#13/100

RANK IN NICHE

Channel in top 13% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Top post of the week — on Wednesday

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

EFFECT

**Best time for
important
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 boost ER by +5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in a few minutes based on public data. 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
