

PUBLIC REPORT BY PROMTPRESS

Channel audit

Планета впечатлений



@impressiveplanet

I write about vivid travel experiences: beautiful places, unique routes, people, nature, architecture. Sharing trips, plans, and tips.
RKN:...

SUBSCRIBERS

290 780

+23638 per month

ERR (% SEE POSTS)

39.0%

for a day 22.6%

REACH/POST

109.4K

ad reach 65.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a channel health indicator. The subtitle under the number says for which period it was calculated.

 SUBSCRIBERS 290 780 —	 SUBSCRIBER REACH 37.62% avg % subs see post	 VIEWS/POST 109.4K median 106.6K · 24 days	 POSTS/WK 2.3 for the period
 7D TREND -1.3% vs previous week	 REACTIONS/POST 718.9 total 5 751 react., 1 867 rep., 0 comm.	 POST LENGTH 1 000 chars median 1000 · 24 days	 POSTS ANALYZED 8 24 days
 AD REACH 65.3K avg 24h	 CHURN / MONTH +23638 for the last month	 CITATIONS 0 citation index · 12 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 30.05.2024

AI EDITOR SUMMARY

Channel “Planet of Impressions” — 290 780 subscribers. Each post averages 109.4K people (38% from subs), good reach. Publishes 2 posts per week (~0 per day) — rare. Week Aug 10–16 reach stable (-1.3% vs week Aug 3–9).

SECTION 02 · CONTENT ANALYSIS

Best performers

Top posts by engagement and outsiders – what to repeat, and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 8 posts over 24 days.
- 02 Dominant format – Photo (7/8 posts).
- 03 Average post length – 1000 characters (median 1000).
- 04 Peak audience activity – Friday, 14:00 MSK.
- 05 Strongest posts gather 1 time more views than the weakest (131.9K on average for the top vs 88.8K for the worst) – among 8 posts over 24 days. Worth analyzing what the top has in common – topic, format, time of publication.

TOP-5 POSTS

Nº1 07.08 · 11:02 PHOTO Experience a place differently I have a funny tradition: even if a swim is out of the question, I'll at least step into...	VIEWS 146 061 REACTIONS 670 REPOSTS 143 ER 50.2%
Nº2 11.08 · 09:08 PHOTO Tuscany in autumn If I had to pick one Italian region for a fall trip, I'd definitely consider Tuscany. In September and October it's already...	VIEWS 126 314 REACTIONS 865 REPOSTS 222 ER 43.4%
Nº3 27.07 · 09:03 PHOTO Three Greek islands worth extending summer for Greece has hundreds of inhabited islands, but for a first or especially...	VIEWS 123 251 REACTIONS 675 REPOSTS 258 ER 42.4%

Nº4 30.07 · 15:07 VIDEO Coffee impressions In Asia, coffee is no longer just a way to wake up. It's turned into a show, for...	VIEWS 109 480 REPOSTS 316	REACTIONS 665 ER 37.7%
Nº5 15.08 · 13:10 PHOTO Etna reminds who's the boss on Sicily Eruption continues for over a week, and this time the volcano is unusually...	VIEWS 103 680 REPOSTS 285	REACTIONS 862 ER 35.7%

|

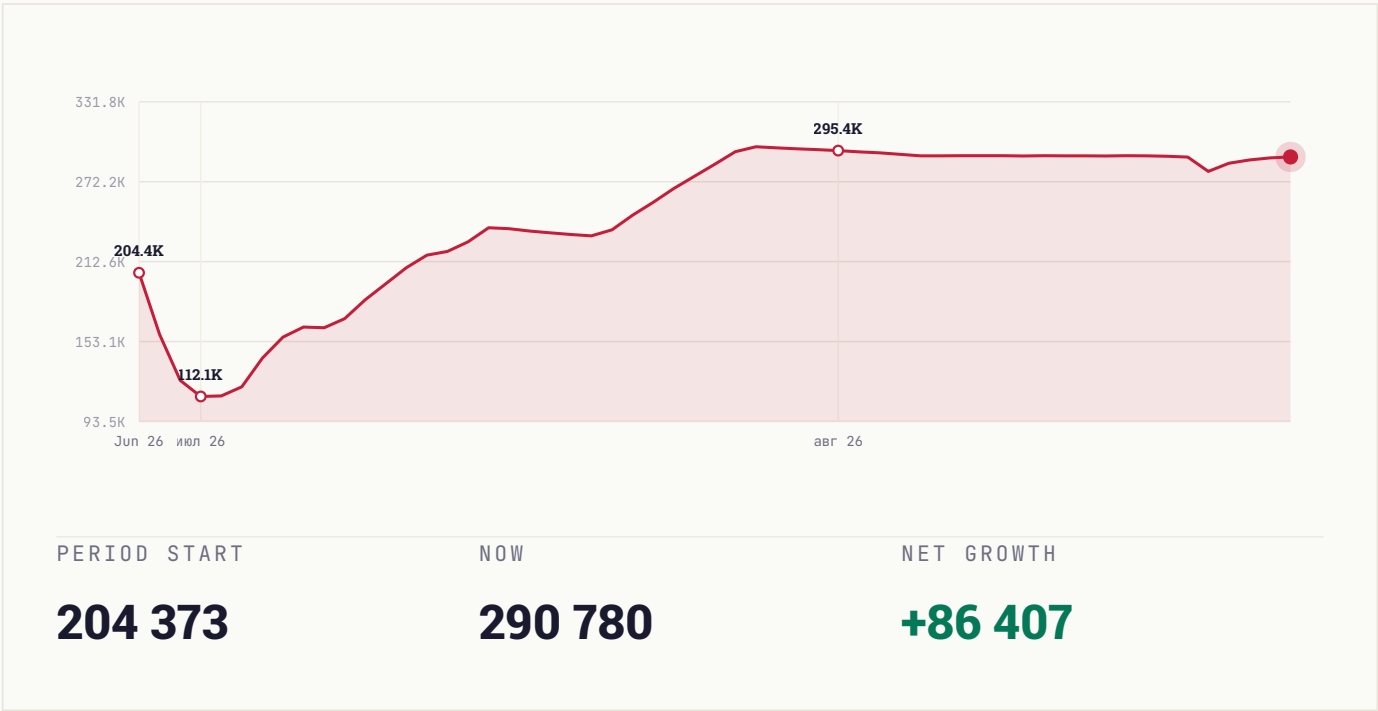
WORST 3

↓ 03.08 · 14:07 PHOTO Lakes worth seeing in the Austrian Alps In my opinion, lakes are a top reason for Austria: clear...	VIEWS 102 915 REPOSTS 284	REACTIONS 666 ER 35.4%
↓ 09.08 · 16:06 PHOTO Wintering in the Philippines: time to choose The Philippines is a top pick for a long winter in Asia: thousands...	VIEWS 100 382 REPOSTS 208	REACTIONS 667 ER 34.5%
↓ 20.08 · 15:13 PHOTO Best Angkor — not necessarily winter Most advice on Cambodia comes down to: visit Angkor from November to February. And that...	VIEWS 63 045 REPOSTS 151	REACTIONS 681 ER 21.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

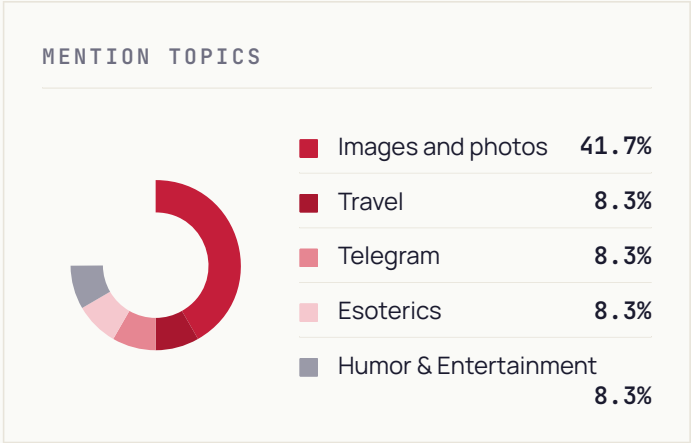
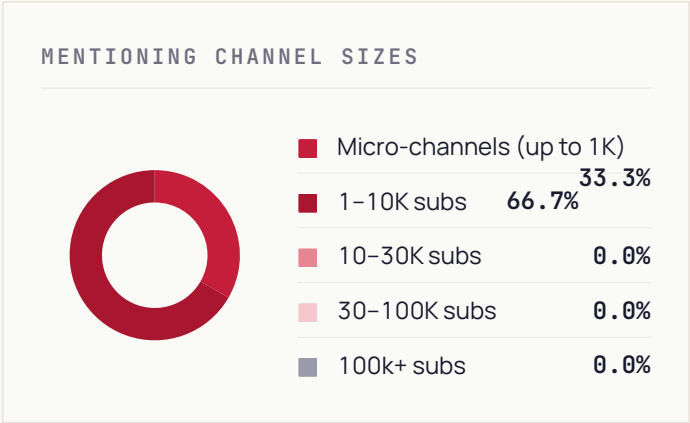
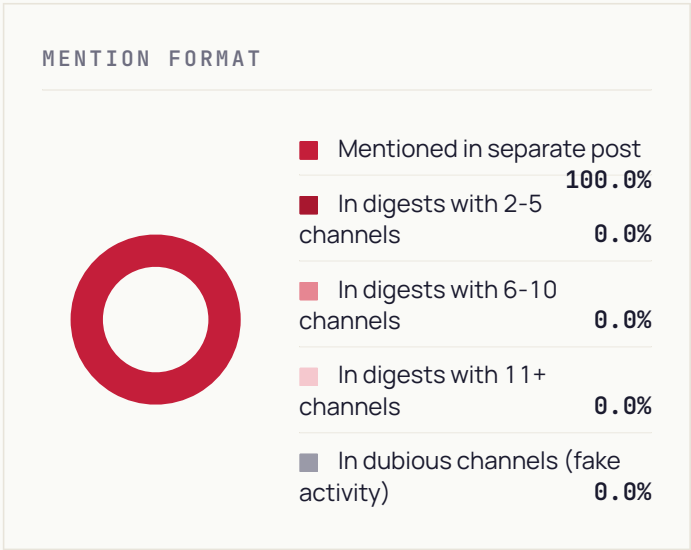
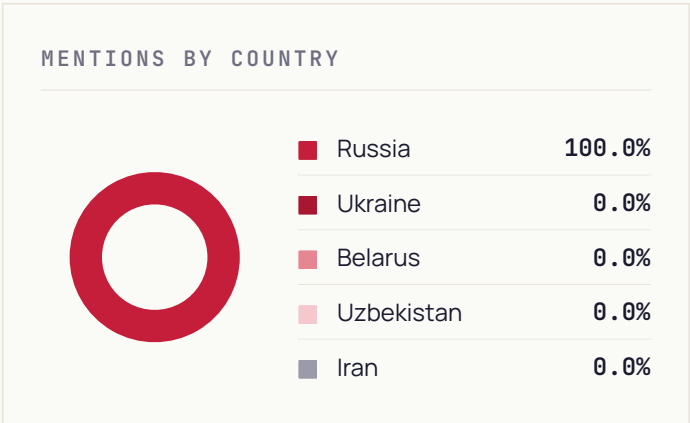
Subscriber growth chart for the year. Key months show exact numbers. See in which months the channel gained, and in which subscribers left.



SECTION 04 · CITATIONS

Who and how mention the channel

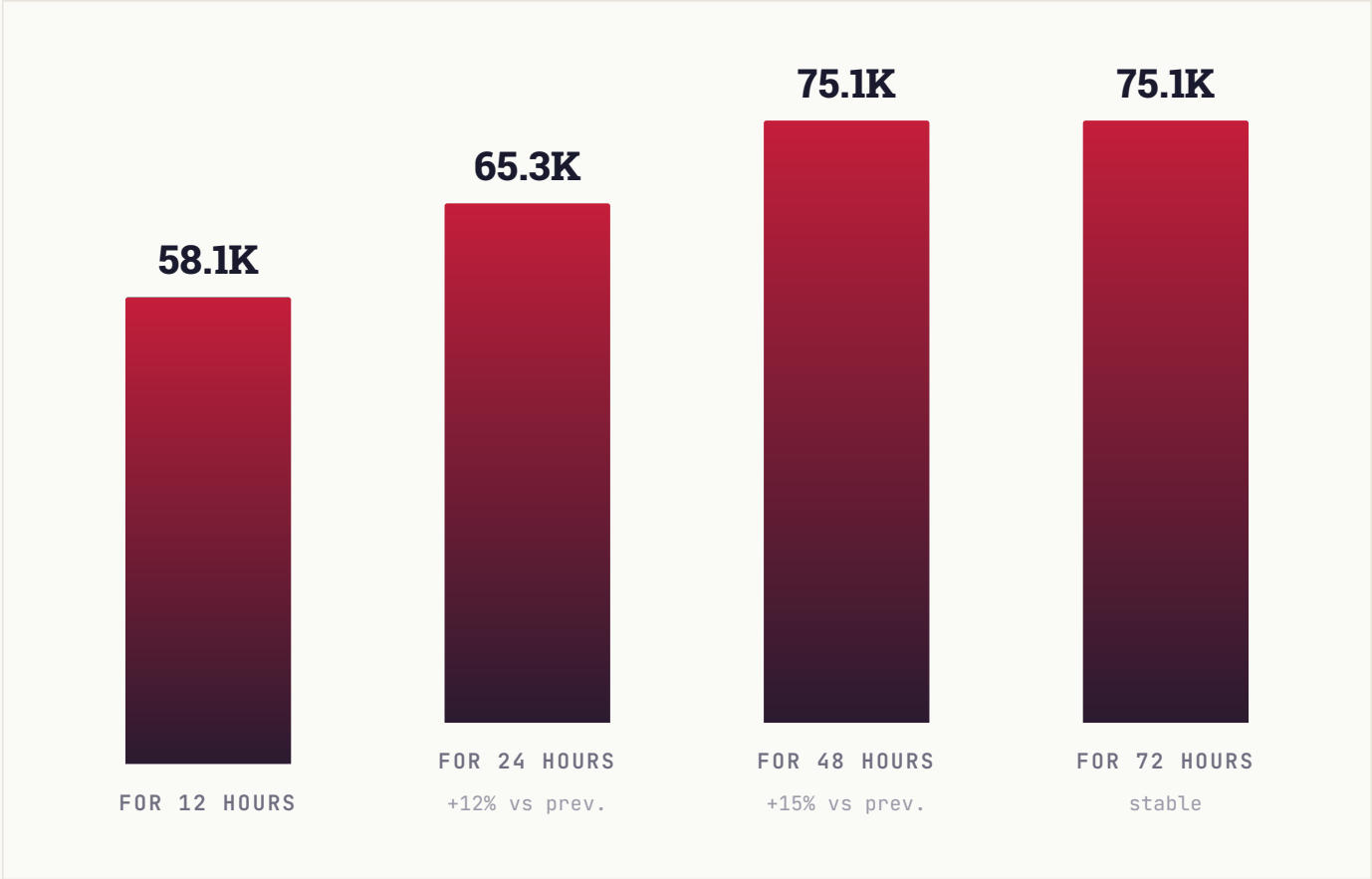
Citation index 0 – popularity rating of channel based on mentions. Counts not only their number, but also weight of mentioners: a post from a channel with 100 k subs outweighs one from a channel with 1 k. All time channel mentions: 12 different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Avg. ad post reach by time since publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — you can see where it stands among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Events	1.2M
A« Airline «Победа»	1M
MO Moscow Girl	668.4K
AЭ AEROFLOT	523.4K
Top Тыты	504.8K
Mentions	
MD Moskvich Daily • 02.09.	495.7K
ЯП Yandex Travel	489K
VS Discounts galore	427.5K
OT Ozon Travel	406.5K
Avg. Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — that's us	403K
ER Планета впечатлений YOU	290.8K

COMPARISON

Channel in top quartile of niche (#13 of 96). Leader — Moscow - where to go | Events (1.2M). Goal for next months — enter top-10 of niche via systematic work with traffic.

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

Hit top-**100** channels in «**Travel**» (Russia) and looked at how the channel looks against their backdrop. Gray bar — the range in which 80% of niche channels fall (from p10 to p90). Black vertical line — median. Red dot — your channel.

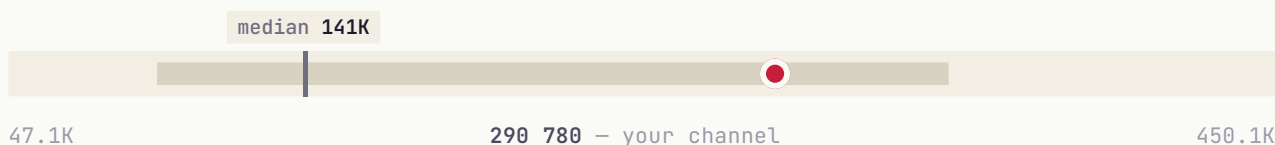
#13 /100

POSITION IN NICHE

Channel in top 13% — strong position

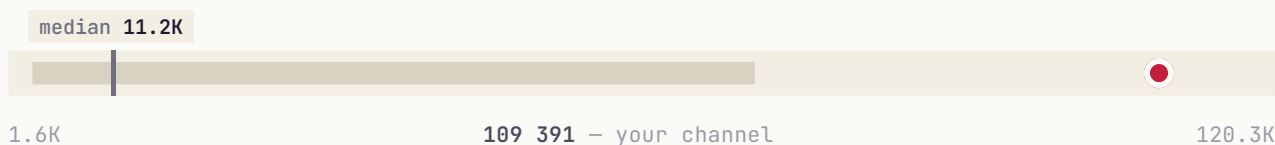
SUBSCRIBERS

better than 79% of niche



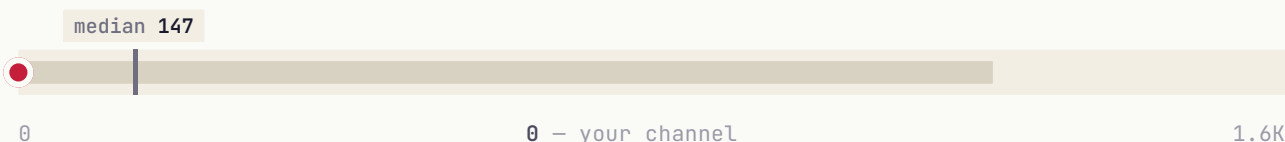
AVERAGE REACH / POST

better than 90% of niche



CITATION INDEX

worse than median by 99%



— SECTION 08 · STRATEGY

What to do now

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

-
- 01

Increase post frequency

Now 2.3 posts/wk. Active channels: 7-10. Regularity drives retention.

IMPACT

Regularity beats volume
-
- 02

Weekly top post — Friday

Audience most active this day at 14:00 MSK.

IMPACT

Best window for a key post
-
- 03

Increase video post share

Video in Telegram holds attention longer and ranks better. Aim for 15-25%.

IMPACT

Video holds audience better
-
- 04

Systematic traffic buying

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

IMPACT

+1000-3000 subs
-
- 05

Test polls and interactive formats

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

IMPACT

+5-15% ER
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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