

PUBLIC REPORT BY PROMTPRESS

Channel audit

J'PAN



@jpan_bistro

Japanese bistro chain | Moscow Chat bot / Loyalty card: <https://clck.ru/3UQA7g> Booking: <https://jpan.moscow/#booking> Contact bistro: <https://taplink.cc/japa.telegrambistro> Support:...

SUBSCRIBERS

28 091

-89 per month

ERR (% SEE POSTS)

16.0%

daily 7.1%

REACH/POST

4.4K

ad reach 2K/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 28 091 —	SUBSCRIBER REACH 15.64% avg % subs see post	VIEWS/POST 4.4K median 4.3K · 29 days	POSTS/WEEK 15.6 over period
7D TREND -12.2% vs previous week	REACTIONS/POST 119.7 7,778 reactions, 1,830 reposts, 703 comments	POST LENGTH 296 chars median 256 · 29 days	POSTS ANALYZED 65 29 days
AD REACH 2K 24h avg	CHURN / MONTH -89 last month	CITATION RATE 724 citation index · 875 channels mentioned ever	CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «J’PAN» — 28 091 subs. Each post avg views 4.4K people (16% of subs), avg reach — room to grow. Publishes 16 posts/week (~2/day) — regular. Week Jul 6–12 reach dropped -12.2% by week Jun 29 – Jul 5 — worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 65 posts over 29 days.
- 02 Dominant format – Photo (28/65 posts).
- 03 Avg post length – 296 chars (median 256).
- 04 Peak audience activity – Wednesday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.6K avg for top vs 3.5K for worst) – among 65 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 15.07 · 14:16 PHOTO One, two, three – just like that we imagine how furniture will be placed in the new J’PAN in St. Petersburg ✨ By the way, among the interior details...	VIEWS 7 086 REP. 40	REACTIONS 109 ER 25.2%
Nº2 22.06 · 10:34 PHOTO Lunch time! J’PAN on Smolenskaya now has Japanese Teishoku lunches 🍱 🍴 Teishoku (1190 RUB) – four fixed appetizers and one main...	VIEWS 6 393 REP. 95	REACTIONS 107 ER 22.8%
Nº3 24.06 · 13:30 PHOTO No need for a reason to give gifts 🎁💖 Bistro J’PAN and vintage clothing store lilu.vintage teamed up to give you a giveaway! ...	VIEWS 6 346 REP. 124	REACTIONS 708 ER 22.6%

Nº4 21.06 · 11:12 PHOTO A selection of matcha desserts and drinks 🍵🍹 Matcha-grapefruit tonic (550 RUB) – matcha, tonic, grapefruit juice 🍴 Matcha-strawberry (850 RUB) –...	VIEWS 5 993 REACTIONS 102 REP. 30 ER 21.3%
Nº5 21.06 · 14:21 PHOTO 🐟 + 🍜 = new unagi udon at J'PAN Mentaiko udon (990₽) – smoked eel, udon, cream, oyster sauce, and roe 😊 Topped with nori and fresh...	VIEWS 5 586 REACTIONS 170 REP. 58 ER 19.9%

WORST 3

↓ 12.07 · 14:07 VIDEO (post without caption – video)	VIEWS 3 686 REACTIONS 78 REP. 4 ER 13.1%
↓ 12.07 · 14:07 TEXT A little spoiler from J'PAN in St. Petersburg. Lights are up, space filling with details 🧡 How do you like it? Follow us...	VIEWS 3 615 REACTIONS 76 REP. 7 ER 12.9%
↓ 11.07 · 14:12 TEXT What a beauty 😍 RA'MEN birthday with gifts!	VIEWS 3 275 REACTIONS 17 REP. — ER 11.7%

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 lost subs.



SECTION 04 • MENTIONS

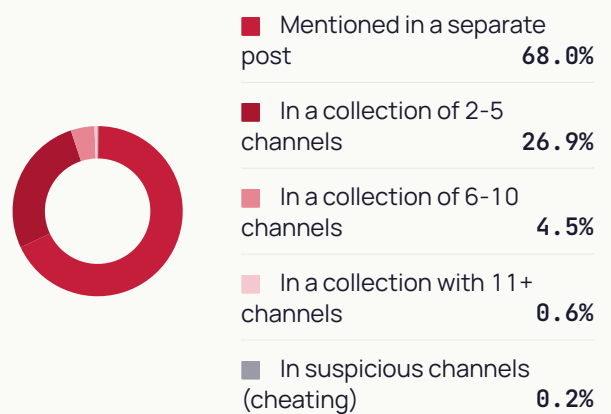
Who mentions the channel and how

Citation index **724** — channel popularity rating based on mentions. Considers not only count 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 **875** different channels.

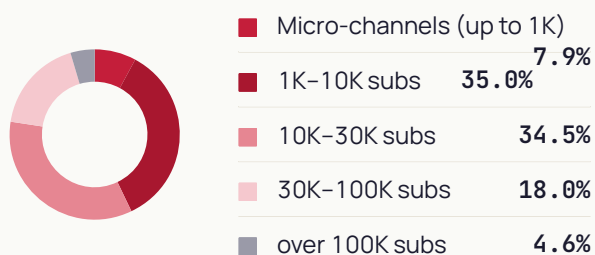
COUNTRIES MENTIONING



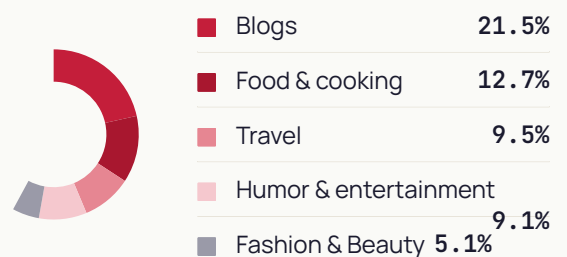
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



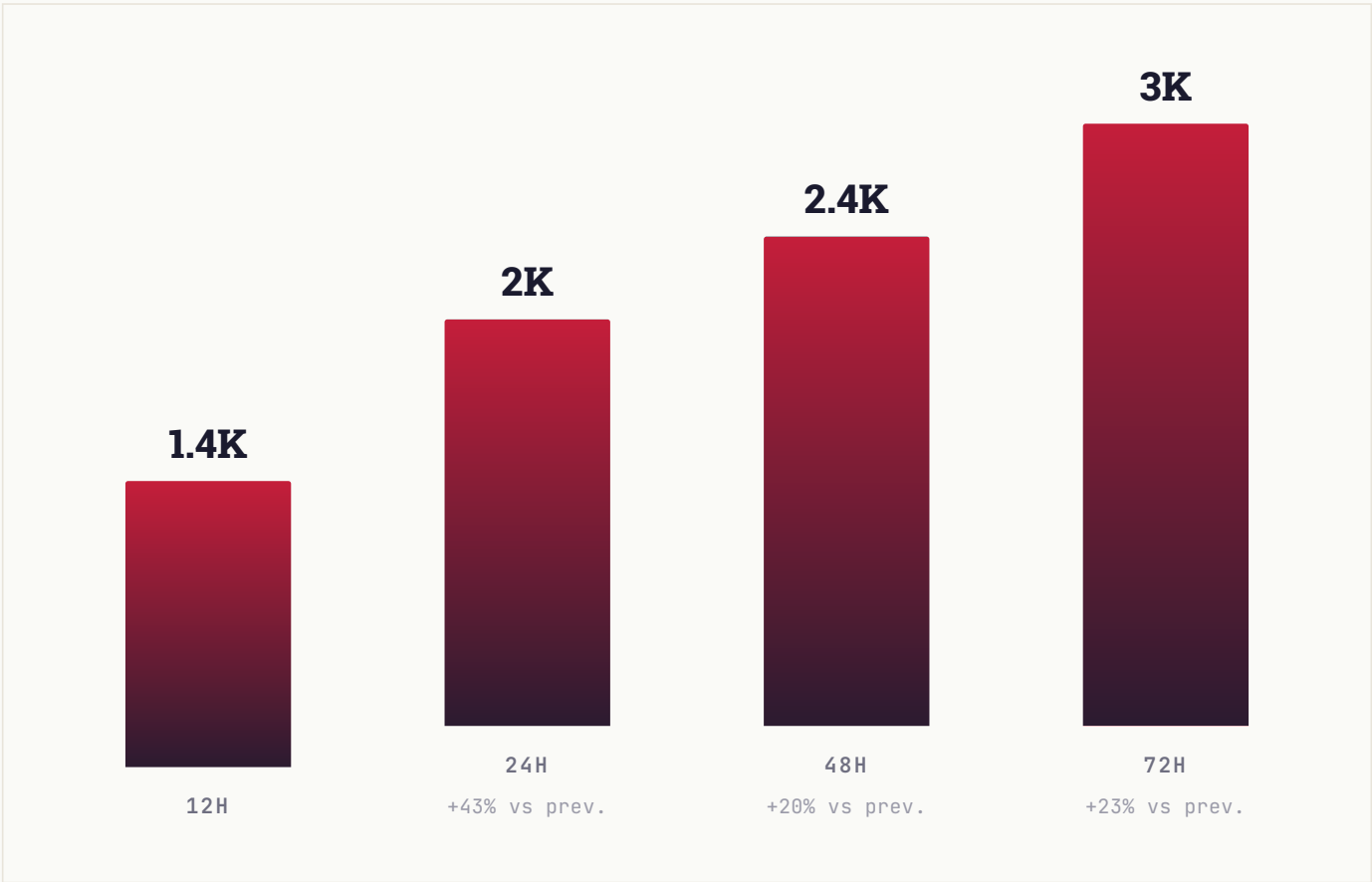
TOPICS WHERE MENTIONED



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
IT Iwin Token	3.3M
KR Cooking Recipes Salads 🍳👨🍳	997.5K
Fri Pyaterochka	772.7K
🍰M 🍰 Mom's Recipes 😊	679.3K
A Air Fryer Recipes	594.4K
Mon Simple Recipes	586.1K
KR Recipe book	557.9K
CN Inside-out kitchen	532.9K
VI Tasty & cheap 🍷	486.4K
CI CHIZHIK	482.9K
J' J'PAN YOU	28.1K

COMPARATIVE CONCLUSION

Channel not yet outside top-96 niche — early growth stage. Niche leader — Iwin Token (3.3M), median of top 96: 224.1K. First goal: enter top 96 through systematic work on traffic and content.

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 **476**, they brought **3 392** new subs.

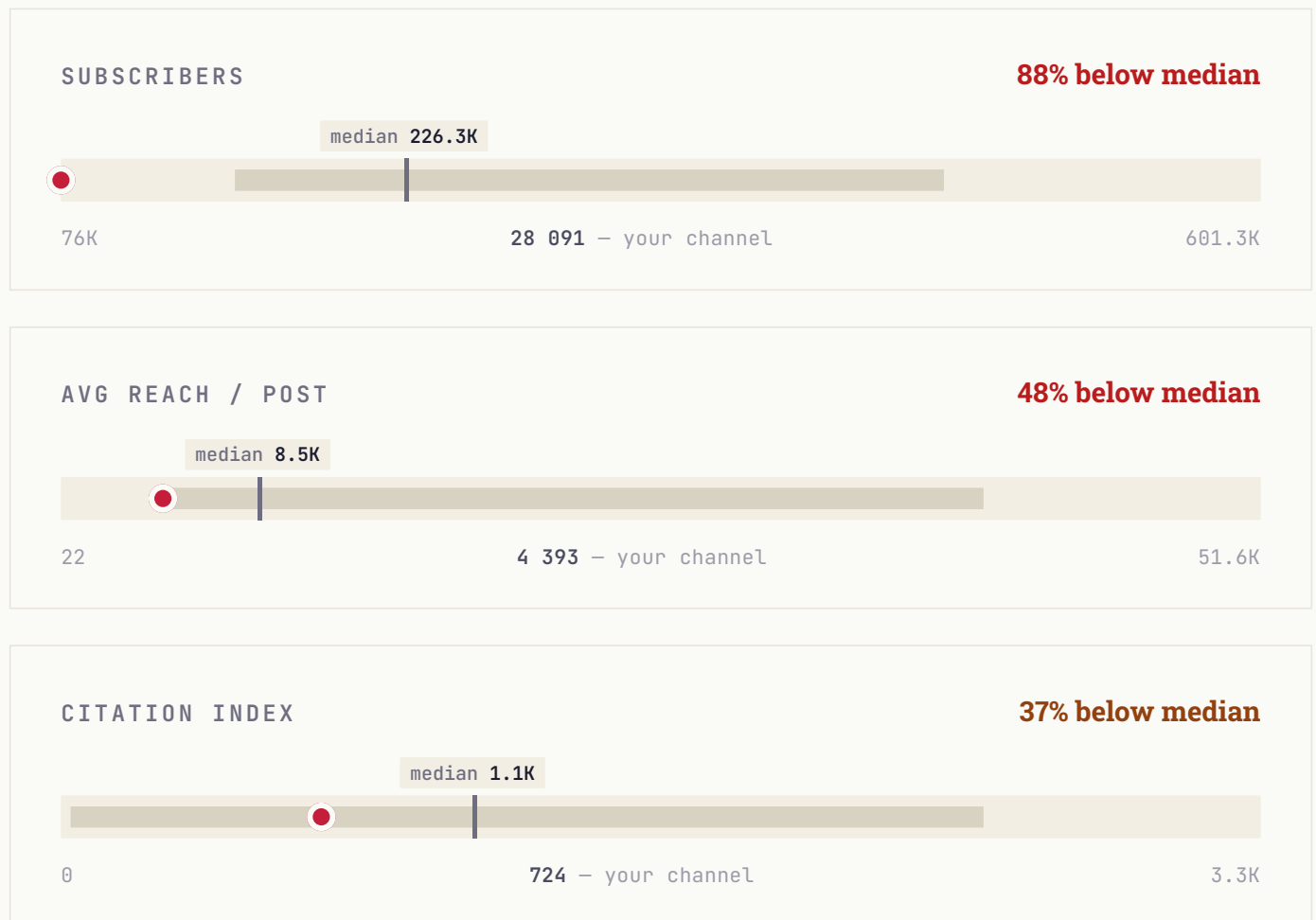
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	48	44	46
December 2025	84	72	708
November 2025	55	45	752
October 2025	180	145	577
Sep 2025	38	32	448
August 2025	71	60	861

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
476	6	3 392

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Food & cooking» (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.



— SECTION 09 • STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for a key post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — easy growth lever.

EFFECT

+5-15% ER

04

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**

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 this **PromptPress?**

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

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