

PROMTPRESS PUBLIC REPORT

Channel audit

Lost in Japan



@lost_in_japan

Japan and everything related! TT Feedback, ads: @frank_adv

SUBSCRIBERS

18 439

-79 per month

ERR (% SEE POSTS)

14.0%

last 24 hrs 4.6%

REACH/POST

2.8K

ad reach 842/24h

— CONTENT · 2026

What's inside the report

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Top 5 posts · worst 3 · takeaways

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07 Mention dynamics

6 months · monthly

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Rank 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 below the number shows the period it covers.

SUBSCRIBERS 18 439 —	SUBS REACH 15.43% avg % subs see post	VIEWS/POST 2.8K median 1.7K · 14 days	POSTS/WEEK 1.4 for period
7D TREND — no data for period	REACTIONS/POST — MTPROTO only	POST LENGTH 671 chars median 992 · 14 days	POSTS ANALYZED 3 14 days
AD REACH 842 24h avg	CHURN / MONTH -79 last month	CITATION RATE 491 citation index · 746 channels mentioned all time	CHANNEL AGE 7 years 10 months created 31.08.2018

AI EDITOR SUMMARY

Channel «Lost in Japan» — 18 439 subs. Each post avg views 2.8K people (15% of subs), this is avg reach — room to grow. Publishes 1 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 14 days.
- 02 Dominant format – Photo (3/3 posts).
- 03 Avg post length – 671 chars (median 992).
- 04 Peak audience activity – Sunday, 20:00 MSK.
- 05 Top posts get 1× more views than the weakest (2.8K avg for top vs 2.8K for worst) – among 3 posts over 14 days. Analyze what the top has in common: topic, format, timing.

TOP 3 POSTS

Nº1 21.06 · 17:20 PHOTO Amami Oshima – island in the Ryukyu archipelago, southern Kagoshima Prefecture, known for traditional crafts, including...	VIEWS 5 854 REPOSTS 35	REACTIONS — ER 31.7%
Nº2 21.06 · 11:22 PHOTO Rainy season in Takayama	VIEWS 1 705 REPOSTS 31	REACTIONS — ER 9.2%
Nº3 06.07 · 06:01 PHOTO Free Japanese course for beginners If you: - are into Japanese culture, - plan to visit Japan, - love anime, dramas...	VIEWS 979 REPOSTS 4	REACTIONS — ER 5.3%

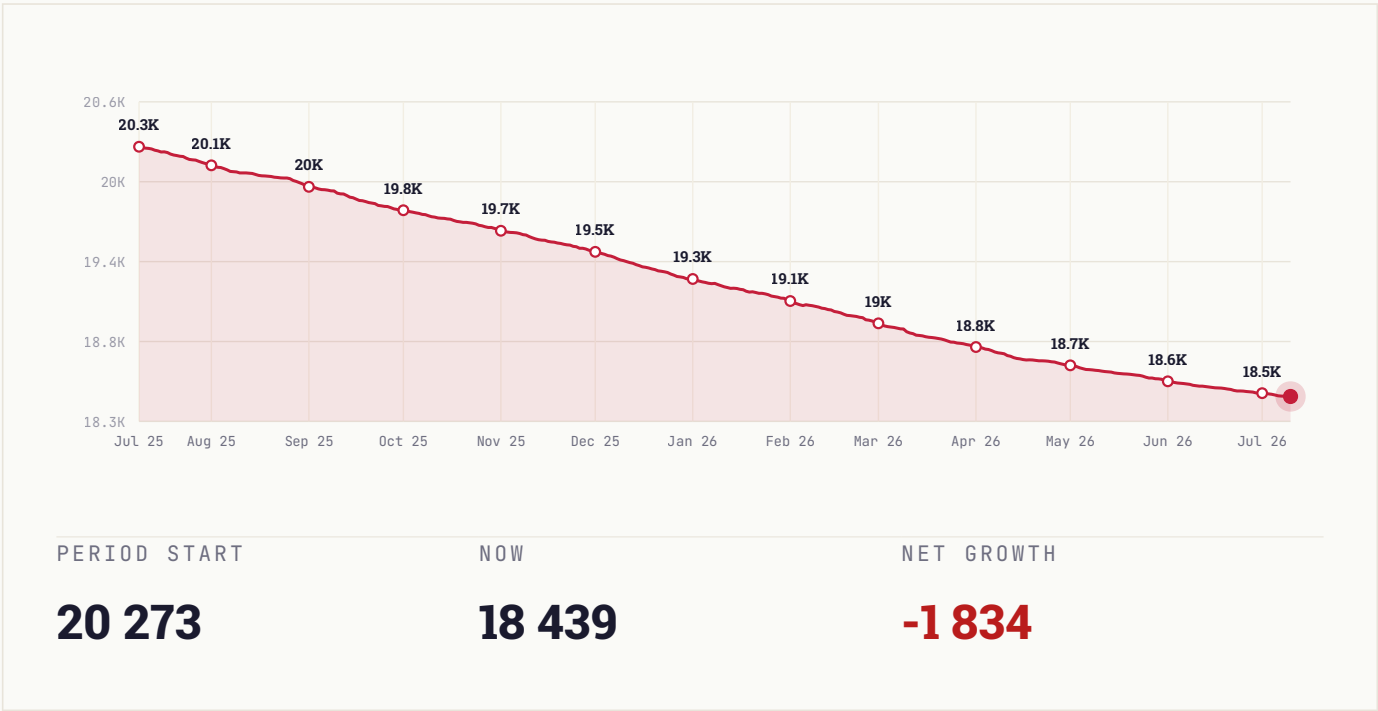
WORST 3

↓ 21.06 · 17:20 PHOTO Amami Oshima – island in the Ryukyu archipelago, southern Kagoshima Prefecture, known for traditional crafts, including...	VIEWS 5 854 REPOSTS 35	REACTIONS — ER 31.7%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

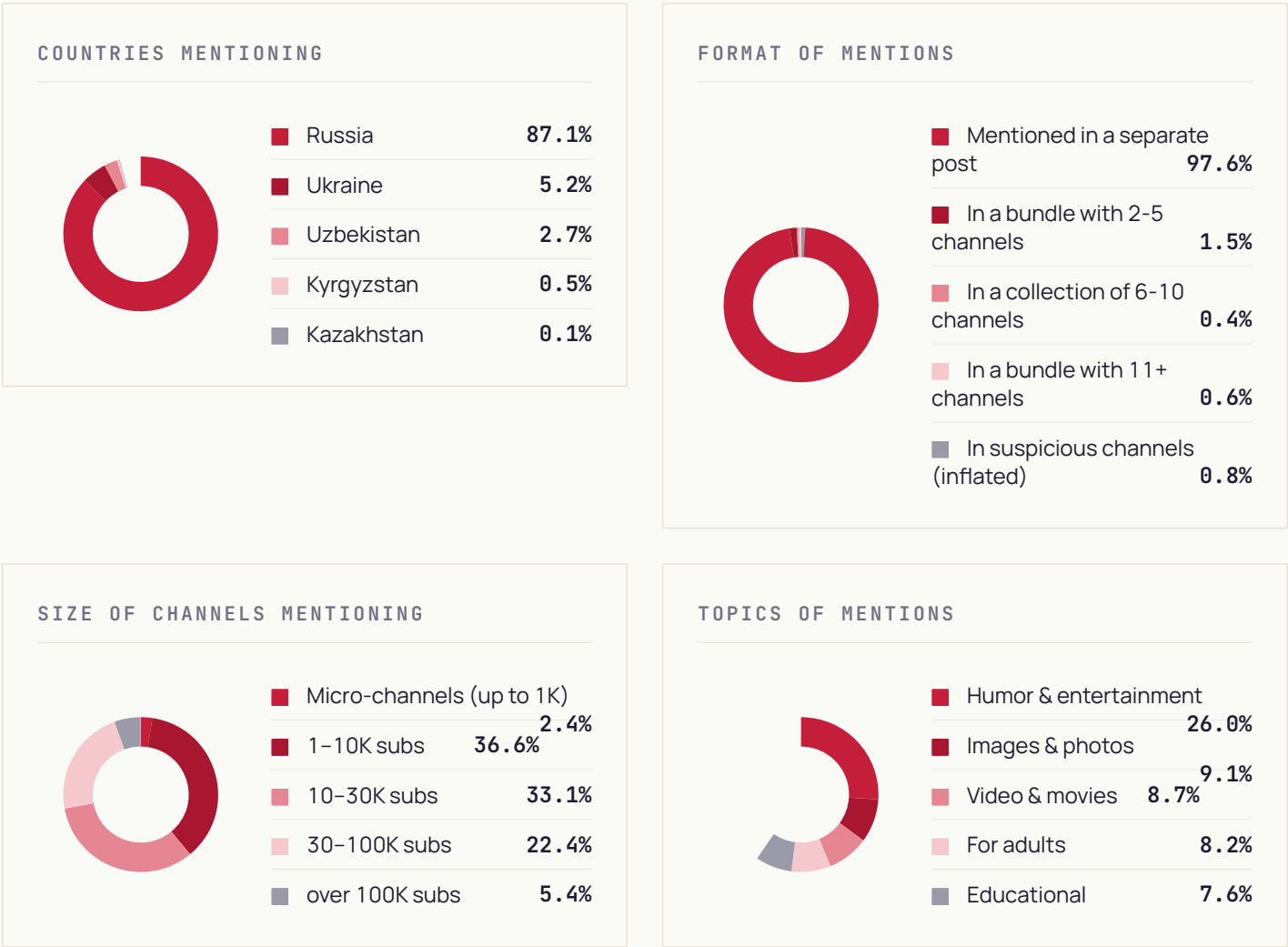
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

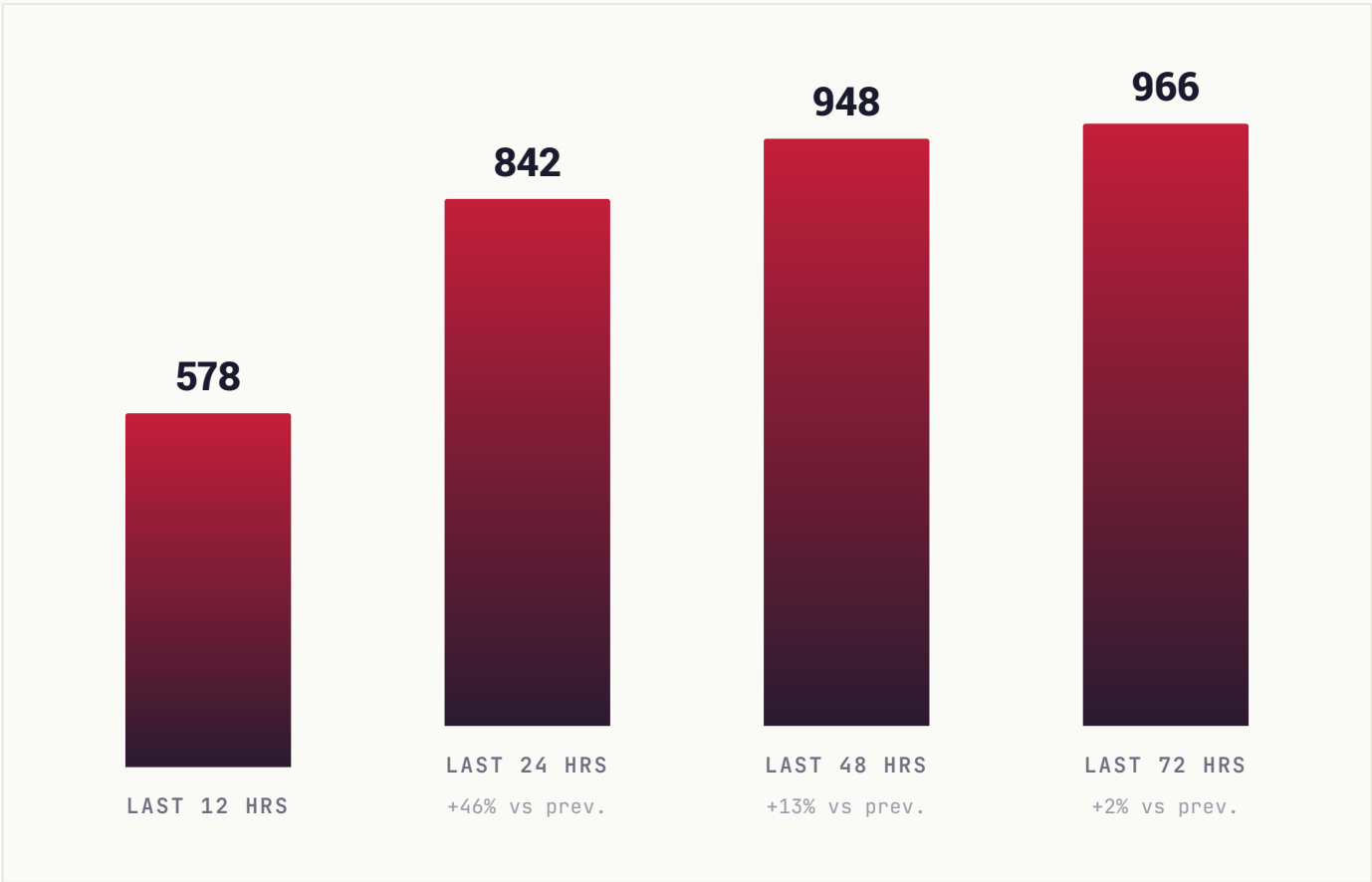
Citation index **491** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **746** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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. Your channel is 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 Muscovite	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
ER How to travel almost for free (RU) Vandrouki, Вандруки, вандроки — that's us	401.8K
OT Ozon Travel	398.9K
LI Lost in Japan YOU	18.4K

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 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 **0**, they brought **6** new subs.

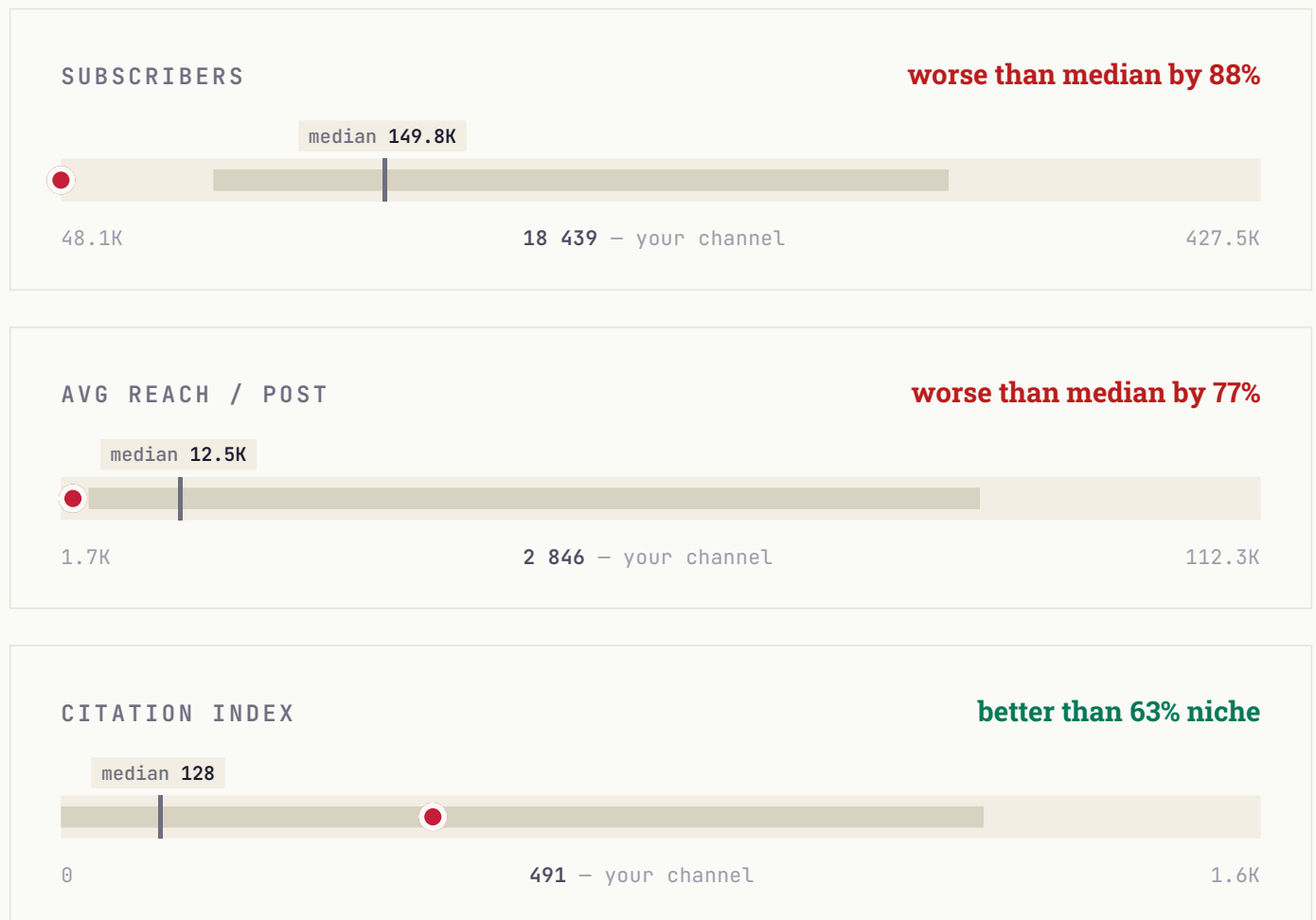
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	5	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	1	
Sep 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS	
0	6		6	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «**Travel**» (Russia) and compared your channel.

Gray band: range where 80% of niche channels fall (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

Increase posting frequency

Now 1.4 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Sunday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and hit your growth plan in a month.

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

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