

PUBLIC REPORT BY PROMTPRESS

Channel audit

Planet MIX



@planetmix

Interesting places, surprising facts, natural wonders & unusual customs. Short routes, finds & ideas where to go on this amazing planet. 📺Ads: @marksilverfox

SUBS

114 257

+36455 per month

ERR (% SEE POSTS)

35.0%

per day 12.3%

REACH/POST

40.3K

ad reach 14.3K/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 tells the period it covers.

 SUBS 114 257 —	 SUBSCRIBER REACH 35.3% avg % subs see post	 VIEWS/POST 40.3K median 42.3K · 25 days	 POSTS/WK 2.2 for the period
 7D TREND — no data for period	 REACTS/POST 308.5 total 2,468 reactions, 2,310 reposts, 0 comments	 POST LENGTH 914 chars median 954 · 25 days	 POSTS ANALYZED 8 25 days
 AD REACH 14.3K 24h avg	 CHURN / MONTH +36455 last month	 CITATION RATE 0 citation index · 23 channels mentioned ever	 CHANNEL AGE 2 years 1 month created 28.05.2024

AI EDITOR SUMMARY

Channel «Planet MIX» — 114 257 subs. Avg views per post: 40.3K people (35% from subs), good reach. Publishes 2 posts/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 SHARE

- 01 Analysis based on 8 posts in 25 days.
- 02 Dominant format – Photo (6/8 posts).
- 03 Avg post length – 914 chars (median 954).
- 04 Peak audience activity – Wed, 13:00 MSK.
- 05 Top posts get 1× more views than the weakest (47.4K avg top vs 31.9K worst) – among 8 posts in 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№103.06 · 10:02PHOTO	VIEWS	REACTS
	50 053	444
Mini escape for three days Soon we have three days off. That's almost a little summer vacation. You can finally get out not just for...	REPOSTS	ER
	422	43.8%
№206.06 · 14:21PHOTO	VIEWS	REACTS
	47 083	229
City floating in the middle of the ocean By 2030, they plan to launch Freedom Ship – a giant floating city for 80,000 people. As envisioned...	REPOSTS	ER
	291	41.2%
№311.06 · 08:48VIDEO	VIEWS	REACTS
	45 157	322
Karamucho Dune In Chile, there's a place that looks like a scene from a movie about another planet. Karamucho Dune is located near Iquique, on...	REPOSTS	ER
	360	39.5%

Nº4 31.05 · 09:57 PHOTO Tiger's Nest: Monastery above the clouds In Bhutan, there's a place that seems almost impossible. Paro Taktsang Monastery, known as Tiger's Nest...	VIEWS 44 642 REPOSTS 230	REACTS 265 ER 39.1%
Nº5 15.06 · 08:03 VIDEO Green volcano among black sands of Iceland Mælifell looks as if it was deliberately placed in the middle of Icelandic...	VIEWS 39 993 REPOSTS 215	REACTS 288 ER 35.0%

|

WORST 3

↓ 18.06 · 09:28 PHOTO Hilton opens cave hotel in Cappadocia A new unusual hotel from Hilton has appeared in Cappadocia. Erika Cave Suites Cappadocia entered...	VIEWS 37 685 REPOSTS 297	REACTS 253 ER 33.0%
↓ 22.06 · 09:02 PHOTO Krka Park, Croatia If you want more than just the sea in Croatia, head to Krka Park. It's in Central Dalmatia, between Knin and...	VIEWS 31 821 REPOSTS 259	REACTS 384 ER 27.9%
↓ 25.06 · 11:34 PHOTO Unusual hotel in Phuket Panwaburi Beachfront Resort is located in Cape Panwa, near Ao Yon beach. The place has long been popular...	VIEWS 26 197 REPOSTS 236	REACTS 283 ER 22.9%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

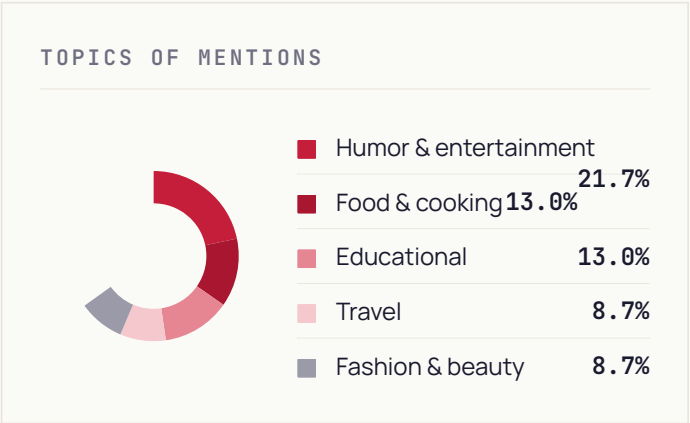
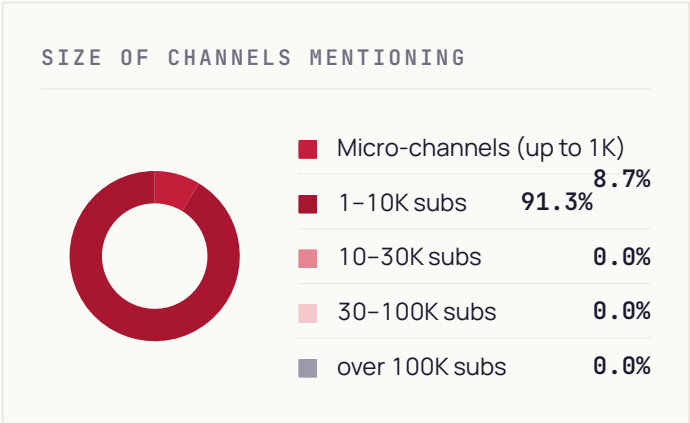
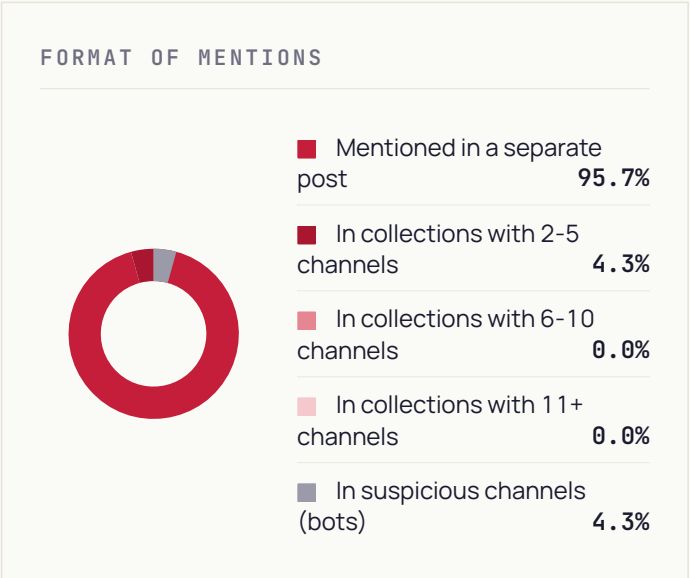
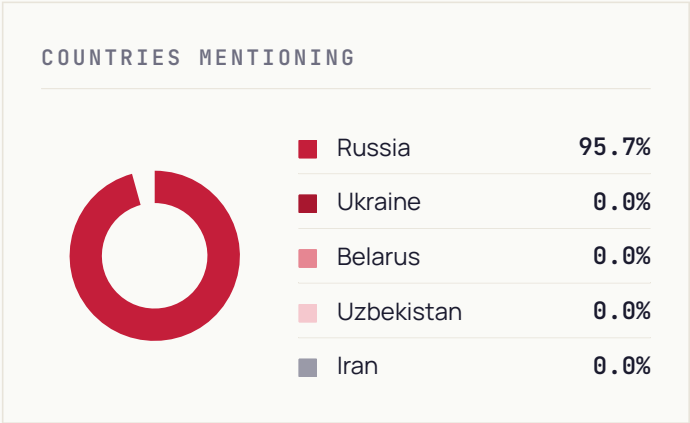
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

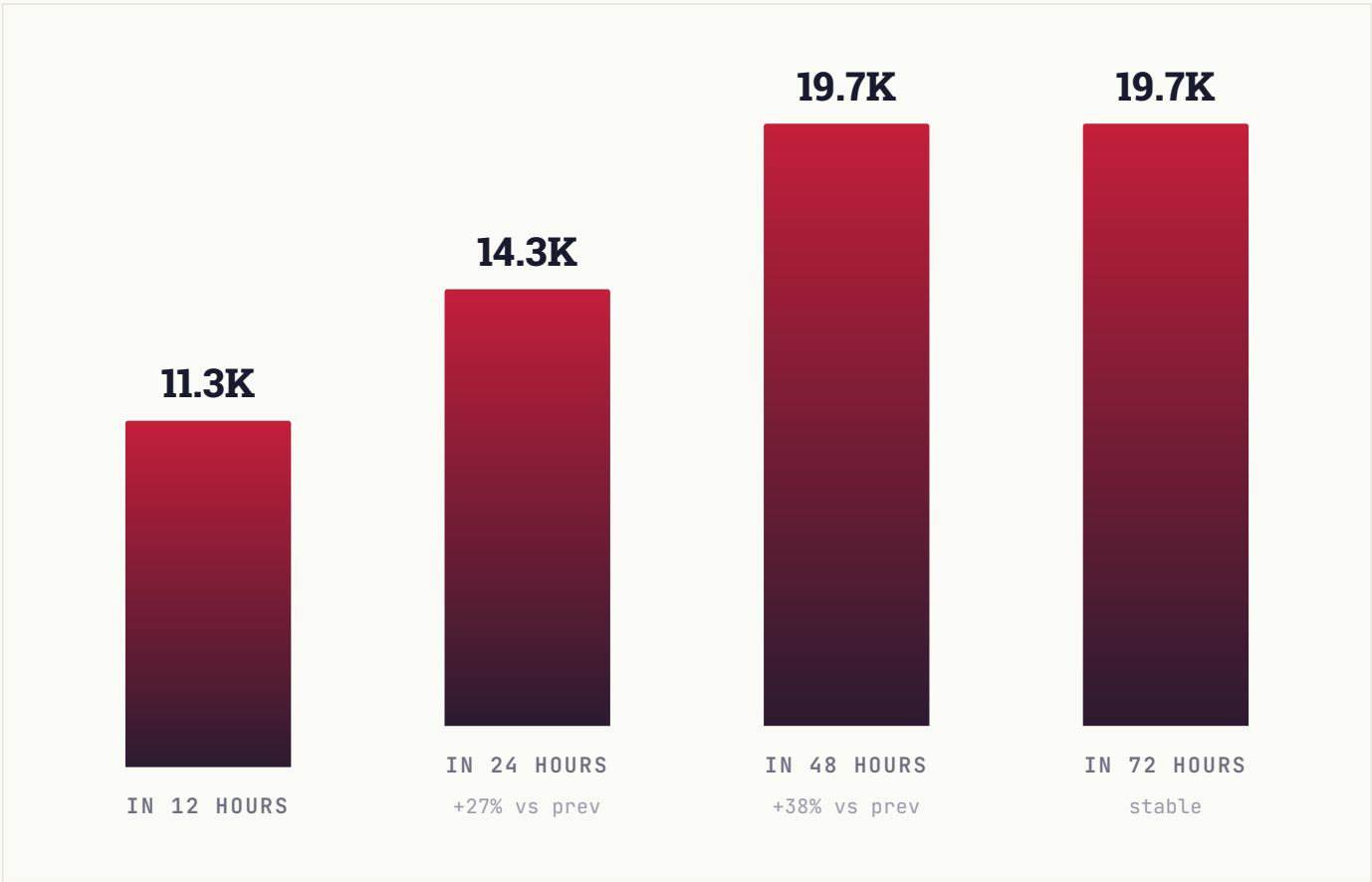
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 23 different channels.



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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
AW Amazing World and Travel	1.2M
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	567K
AE AEROFLOT	526K
MO Moscow woman	508.6K
TU Tutu	504.9K
ЯП Yandex Travels	501.7K
VS Discount wagon	433.4K
OT Ozon Travel	407K
PM Planet MIX YOU	114.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#76 of 97). Niche median — 159.5K subs.
First growth KPI — reach median. Leader: Amazing World and Travel (1.2M).

SECTION 07 • 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 of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#76 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

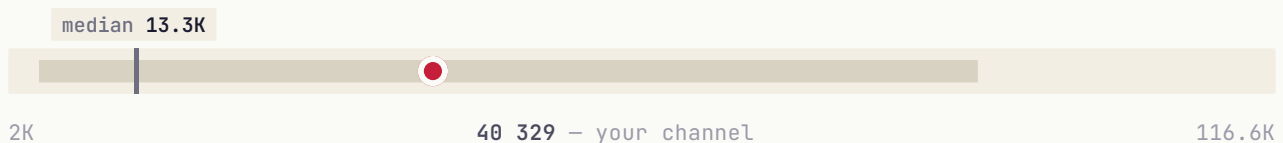
SUBS

28% below median



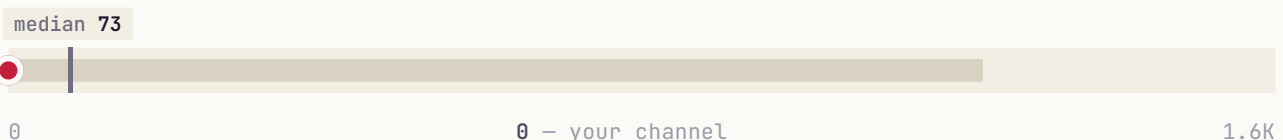
AVG REACH / POST

better than 64% of niche



CITATION INDEX

99% below median



— SECTION 08 · 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 2.2 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency >
volume**

02

Top post of the week — Wednesday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth target in a month.

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

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