

PUBLIC REPORT BY PROMTPRESS

Channel audit

Japan Aesthetics Culture



@totoro_japan

Channel for Japan and Japanese culture lovers Posts taken from open sources; for any questions, DM admins. Channel for subscribers 18+ only. Ad...

SUBSCRIBERS

28 352

-821 per month

ERR (% WHO SEE POSTS)

6.0%

per day 2.3%

REACH/POST

876

ad reach 661/24h

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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 28 352 —	 SUBS REACH 3.09% avg % subs see post	 VIEWS/POST 876 median 876 · 2 days	 POSTS/WEEK 6.5 for period
 7D TREND — no data for period	 REACTIONS/POST 26.5 53 reactions, 10 reposts, 0 comments	 POST LENGTH 702 chars median 702 · 2 days	 POSTS ANALYZED 2 2 days
 AD REACH 661 24h average	 CHURN / MONTH -821 last month	 QUOTE RATE 835 citation index · 1 187 channels mentioned ever	 CHANNEL AGE 5 years 10 months created 14.08.2020

AI EDITOR SUMMARY

Channel «Japan Aesthetics Culture𐆹» — 28 352 subs. Each post averages 876 people (3% subs), reach is low — consider expanding audience. Posts 6 posts per week (~1/day) — infrequent posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 2 posts in 2 days.
- 02 Dominant format – Photo (2/2 posts).
- 03 Avg post length – 702 chars (median 702).
- 04 Peak audience activity – Monday, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (583 avg top vs 875 worst) – among 2 posts in 2 days. Analyze what top shares: topic, format, timing.

TOP 2 POSTS

№106.07 · 07:34PHOTO	VIEWS	REACTIONS
	1 035	3
Free Japanese course for beginners If you: - are interested in Japanese culture, - plan to visit Japan, - love anime, dramas...	REPOSTS	ER
	3	3.7%
№208.07 · 10:56PHOTO	VIEWS	REACTIONS
	716	50
Romance of everyday life, warmth of human relationships and attention to each other in the warm palette of artist Akioki from the prefecture...	REPOSTS	ER
	7	2.5%

WORST 2

↓06.07 · 07:34PHOTO	VIEWS	REACTIONS
	1 035	3
Free Japanese course for beginners If you: - are interested in Japanese culture, - plan to visit Japan, - love anime, dramas...	REPOSTS	ER
	3	3.7%

↓	08.07 · 10:56	PHOTO	Romance of everyday life, warmth of human relationships and attention to each other in the warm palette of artist Akioki from the prefecture...	VIEWS	REACTIONS
				716	50
				REPOSTS	ER
				7	2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.

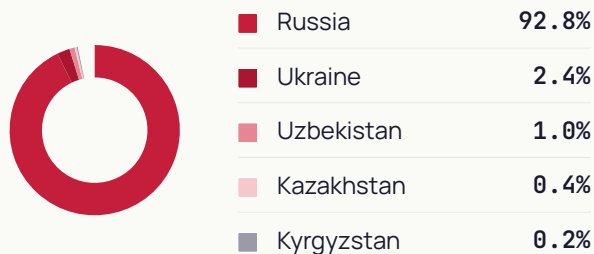


SECTION 04 • MENTIONS

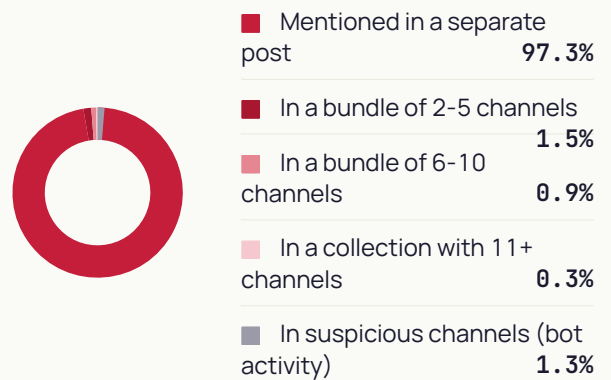
Who mentions the channel and how

Citation index **835** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 187** different channels.

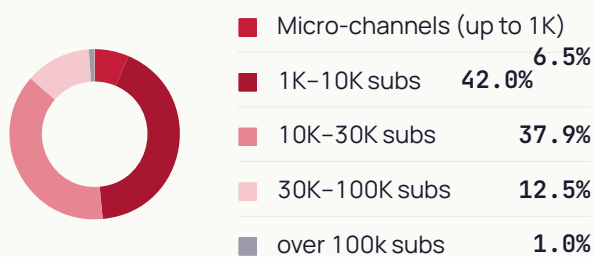
COUNTRIES MENTIONING



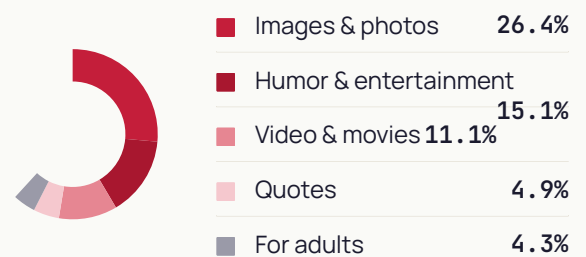
MENTIONED IN WHICH FORMAT



WHAT SIZE CHANNELS MENTION



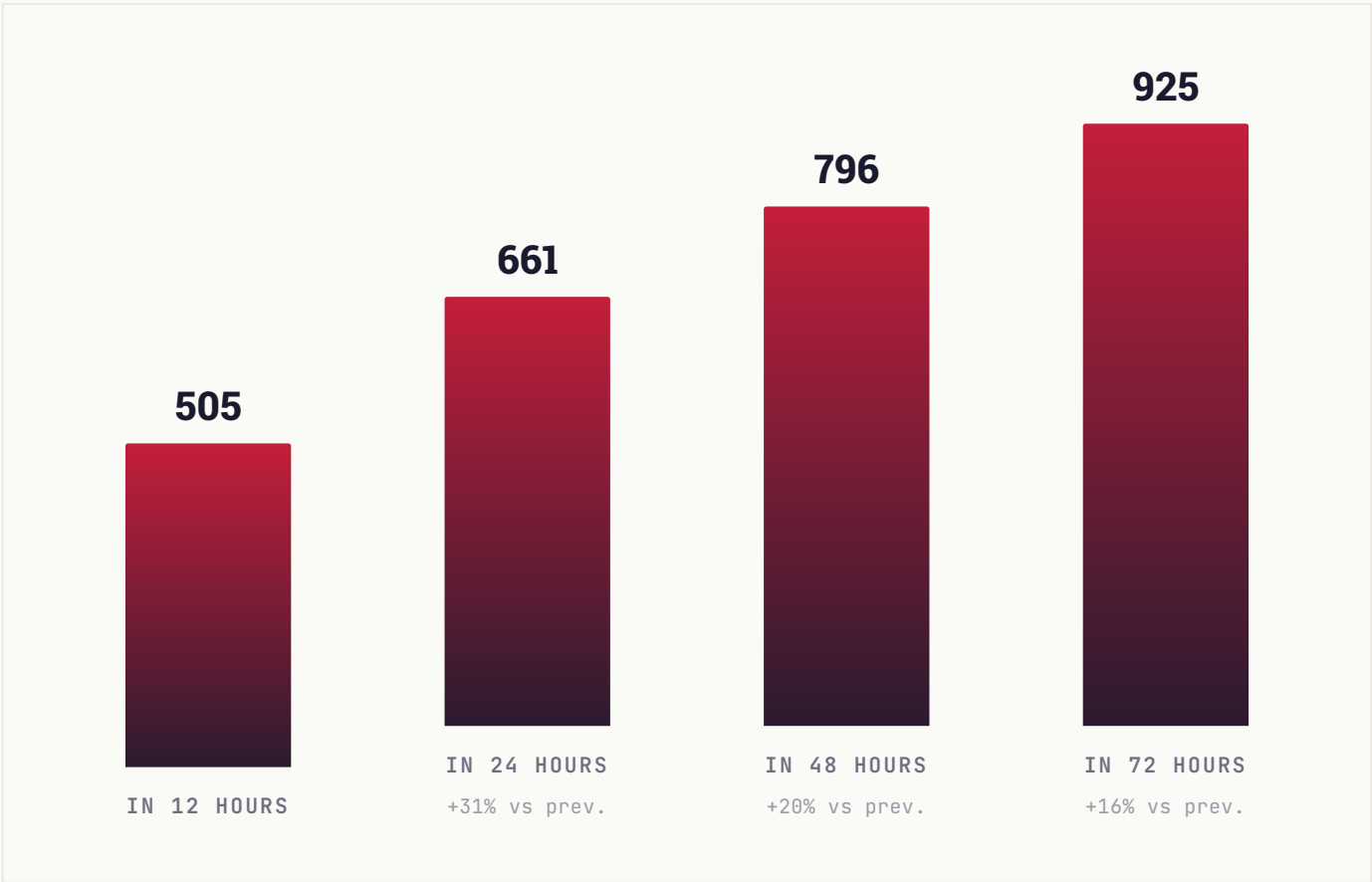
MENTIONED IN WHICH TOPICS



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel 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	559.8K
AE AEROFLOT	525.4K
MO Moscow Girl	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount bonanza	432.2K
ER Ways to travel almost free (RU) Vandrouki – that's us	401.8K
OT Ozon Travel	398.9K
JE Japan Aesthetics Culture🌀 YOU	28.4K

COMPARATIVE CONCLUSION

Channel still outside top 96 of niche – early growth stage. Niche leader – Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal: enter top-96 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **33**, they brought **645** new subs.

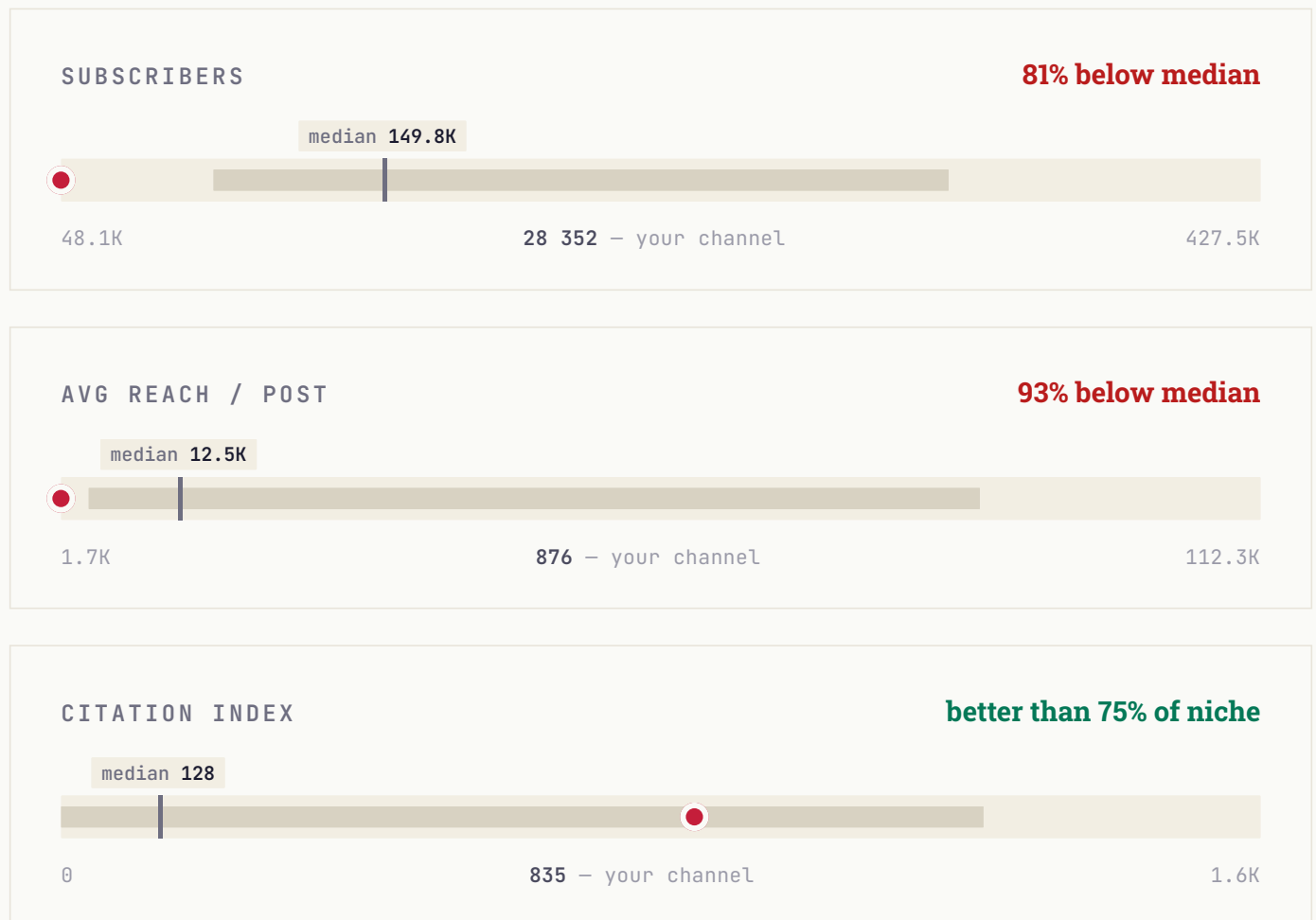
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	14	3	316	
December 2025	1	1	178	
November 2025	1	1	85	
October 2025	11	11	19	
September 2025	5	1	2	
August 2025	1	1	45	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
33	6	645

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Travel» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Main post of the week — on Monday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.09% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+4.4pp ER

04

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**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager