

PUBLIC REPORT PROMTPRESS

Channel audit

Vren about Japan for tourists



@wrenjapan

Author's blog about independent travel to Japan. No paid services or private consultations. Questions & chat – @wrenjapanchat Guides – wrenjapan.com Korea – @koreapro China – @chinatrail...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
106 598	17.0%	17.8K
02.07.2026 +802 per month	per day 11.7%	ad reach 12.4K/24h
	HTTPS://PROMTPRESS.COM/AUDIT/WRENJAPAN	

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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 106 598 —	 SUBS REACH 16.66% avg % subs see post	 VIEWS/POST 17.8K median 17.9K · 29 days	 POSTS/WEEK 22.4 for the period
 7D TREND +11.1% vs previous week	 REACTIONS/POST 398.3 total 37,436 reactions, 28,062 reposts, 0 comments	 POST LENGTH 620 chars median 614 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 12.4K 24h avg	 CHURN / MONTH +802 last month	 CITATION RATE 454 citation index · 1,441 channels mentioned ever	 CHANNEL AGE 8 years 9 months created 27.09.2017

AI EDITOR SUMMARY

Channel «Vren about Japan for tourists» — 106 598 subs. Each post avg views 17.8K people (17% of subs), average reach — room to grow. Publishes 22 posts/week (~3/day) — active. Week Jun 15–21 reach up +11.1% vs week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 94 posts in 29 days.
- 02 Dominant format – Photo (65/94 posts).
- 03 Avg post length – 620 chars (median 614).
- 04 Audience peak activity – Sat, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (29.7K avg top vs 14.5K worst) – among 94 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 10:49 PHOTO Japanese visa will become five times more expensive, but remains free for Russian citizens. Japanese authorities have been considering since last fall...	VIEWS 41 706 REP. 1 601	REACTIONS 842 ER 39.1%
Nº2 15.06 · 09:34 VIDEO Japanese footballers and their fans surprised the world again. Yesterday Japan played the Netherlands 2:2 at the World Cup, but what amazed...	VIEWS 24 208 REP. 640	REACTIONS 1 387 ER 22.7%
Nº3 08.06 · 08:30 PHOTO How to dress in Japan during rainy season? Current tourist photos help.	VIEWS 23 119 REP. 381	REACTIONS 618 ER 21.7%

Nº4 21.06 • 11:49 PHOTO A ruble-to-yen exchange machine installed right in the Japan Center in Moscow, grab some cash for the first days (so you don't...	VIEWS 21 381 REACTIONS 532 REP. 652 ER 20.1%
Nº5 17.06 • 07:33 PHOTO Travelers to Japan via China with a short layover often worry about missing the next flight. Especially if the previous...	VIEWS 21 194 REACTIONS 804 REP. 479 ER 19.9%

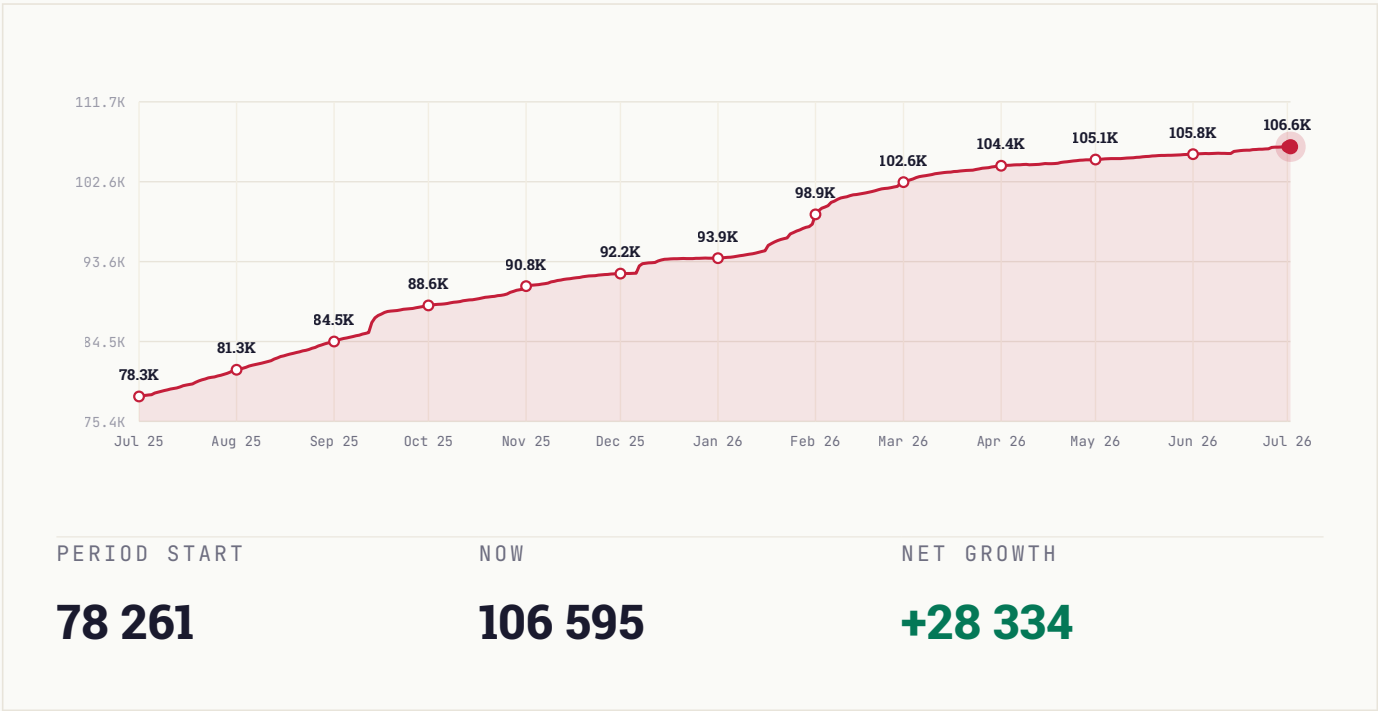
WORST 3

↓ 29.06 • 13:00 VIDEO In September, Japan admires a symbol of death, and the best spot is Kinchakuda Park near Tokyo. Video shows...	VIEWS 14 588 REACTIONS 372 REP. 373 ER 13.7%
↓ 28.06 • 16:13 TEXT Reminder about the guide to housing and districts in the beautiful city of Osaka. Its area has the most cool attractions, and flights from Russia...	VIEWS 14 517 REACTIONS 154 REP. 123 ER 13.6%
↓ 29.06 • 06:00 PHOTO Want to move to Japan to live and study? 🇯🇵 Planning to enter a Japanese language school? The hardest part is getting...	VIEWS 14 367 REACTIONS 54 REP. 36 ER 13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

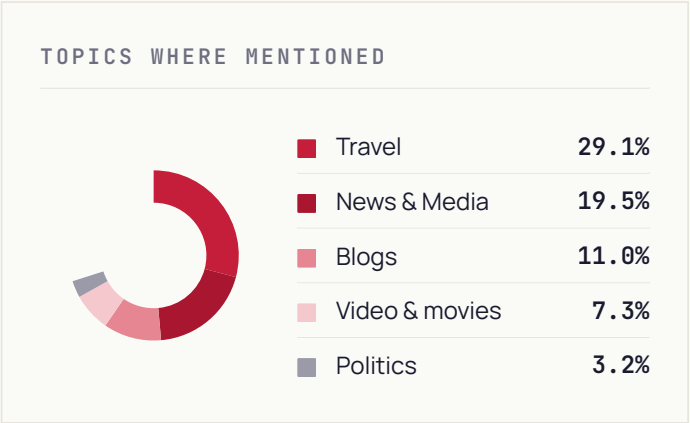
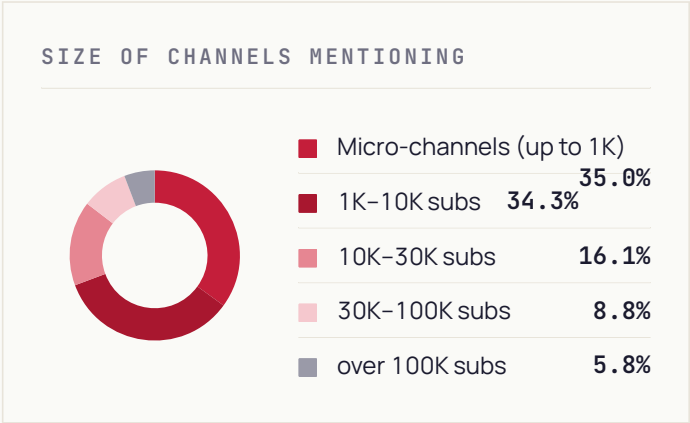
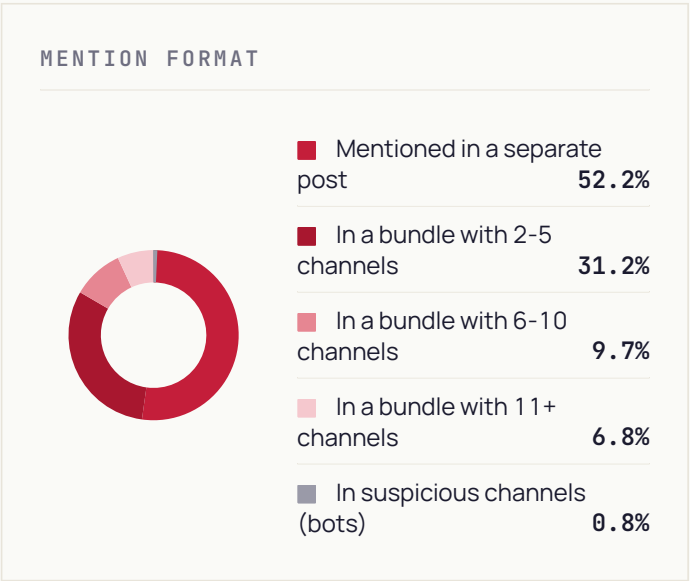
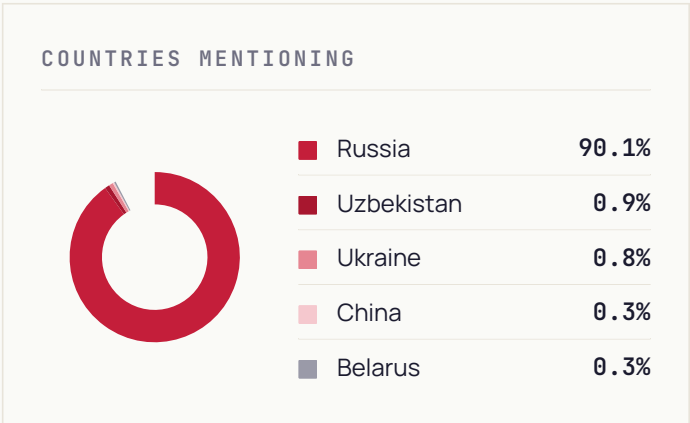
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

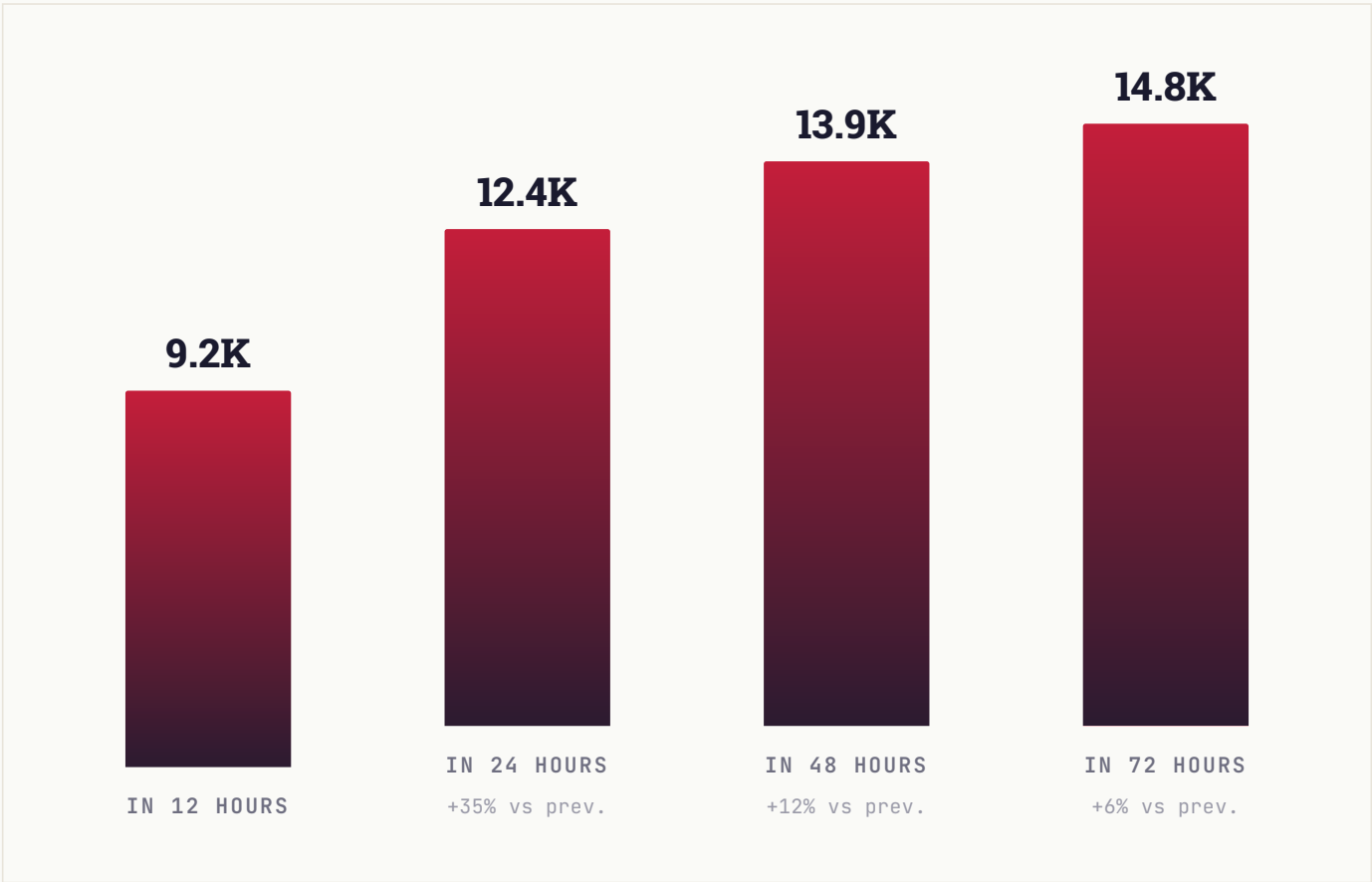
Citation index **454** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **1 441** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
AW Amazing World and Travel	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	563.8K
AE AEROFLOT	525.6K
MO Moskvichka	506.1K
TU Tutu	501.7K
JP Yandex Travel	499.9K
Sun Discount train	432.9K
3 333bet.cc Official ®	406K
Mon Vren about Japan for tourists YOU	106.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#88 of 97). Niche median — 158.9K subs. First growth KPI — reach the median. Leader: Moscow - where to go | Poster (1.2M).

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 **122**, they brought **16 636** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	18	17	3 868	
December 2025	23	20	1 806	
Nov 2025	22	19	1 756	
Oct 2025	29	25	1 909	
Sep 2025	17	15	4 107	
August 2025	13	10	3 190	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
122	6	16 636

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

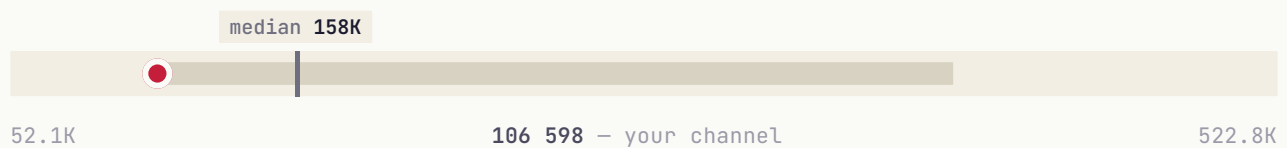
Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#88 /100

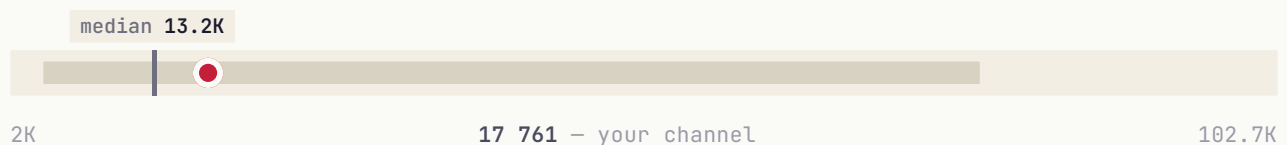
POSITION IN NICHE

Channel in the bottom half of the ranking

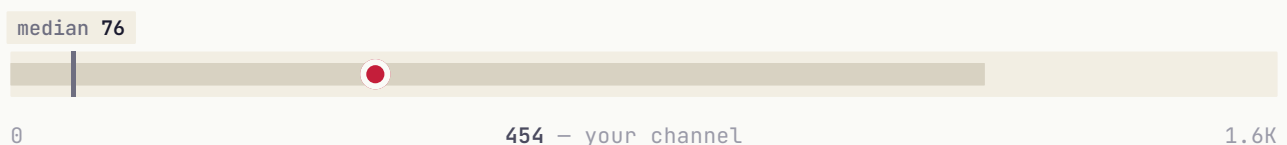
SUBSCRIBERS

33% below median

AVG REACH / POST

better than 52% of niche

CITATION INDEX

better than 63% of niche

— 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 Saturday

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

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 — that's 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 using public data.
To go further — run ads through us and hit your growth plan in a month.

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