

PUBLIC REPORT BY PROMTPRESS

Channel audit

KB



@cbpub

Ad contact: @paprikamedia Suggest news - @zum_predloga_bot
RKN registration: <https://knd.gov.ru/license?id=6750307d8945180a7d50d125&istryType=bloggersPermission>

SUBSCRIBERS

597 017

+3543 per month

ERR (% SEE POSTS)

29.0%

per day 24.1%

REACH/POST

168.4K

ad reach 144.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'News & Media' 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 597 017 —	 SUBS REACH 28.21% avg % subs see post	 VIEWS/POST 168.4K median 169.2K · 29 days	 POSTS/DAY 23.5 ~164 per week
 7D TREND +0.7% vs previous week	 REACTIONS/POST 6035.6 total 4,243,036 reactions, 976,178 reposts, 0 comments	 POST LENGTH 207 chars. median 165 · 29 days	 POSTS ANALYZED 703 29 days
 AD REACH 144.1K 24h avg	 CHURN / MONTH +3543 last month	 CITATION RATE 1 214 citation index · 6,134 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 30.06.2017

AI EDITOR SUMMARY

Channel «KB» — 597 017 subs. Each post averages 168.4K people (28% of subs), good reach. Publishes 164 posts per week (~23/day) — very active. Week of May 25–31 reach stable (+0.7% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **703** posts in 29 days.
- 02 Dominant format – **Video** (272/703 posts).
- 03 Avg post length – **207** chars (median 165).
- 04 Peak audience activity – **Sat**, 00:00 MSK.
- 05 Top posts get **2x** more views than the weakest (218.7K avg for top vs 130.3K for bottom) – among 703 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 09:07 PHOTO MinFin calls Russian stocks 'a tiger ready to pounce.' 'Yes, it may step back a bit, but it's already tensed...	VIEWS 242 037 REPOSTS 1 765	REACTIONS 8 018 ER 40.5%
Nº2 12.05 · 18:03 VIDEO The greatest moment in women's motorsport history went viral: the pace car enters the pits to resume the race, and all the women...	VIEWS 207 964 REPOSTS 7 222	REACTIONS 8 697 ER 34.8%
Nº3 09.05 · 21:02 VIDEO 	VIEWS 206 247 REPOSTS 3 562	REACTIONS 6 567 ER 34.5%

Nº4 11.05 • 09:55 VIDEO The best thing to buy for the countryside — chicken handguns. Also available: a sword with an axe, a frying pan, and even a minigun	VIEWS 200 057 REPOSTS 6 480 REACTIONS 5 723 ER 33.5%
Nº5 11.05 • 19:04 PHOTO Vacation for burned-out Russians launched at Shaolin Monastery. For just 99,000 rubles, you'll be taken to China, taught kung fu and...	VIEWS 199 183 REPOSTS 5 069 REACTIONS 5 413 ER 33.4%

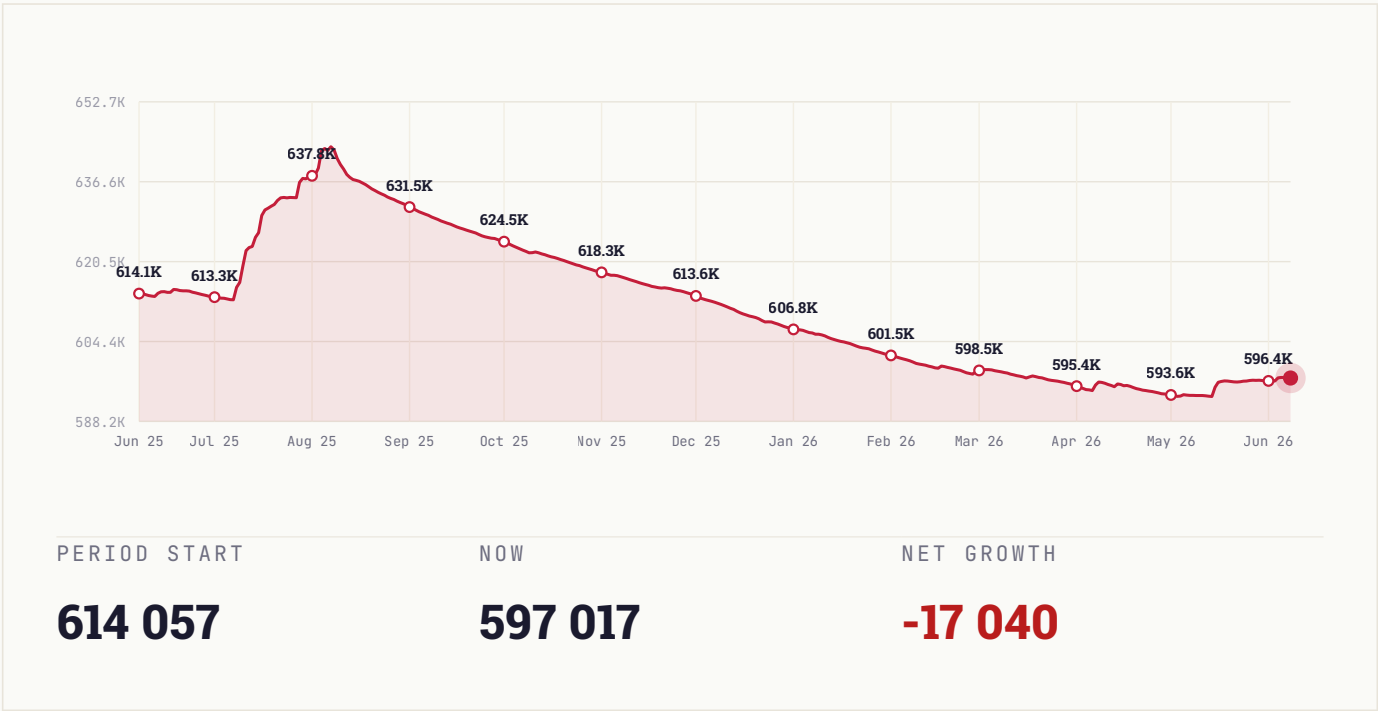
WORST 3

↓ 05.06 • 13:45 TEXT Russia's richest businessman Mordashov said he will lay off employees and cut investments. "We have stopped hiring new employees..."	VIEWS 141 004 REPOSTS 1 016 REACTIONS 6 662 ER 23.6%
↓ 05.06 • 13:44 TEXT Eurozone government debt has reached almost 90% of GDP, while Russia's is only 16% — Putin	VIEWS 139 411 REPOSTS 203 REACTIONS 6 172 ER 23.4%
↓ 29.05 • 08:01 VIDEO Geran-4 seeker presents: Cheetah	VIEWS 110 413 REPOSTS 181 REACTIONS 2 101 ER 18.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

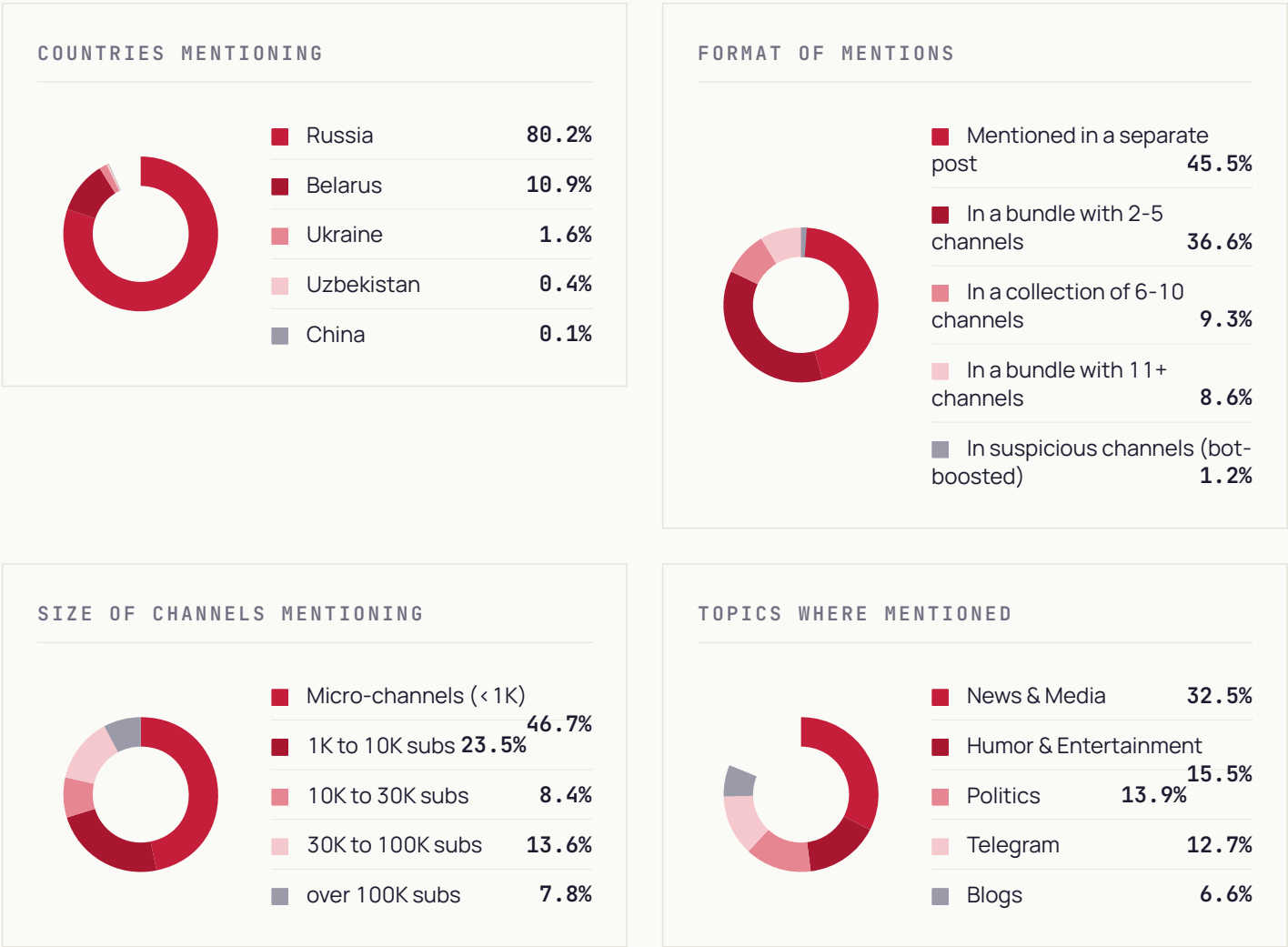
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

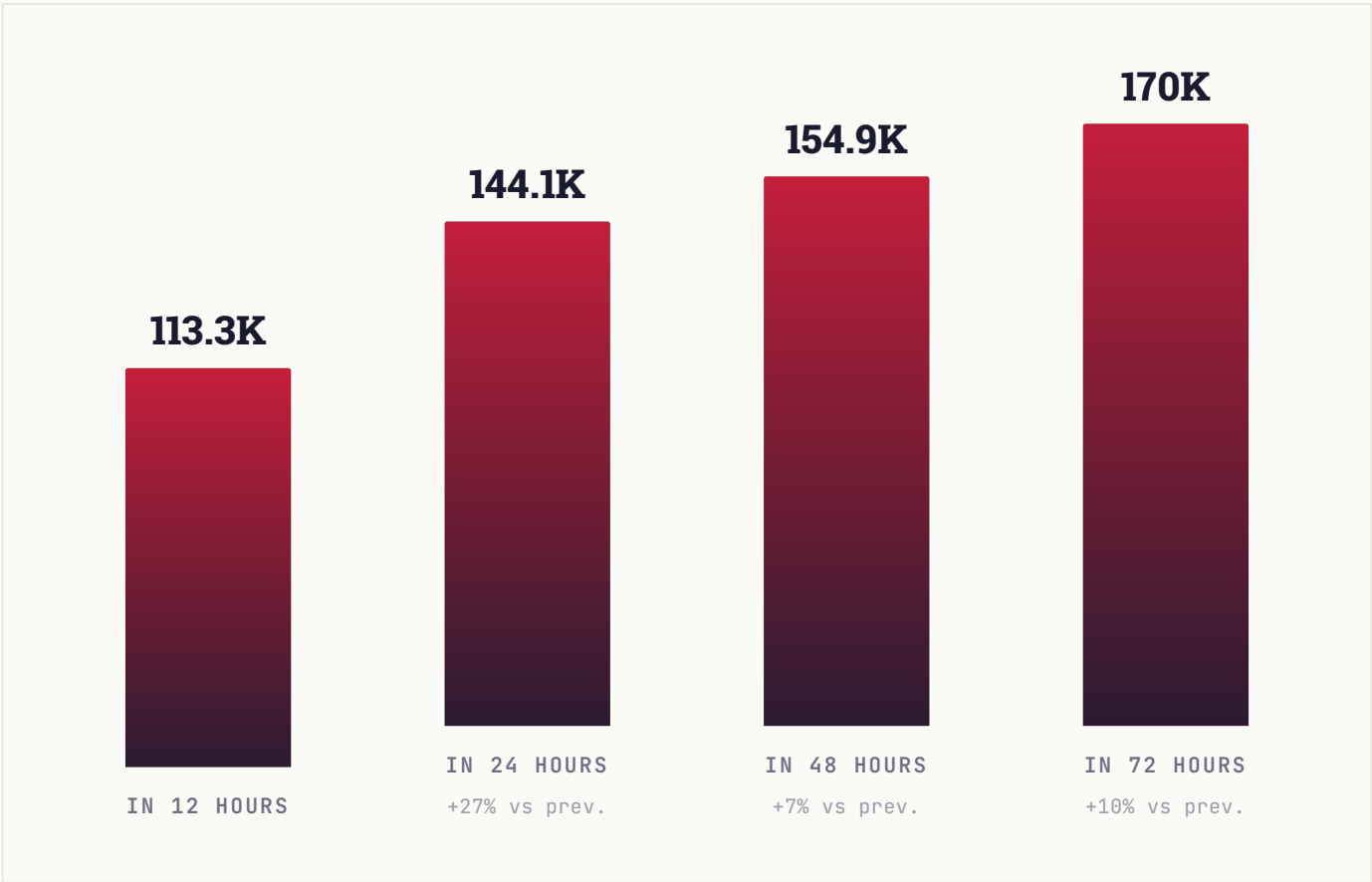
Citation index **1 214** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **6 134** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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 peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
KB KB YOU	597K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#68 of 99). Niche median — 843.7K subs. First growth KPI — reach the median. Leader: Live Broadcast • News (4.1M).

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 **192**, they brought **31 732** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	63	48	32	
November 2025	27	24	75	
October 2025	33	24	164	
September 2025	15	13	0	
August 2025	22	20	6 428	
July 2025	32	27	25 033	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
192	6	31 732

SECTION 08 · NICHE COMPARISON

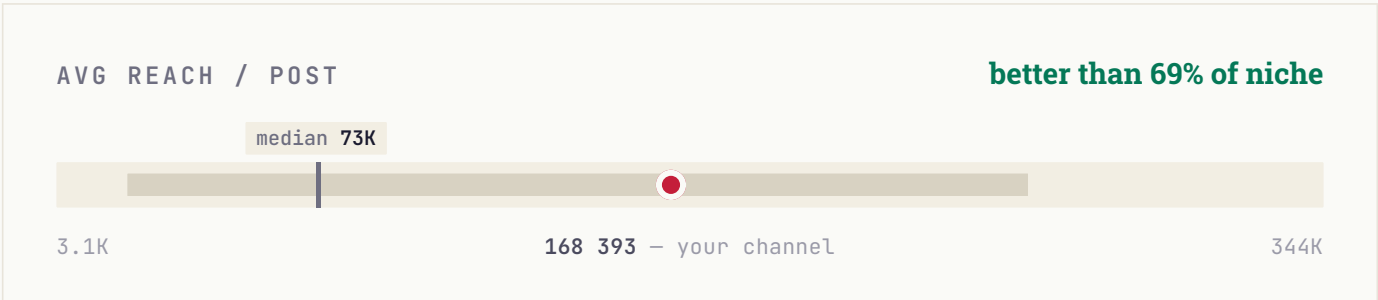
Where the channel stands in its league

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

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 00:00 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap 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 looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager