

PUBLIC REPORT BY PROMTPRESS

Channel audit

Chico | Korean Corner



@chiko_russia

Building restaurants out of love for Korean food 🇰🇷 Legendary Korean chicken 🍗 We give away a trip to Korea every year Subscribe to stay updated on news and contests! No...

SUBSCRIBERS

238 309

-5165 per month

ERR (% SEE POSTS)

9.0%

per day 3.3%

REACH/POST

22.1K

ad reach 7.9K/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 238 309 —	 SUBS REACH 9.26% avg % of subs see post	 VIEWS/POST 22.1K median 22.8K · 28 days	 POSTS/WEEK 5.4 over period
 7D TREND +3.0% vs previous week	 REACTIONS/POST 385.2 total 8,475 reactions, 1,775 reposts, 494 comments	 POST LENGTH 472 chars median 472 · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 7.9K 24h avg	 CHURN / MONTH -5165 last month	 QUOTE RATE 320 citation index · 717 channels mentioned over all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Chico | Korean Corner» — 238 309 subs. Each post averages 22.1K people (9% from subs), reach is low — consider expanding audience. Publishes 5 posts per week (~1/day) — infrequent. For the week of Jun 22–28, reach stable (+3.0% vs week 15–21 Jun).

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 **22** posts over 28 days.
- 02 Dominant format — **Photo** (12/22 posts).
- 03 Avg post length — **472** chars (median 472).
- 04 Audience peak — **Friday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (29.3K avg for top vs 17.1K for worst) — among 22 posts in 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 11:30 VIDEO Still recovering from ITAEWON & HONGDAE NIGHT? We took all your comments and feedback from last Saturday's party and decided...	VIEWS 30 741 REP. 196	REACTIONS 223 ER 12.9%
Nº2 17.06 · 10:31 PHOTO  ELENA KIMCHI × CHICO MOSCOW – BOOKING OPEN! Our collaboration with Elena Kimchi starts June 22 – a week-long festival...	VIEWS 28 745 REP. 115	REACTIONS 221 ER 12.1%
Nº3 16.06 · 14:44 PHOTO The vibe waiting for you on June 27   Bold combos, bright colors, favorite kpop hits, refreshing soju – the legendary era...	VIEWS 28 466 REP. 60	REACTIONS 315 ER 11.9%

Nº4 23.06 • 16:27 VIDEO Chico x Elena Kimchi Korean cuisine festival is in full swing! Who has already immersed themselves in the atmosphere of true Korean cuisine with author's...	VIEWS 27 758 REACTIONS 208 REP. 33 ER 11.6%
Nº5 13.06 • 14:17 PHOTO Somewhere in a parallel universe... Who do you follow in Formula 1? What dishes at Chico would the drivers enjoy? 🤩🔥 – if you also...	VIEWS 25 724 REACTIONS 810 REP. 251 ER 10.8%
WORST 3	
↓ 01.07 • 16:05 VIDEO BUSAN BEACH PARTY After two unforgettable nights we continue the themed party series at Chico 🙌🍷 This time on the night of July 11–12...	VIEWS 19 707 REACTIONS 207 REP. 144 ER 8.3%
↓ 29.06 • 14:01 VIDEO Traditional cuisine festival at Moscow's Chico - results This festival is another step towards authentic Korean taste. Who managed to...	VIEWS 18 307 REACTIONS 233 REP. 11 ER 7.7%
↓ 06.07 • 14:41 PHOTO Deposit giveaway – make this weekend unforgettable at BUSAN BEACH PARTY! 🌴 This weekend we're heading to the Busan coast...	VIEWS 13 188 REACTIONS 155 REP. 18 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

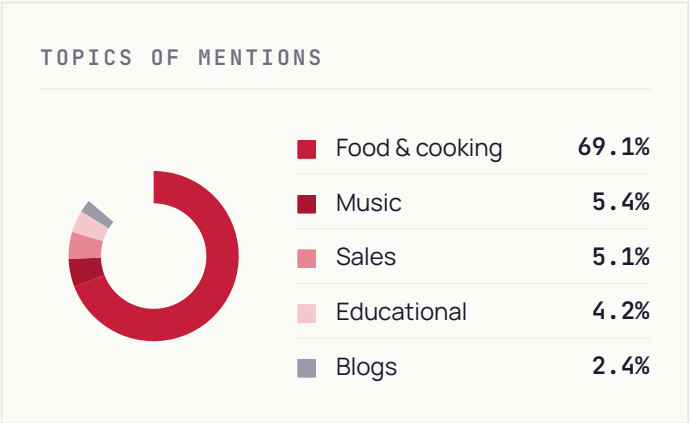
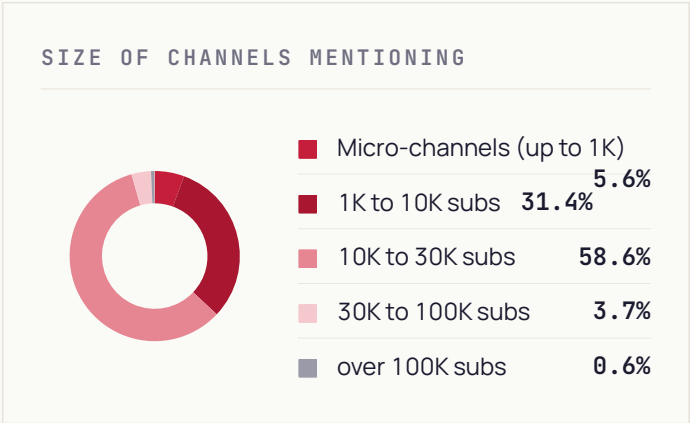
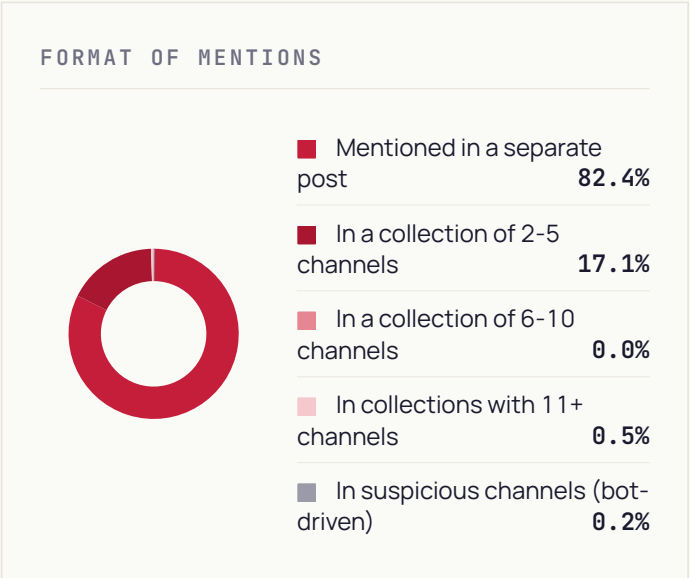
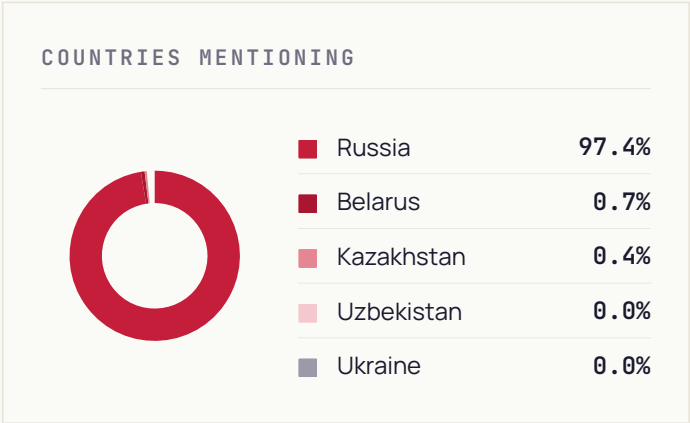
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

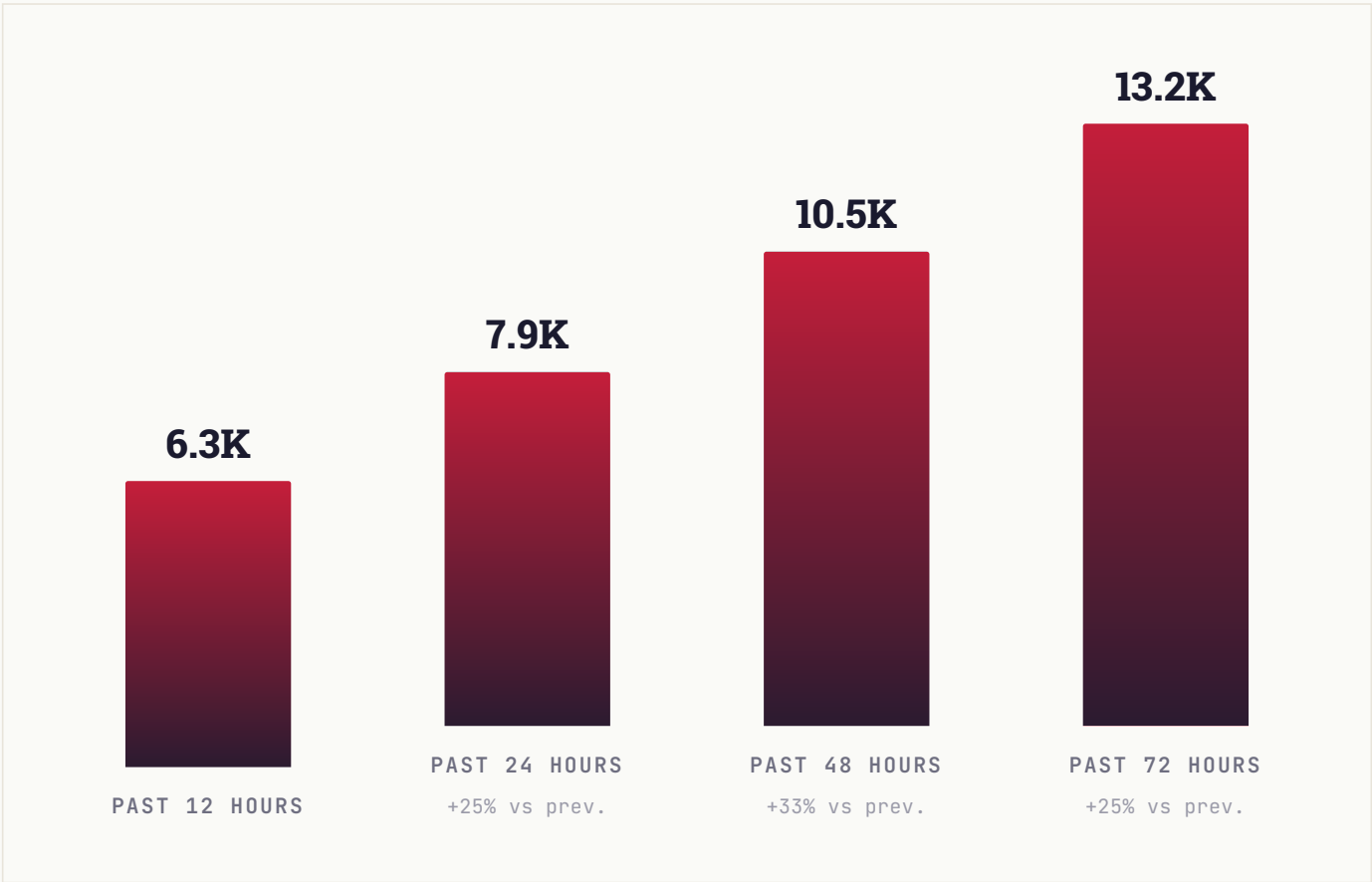
Citation index **320** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **717** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
CR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR Simple Recipes	586.9K
CR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty and cheap 🍪	487.7K
CHI CHIZHIK	485.1K
TH Daily recipes	461.5K
Chl Chico Korean Corner YOU	238.3K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#42 of 94). Niche leader — **Cooking Recipes Salads 🧑🍳** (995.6K), median subs 205K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions had **678**, they brought **46 481** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	60	43	23 729	
December 2025	18	17	498	
Nov 2025	54	41	3 321	
Oct 2025	138	60	2 148	
September 2025	249	91	7 650	
August 2025	159	54	9 135	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
678	6	46 481

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

#42 /100

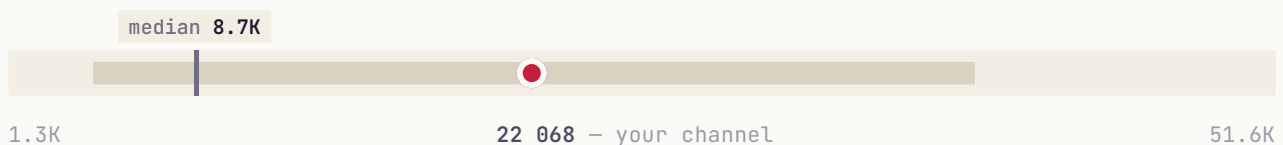
RANK IN NICHE

Channel in the top half of the ranking

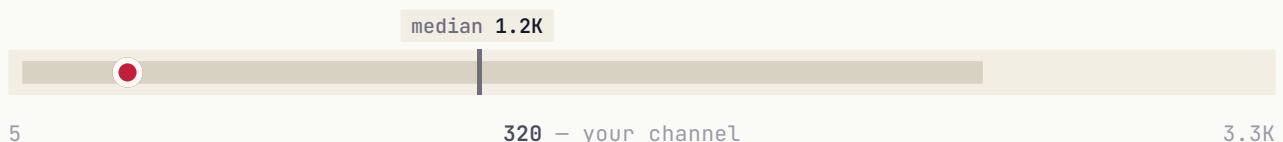
SUBSCRIBERS

better than 54% of niche


AVG REACH / POST

better than 67% of niche


CITATION INDEX

74% below median


— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Main post of the week — on Friday
On this day at 14:00 MSK audience is most active.

IMPACT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

IMPACT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

IMPACT
+5-15% ER
- 04

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

IMPACT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through 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
