

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cozy English



COZY
ENGLISH

@cozyy_english

🇺🇸 help learn English Ads: @waysl_ly / @maxddnk

SUBSCRIBERS

11 645

-527 this month

ERR (% SEE POSTS)

13.0%

last day 5.4%

REACH/POST

1.4K

ad reach 639/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

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 spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Education» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 11 645 -	 SUBS REACH 12.05% avg % subs see post	 VIEWS/POST 1.4K median 1.5K · 28 days	 POSTS/WK 7.3 for period
 7D TREND -5.8% vs previous week	 REACTIONS/POST 44.6 total 1,337 reactions, 618 reposts, 17 comments	 POST LENGTH 369 chars median 348 · 28 days	 POSTS ANALYZED 30 28 days
 AD REACH 639 24h avg	 CHURN / MONTH -527 last month	 CITATION RATE 18 citation index · 39 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 24.07.2022

AI EDITOR SUMMARY

Channel «Cozy English» — 11 645 subs. Each post averages 1.4K people (12% of subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — regular schedule. For week 22–28 Jun reach dropped -5.8% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 30 posts in 28 days.
- 02 Dominant format – Photo (30/30 posts).
- 03 Avg post length – 369 chars (median 348).
- 04 Audience peak – Thursday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.9K avg for top vs 974 for worst) – among 30 posts over 28 days. Analyze what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 11.06 · 19:07 PHOTO 🧊🧊 What's the difference 🧊🧊 (=to borrow)? BORROW ⭐ take something from someone intending to return ♦ Can I borrow your pen? ♦ Can I borrow your pen?...	VIEWS 1 998 REPOSTS 22 REACTIONS 48 ER 17.2%
Nº2 10.06 · 19:59 PHOTO 😞 WHAT'S THE DIFFERENCE? ITS 🟢 possessive pronoun ~ its 🚩 My cat loves its treats probably more than me 🚩 My cat loves its treats probably more than me...	VIEWS 1 882 REPOSTS 23 REACTIONS 34 ER 16.2%
Nº3 13.06 · 18:52 PHOTO ⚡ SLANG ⚡ No cap ~ no lie ⚡ For real ~ seriously ⚡ I'm hyped ~ I'm excited ⚡ That's lit ~ that's cool ⚡ Low-key/High- key ~ quietly/openly...	VIEWS 1 779 REPOSTS 44 REACTIONS 66 ER 15.3%

Nº4 14.06 • 18:19 PHOTO ❤️ What's the difference? REMEMBER =to remember/recall ❤️ I remember our trip to Italy ❤️ I remember our trip to Italy RECALL =to recall...	VIEWS 1 752 REPOSTS 34 REACTIONS 50 ER 15.0%
Nº5 15.06 • 18:36 PHOTO ♦ Weekly English plan for summer (by skill) ● Writing - 2x/ week Write a social post, comment, or short paragraph about...	VIEWS 1 740 REPOSTS 61 REACTIONS 59 ER 14.9%
WORST 3	
↓ 02.07 • 14:22 PHOTO 3 ways to say sorry ♦ my bad When you accidentally did something wrong. Short, friendly, no drama ♦ I apologize -...	VIEWS 1 034 REPOSTS 13 REACTIONS 41 ER 8.9%
↓ 04.07 • 17:21 PHOTO ♦ ♦ вся грамматика, которую нужно знать на уровне C1 -> https://youtu.be/BaX7xwa8Vh4?si=YqSYLVlpJejpxYUp	VIEWS 1 005 REPOSTS 22 REACTIONS 29 ER 8.6%
↓ 05.07 • 14:56 PHOTO ☕ Kitchen items you use often: 🍂 Teapot 🍂 Tableware 🍂 Sieve 🍂 Tablecloth 🍂 Foil...	VIEWS 884 REPOSTS 24 REACTIONS 54 ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

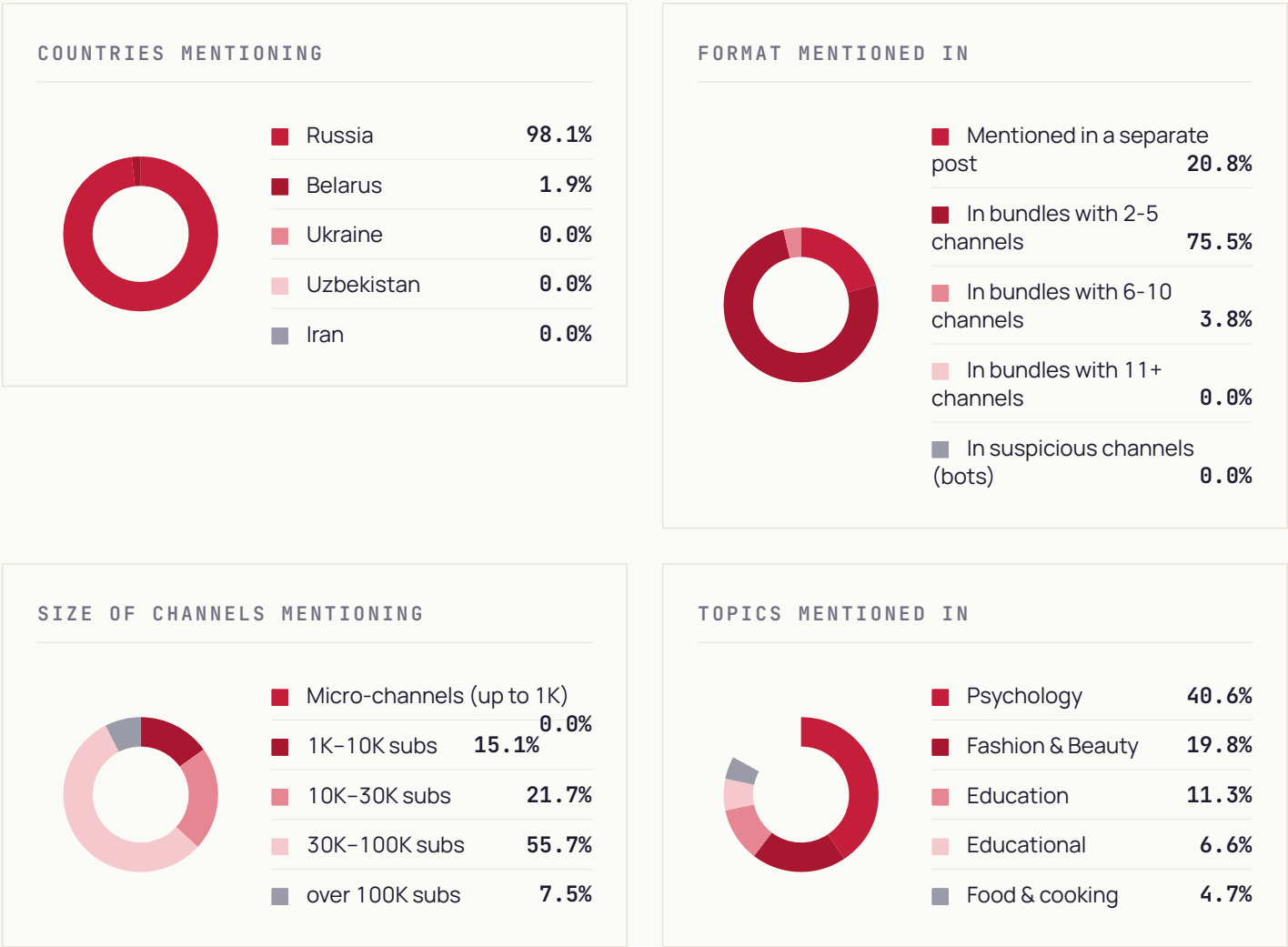
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of growth vs. decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

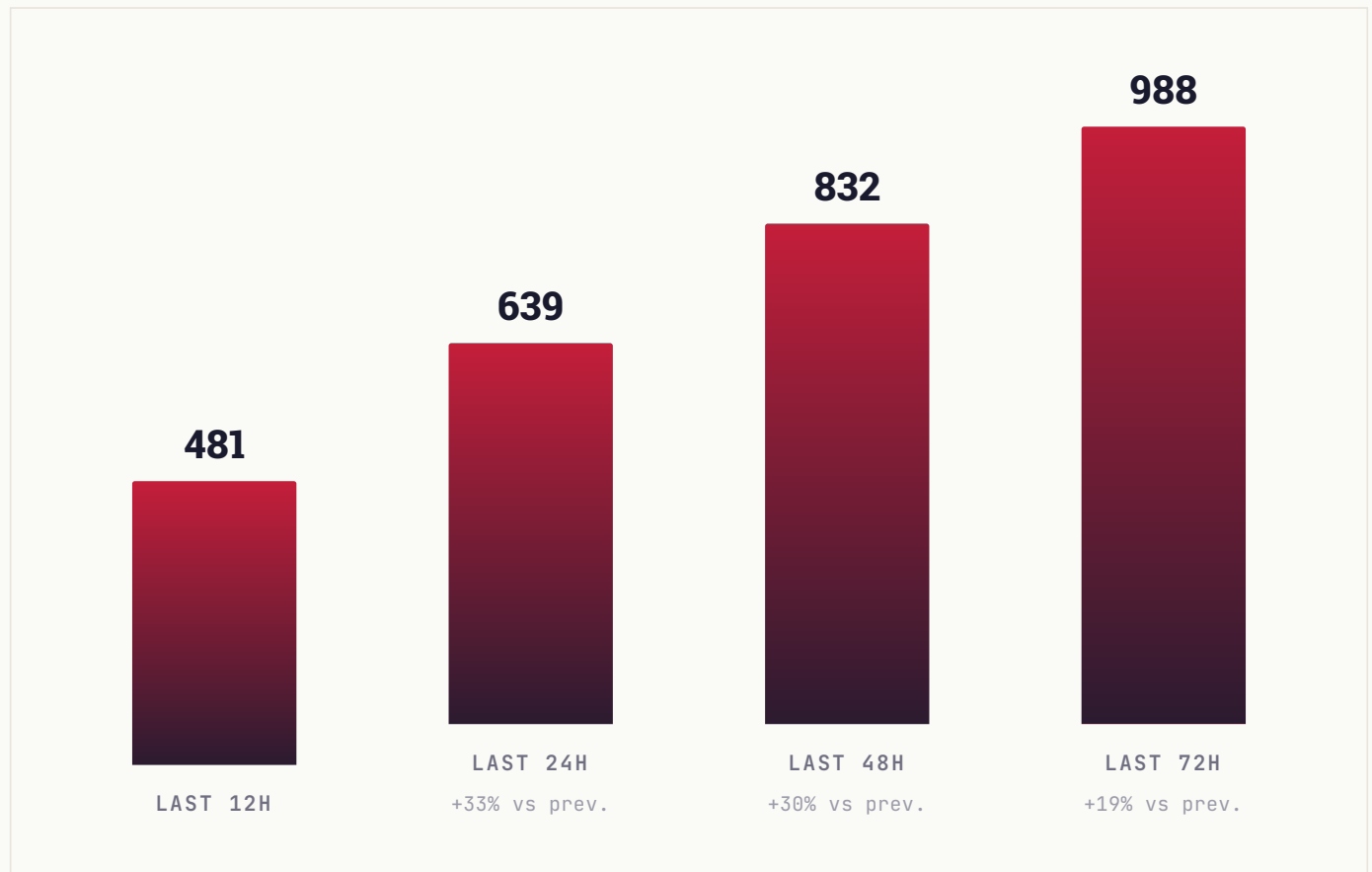
Citation index **18** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **39** different channels.



— 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Ministry of Education of Belarus	33K
1K 11 CLASS RB2 (Belarus)	19.9K
PO TRADE UNION of Education and Science	12.3K
B BSU Belarusian State University	11.7K
CE Cozy English  YOU	11.6K
BS BSMU_official	11.3K
9K 9 CLASS Belarus answers	10.7K
US TEACHERS of the capital	10.7K
M MINSK BRSM	10.2K
IN INYAZ.BY	10K
#III #IIIПАРГАЛКА	9.1K

COMPARATIVE SUMMARY

Channel in top-10 niche (#5 of 100). Strong position. Niche leader — Ministry of Education of Belarus (33K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **56**, they brought **6 711** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	17	15	2 707	
December 2025	5	5	608	
Nov 2025	12	10	1 201	
Oct 2025	4	3	600	
Sep 2025	11	8	867	
August 2025	7	3	728	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
56	6	6 711

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#5/100

RANK IN NICHE

Channel in top 5% education Belarus



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Thursday
Audience is most active on this day at 22:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video retains audience better
- 03

System 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
- 04

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

EFFECT
+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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