

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kostya Gorsky's Channel



@desprod

Hosted by Kostya @gorskiy. Co-founder of <https://hirehire.ai> and hirehire.me, ex-design lead at Intercom & Yandex, dad of a daughter. Exploring the world and sharing what interests me. Observations and...

SUBSCRIBERS

26 370

-142 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs **8.4%**

REACH/POST

4K

ad reach **2.2K**/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 26 370 —	 SUBS REACH 15.17% avg % subs see post	 VIEWS/POST 4K median 3.6K · 8 days	 POSTS/WEEK 3.9 over period
 7D TREND — no data for period	 REACTIONS/POST 110.4 total 552 reactions, 142 reposts, 34 comments	 POST LENGTH 941 chars. median 1000 · 8 days	 POSTS ANALYZED 5 8 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -142 last month	 CITE RATE 39 citation index · 367 channels mentioned all time	 CHANNEL AGE 8 years 11 months created 16.07.2017

AI EDITOR SUMMARY

Channel «Kostya Gorsky's Channel» – 26 370 subs. Each post averages 4K people (15% of subs), this is average reach – room to grow. Publishes 4 posts per week (~1/day) – rare posts.

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 5 posts in 8 days.
- 02 Dominant format — Photo (5/5 posts).
- 03 Avg post length — 941 chars (median 1000).
- 04 Peak audience activity — Tuesday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (4.4K avg for top vs 3.5K for worst) — among 5 posts in 8 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 16.06 · 10:20 PHOTO In my last post I said that of our six forum groups for channel readers, only two lasted six months, the rest...	VIEWS 4 811 REPOSTS 12	REACTIONS 24 ER 18.2%
Nº2 19.06 · 10:31 PHOTO The Community Sprints team is hosting another AI use-case conference (and invited me to speak) At the conference, sharing my experience using...	VIEWS 4 755 REPOSTS 32	REACTIONS 29 ER 18.0%
Nº3 23.06 · 09:06 PHOTO Last week it was announced that Salesforce is buying Fin (the new name of Intercom) for \$3.6B. I really want to congratulate...	VIEWS 3 646 REPOSTS 12	REACTIONS 116 ER 13.8%

Nº4 22.06 · 18:21 PHOTO Podlodka #482 – Hiring in the AI Era AI is already changing hiring: resumes written by neural networks, candidates mass-applying to jobs, on...	VIEWS 3 525 REPOSTS 62	REACTIONS 17 ER 13.4%
Nº5 25.06 · 09:09 PHOTO June 25, 2016, exactly ten years ago, Katya and I boarded a Moscow-Dublin flight with no return tickets. Two tickets to Dublin...	VIEWS 3 264 REPOSTS 24	REACTIONS 366 ER 12.4%

|

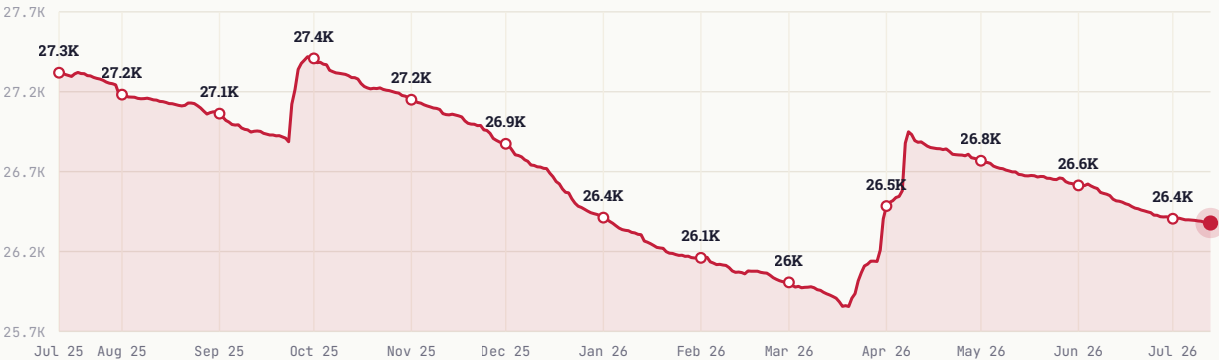
WORST 3

↓ 23.06 · 09:06 PHOTO Last week it was announced that Salesforce is buying Fin (the new name of Intercom) for \$3.6B. I really want to congratulate...	VIEWS 3 646 REPOSTS 12	REACTIONS 116 ER 13.8%
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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 grew and which lost subs.



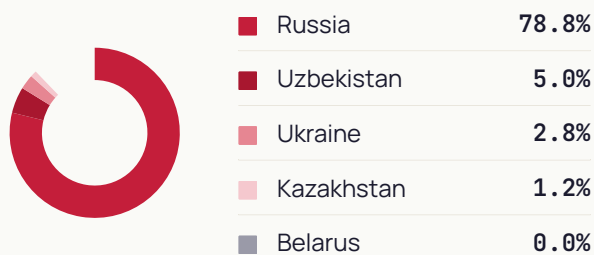
START OF PERIOD	NOW	NET GROWTH
27 334	26 371	-963

SECTION 04 • MENTIONS

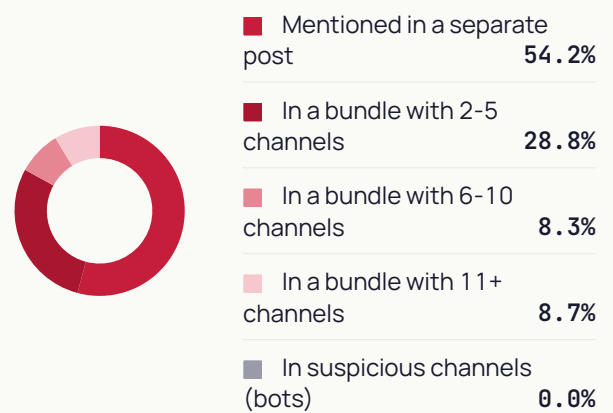
Who mentions the channel and how

Citation index **39** — 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 1K. All-time mentions: **367** different channels.

COUNTRIES MENTIONING



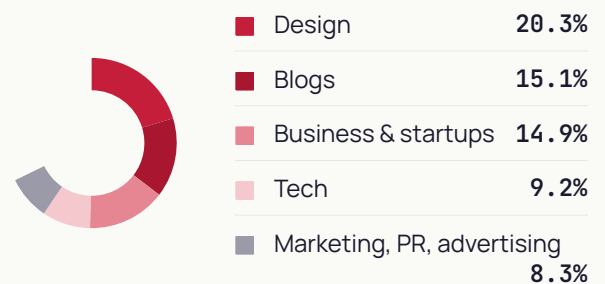
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



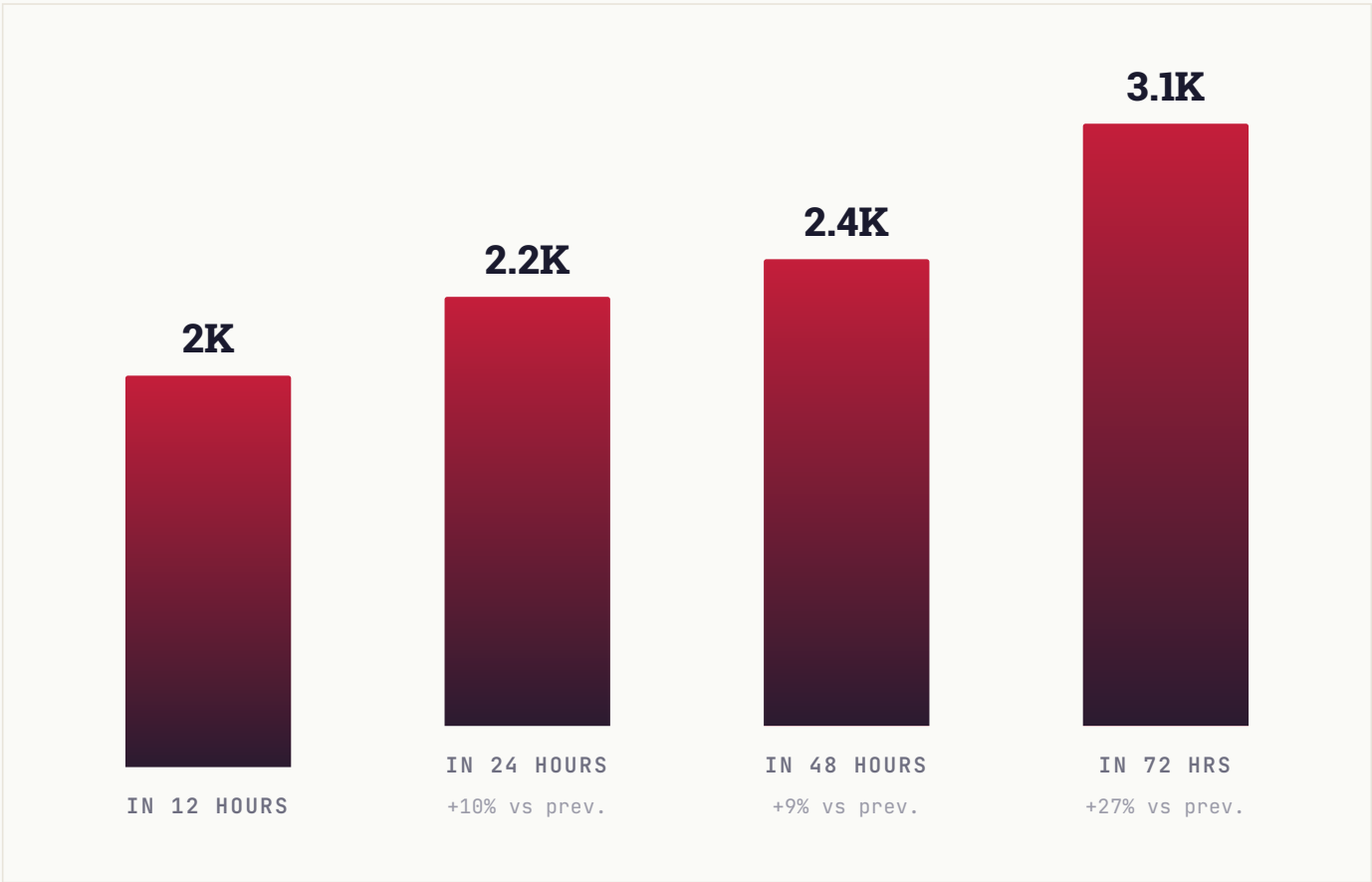
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publish. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
AE After Effects Templates	181K
DG Designer Gang 🖐	147.4K
SZ STL Zone / 3D models / Free STL	136K
Avg Sexy font. Cyrillic	134.7K
SHZ What font is that?	130.5K
SΦ STL files 3D models for 3D printing	129.2K
SHT What is Photoshop?	108.1K
FD Figma Design	107.3K
F3 Free 3DSky	104.8K
P Photoshop Design	103.8K
KG Kostya Gorsky's Channel YOU	26.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — After Effects Templates (181K), top-99 median: 53.6K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **20**, they brought **610** new subs.

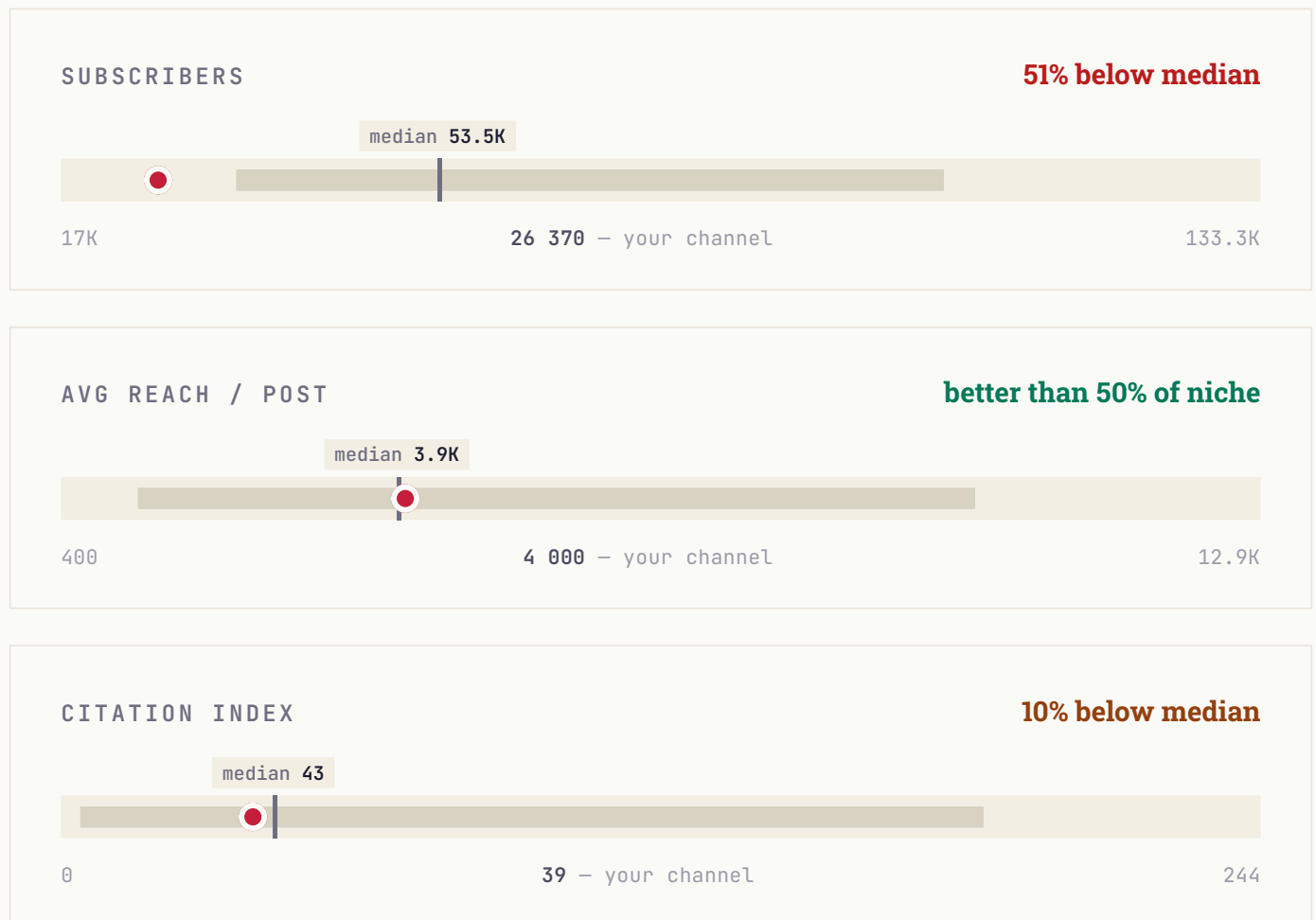
PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	1	1	4	
December 2025	3	3	0	
November 2025	3	2	5	
October 2025	0	0	11	
September 2025	11	8	553	
August 2025	2	2	37	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
20	6	610

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— 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

Increase posting frequency

Currently 3.9 posts/week. Active channels average 7-10. Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Tuesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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

EFFECT

**Video holds
audience
better**

04

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.**

05

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

★ 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 with us and hit your growth target 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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