

PUBLIC PROMTPRESS REPORT

Channel audit

Katkalo



@juliacatcalo

My name is Yulia Katkalo. I write about style and everything around it. About body, age, money and pleasure. My second channel – @gedonistique For collaboration: @juliacatcalo_bot №...

SUBSCRIBERS

24 384

-76 per month

ERR (% SEE POSTS)

43.0%

daily 25.2%

REACH/POST

11.1K

ad reach 6.1K/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 24 384 —	 SUBS REACH 45.52% avg % of subs see post	 VIEWS/POST 11.1K median 12.4K · 19 days	 POSTS/WEEK 1.8 for period
 7D TREND — no data for period	 REACTIONS/POST 503.0 total 2,515 reactions, 198 reposts, 53 comments	 POST LENGTH 858 chars median 1,000 · 19 days	 POSTS ANALYZED 5 19 days
 AD REACH 6.1K 24h avg	 CHURN / MONTH -76 last month	 CITATION RATE 59 citation index · 140 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 15.08.2017

AI EDITOR SUMMARY

Channel «Katkalo» — 24 384 subs. Each post averages 11.1K people (46% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 19 days.
- 02 Dominant format – Photo (4/5 posts).
- 03 Avg post length – 858 chars (median 1,000).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (13.2K avg for top vs 9.5K for worst) – among 5 posts in 19 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 15.06 · 09:14 TEXT Me and my career We worked on Tidy for 9 months, I want to tell how I changed: ► Last summer an emergency happened to me –...	VIEWS 14 419 REPOSTS 48	REACTIONS 1 121 ER 59.1%
Nº2 25.06 · 17:58 PHOTO Shoes – my thing I buy them often and with pleasure! All my life I lose weight, gain, lose again: I have a mountain of jeans of all...	VIEWS 12 674 REPOSTS 32	REACTIONS 463 ER 52.0%
Nº3 23.06 · 11:53 PHOTO Checked out the new Le Vertyver collection: love their linen (summer) and their wool (winter). The curated part of the assortment is now available at...	VIEWS 12 387 REPOSTS 57	REACTIONS 205 ER 50.8%

Nº4 01.07 · 15:01 PHOTO «First aid kit» for clothes Gathered all the little things in one box: spare buttons, heel tips, laces, etc. Also put tags there, I think...	VIEWS 9 245 REPOSTS 34	REACTIONS 504 ER 37.9%
Nº5 04.07 · 09:30 PHOTO Askent has a sale with discounts up to 30%, a great reason to show my favorite pairs from my collection. ► First place I...	VIEWS 6 779 REPOSTS 27	REACTIONS 222 ER 27.8%

|

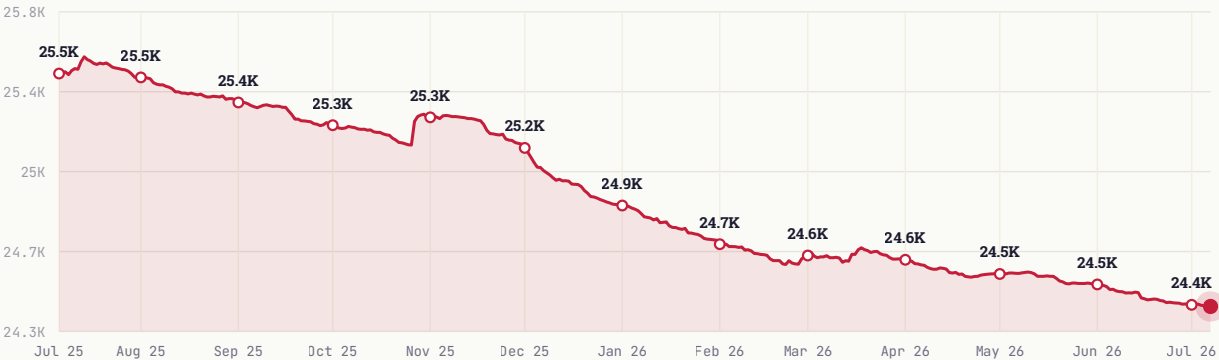
WORST 3

↓ 23.06 · 11:53 PHOTO Checked out the new Le Vertyver collection: love their linen (summer) and their wool (winter). The curated part of the assortment is now available at...	VIEWS 12 387 REPOSTS 57	REACTIONS 205 ER 50.8%
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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 gained or lost subs.



PERIOD START

25 527

NOW

24 384

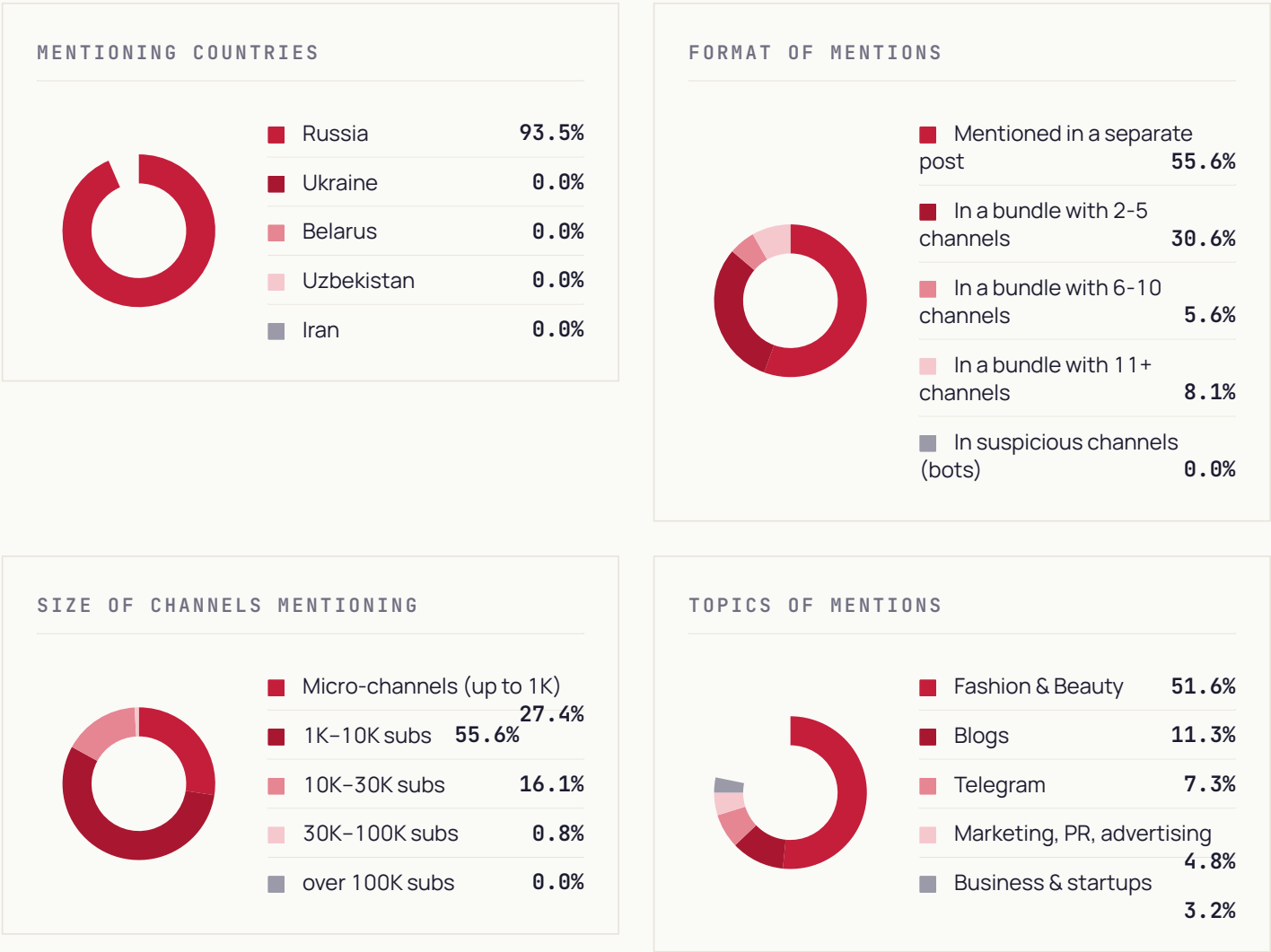
NET GROWTH

-1 143

SECTION 04 · CITATIONS

Who mentions the channel and how

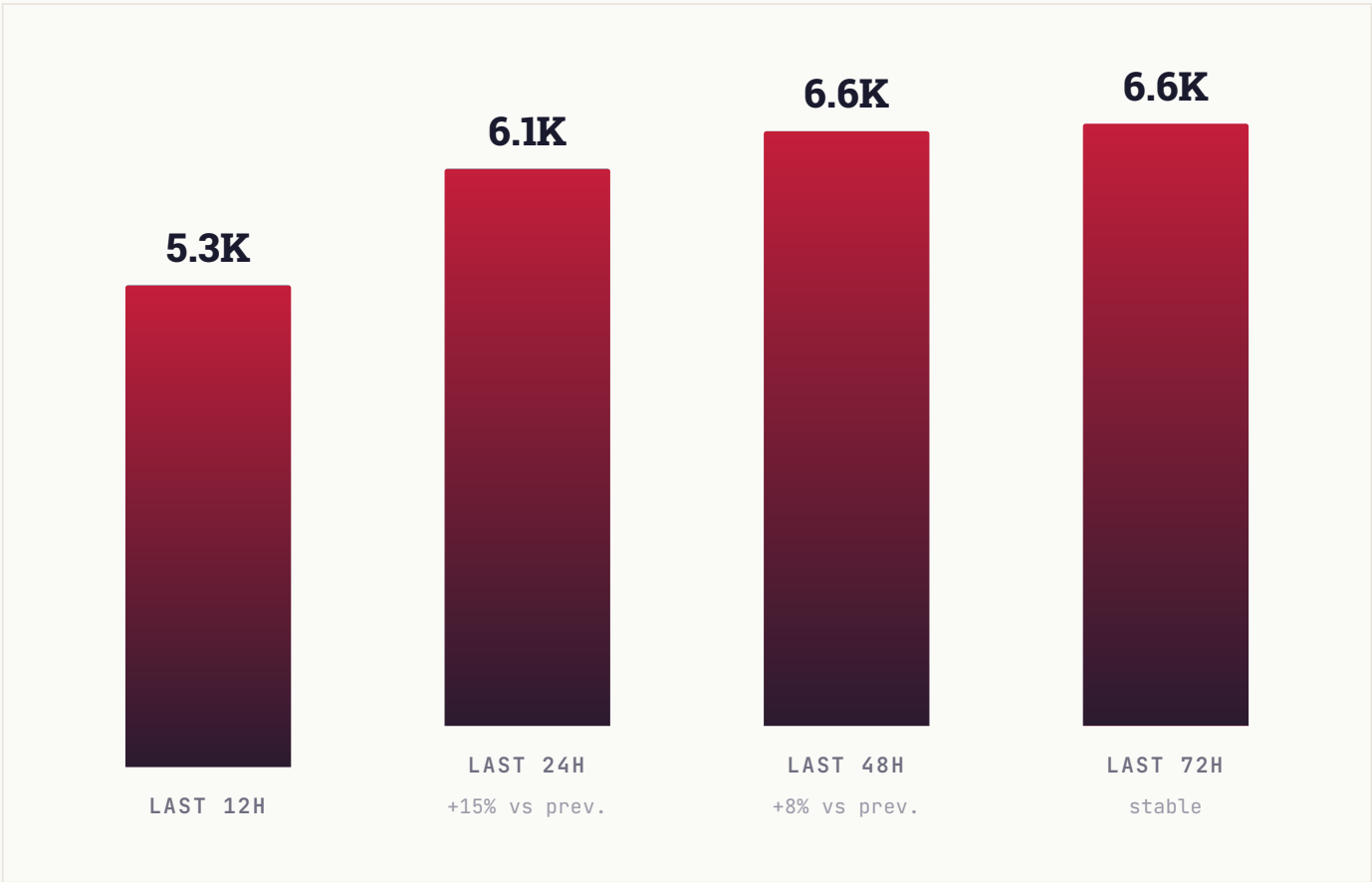
Citation index **59** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **140** different channels.



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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
KA Katkalo YOU	24.4K

COMPARATIVE INSIGHT

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **5**, they brought **271** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	19
December 2025	0	0	6
Nov 2025	1	1	27
Oct 2025	2	2	163
September 2025	2	2	31
August 2025	0	0	25

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
5	6	271

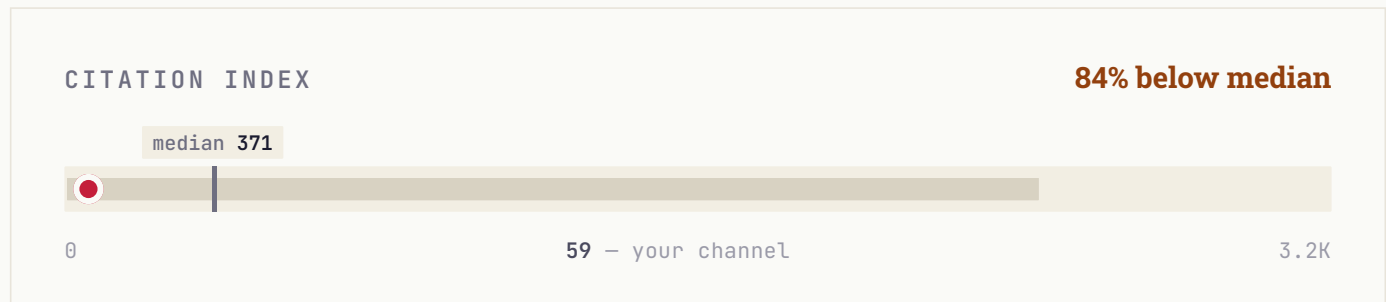
Where the channel stands in its league

SUBSCRIBERS 87% below median

median 193.6K

66.3K 24 384 — your channel 714.1K

Metric	Value
Current Subscribers	24,384
Median Subscribers	193.6K
Percentage Below Median	87%
Range (Min)	66.3K
Range (Max)	714.1K



— 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
Now 1.8 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Monday
Audience most active on this day at 12:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | System 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 point. | EFFECT
+5-15% ER |

★ 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 close 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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