

PUBLIC REPORT BY PROMTPRESS

Channel audit

Nasty Kokobay



@koko_by

Intimate secrets, spoilers for Minsk new releases, live content from our life and a bit of magic dust. A public page of disgusting behavior Submit: @kokoredbot Kokobot: @kokobybot Instagram:...

SUBSCRIBERS

114 086

-2710 per month

ERR (% SEE POSTS)

32.0%

daily 25.7%

REACH/POST

35.6K

ad reach 29.3K/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 114 086 —	 SUBSCRIBER REACH 31.23% avg % subs see post	 VIEWS/POST 35.6K median 36K · 29 days	 POSTS/WEEK 47.2 over period
 7D TREND +0.1% vs previous week	 REACTIONS/POST 463.4 total 92,682 reactions, 64,870 reposts, 0 comments	 POST LENGTH 225 chars median 179 · 29 days	 POSTS ANALYZED 200 29 days
 AD REACH 29.3K 24h avg	 CHURN / MONTH -2710 last month	 QUOTABILITY 134 citation index · 351 channels mentioned ever	 CHANNEL AGE 9 years 5 months created 01/05/2017

AI EDITOR SUMMARY

Channel «Merciful Kokobay» – 114 086 subs. Each post avg views 35.6K people (31% of subs), good reach. Publishes 47 posts/week (~7/day) – active publishing. Week of Jun 8–14 reach stable (+0.1% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **200** posts over 29 days.
- 02 Dominant format – **Photo** (158/200 posts).
- 03 Avg post length – **225** chars (median 179).
- 04 Peak audience activity – **Saturday**, 09:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (42.7K avg top vs 32.8K worst) – among 200 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 15:24 PHOTO ⚠From July 1, pet registration becomes mandatory. Dogs or cats must be registered within three days of purchase...	VIEWS 43 110 REP. 1 202	REACTIONS 786 ER 37.8%
Nº2 06.06 · 06:13 PHOTO Come on, not April 1st 😊 Hello carsharing launched a retro line and rolled out those legendary "kopeykas", manual, no AC...	VIEWS 42 496 REP. 978	REACTIONS 1 003 ER 37.2%
Nº3 08.06 · 22:11 PHOTO !! Telegram now lets you accidentally delete entire chats. Users noticed that when selecting a message instead of the button...	VIEWS 42 406 REP. 530	REACTIONS 734 ER 37.2%

Nº4

12.06 · 14:12

PHOTO

📍Minsk traffic is now 8 points. Scary to open the taxi app

VIEWS

42 105

REACTIONS

460

REP.

284

ER

36.9%

Nº5

07.06 · 20:27

VIDEO

📍They say 'Pizza Tempo' is on fire in Novaya Borovaya Don't panic, firefighters are already on it 📍SEND NEWS

VIEWS

41 721

REACTIONS

447

REP.

614

ER

36.6%

WORST 3

↓ 29.05 · 09:46 PHOTO Menu & prices, count with 20% discount 📍Kokobay Subscribe	VIEWS 33 274 REACTIONS 115 REP. 130 ER 29.2%
↓ 29.05 · 09:45 PHOTO 📍New boutique 'York' opened at 'Palazzo' mall on the basement floor, like going down to Evrik Today 20% off glasses and knives...	VIEWS 32 558 REACTIONS 126 REP. 309 ER 28.5%
↓ 28.05 · 07:52 PHOTO Get charged with pecan — new arrival at branded stores Kommunarka and Lakomka! Price 1.20p and really unbelievably tasty, on...	VIEWS 32 488 REACTIONS 144 REP. 138 ER 28.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

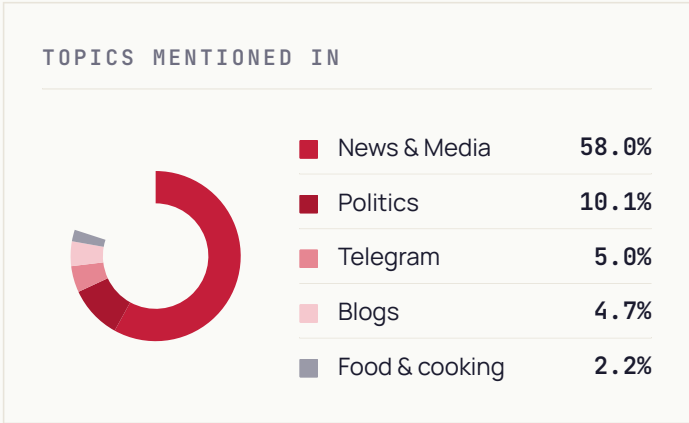
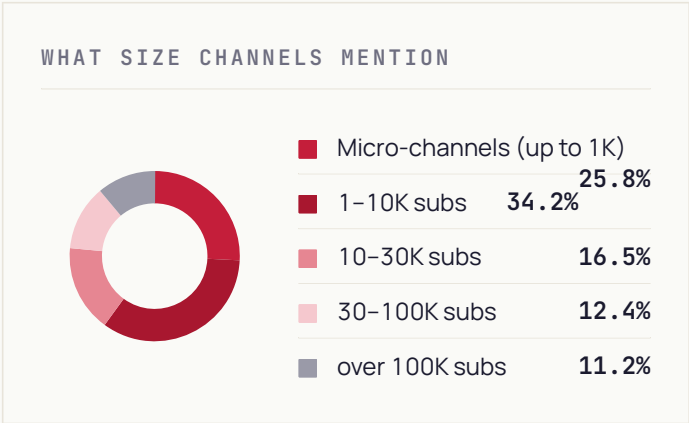
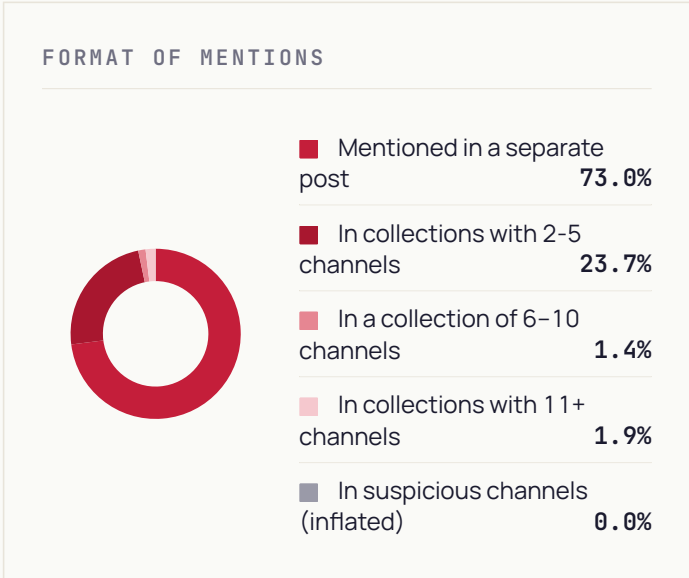
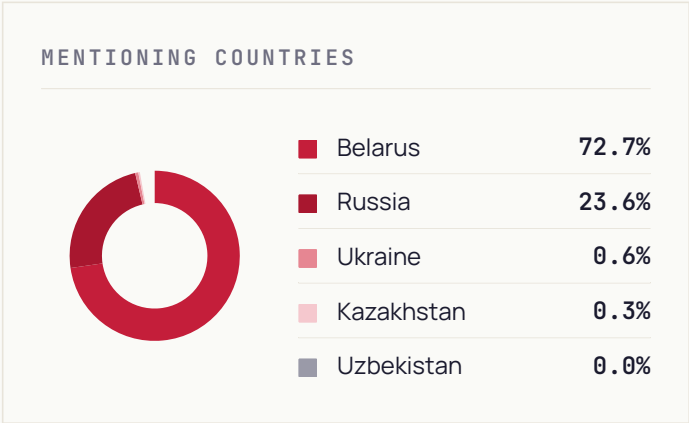
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

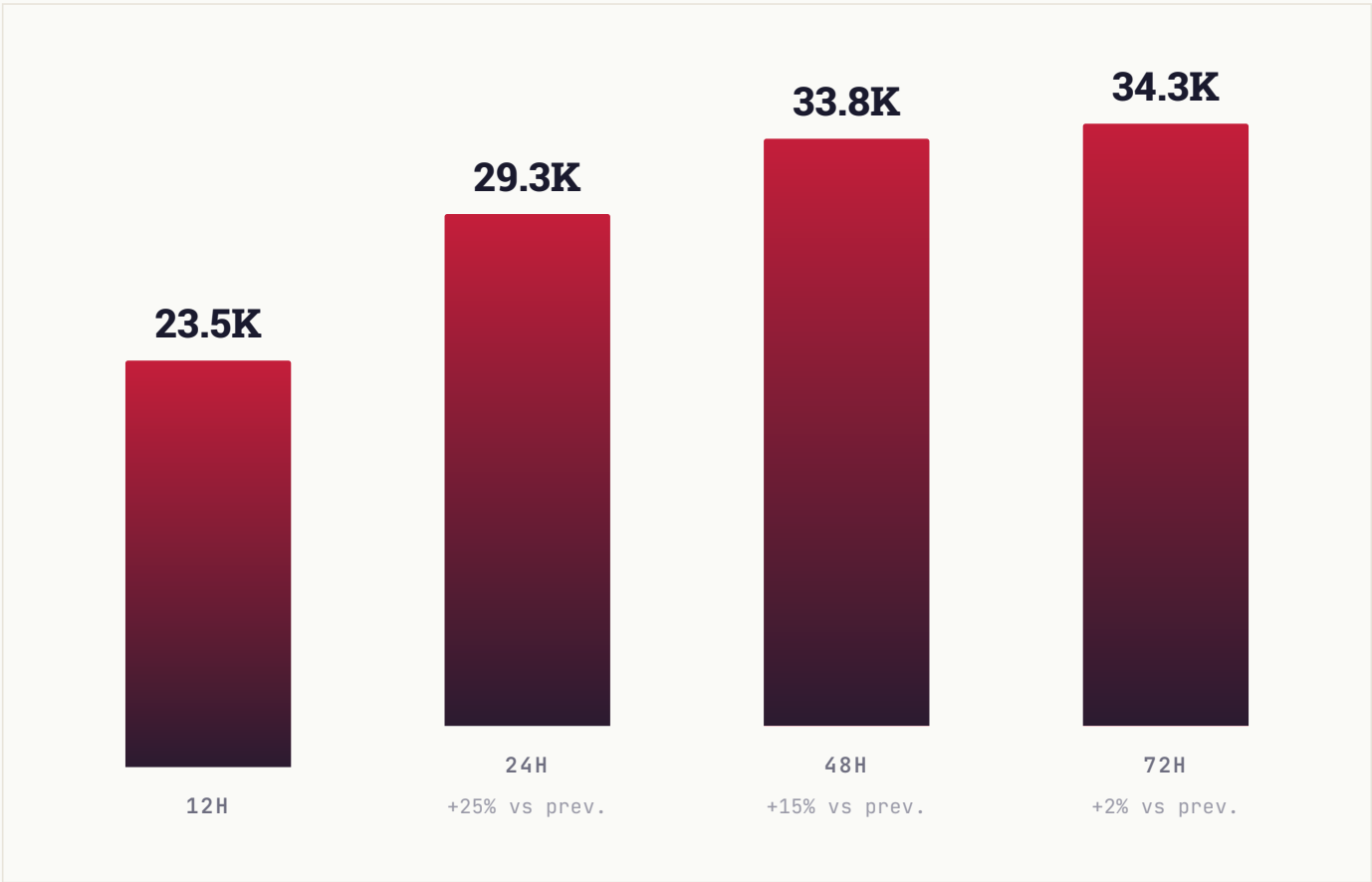
Citation index **134** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **351** different channels.



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 and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
NK Unpleasant channel	499K
MK Nasty Kokobay YOU	114.1K
MM Maxim Mirovich	104.5K
AS Anton Shabashov	38.2K
CH Blueberry farm	34.4K
shZ Off-screen noise	24.9K
CH Chereshko_life	24K
BU BUBENITTA	23.6K
TB Tima Belorusskikh	17.4K
PI For sparkling☑	15.8K
KS Karasik with a belly	14.2K

COMPARATIVE CONCLUSION

Channel in top-2 niches (#2 of 99 category channels). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

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 **100**, they brought **17 043** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	7	1 137
November 2025	18	13	40
October 2025	18	17	1 404
Sep 2025	19	13	12 654
August 2025	15	10	9
July 2025	18	11	1 799

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
100	6	17 043

SECTION 08 · NICHE COMPARISON

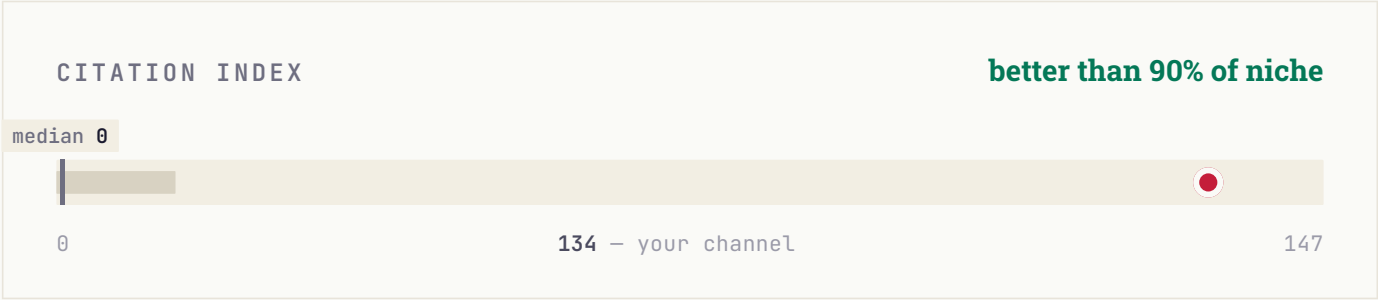
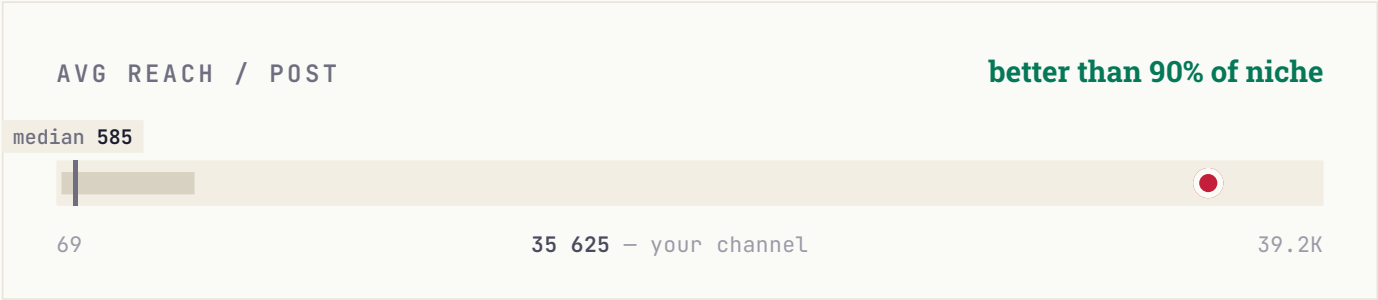
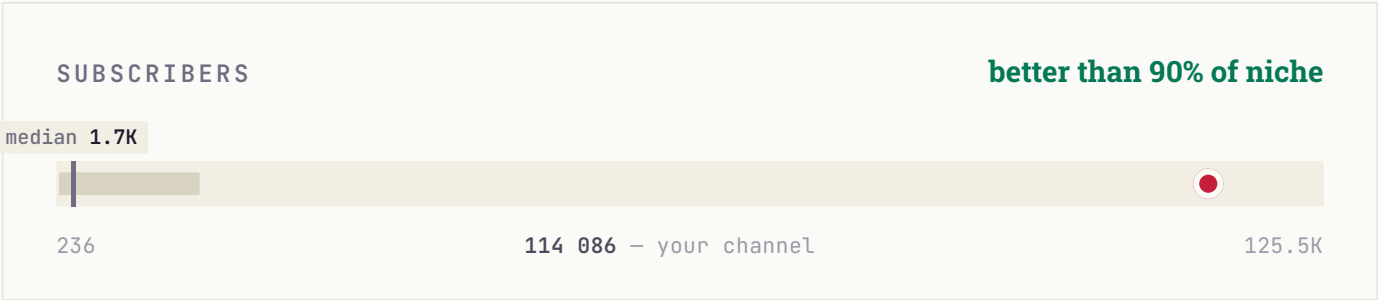
Where the channel stands in its league

Took top-100 channels in category «Blogs» (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.

#2/100

POSITION IN NICHE

Channel in top 2% blogs Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

On this day at 09:00 MSK the audience is most active.

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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
