

PUBLIC PROMTPRESS REPORT

Channel audit

Katya Korea



@koreakatya

Buy ads on channel: @ta_samayAlena; @leraabelyaeva RKN <https://knd.gov.ru/license?id=67420bebb7aeb106ce1cd3ba&istryType=bloggersPermission>
VK: <https://vk.com/katyakorea99>

SUBSCRIBERS

137 445

-2436 per month

ERR (% SEE POSTS)

13.0%

per day 7.3%

REACH/POST

16.9K

ad reach 10.1K/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 137 445 —	 SUBSCRIBER REACH 12.28% avg % of subs see post	 VIEWS/POST 16.9K median 17.3K · 28 days	 POSTS/WEEK 29.7 for the period
 7D TREND +4.8% vs previous week	 REACTIONS/POST 442.1 total 53,055 reactions, 1,368 reposts, 605 comments	 POST LENGTH 295 chars. median 239 · 28 days	 POSTS ANALYZED 120 28 days
 AD REACH 10.1K 24h avg	 CHURN / MONTH -2436 last month	 CITATION RATE 31 citation index · 23 channels mentioned ever	 CHANNEL AGE 1 year 11 months created 26.07.2024

AI EDITOR SUMMARY

Channel «Katya Korea🇰🇷» — 137 445 subs. Each post is viewed by an average of 16.9K people (12% from subs), reach is low — worth expanding audience. Publishes 30 posts per week (~4 per day) — active posting mode. For the week of June 22–28, reach stable (+4.8% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 120 posts over 28 days.
- 02 Dominant format — Video (68/120 posts).
- 03 Avg post length — 295 chars (median 239).
- 04 Peak audience activity — Friday, 21:00 MSK.
- 05 Top Posts Get 2x more views than the weakest (21.2K avg for top vs 13.3K for worst) — among 120 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 06:18 VIDEO Yesterday went to a club with a friend from China, and once again I realized how different Russian clubs are from Chinese and Korean ones. Not...	VIEWS 21 392 REPOSTS 8	REACTIONS 629 ER 15.6%
Nº2 11.06 · 06:44 PHOTO Did you miss me? I left Korea🇰🇷 with Kate My husband asked me to bring him a 30-year-old whiskey for his collection, and also Hennessy as a gift💖 In...	VIEWS 21 325 REPOSTS 4	REACTIONS 550 ER 15.5%
Nº3 12.06 · 18:35 VIDEO I got hate for my Korean manicure, so I came to Russia to fix it. What do you think: «Do they do it better in 🇷🇺?»	VIEWS 20 969 REPOSTS 5	REACTIONS 594 ER 15.3%

Nº4

15.06 • 08:44

PHOTO

This week I've been to China twice 🤪 first in Harbin, and today in Dalian, eating spicy noodles 🔥

VIEWS

20 825

REPOSTS

7

REACTIONS

538

ER

15.2%

Nº5

14.06 • 17:20

VIDEO

Went to stand-up 😂 was very fun and tasty there) Our stand-up comedians often come to Korea too and we always go ❤️ miss our humor

VIEWS

20 667

REPOSTS

3

REACTIONS

545

ER

15.0%

WORST 3



06.07 • 12:31

PHOTO

I love ordering all kinds of slippers, pajamas, candles, air fresheners – that's my weakness. Also my weakness is burgers at 10 PM, there...

VIEWS

13 957

REPOSTS

4

REACTIONS

335

ER

10.2%



06.07 • 12:54

VIDEO

(post without caption – video)

VIEWS

13 337

REPOSTS

8

REACTIONS

437

ER

9.7%



06.07 • 12:29

VIDEO

(post without caption – video)

VIEWS

12 567

REPOSTS

5

REACTIONS

285

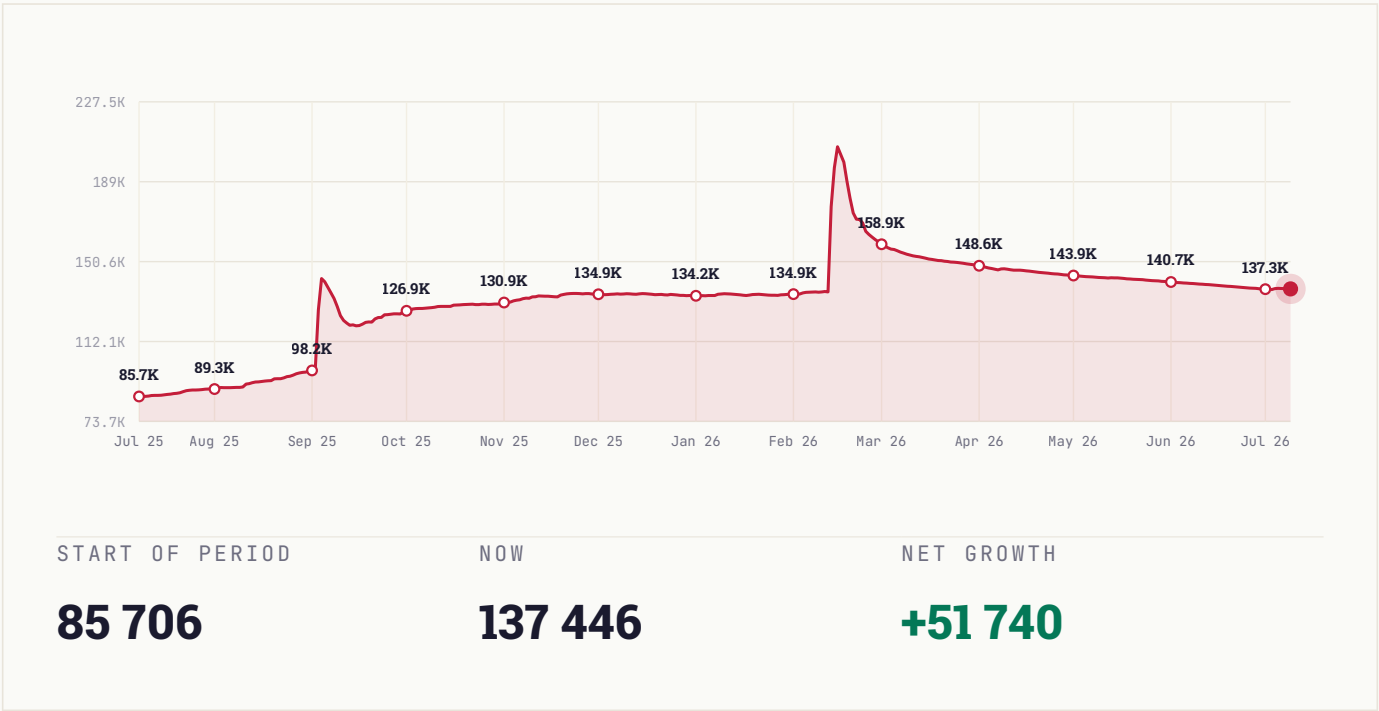
ER

9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

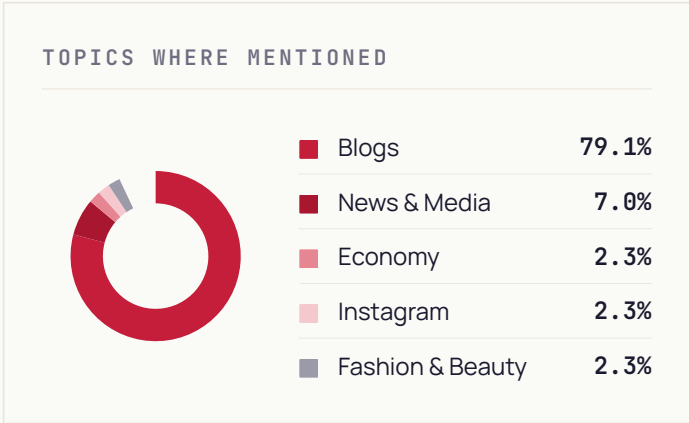
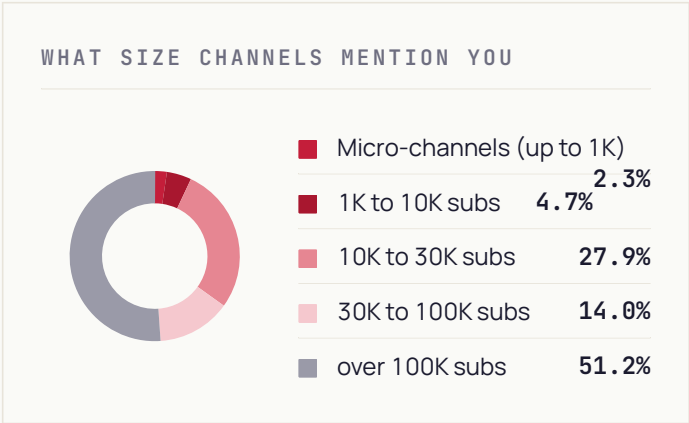
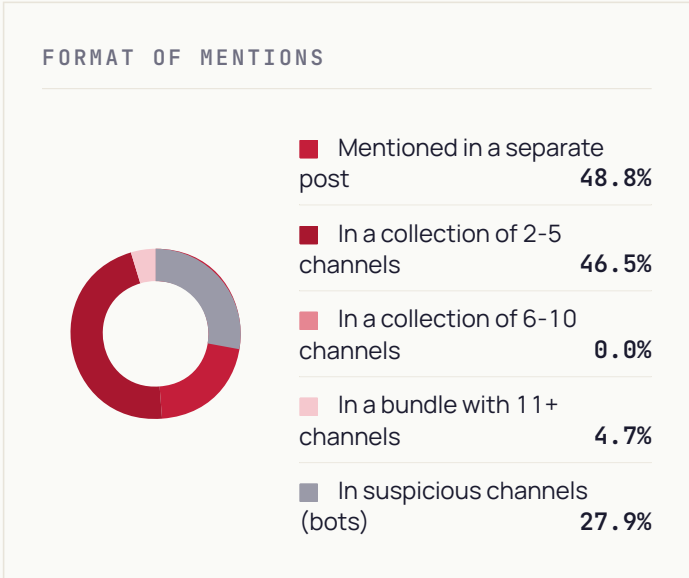
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

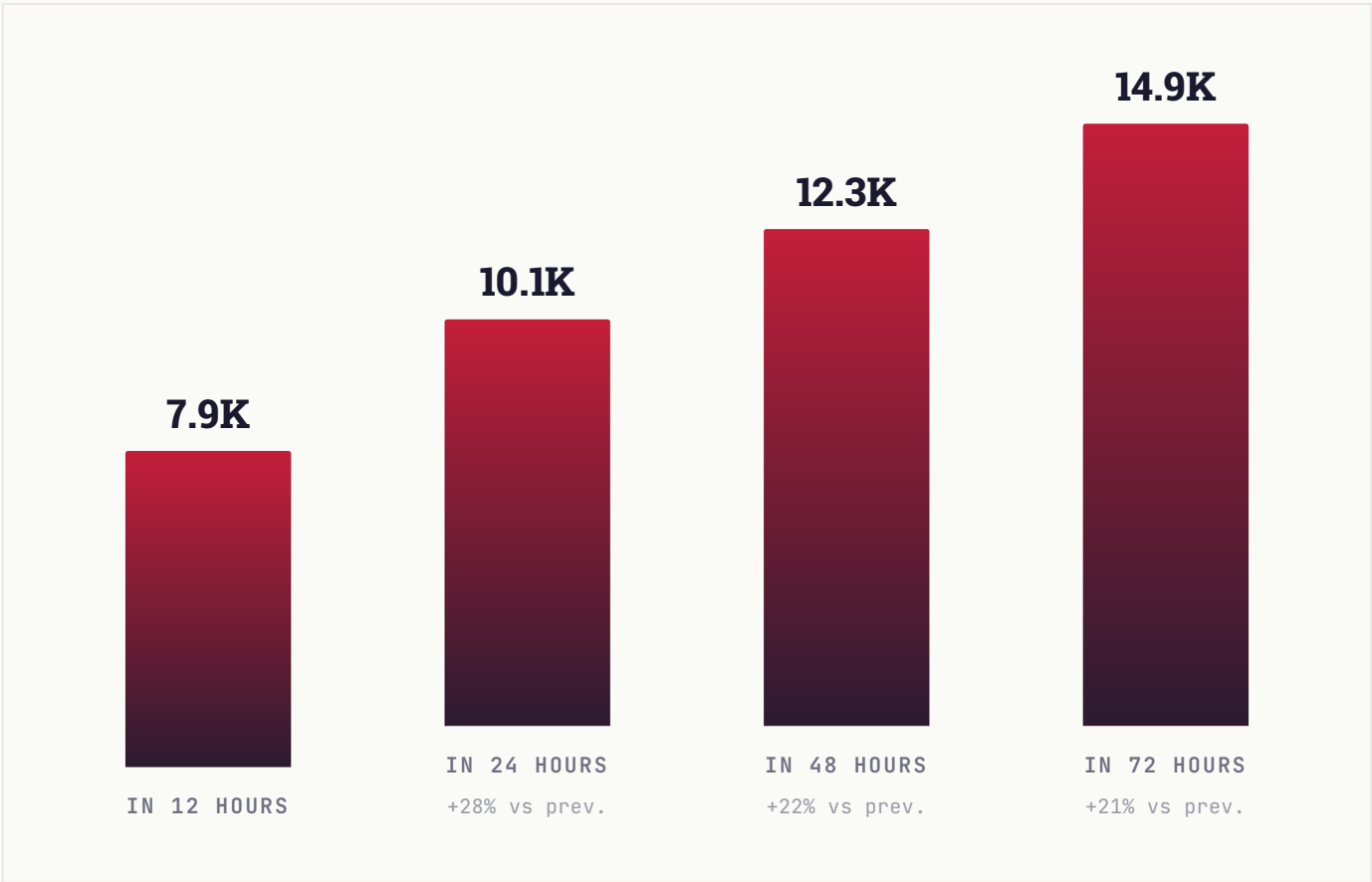
Citation index **31** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **23** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long 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
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Mon Simple Recipes	586.9K
KR Recipe book	559K
KN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
ER CHIZHIK	485.1K
Sun Daily Recipes	461.5K
KK Katya Korea 🇰🇷 YOU	137.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#93 of 94). Niche median — 205K subs.
First KPI goal — reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

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 **19**, they brought **73 562** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	2 229
December 2025	3	1	1 230
November 2025	7	3	5 731
October 2025	2	2	4 242
September 2025	0	0	51 363
August 2025	7	2	8 767

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
19	6	73 562

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#93 /100

RANK IN NICHE

Channel in the bottom half of the ranking

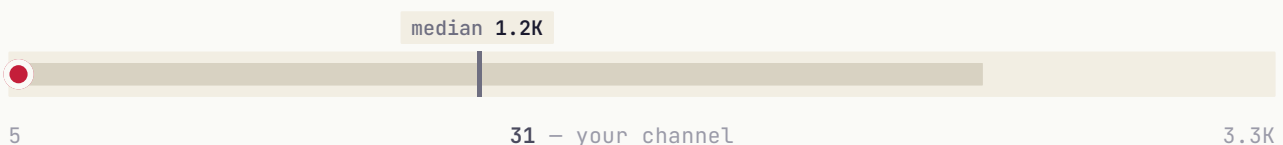
SUBSCRIBERS

35% below median

AVG REACH / POST

better than 60% of niche

CITATION INDEX

97% below median

— SECTION 09 · STRATEGY

What to Do Right Now

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

01

Top post of the week — on Friday

Audience is most active on this day at 21:00 MSK.

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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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