

PROMTPRESS PUBLIC REPORT

Channel audit

Koroche



@korochedigest

Most mentioned Telegram channel. Ads: @newstg Registered in Roskomnadzor: clck.ru/3RYbgH

SUBSCRIBERS

461 717

-6043 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 2.5%

REACH/POST

16.4K

ad reach 11.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 461 717 —	 SUBSCRIBER REACH 3.56% avg % of subs see post	 VIEWS/POST 16.4K median 15.7K · 29 days	 POSTS/DAY 17.3 ~121 per week
 7D TREND -0.8% vs previous week	 REACTIONS/POST 136.7 total 70,812 reactions, 80,228 reposts, 3,507 comments	 POST LENGTH 294 chars median 270 · 29 days	 POSTS ANALYZED 518 29 days
 AD REACH 11.7K avg over 24h	 CHURN / MONTH -6043 last month	 CITATION RATE 3 389 citation index · 3,161 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 16.06.2022

AI EDITOR SUMMARY

Channel «Koroche» — 461 717 subs. Each post averages 16.4K people (4% subs), reach is low — need to grow audience. Publishes 121 posts per week (~17/day) — very active. Week of May 25–31 reach stable (-0.8% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **518** posts in 29 days.
- 02 Dominant format — **Photo** (271/518 posts).
- 03 Avg post length — **294** chars (median 270).
- 04 Audience peak — **Tuesday**, 10:00 MSK.
- 05 Top posts get **4x** more views than the weakest (45.1K avg for top vs 11.3K for bottom) — across 518 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

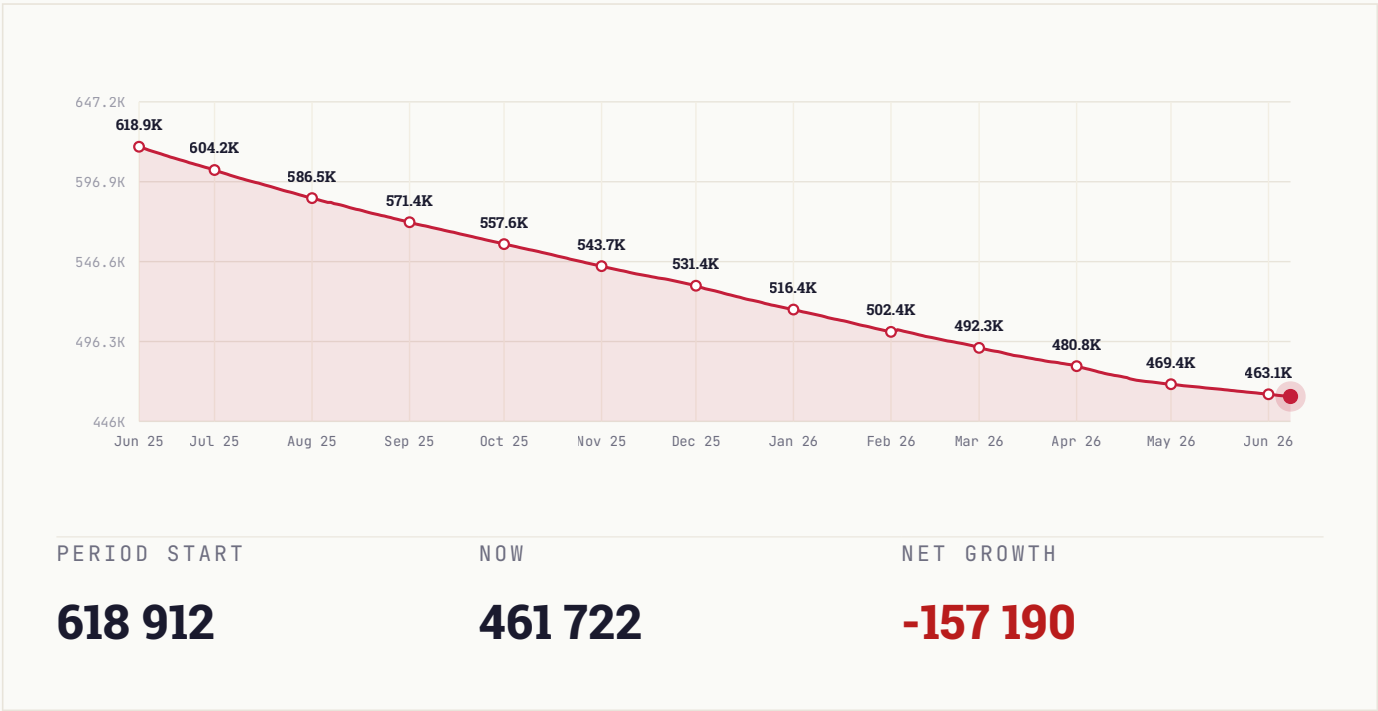
Nº1 30.05 · 15:00 VIDEO Khryushka didn't leave her house for days and didn't react to favorite treats, so her owner thought the pig had gone into...	VIEWS 53 534 REP. 498	REACTIONS 98 ER 11.6%
Nº2 12.05 · 07:04 PHOTO «Terrible burning of the asshole and complete destruction of the sausage and two eggs!» The poor guy decided to remove hair from his ass and scrotum using cream for...	VIEWS 44 052 REP. 1 391	REACTIONS 236 ER 9.5%
Nº3 02.06 · 13:25 PHOTO Warning: this is a lotus seed pod — it looks like it's screaming Working state by Tuesday — screaming lotus ♪ In short...	VIEWS 37 712 REP. 559	REACTIONS 107 ER 8.2%

Nº4 17.05 • 05:02 PHOTO Just 2 cups of coffee 2 hours before sex double the act's duration. Study results showed that a couple of cups of coffee...	VIEWS 37 608 REACTIONS 66 REP. 455 ER 8.1%
Nº5 18.05 • 06:02 VIDEO The strangest goal in Moldovan football – a striker couldn't hit the target, but then the opponent helped him...	VIEWS 37 001 REACTIONS 137 REP. 335 ER 8.0%
WORST 3	
↓ 28.05 • 17:04 VIDEO Direct flights between Russia and African Tanzania are set to launch on July 2, the Ministry of Transport said. In Tanzania you can relax...	VIEWS 11 481 REACTIONS 90 REP. 166 ER 2.5%
↓ 05.06 • 19:02 VIDEO In Dagestan they sell «Geliks» for 700,000₽, but there's a catch. These are miniature versions that can still be used as real cars. For...	VIEWS 11 307 REACTIONS 73 REP. 136 ER 2.4%
↓ 01.06 • 11:55 VIDEO Cats understand up to 100 words but deliberately ignore humans, – study Fluffy ones recognize their name, commands «no», «eat»...	VIEWS 11 261 REACTIONS 158 REP. 391 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

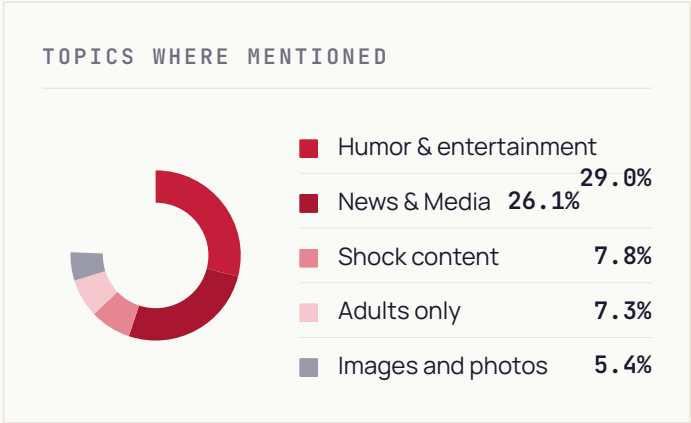
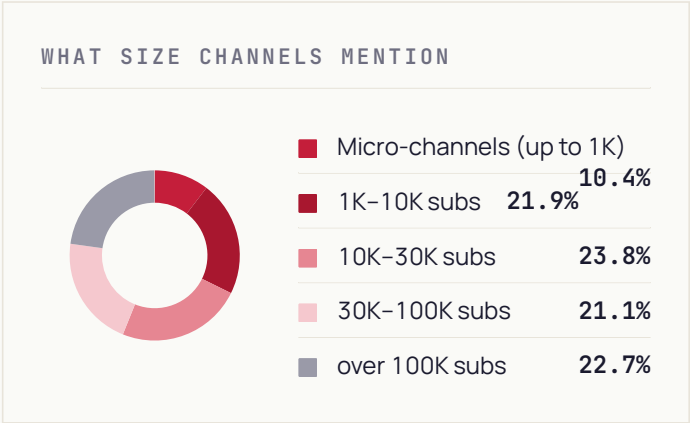
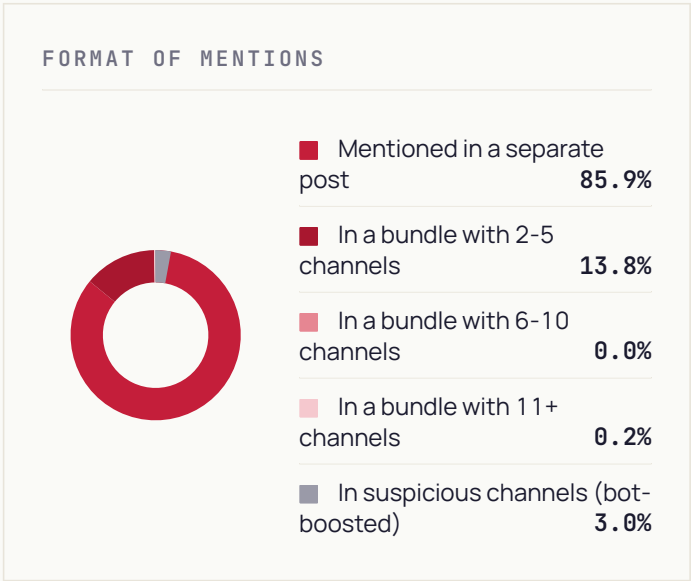
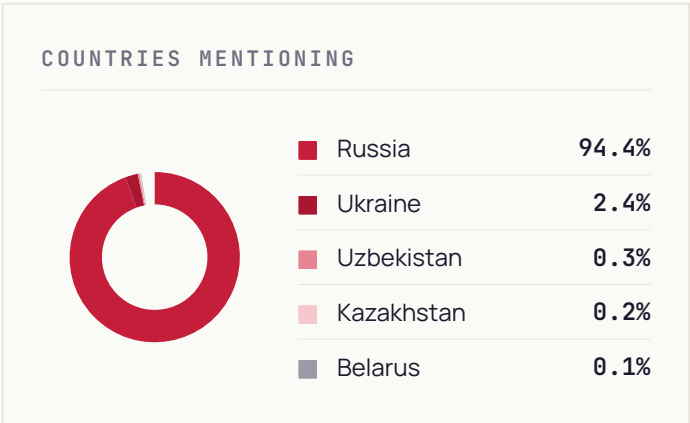
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

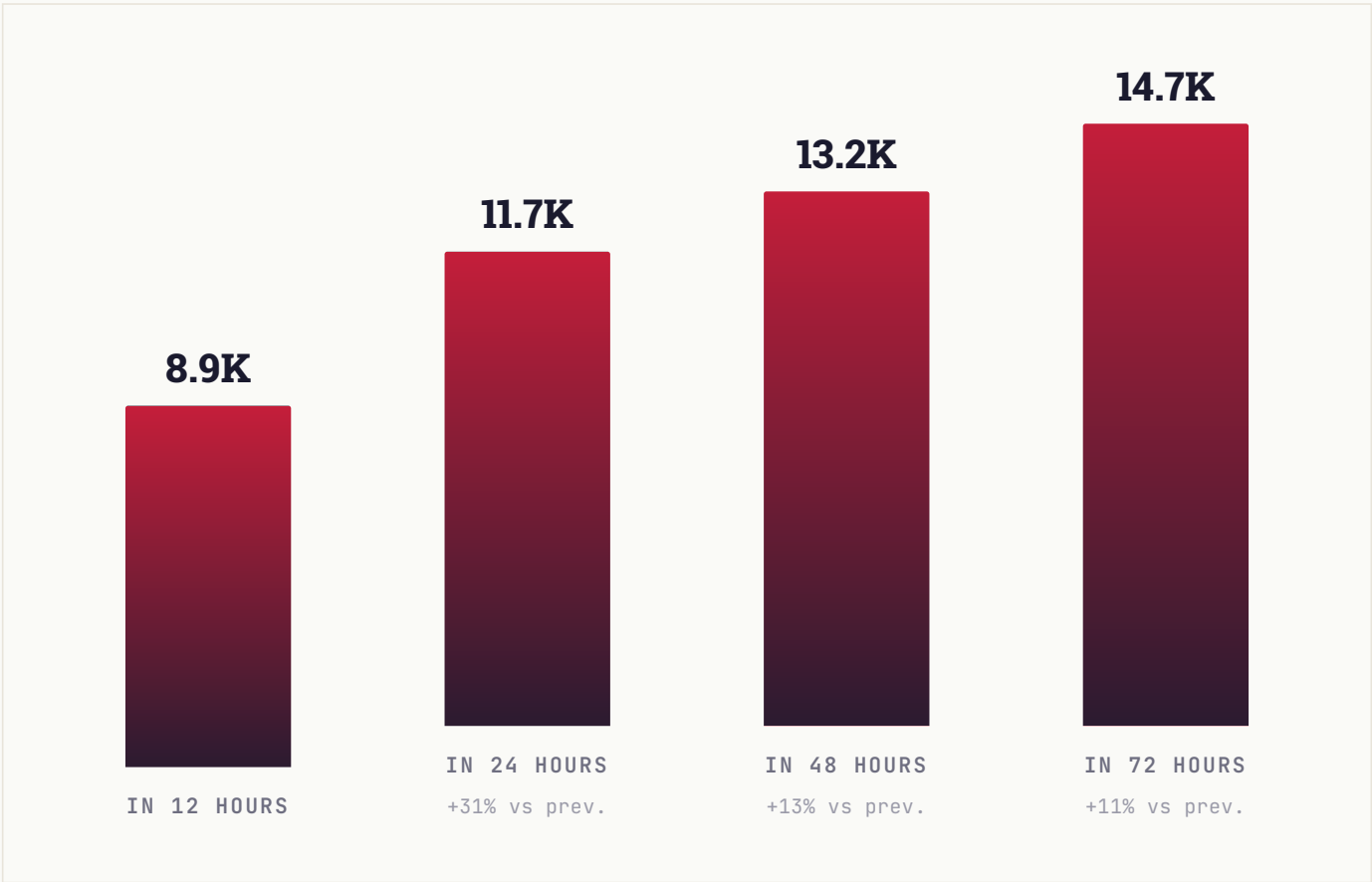
Citation index **3 389** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 161** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
CPM Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MC Moscow today	2.7M
KO Koroche YOU	461.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#91 of 99). Niche median — 843.7K subs.
First growth KPI — reach median. Leader: Live Broadcast • News (4.1M).

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** mentions count **627**, they brought **29** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	135	30	0	
November 2025	112	33	0	
October 2025	86	29	0	
September 2025	84	41	0	
August 2025	94	29	29	
July 2025	116	26	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
627	6	29

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

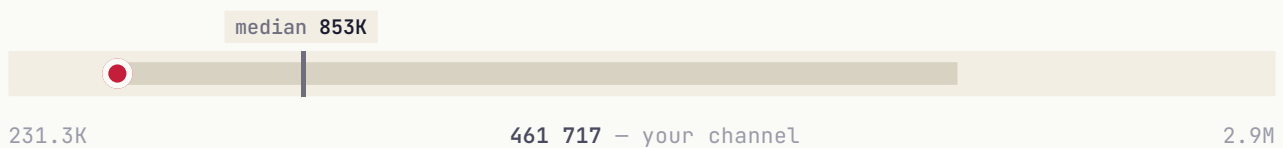
Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking

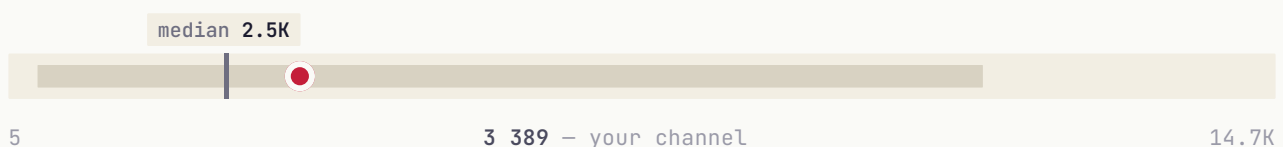
SUBSCRIBERS

46% below median


AVG REACH / POST

77% below median


CITATION INDEX

better than 54% of niche


— 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 Tuesday

On this day at 10:00 MSK audience is most active.

EFFECT

Best window for a key post
- 02

ER below niche benchmark — rethink formats

Current ER 3.56% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.9pp ER
- 03

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
- 04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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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