

PUBLIC REPORT BY PROMTPRESS

Channel audit

Koroche+



@korocheplus

News media about the most interesting things on the internet and in the world. Ads: @newstg Registered in RKN: clck.ru/3RY2mu

SUBSCRIBERS

501 492

-9583 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 3.5%

REACH/POST

20.9K

ad reach 17.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 501 492 —	 SUBSCRIBER REACH 4.16% avg % subs see post	 VIEWS/POST 20.9K median 20.8K · 29 days	 POSTS/DAY 17.3 ~121 per week
 7D TREND -8.1% vs previous week	 REACTIONS/POST 190.9 total 98,904 reactions, 93,011 reposts, 6,323 comments	 POST LENGTH 306 chars. median 285 · 29 days	 POSTS ANALYZED 518 29 days
 AD REACH 17.7K 24h avg	 CHURN / MONTH -9583 last month	 CITATION RATE 2 328 citation index · 2,914 channels mentioned it ever	 CHANNEL AGE 3 years 11 months created 17.06.2022

AI EDITOR SUMMARY

Channel «Koroche+» — 501 492 subs. Each post avg views 20.9K people (4% subs), reach is low — expand audience. Publishes 121 posts/week (~17/day) — very active. Week of May 25–31 reach dropped -8.1% to the week of May 18–24 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **518** posts in 29 days.
- 02 Dominant format — **Video** (259/518 posts).
- 03 Avg. post length — **306** chars (median 285).
- 04 Audience peak activity — **Sat, 10:00 MSK**.
- 05 Top posts get **3x** more views than the weakest (top avg 39.3K vs bottom 15.3K) — among 518 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 21:08 PHOTO Drinking beer alone — early signs of alcoholism, say narcologists According to doctors, frequent desire to drink on holidays, at meetings...	VIEWS 40 874 REPOSTS 606	REACTIONS 207 ER 8.2%
Nº2 18.05 · 21:04 VIDEO Touching: man helped penguin, it called friends who gave him... fish Helping animals is worth it just for this ✂...	VIEWS 38 789 REPOSTS 1 188	REACTIONS 1 032 ER 7.7%
Nº3 18.05 · 07:01 VIDEO A sewage truck was epicly smashed by a train in the US — all contents of the septic tank scattered around the area The stinking driver was taken...	VIEWS 38 182 REPOSTS 473	REACTIONS 172 ER 7.6%

Nº4 14.05 · 14:04 PHOTO Caregivers in Makhachkala cut off a girl's finger that was pinched by a door – it wasn't completely severed initially, media report Preliminary...	VIEWS 38 142 REPOSTS 368	REACTIONS 359 ER 7.6%
Nº5 15.05 · 05:59 VIDEO Sausage barks, show everyone ⚡ In short+	VIEWS 37 060 REPOSTS 805	REACTIONS 171 ER 7.4%

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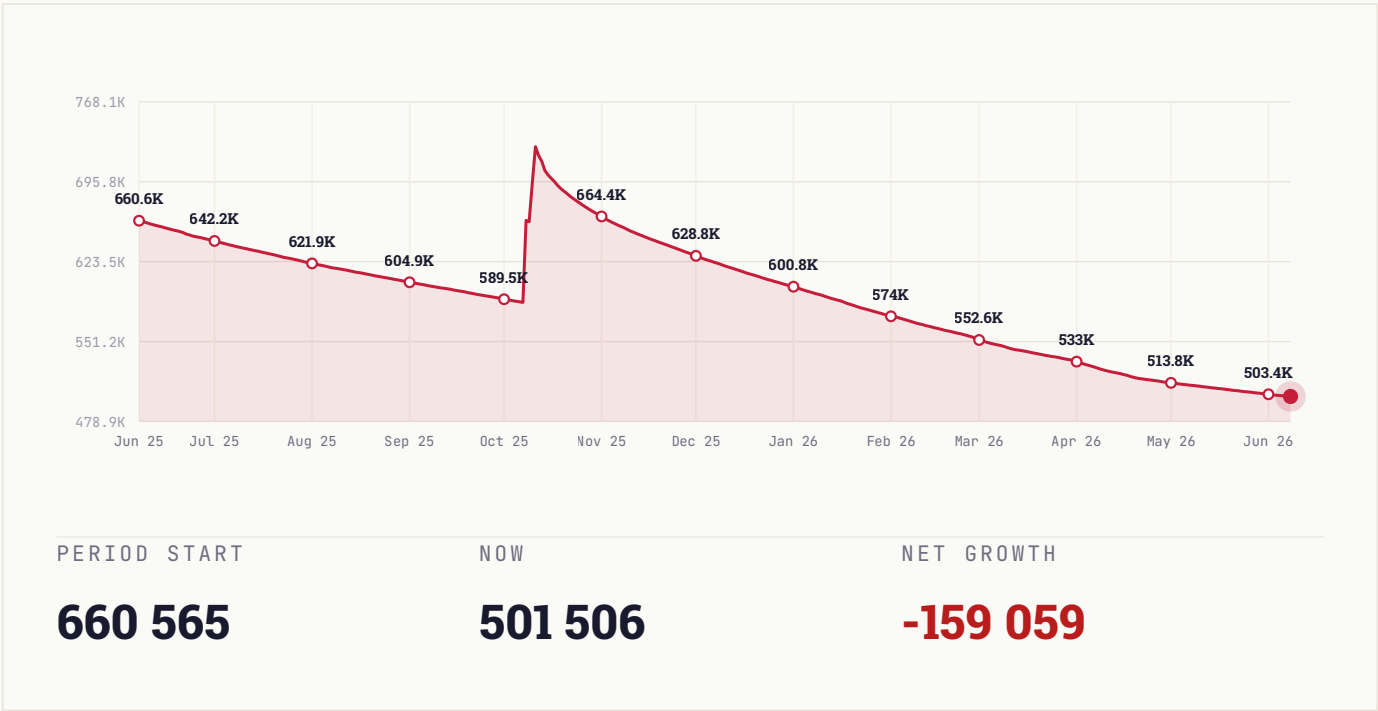
WORST 3

↓ 04.06 · 14:02 PHOTO Secret op failed at budget approval. ⚡ In short. Subscribe	VIEWS 15 560 REPOSTS 209	REACTIONS 274 ER 3.1%
↓ 01.06 · 10:07 VIDEO Chinese cosplaying as traffic cops and FSB officers spotted at Asian anime festival ⚡ TL;DR. Subscribe	VIEWS 15 475 REPOSTS 138	REACTIONS 231 ER 3.1%
↓ 05.06 · 16:01 VIDEO POV: lied on resume but got hired and now have to work ⚡ Koroche. Subscribe	VIEWS 14 987 REPOSTS 157	REACTIONS 143 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

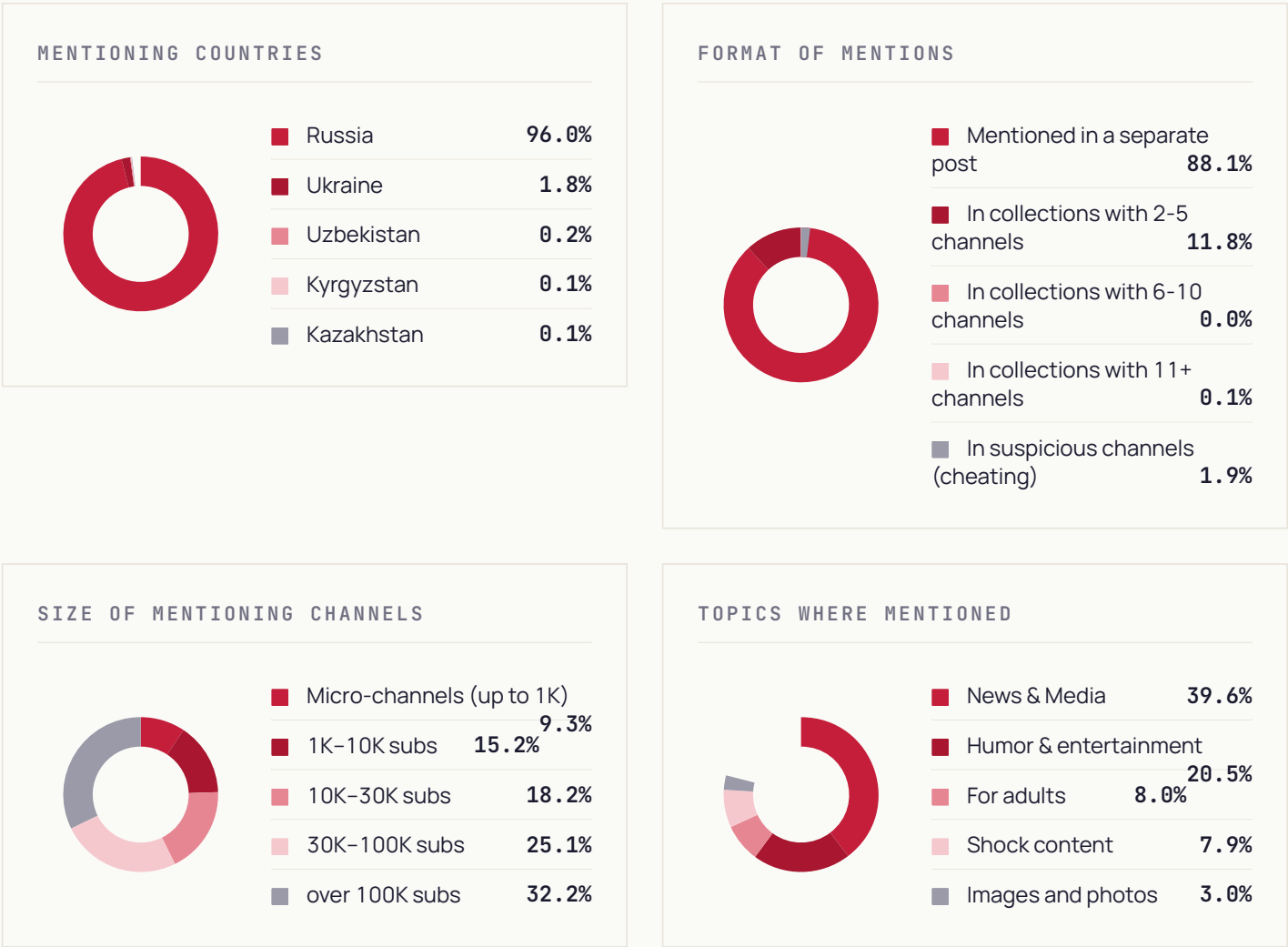
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

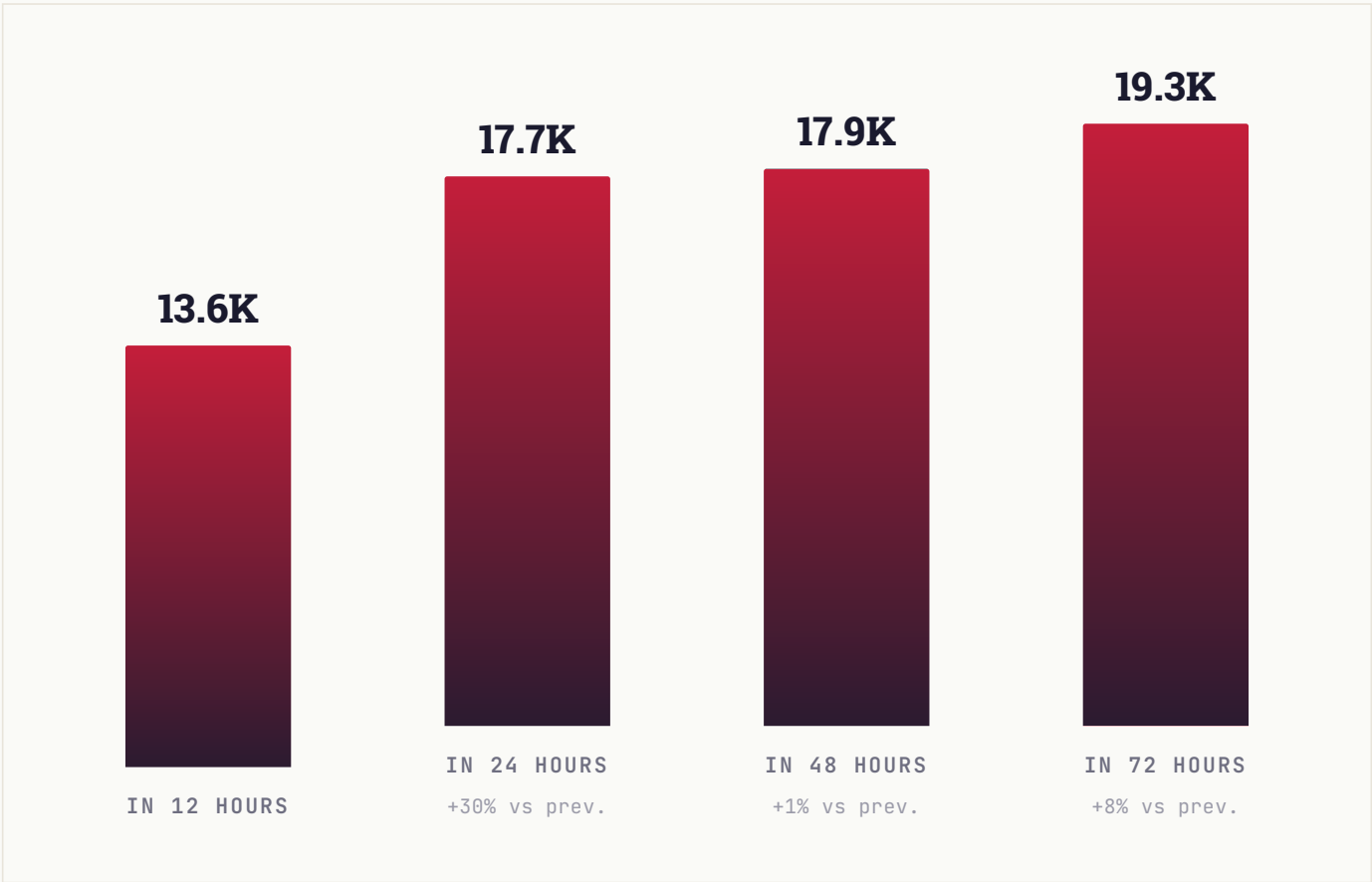
Citation index **2 328** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 914** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg. reach of ad post over time since publication. Helps estimate how long 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
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
Avg. Media Russia (non-Moscow)	2.9M
reach NM Moscow News	2.7M
MS Moscow today	2.7M
KO Koroche+ YOU	501.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#82 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** such mentions were **775**, they brought **142 013** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	182	40	0	
Nov 2025	149	26	0	
Oct 2025	136	75	142 013	
September 2025	72	45	0	
August 2025	132	70	0	
July 2025	104	35	0	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
775		6		142 013

— 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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

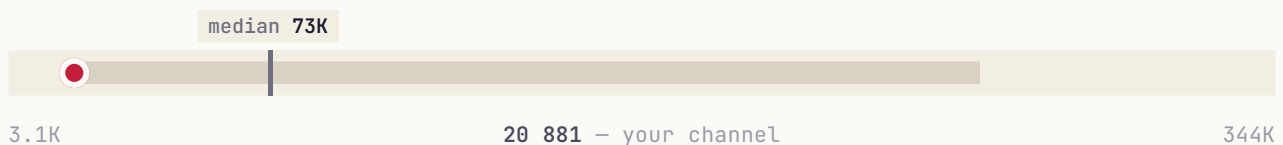
POSITION IN NICHE

Channel in the bottom half of the ranking

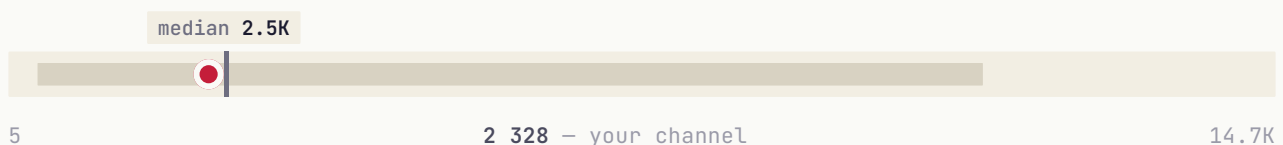
SUBSCRIBERS

worse than median by 41%

AVG. REACH / POST

worse than median by 71%

CITATION INDEX

worse than median by 7%

— 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

Main post of the week — on Saturday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.16% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.3pp ER

03

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**

04

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

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want more? Run ads with us and hit your growth target in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager