

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Sergey Kosenko



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SUBSCRIBERS

64 479

-2685 per month

ERR (% SEE POSTS)

11.0%

per day 5.5%

REACH / POST

5.8K

ad reach 3.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

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 64 479 —	SUBSCRIBER REACH 9.01% avg % subs see post	VIEWS / POST 5.8K median 6.3K · 28 days	POSTS / WEEK 28.9 over period
7D TREND -19.3% vs previous week	REACTIONS/POST 158.6 total 18,874 reactions, 1,235 reposts, 1,684 comments	POST LENGTH 135 chars. median 82 · 28 days	POSTS ANALYZED 119 28 days
AD REACH 3.6K 24h avg	CHURN / MONTH -2685 last month	CITATION RATE 42 citation index · 354 channels mentioned all time	CHANNEL AGE 3 years 2 months created 29.03.2023

AI EDITOR SUMMARY

Channel «Sergey Kosenko» — 64 479 subs. Each post averages 5.8K people (9% from subs), reach is low — need to expand audience. Publishes 29 posts/week (~4/day) — active posting. For week Jun 1–7, reach dropped -19.3% to week of May 25–31 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 119 posts over 28 days.
- 02 Dominant format — Video (58/119 posts).
- 03 Avg post length — 135 chars (median 82).
- 04 Audience peak activity — Sunday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.5K avg for top vs 5K for worst) — among 119 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 06:49 VIDEO What's the secret? What would you say?		VIEWS 9 526	REACTIONS 300
		REP. 13	ER 14.8%
Nº2 25.05 · 19:41 VIDEO After Dud', decided to check...		VIEWS 8 077	REACTIONS 354
		REP. 23	ER 12.5%
Nº3 20.05 · 21:33 PHOTO User-generated content 📷📷		VIEWS 7 899	REACTIONS 318
		REP. 23	ER 12.3%

Nº4 21.05 • 18:01 TEXT Recorded a video a month ago right after the Dud interview. How it happened and my impressions. Go watch!...	VIEWS 7 855 REACTIONS 98 REP. 30 ER 12.2%
Nº5 25.05 • 14:44 VIDEO Honestly!!! 🤔🤔	VIEWS 7 768 REACTIONS 231 REP. 27 ER 12.0%

WORST 3

↓ 03.06 • 18:51 PHOTO T-shirt from Roni) what do we do with it? There are 2 of them :)	VIEWS 5 019 REACTIONS 177 REP. 5 ER 7.8%
↓ 03.06 • 18:12 VIDEO We saw you, Sergey.🤔🤔 Thanks for the invite!	VIEWS 5 003 REACTIONS 159 REP. 2 ER 7.8%
↓ 03.06 • 18:41 PHOTO (post without caption – photo)	VIEWS 4 880 REACTIONS 228 REP. 6 ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

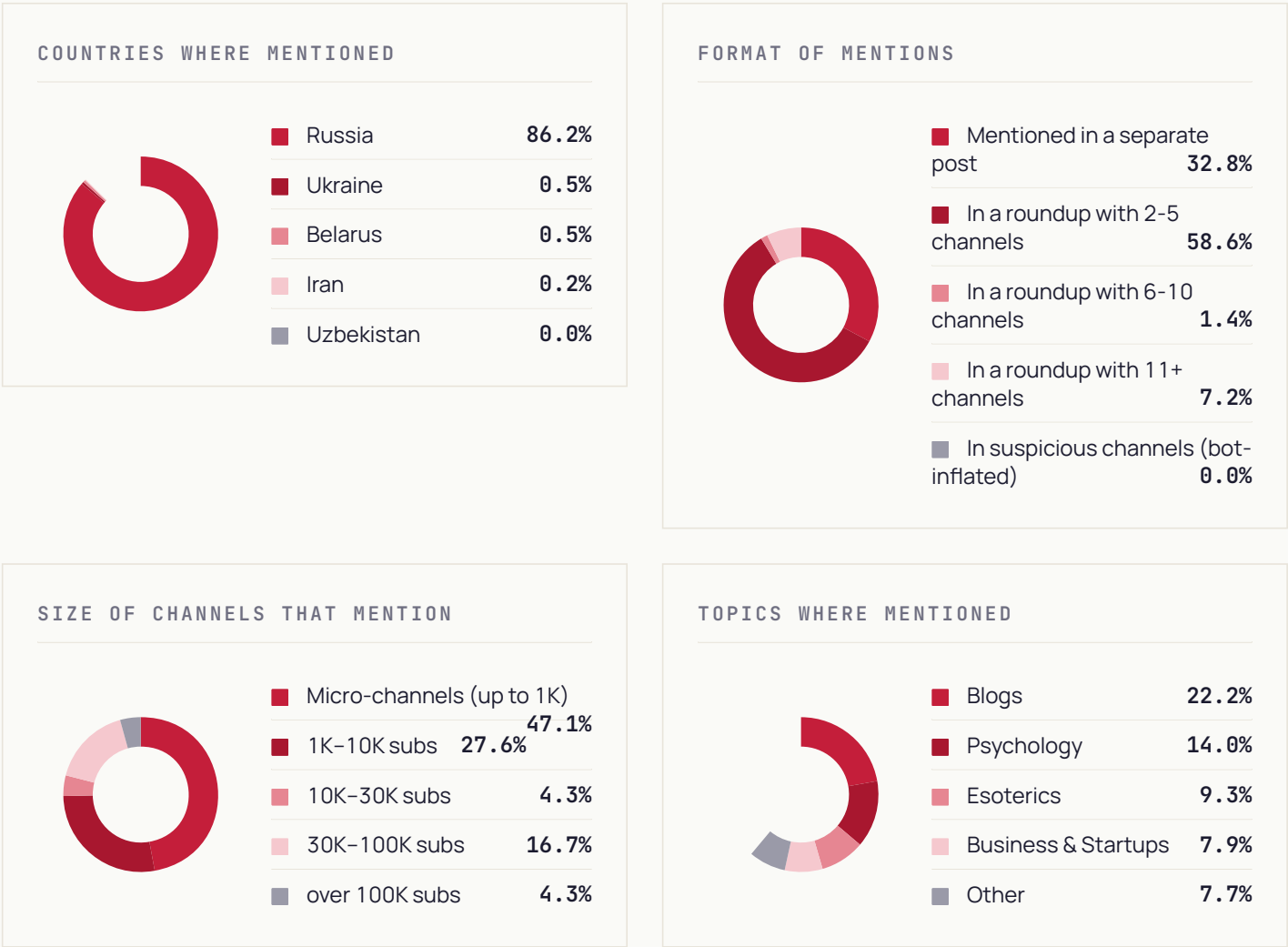
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

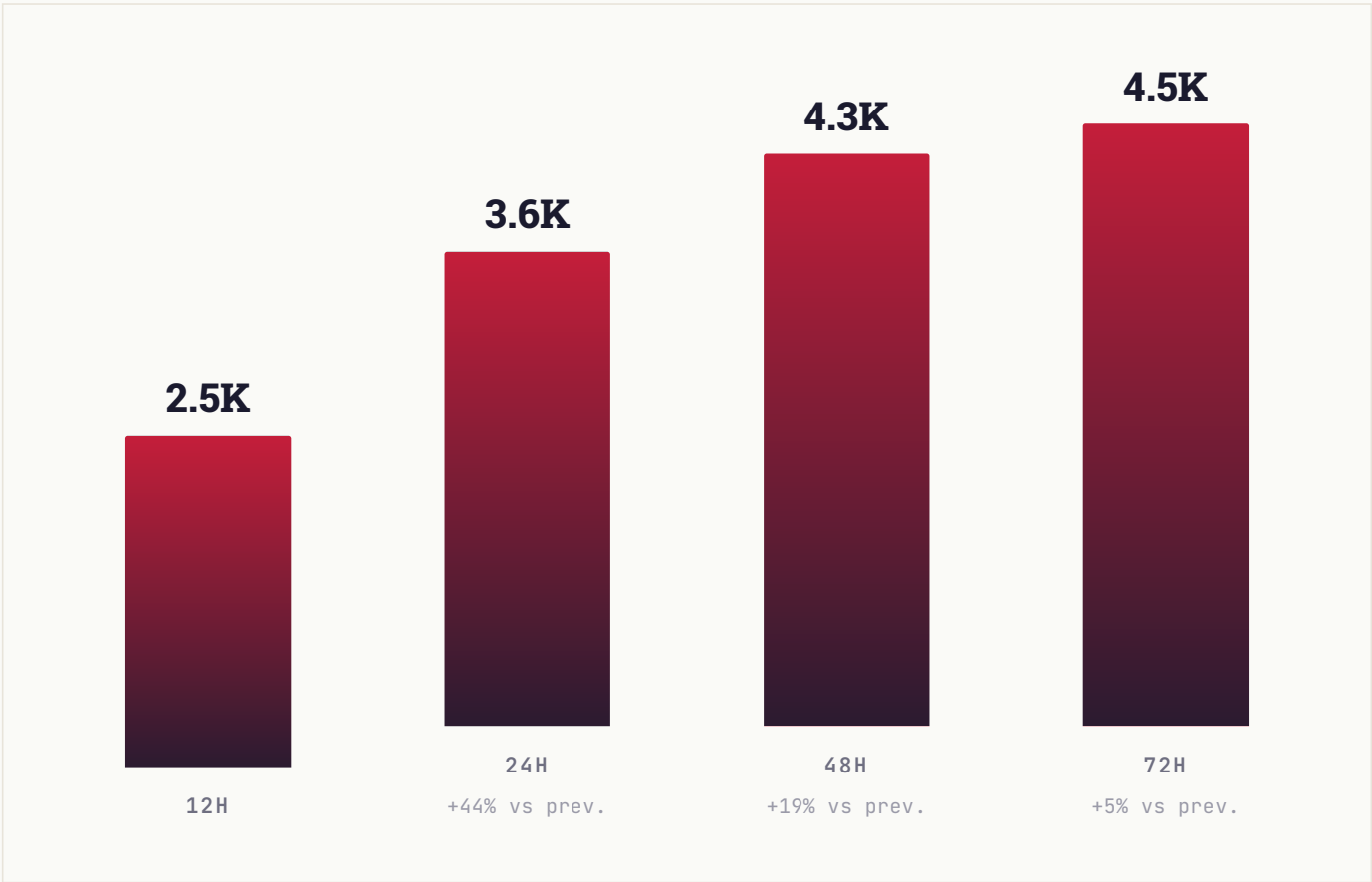
Citation index **42** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **354** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



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
MO Moscow Business	966.6K
CN Million Books Business Blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
SK Sergey Kosenko YOU	64.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#86 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **5 914** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
November 2025	0	0	481
October 2025	4	4	1 048
September 2025	0	0	1 464
August 2025	0	0	2 921
July 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4	6	5 914

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Business & Startups» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86

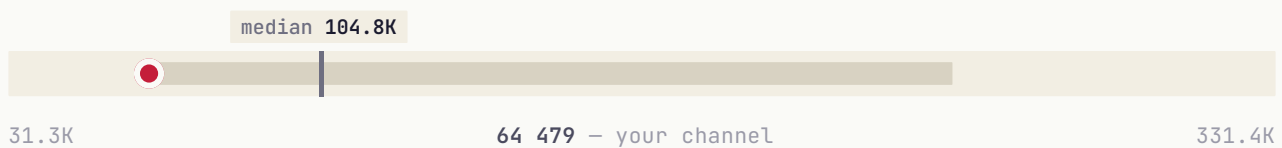
/100

RANK IN NICHE

Channel in the bottom half of the ranking

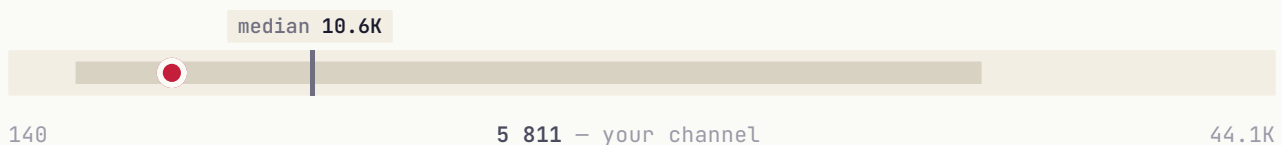
SUBSCRIBERS

38% below median



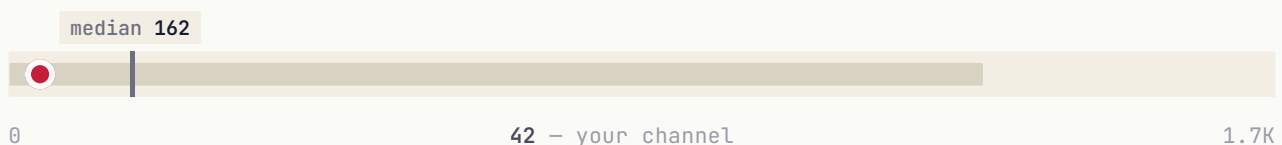
AVG REACH / POST

45% below median



CITATION INDEX

74% below median



— 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

Top post of the week — on Sunday

Audience is most active on this day at 09:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with adjacent channels

Cross-post with same-segment channels 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 — organic traffic source.

EFFECT

**Source of
organic traffic**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further, run ads through us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager