

PUBLIC REPORT PROMTPRESS

Channel audit

KOSTI



@kosti

Washing the Bones of Showbiz ■ Gossip, scandals, discussions, investigations, news... Ads & special projects: @leosaltore RKN:
<https://clck.ru/3Kdq7i>

SUBSCRIBERS

595 699

-16644 per month

ERR (% SEE POSTS)

13.0%

daily 11.0%

REACH/POST

74.4K

ad reach 65.6K/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 595 699 —	SUBS REACH 12.5% avg % subs see post	VIEWS/POST 74.4K median 74.7K · 29 days	POSTS/DAY 20.3 ~142 per week
7D TREND -2.6% vs previous week	REACTIONS/POST 1270.2 total 755,758 reactions, 233,408 reposts, 6,834 comments	POST LENGTH 215 chars median 208 · 29 days	POSTS ANALYZED 595 29 days
AD REACH 65.6K 24h avg	CHURN / MONTH -16644 last month	QUOTABILITY 1 122 citation index · 3,990 channels mentioned ever	CHANNEL AGE 6 years 4 months created 13.02.2020

AI EDITOR SUMMARY

Channel «KOSTI» — 595 699 subs. Each post averages 74.4K people (12% subs), reach is low — consider expanding audience. Publishes 142 posts/week (~20/day) — very active. Week of Jun 8–14 reach stable (-2.6% vs week 1–7 Jun).

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 **595** posts over 29 days.
- 02 Dominant format — **Photo** (287/595 posts).
- 03 Avg post length — **215** chars (median 208).
- 04 Peak audience activity — **Thursday, 07:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (100.2K avg for top vs 65.1K for worst) — among 595 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 05:30 VIDEO In Tyumen, a pedophile tried to rape a little girl in a stairwell He grabbed the child on the street and dragged her inside, not hiding...	VIEWS 100 773 REP. 1 757	REACTIONS 3 689 ER 16.9%
Nº2 31.05 · 07:13 PHOTO World Blonde Day is today You know who to congratulate KOSTI	VIEWS 100 447 REP. 1 677	REACTIONS 731 ER 16.9%
Nº3 30.05 · 06:35 VIDEO Mass cancellations of a mom-blogger (1.5M+ subs on TikTok) criticized for poor parenting...	VIEWS 99 306 REP. 549	REACTIONS 2 084 ER 16.7%

Nº4 14.06 · 19:07 VIDEO According to CNN Brasil, musician Oliver Tree died in a plane crash in Rio de Janeiro Six people died, including the singer...	VIEWS 91 273 REP. 1 247	REACTIONS 2 017 ER 15.3%
Nº5 30.05 · 04:59 PHOTO Okroshka Day is today ♥ — With kvass; ☒ — With kefir KOSTI	VIEWS 90 415 REP. 521	REACTIONS 2 621 ER 15.2%

WORST 3

↓ 21.06 · 10:58 TEXT Lipetsk Governor Igor Artamonov urged residents not to hoard gas "Let's try not to repeat the panic with...	VIEWS 65 499 REP. 124	REACTIONS 565 ER 11.0%
↓ 11.06 · 12:49 TEXT Envelope wages are making a comeback in Russian business Cash salaries among small businesses reached 25%, and among sole proprietors...	VIEWS 64 910 REP. 218	REACTIONS 631 ER 10.9%
↓ 10.06 · 12:28 TEXT Russia to deliver medicines by drones Health Ministry noted such delivery already works in six regions and helps as...	VIEWS 64 888 REP. 173	REACTIONS 466 ER 10.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

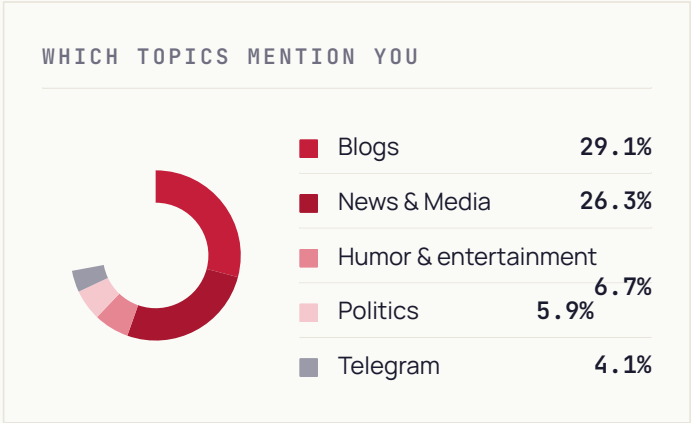
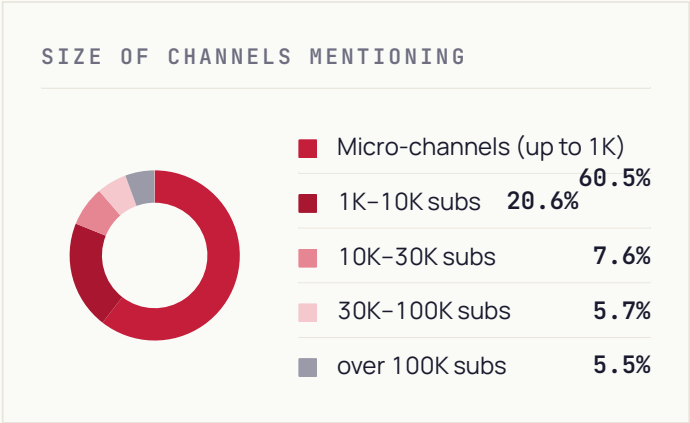
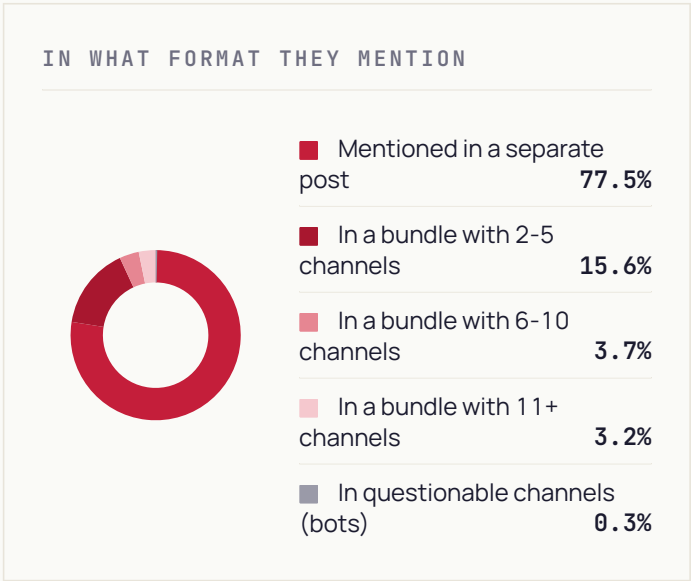
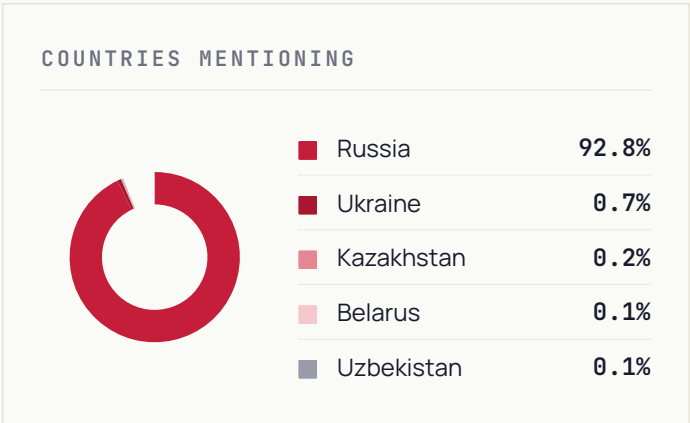
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

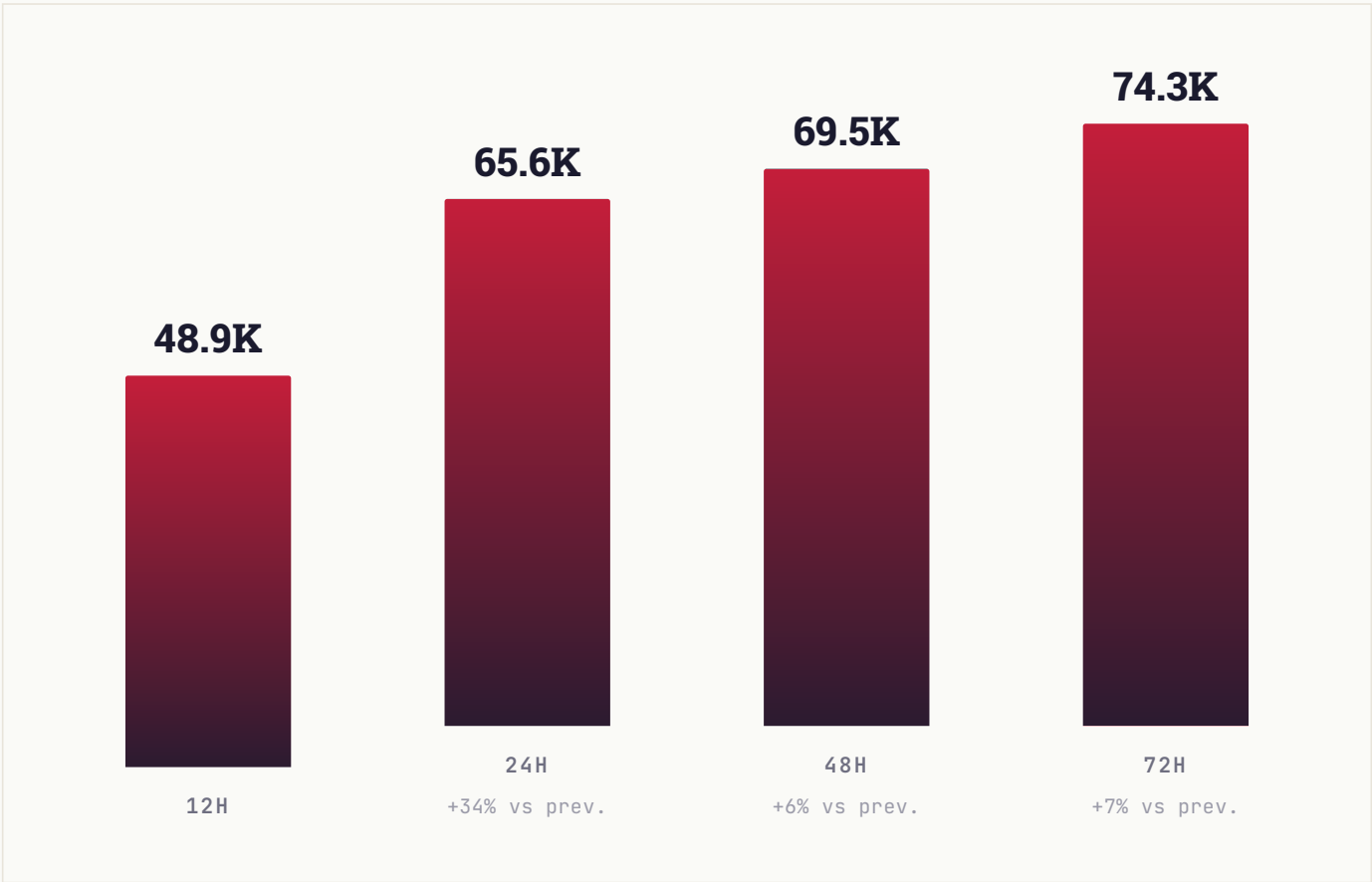
Citation index **1 122** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel 'weighs' more than from a 1k channel. All-time channel was mentioned **3 990** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
اخبارفوری خبرفوری جنگ امریکا فوری	6M
خبرفوری اخبارفوری جنگ فوری امریکا	4.4M
خبرفوری	4.3M
کانال اخبارفوری اخبارفوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha Ukraine	3.1M
KO KOSTI YOU	595.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 niche – early growth stage. Niche leader – اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-98 median: 1.3M. First goal – enter top-98 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 031**, they brought **69 139** new subs.

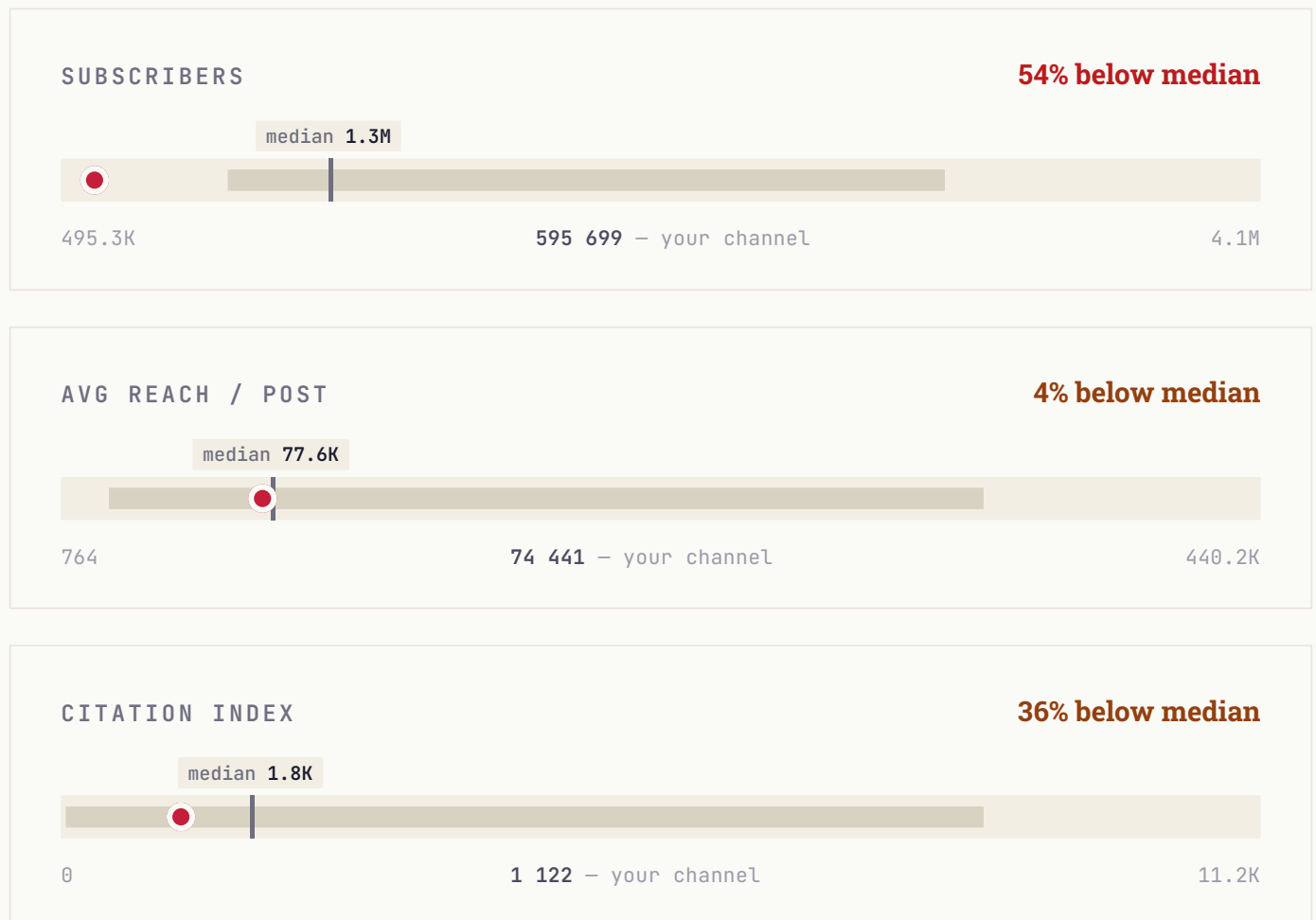
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	292	63	0	
Nov 2025	232	55	19 149	
Oct 2025	166	50	49 990	
Sep 2025	115	69	0	
August 2025	116	77	0	
July 2025	110	64	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1 031	6	69 139

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

Audience most active on this day & at 07:00 MSK.

EFFECT

**Best window
for important
posts**

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap 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 is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan 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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