

PROMTPRESS PUBLIC REPORT

Channel audit

КОСТЫЛЬ



@kostylofficial

Media of tomorrow. About innovation and AI, new trends and influencers. What you can't miss. Ads: @WeSell_Igor Roskomnadzor registry: <https://clck.ru/3RtbDJ> Our bot -...

SUBSCRIBERS

1 383 769

-90990 per month

ERR (% SEE POSTS)

4.0%

last day 2.5%

REACH/POST

52.1K

ad reach 35K/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 1 383 769 —	 SUBSCRIBER REACH 3.77% avg % subs see post	 VIEWS/POST 52.1K median 53.1K · 29 days	 POSTS/WEEK 44.0 for period
 7D TREND -12.3% vs previous week	 REACTIONS/POST 595.4 total 111,926 reactions, 58,946 reposts, 0 comments	 POST LENGTH 355 chars. median 312 · 29 days	 POSTS ANALYZED 188 29 days
 AD REACH 35K 24h avg	 CHURN / MONTH -90990 last month	 CITATION RATE 289 citation index · 848 channels mentioned all time	 CHANNEL AGE 3 years 10 days created 23.06.2023

AI EDITOR SUMMARY

Channel «Костыль» — 1 383 769 subs. Each post averages 52.1K people (4% of subs), reach is low — consider expanding audience. Publishes 44 posts per week (~6/day) — active posting. Week 22–28 Jun reach dropped -12.3% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **188** posts over 29 days.
- 02 Dominant format – **Photo** (138/188 posts).
- 03 Avg post length – **355** chars (median 312).
- 04 Peak audience activity – **Monday**, 20:00 MSK.
- 05 Top posts get **2×** more views than the weakest (75.7K avg for top vs 39K for bottom) – among 188 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 14:32 PHOTO Sber's booth has non-stop queues for the second day. Simple reason: you can display your message on the kinetic facade and...	VIEWS 77 251 REPOSTS 29	REACTIONS 307 ER 5.6%
Nº2 25.06 · 10:55 PHOTO ⚡ Apple may be blocked in Russia soon – Ministry of Digital Affairs asked FAS to take action. Apple is not rushing to comply with the law on...	VIEWS 75 747 REPOSTS 1 093	REACTIONS 1 148 ER 5.5%
Nº3 08.06 · 17:57 VIDEO Apple just showed iOS 27, which even iPhone 11 will support. We gathered all the highlights: • Siri got smarter –...	VIEWS 74 242 REPOSTS 306	REACTIONS 568 ER 5.4%

Nº4 17.06 • 15:02 PHOTO Joke of the day: after App Store ban, Max moved... to the MFC – creators thought to install messenger in person, live queue. Most...	VIEWS 71 392 REACTIONS 1 222 REPOSTS 357 ER 5.2%
Nº5 03.06 • 18:33 PHOTO ⚡ MAX removed from App Store – messenger no longer shows in Search, and links from the official site no longer...	VIEWS 70 879 REACTIONS 1 438 REPOSTS 703 ER 5.1%

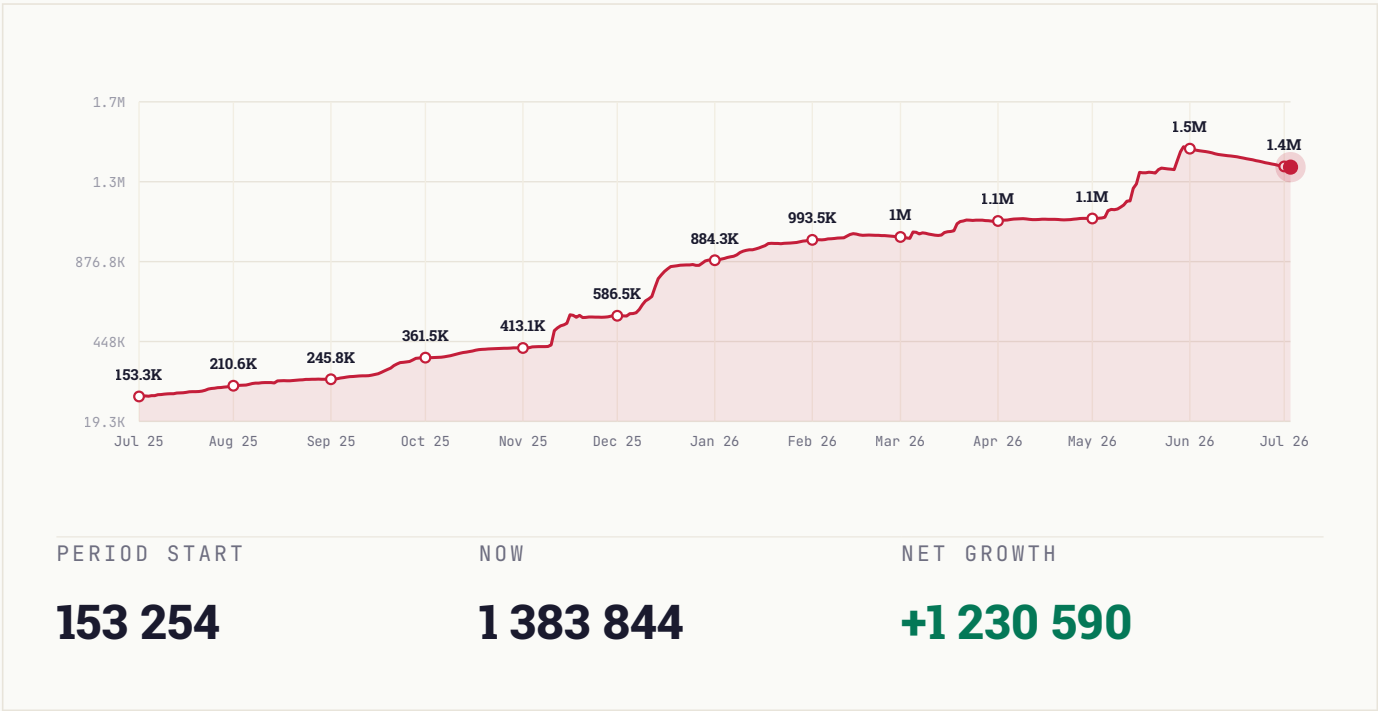
WORST 3

↓ 26.06 • 12:58 PHOTO ⚡ State Duma proposes slowing down online games. Deputy Nina Ostanina said restrictions similar to Telegram are needed. She...	VIEWS 39 192 REACTIONS 954 REPOSTS 262 ER 2.8%
↓ 27.06 • 13:11 PHOTO Lol, a VK employee advised his mom to buy company shares at 2000 rubles instead of a bank deposit because "he works there." Result...	VIEWS 39 146 REACTIONS 508 REPOSTS 188 ER 2.8%
↓ 27.06 • 10:01 VIDEO Early 2000s. A computer club around the corner, the sound of an old modem, and first passwords scribbled in a notebook. That's when Yandex was born...	VIEWS 38 733 REACTIONS 180 REPOSTS 36 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

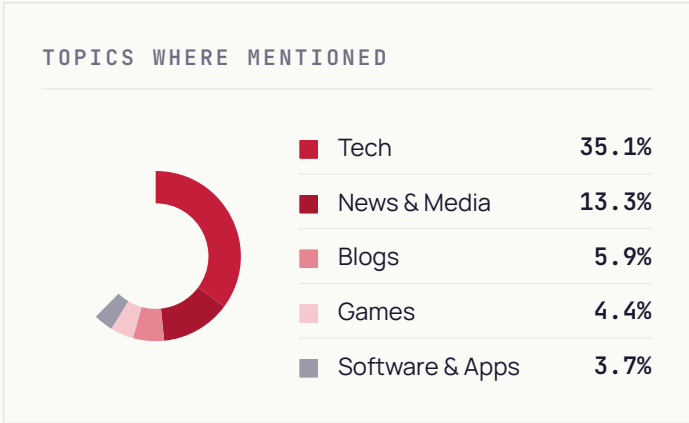
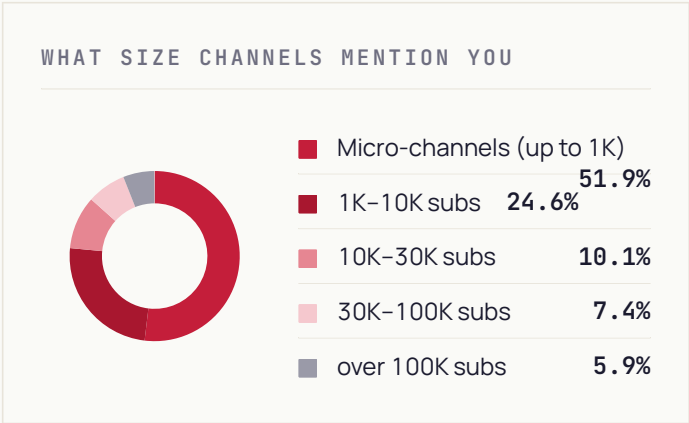
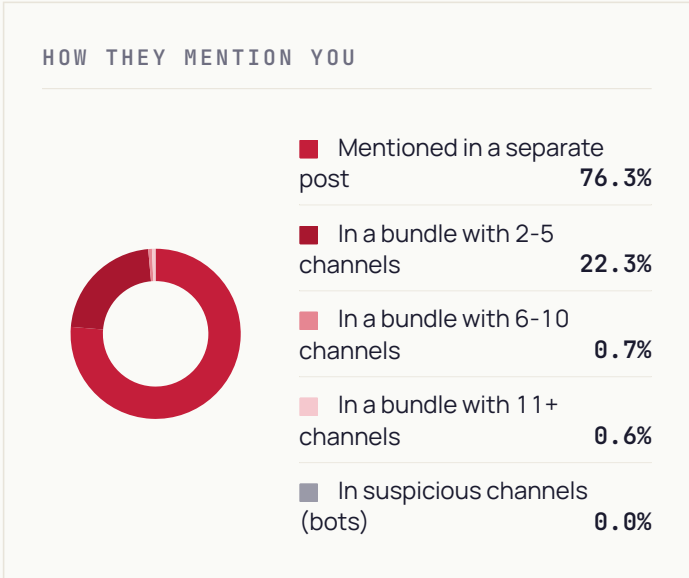
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

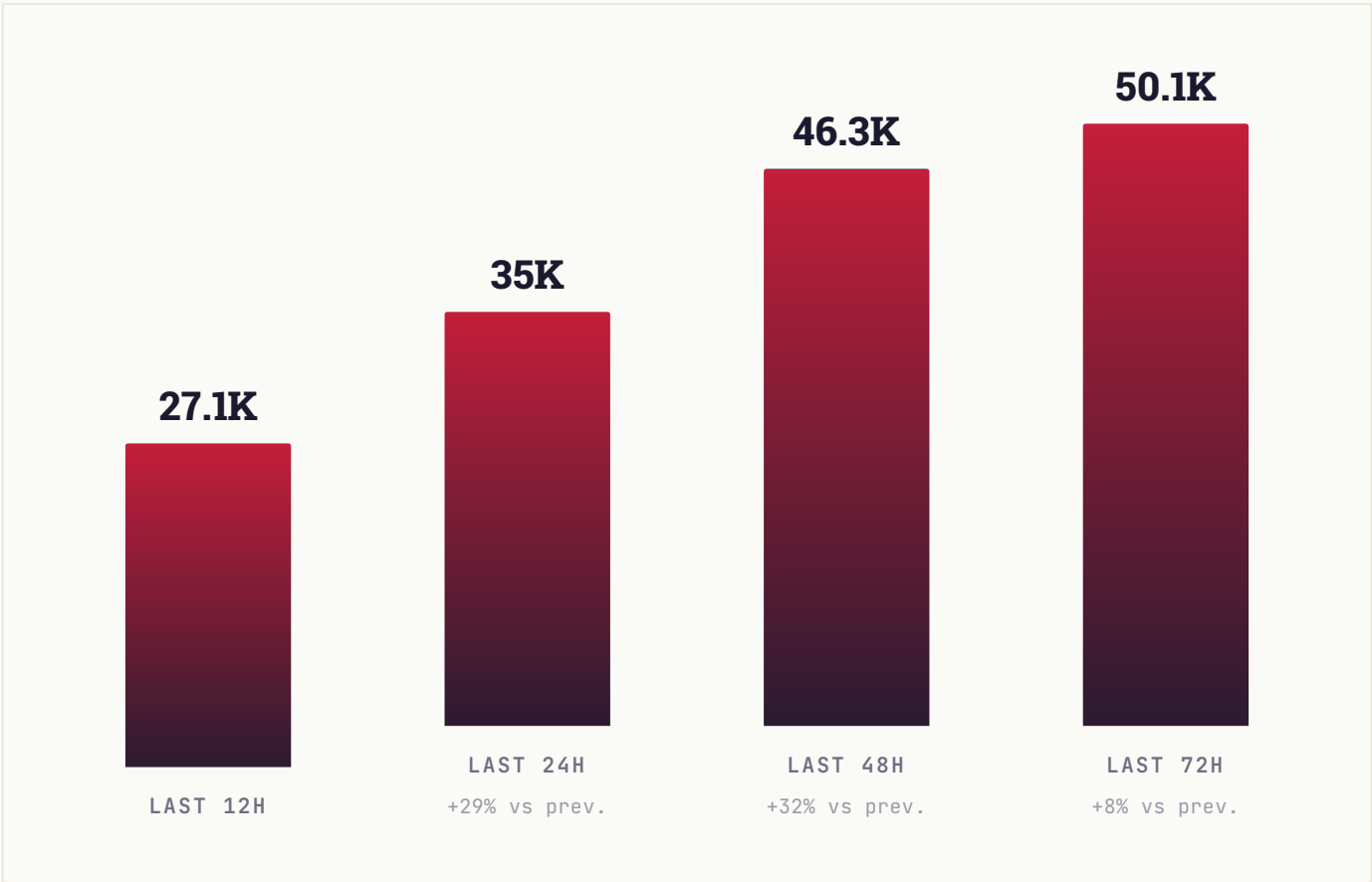
Citation index **289** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **848** different channels.



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 stays relevant.



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
HI hitvpn_blog	4.6M
MT Trending World	3.4M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت زَاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI & tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M
KO Костыль YOU	1.4M

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#17 of 100). Leader — hitvpn_blog (4.6M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **385**, they brought **825 838** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS	
Jan 2026	52	35	109 394	
December 2025	215	189	305 440	
Nov 2025	45	39	201 232	
Oct 2025	18	15	53 485	
Sep 2025	17	13	115 485	
August 2025	38	32	40 802	

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
385	6	825 838

SECTION 08 · NICHE COMPARISON

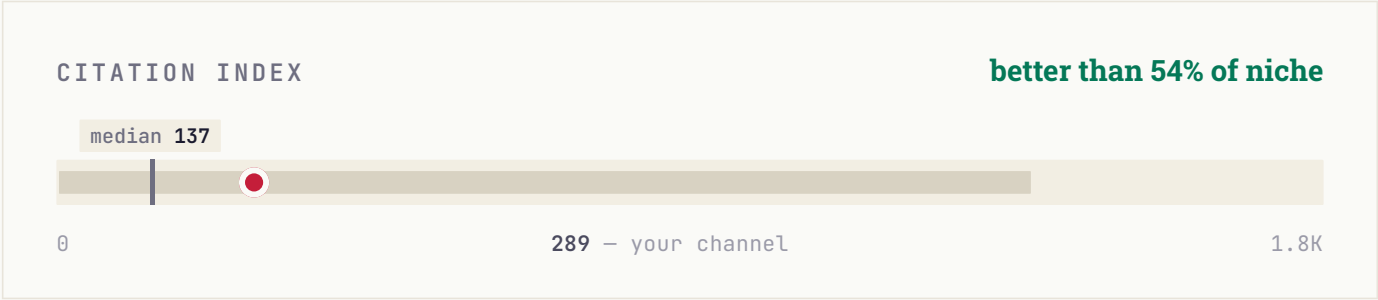
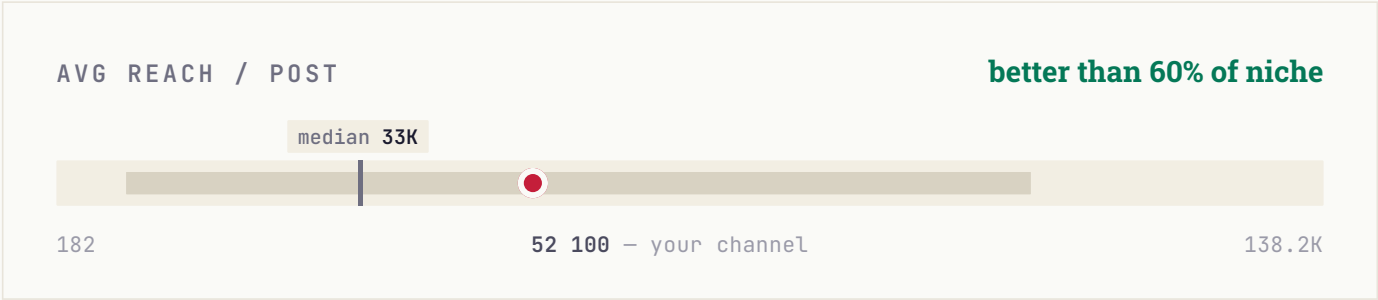
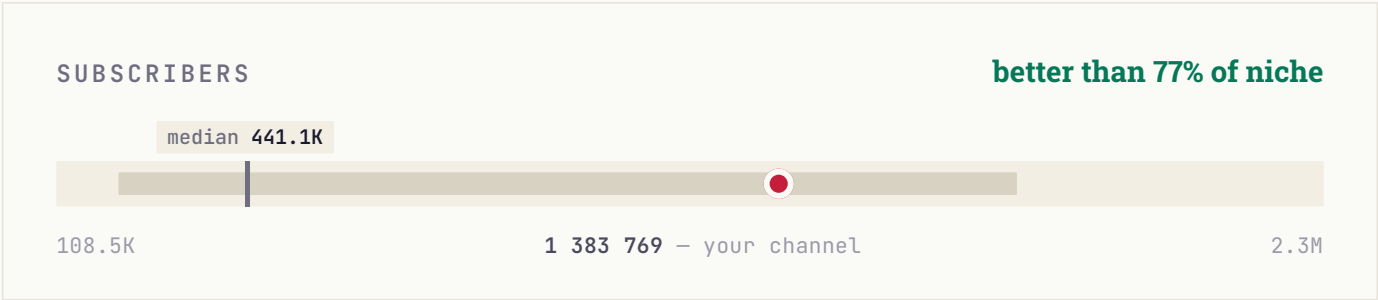
Where the channel ranks in its league

Took top-100 channels in category «Tech» (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.

#17/100

RANK IN NICHE

Channel in top 17% – strong position



— 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 Monday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.77% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+0.7pp 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 typically 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 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. To go further — 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