

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kote Oganezov



@koteoganezov

👨‍🍳 Chef, athlete, dad and husband. 🤝 Collaboration
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SUBSCRIBERS

134 239

-892 per month

ERR (% SEE POSTS)

11.0%

daily 4.8%

REACH/POST

14.2K

ad reach 6.4K/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 134 239 —	 SUBSCRIBER REACH 10.55% avg % of subs see post	 VIEWS/POST 14.2K median 14.8K · 29 days	 POSTS/WEEK 10.2 over period
 7D TREND -16.5% vs previous week	 REACTIONS/POST 418.4 total 17,993 reactions, 2,153 reposts, 528 comments	 POST LENGTH 553 chars median 468 · 29 days	 POSTS ANALYZED 43 29 days
 AD REACH 6.4K 24h avg	 CHURN / MONTH -892 last month	 QUOTABILITY 42 citation index · 136 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 27.02.2022

AI EDITOR SUMMARY

Channel «Kote Oganezov» — 134 239 subs. Each post averages 14.2K people (11% of subs), reach is low — worth expanding audience. Publishes 10 posts per week (~1/day) — regular schedule. For week 22–28 Jun reach dropped -16.5% to week 15–21 Jun — worth analyzing why.

What works best

| WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **43** posts over 29 days.
- 02 Dominant format — **Video** (31/43 posts).
- 03 Avg post length — **553** chars (median 468).
- 04 Peak audience activity — **Sunday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (19.6K avg for top vs 11.5K for worst) — among 43 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

Nº1	14.06 · 10:31	VIDEO	not just, but being a good father is a checkbox task. I'll be honest, I only on Pete, probably, was able to note for myself...	VIEWS 20 680	REACTIONS 1 058
				REP. 34	ER 15.4%
Nº2	21.06 · 07:55	VIDEO	Friends, the cucumber boom has begun! 🥒 And as we know, the cucumber boom is a precursor to the zucchini boom. I'm sure...	VIEWS 19 318	REACTIONS 464
				REP. 220	ER 14.4%
Nº3	20.06 · 06:46	VIDEO	Today is an incredible day 🙌 may all the good we planned come true 🙏❤️	VIEWS 18 723	REACTIONS 478
				REP. 4	ER 13.9%

WORST 3

↓	28.06 · 05:02	VIDEO	GOOD MORNING EVERYONE ☀️	VIEWS 11 936	REACTIONS 492
				REP. 6	ER 8.9%
↓	03.07 · 08:41	PHOTO	❤️❤️❤️❤️❤️❤️ I'll be honest, Ivan-chai ☕️ I discovered about 10 years ago when I started getting into fermentation, which is...	VIEWS 11 521	REACTIONS 462
				REP. 29	ER 8.6%
↓	03.07 · 05:12	VIDEO	Many want you to give up... but the loudest voice is in your head. And here's the paradox: the most stubborn opponent is our...	VIEWS 11 124	REACTIONS 364
				REP. 15	ER 8.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

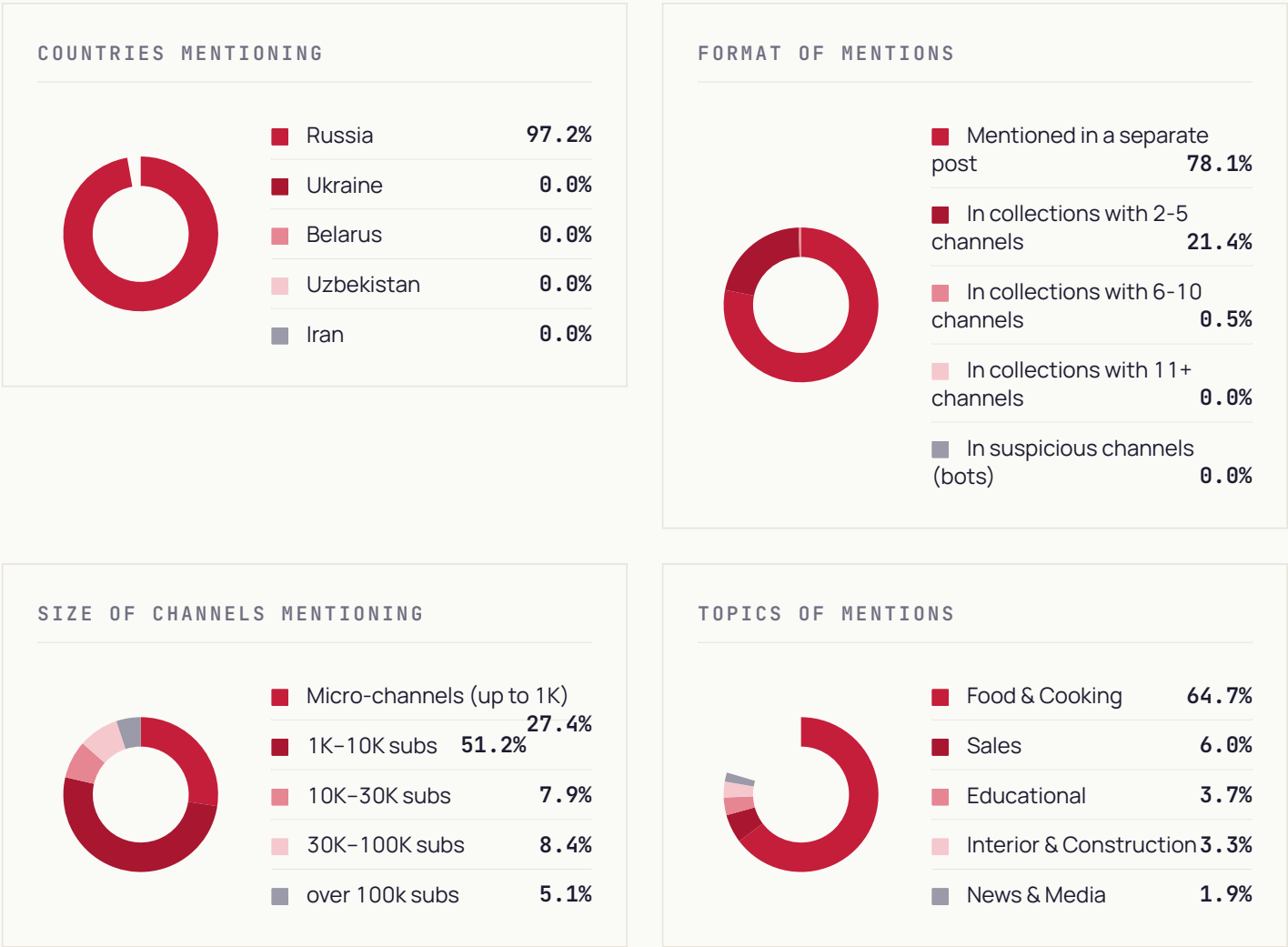
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

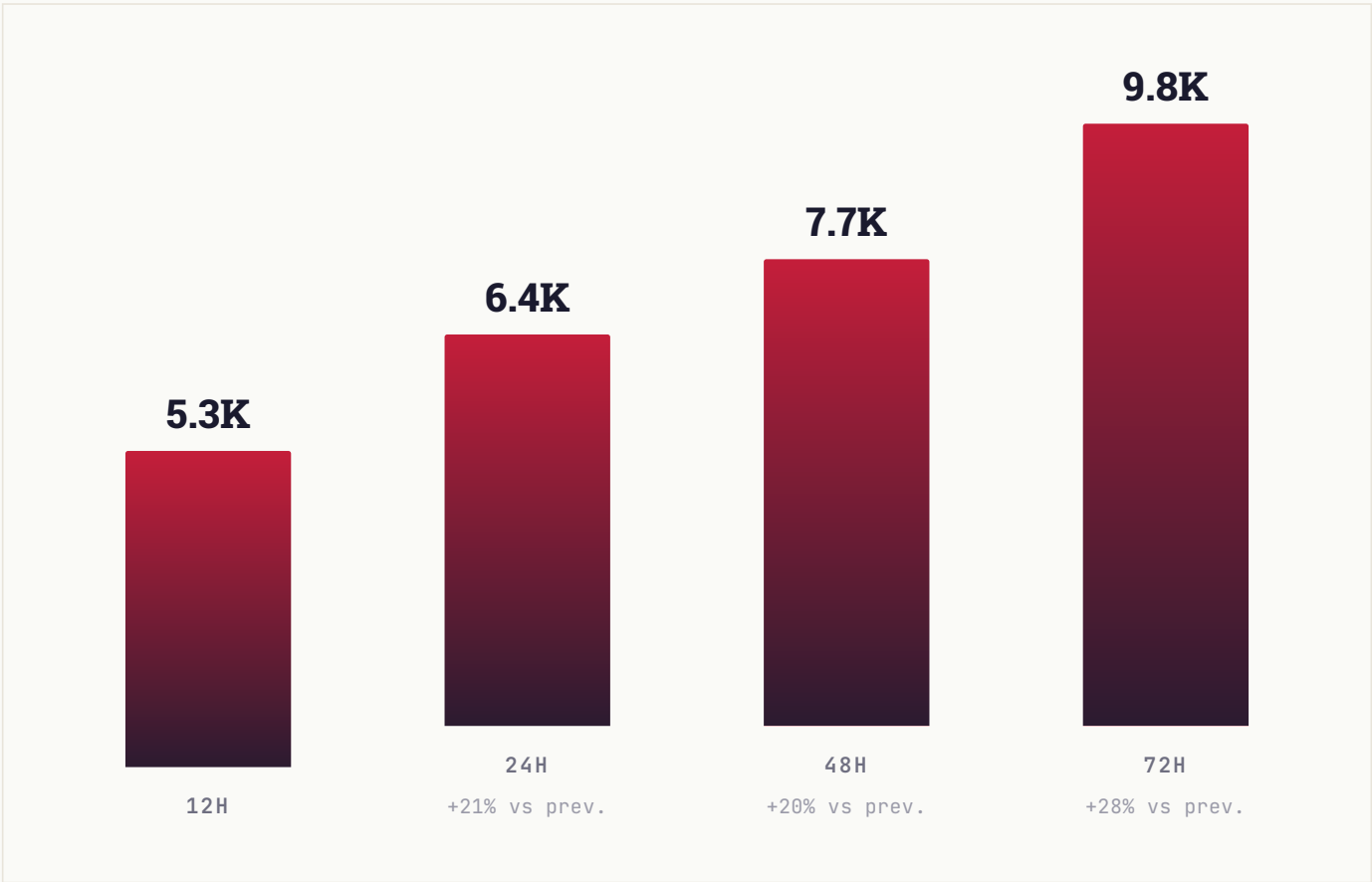
Citation index **42** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **136** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Thu Simple Recipes	586.9K
KR Recipe book	559K
KN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Daily recipes	461.5K
KO Kote Oganezov YOU	134.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#96 of 94). Niche median — 205K subs.
First KPI goal — reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

SECTION 07 · MENTION DYNAMICS

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 **15**, they brought **2 819** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	2	553
December 2025	2	1	153
Nov 2025	0	0	293
Oct 2025	4	3	487
Sep 2025	4	4	652
August 2025	3	3	681
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
15	6	2 819	

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#96 /100

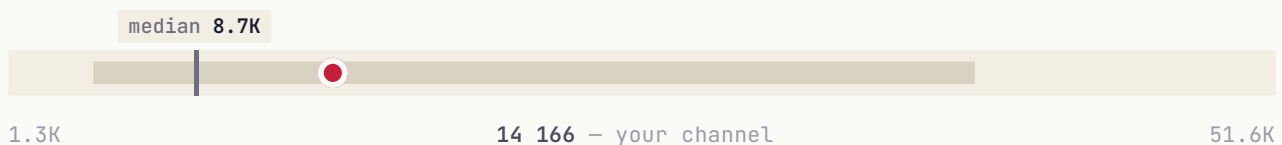
POSITION IN NICHE

Channel in the bottom half of the ranking

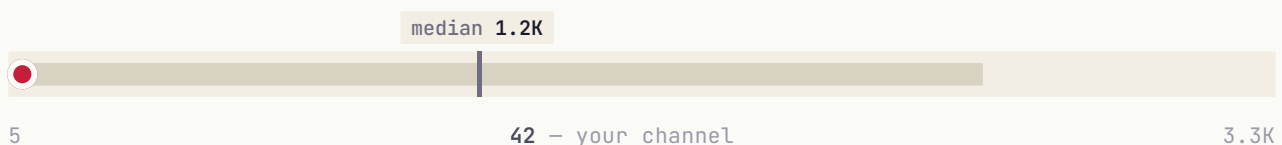
SUBSCRIBERS

36% below median

AVG REACH / POST

better than 57% of niche

CITATION INDEX

97% 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 13:00 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 is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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
