

PUBLIC REPORT BY PROMTPRESS

Channel audit

Cat Kostyan - official channel



@kotreal

Channel listed by Roskomnadzor <https://knd.gov.ru/license?id=67446c60340096358bd342a8&istryType=bloggersPermission>
Managers:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
160 030	16.0%	24.6K
12.07.2026 1505 per month	daily 12.2%	reach 19.6K/24h
HTTPS://PROMTPRESS.COM/REPORT/KOTREAL		

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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 160 030 —	 SUBSCRIBER REACH 15.36% avg % subs see post	 VIEWS/POST 24.6K median 24.6K · 29 days	 POSTS/DAY 14.3 ~100 per week
 7D TREND -5.0% vs previous week	 REACTIONS/POST 1043.3 446,534 reactions, 44,464 reposts, 0 comments	 POST LENGTH 301 chars median 172 · 29 days	 POSTS ANALYZED 428 29 days
 AD REACH 19.6K 24h avg	 CHURN / MONTH -1505 last month	 CITATION RATE 983 citation index · 2,597 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Cat Kostyan - official channel🇷🇺» – 160 030 subs. Each post avg views 24.6K people (15% of subs), avg reach – room to grow. Publishes 100 posts/week (~14/day) – very active. Week Jun 29 – Jul 5 reach stable (-5.0% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **428** posts in 29 days.
- 02 Dominant format — **Video** (291/428 posts).
- 03 Avg post length — **301** chars (median 172).
- 04 Peak audience activity — **Saturday**, 15:00 MSK.
- 05 Top posts get **4x** more views than weakest (79K avg top vs 20K worst) — among 428 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

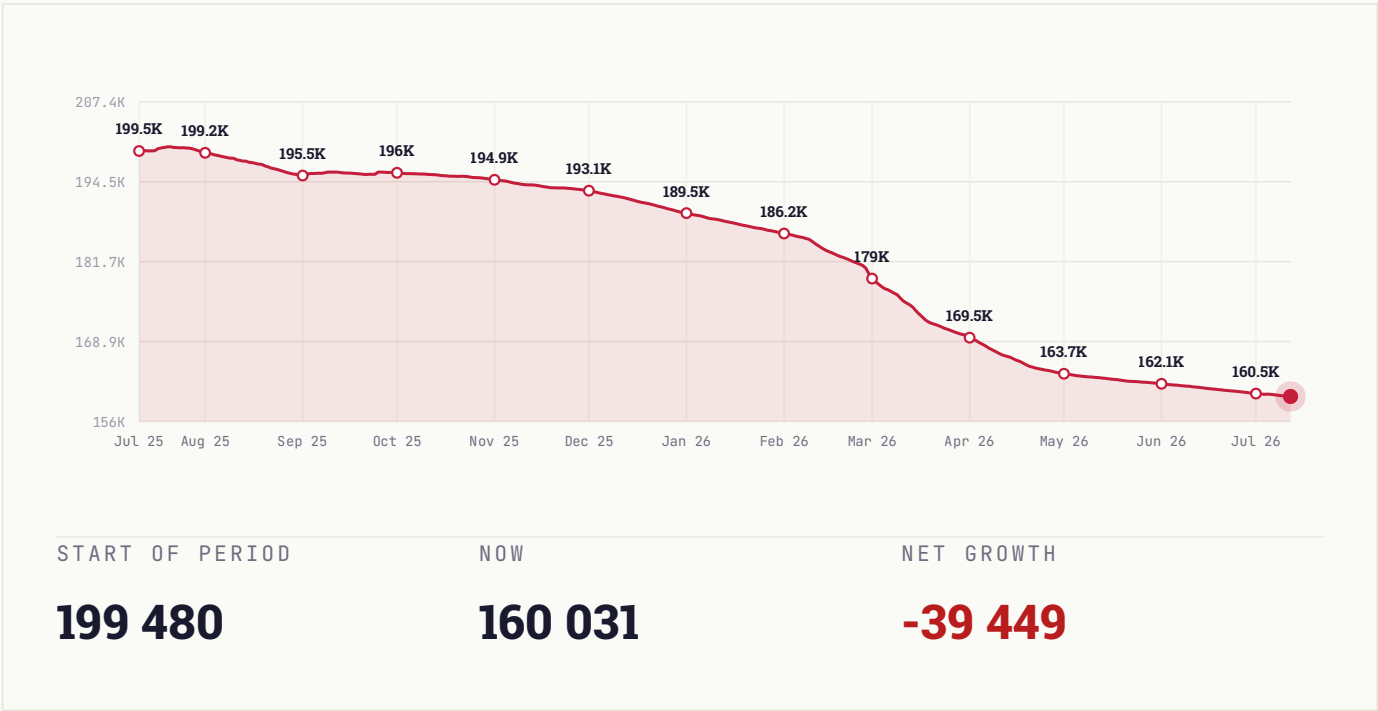
Nº1 04.07 · 12:02 VIDEO 🤔 Commenting here would only spoil it. 🇷🇺 Cat in MAX Cat 🐱 Kostyan	VIEWS 117 541 REPOSTS 2 356	REACTIONS 1 488 ER 73.4%
Nº2 13.06 · 17:04 VIDEO Psaki (2022): «Russia lies about US biolabs in Ukraine. It has such a program itself.» Gabbard (2026): «The US funds 120+...	VIEWS 61 456 REPOSTS 235	REACTIONS 1 242 ER 38.4%
Nº3 28.06 · 19:02 VIDEO 👉 Here they are, entrepreneurs. 🇷🇺 Cat in MAX Cat 🐱 Kostyan	VIEWS 57 885 REPOSTS 317	REACTIONS 1 397 ER 36.2%

Nº4 24.06 • 17:59 PHOTO 😊 Ukrainians' genuine love for TCC officers An Odesa church asks not to write 'for the repose' notes for TCC staff. 🇷🇺 Cat in MAX Cat...	VIEWS 56 575 REPOSTS 148 REACTIONS 876 ER 35.4%
Nº5 24.06 • 18:59 PHOTO 😞 Poles troll the bitch 🇷🇺 Cat in MAX Cat 🐱 Kostyan	VIEWS 30 050 REPOSTS 266 REACTIONS 1 531 ER 18.8%
WORST 3	
↓ 18.06 • 10:40 TEXT Moscow. Record attack. Hats off to air defense On the night of June 18, 555 long-range drones were shot down over Russia. Over the Moscow region – 180...	VIEWS 20 671 REPOSTS 111 REACTIONS 1 449 ER 12.9%
↓ 08.07 • 10:02 VIDEO Left a boy, returned a man At 19 he ended up at the front. Lost comrades, got a neck wound, and after a second wound...	VIEWS 20 573 REPOSTS 18 REACTIONS 959 ER 12.9%
↓ 12.06 • 10:00 VIDEO No enemy will hinder the development and prosperity of our Motherland. Happy Russia Day!	VIEWS 18 745 REPOSTS 62 REACTIONS 1 272 ER 11.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

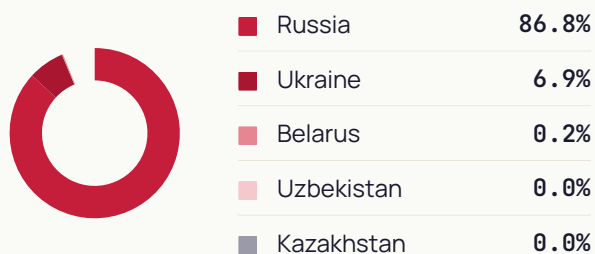


SECTION 04 • CITATIONS

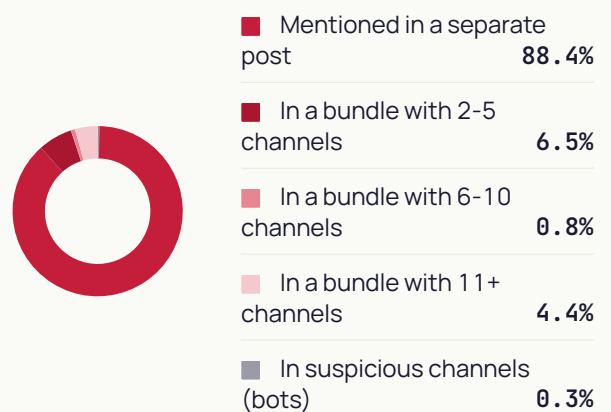
Who mentions the channel and how

Citation index **983** — 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 subs channel. All-time channel mentions: **2 597** different channels.

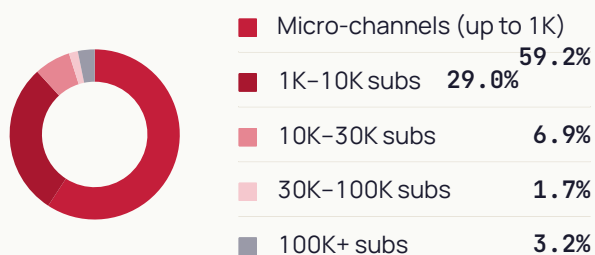
COUNTRIES MENTIONING



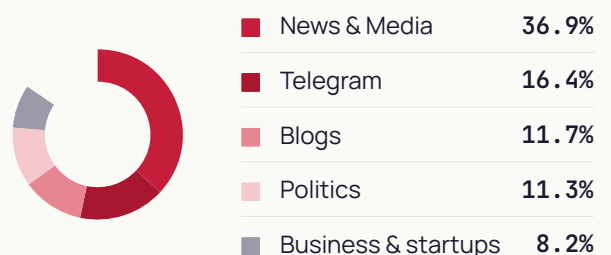
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



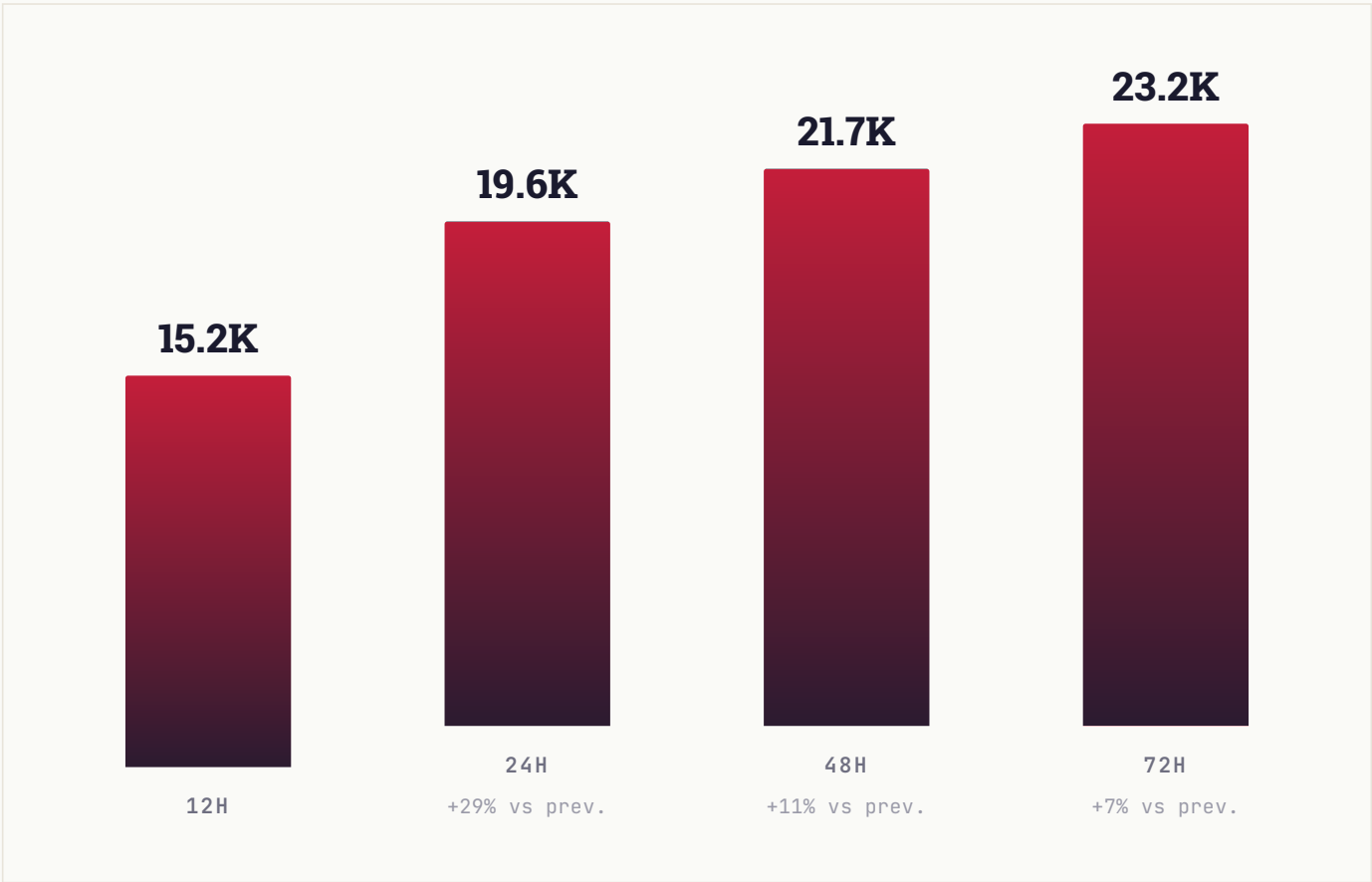
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ broken lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
KK Cat Kostyan - official channel🇷🇺 YOU	160K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

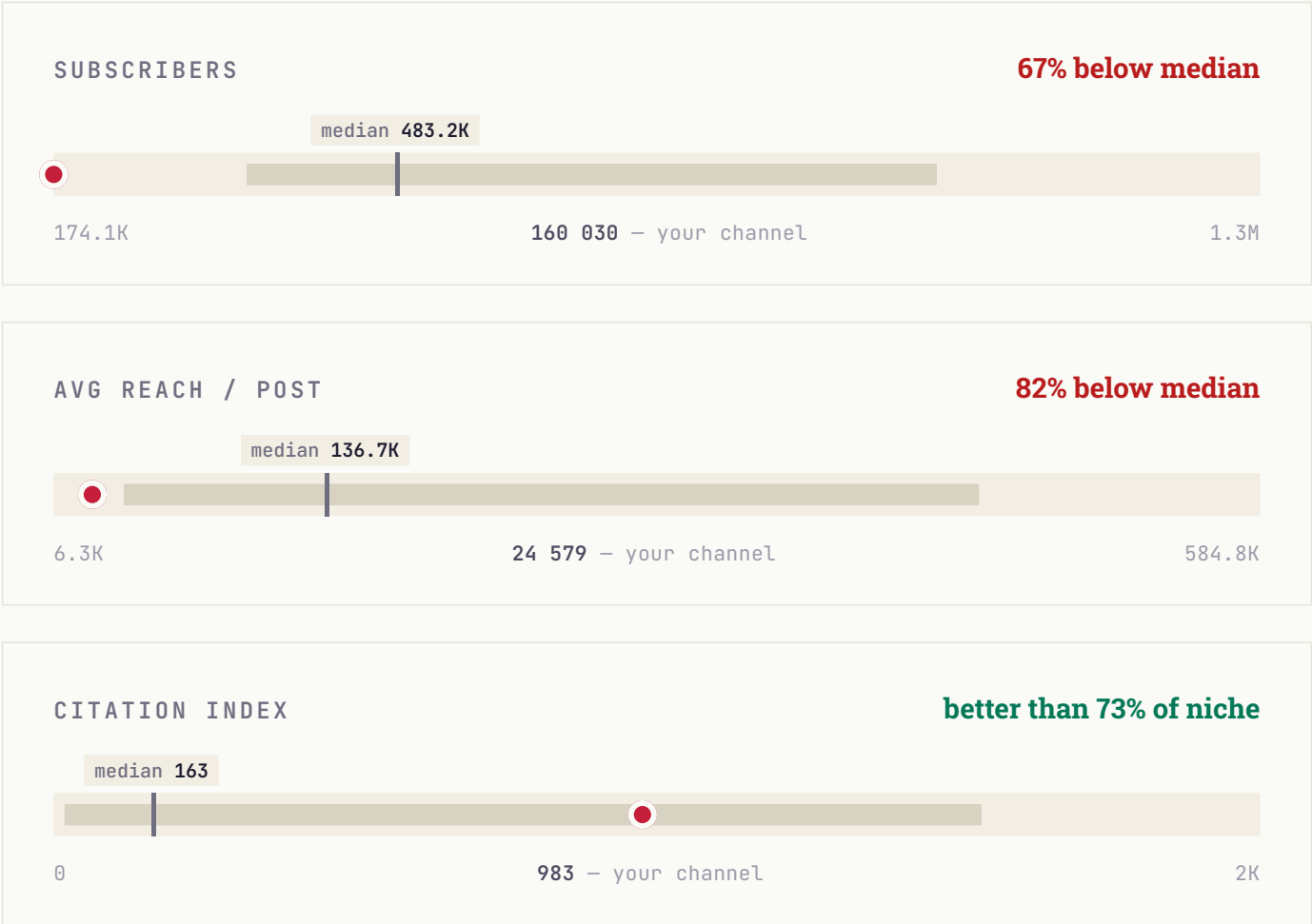
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **5 662**, they brought **1 074** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
January 2026	879	80	0	
December 2025	896	81	0	
November 2025	1 017	109	9	
October 2025	986	102	43	
September 2025	923	120	1 010	
August 2025	961	127	12	
TOTAL MENTIONS	5 662	MONTHS OF DATA	6	SUBS ATTRACTED
			1 074	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Blogs» (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.



— 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 15:00 MSK.

EFFECT

**Best time for
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 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**

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 us to do this PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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