

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Andrey Kokoshka



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Andrey Kokoshka Official! Ads: misterkokoshkaofficial@gmail.com or
@pashteticks (off-topic messages = BAN.) [https://](https://www.gosuslugi.ru/snet/679cba8a0b38b06c42b965b0)
www.gosuslugi.ru/snet/679cba8a0b38b06c42b965b0 Podcasts: ...

SUBSCRIBERS

458 984

+67118 per month

ERR (% SEE POSTS)

48.0%

daily 21.4%

REACH/POST

226K

ad reach 94K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 458 984 —	 SUBSCRIBER REACH 49.25% avg % subs see post	 VIEWS/POST 226K median 219.6K · 27 days	 POSTS/WEEK 9.5 over period
 7D TREND -27.1% vs previous week	 REACTIONS/POST 11731.8 434,078 reactions, 15,548 reposts, 15,051 comments	 POST LENGTH 255 chars median 114 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 94K 24h avg	 CHURN / MONTH +67118 last month	 CITATION RATE 114 citation index · 762 channels mentioned ever	 CHANNEL AGE 2 years 9 months created 14.09.2023

AI EDITOR SUMMARY

Channel «Andrey Kokoshka» – 458 984 subs. Each post avg views 226K people (49% from subs), wide reach for channel size. Publishes 10 posts/week (~1/day) – regular. Week Jun 15–21 reach dropped -27.1% to week Jun 8–14 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts in 27 days.
- 02 Dominant format — Photo (16/37 posts).
- 03 Avg post length — 255 chars (median 114).
- 04 Peak audience activity — Wednesday, 13:00 MSK.
- 05 Top posts get 2x more views than weakest (top avg 300.6K vs worst 165.1K) — 37 posts in 27 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 10:25 VIDEO
(post without caption — video)

VIEWS	REACTIONS
309 808	12 870
REP.	ER
1 351	67.5%

Nº2 07.06 · 10:32 VIDEO
Being a YouTube blogger isn't just a job or a hobby. It's a dream that once united different generations and brought them together...

VIEWS	REACTIONS
305 454	16 153
REP.	ER
725	66.6%

Nº3 11.06 · 16:42 VIDEO
(post without caption — video)

VIEWS	REACTIONS
286 536	9 542
REP.	ER
145	62.4%

Nº4 12.06 · 09:16 **TEXT**

I know it but can't prove it. That Koval edged me out and took my spots. Scared to wake up and find out he's the new co-host of 6...

VIEWS

286 287

REP.

2 267

REACTIONS

25 181

ER

62.4%**Nº5** 09.06 · 14:42 **TEXT**

Whose Cosplay Is Better In Japan? Pickup in Makeup for \$4000! <https://youtu.be/EKNheDnl40k>

VIEWS

283 109

REP.

705

REACTIONS

6 524

ER

61.7%**WORST 3**

20.06 · 11:20

PHOTO

After school I went to the first institute I found and didn't study properly — just played KVN. Not bad overall, but not...

VIEWS

169 463

REP.

37

REACTIONS

3 727

ER

36.9%

29.05 · 12:58

PHOTO

Tomorrow is the second part of the Japan trip with Hiro-san.

VIEWS

163 750

REP.

141

REACTIONS

11 029

ER

35.7%

20.06 · 09:24

PHOTO

By popular demand, I invited Frame Tamer Svetlana again for Satire in the talent show Zavoz — third quarterfinal on June 25. And in December...

VIEWS

161 972

REP.

324

REACTIONS

12 569

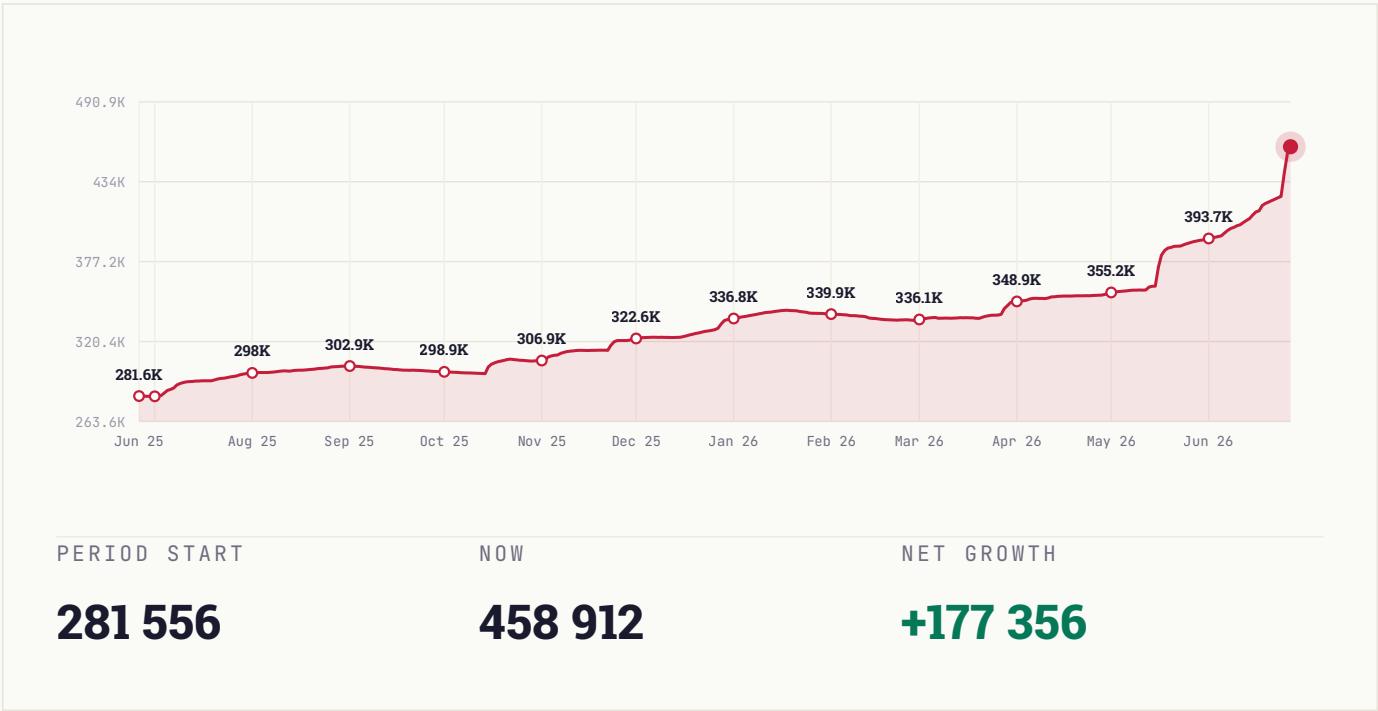
ER

35.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

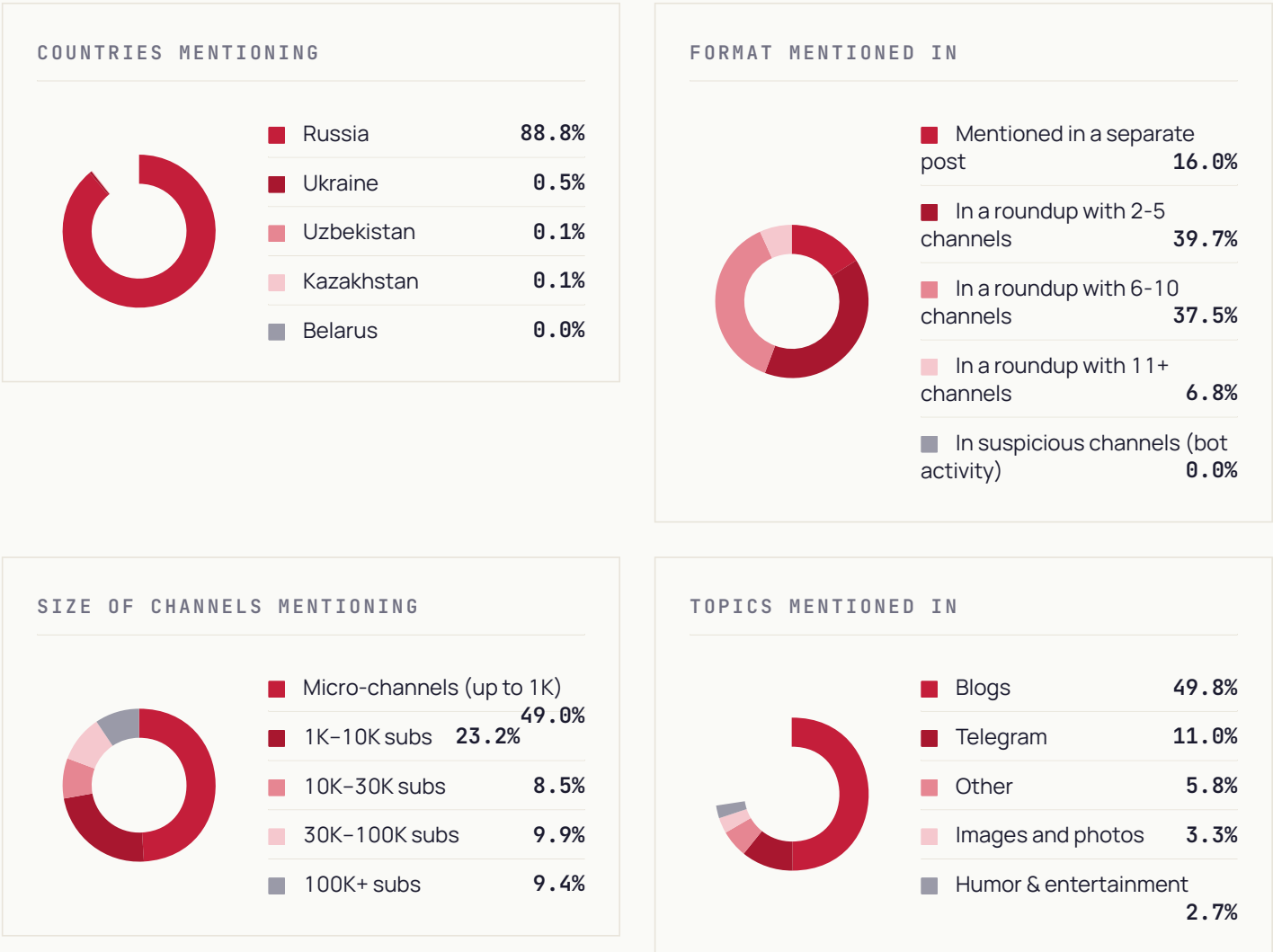
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained subs and which it lost.



SECTION 04 · MENTIONS

Who mentions the channel and how

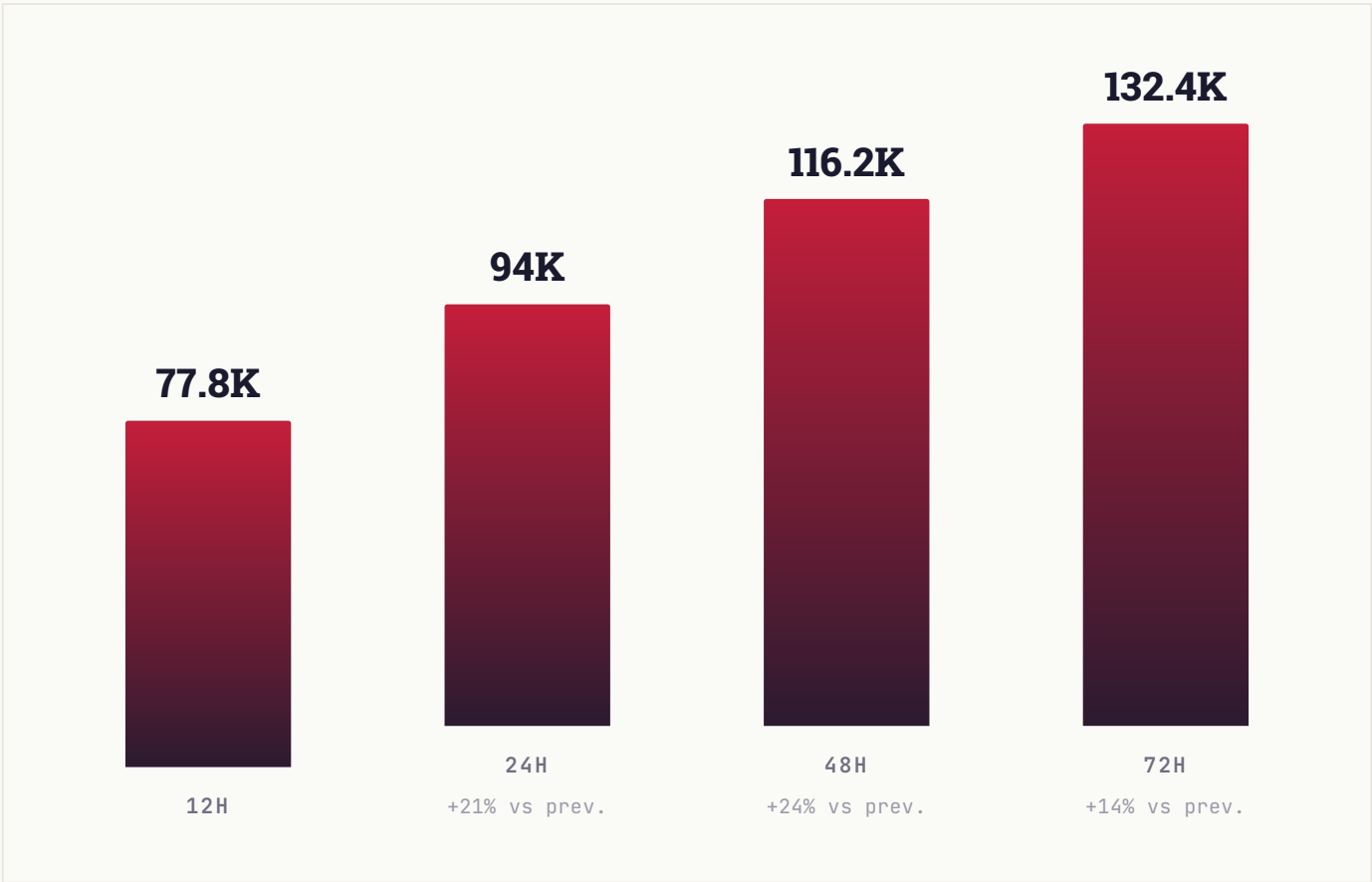
Citation index **114** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **762** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
AK Andrey Kokoshka YOU	459K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#58 of 100). Niche median — 493.6K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **164**, they brought **62 677** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	26	18	14 656
Nov 2025	40	36	15 605
Oct 2025	26	24	10 535
September 2025	30	26	91
August 2025	19	14	5 341
July 2025	23	21	16 449
TOTAL MENTIONS			164
MONTHS OF DATA			6
GAINED SUBSCRIBERS			62 677

— 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 of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#58 /100

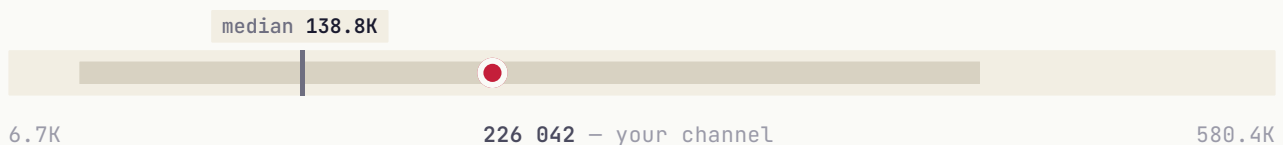
RANK IN NICHE

Channel in the bottom half of the ranking

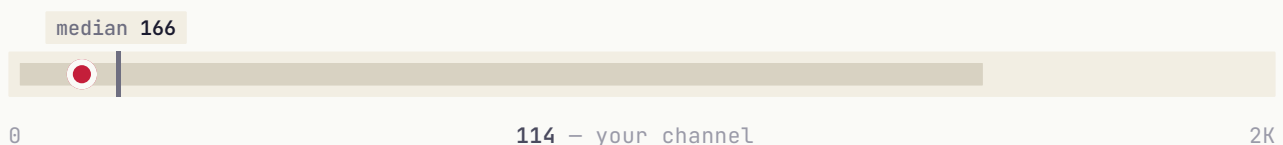
SUBSCRIBERS

worse than median by 7%

AVG REACH / POST

better than 61% of niche

CITATION INDEX

32% 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 Wednesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best time 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 the 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 — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar 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 looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
