

— PUBLIC REPORT BY PROMTPRESS

Channel audit

KK



@petrovte1

Ad: @pr_kk Suggest news: @kk_predlozhka_bot <https://clck.ru/3HGbnV>

SUBSCRIBERS

537 384

-2412 per month

ERR (% SEE POSTS)

17.0%

per day **13.9%**

REACH/POST

91.4K

ad reach **75K**/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 537 384 —	 SUBS REACH 17.01% avg % subs see post	 VIEWS/POST 91.4K median 91.1K · 29 days	 POSTS/DAY 16.2 ~113 per week
 7D TREND -3.9% vs previous week	 REACTIONS/POST 3657.0 total 1 773 626 reactions, 376 043 reposts, 45 314 comments	 POST LENGTH 330 chars median 324 · 29 days	 POSTS ANALYZED 485 29 days
 AD REACH 75K 24h avg	 CHURN / MONTH -2412 last month	 CITATIONS 1 004 citation index · 5 583 channels mentioned all time	 CHANNEL AGE 7 years 1 month created 10.04.2019

AI EDITOR SUMMARY

Channel «KK» — 537 384 subs. Each post averages 91.4K people (17% of subs), average reach — room to grow. Publishes 113 posts per week (~16/day) — very active. Week of May 25–31 reach stable (-3.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **485** posts in 29 days.
- 02 Dominant format – **Photo** (328/485 posts).
- 03 Avg post length – **330** chars (median 324).
- 04 Audience peak – **Sunday**, 01:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1 14.5K avg top vs 72.5K worst) – across 485 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 07:28 PHOTO Three killed in massive drone attack in Moscow region In Khimki, a drone hit a private house – a woman died. In Mytishchi...	VIEWS 116 153 REP. 1 803	REACTIONS 3 154 ER 21.6%
Nº2 09.05 · 16:36 VIDEO – My son went missing in the 'SVO'. – So you have a double celebration. Congratulations! Kemerovo's main TV channel deleted a segment where...	VIEWS 114 753 REP. 4 612	REACTIONS 10 225 ER 21.4%
Nº3 11.05 · 18:44 VIDEO Karina Kasparyants was hated for too expensive shawarma at her establishment The new item costs from 1250 to 1550 rubles for about 350 grams...	VIEWS 112 602 REP. 573	REACTIONS 3 113 ER 21.0%

Nº4 28.05 · 09:35 VIDEO Shaman released a clip where Dud, Zemfira, Noize MC and other 'foreign agents' sing 'Russia is mother' using AI At the start of the video, Shaman...	VIEWS 112 433 REP. 5 191	REACTIONS 10 853 ER 20.9%
Nº5 13.05 · 19:51 PHOTO «Six-Seven» is being banned in Russian schools — a case already confirmed in a Perm school The teacher threatened children...	VIEWS 111 932 REP. 2 401	REACTIONS 5 541 ER 20.8%

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WORST 3

↓ 05.06 · 14:20 PHOTO T2 and Aeroflot to develop connectivity and digital services onboard planes Companies signed a cooperation agreement in...	VIEWS 72 894 REP. 135	REACTIONS 1 186 ER 13.6%
↓ 05.06 · 14:08 VIDEO Over 5 years, salaries in the Russian economy grew by 30%, Putin said at the SPIEF plenary session. His other statements on the topic...	VIEWS 72 388 REP. 240	REACTIONS 4 830 ER 13.5%
↓ 05.06 · 14:35 VIDEO Khatuna Atashyan sent to pre-trial detention — accused of defrauding bloggers of tens of millions of rubles will spend her birthday behind bars. At the hearing, she...	VIEWS 72 288 REP. 48	REACTIONS 1 041 ER 13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

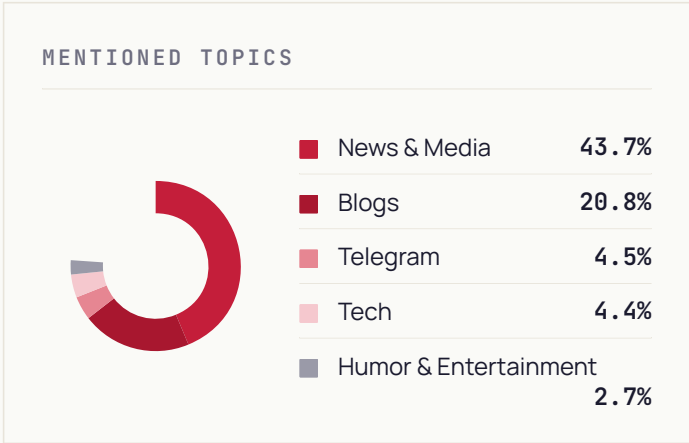
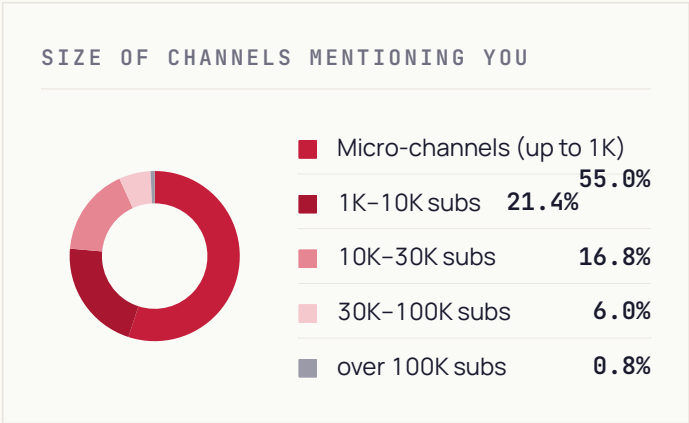
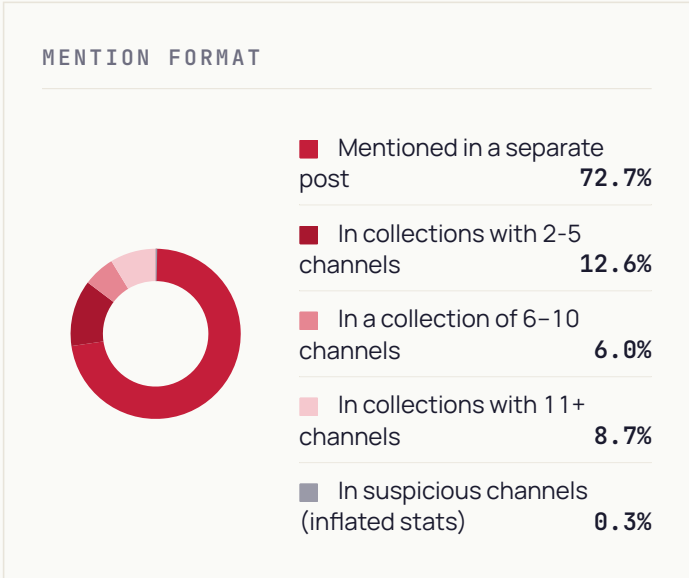
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

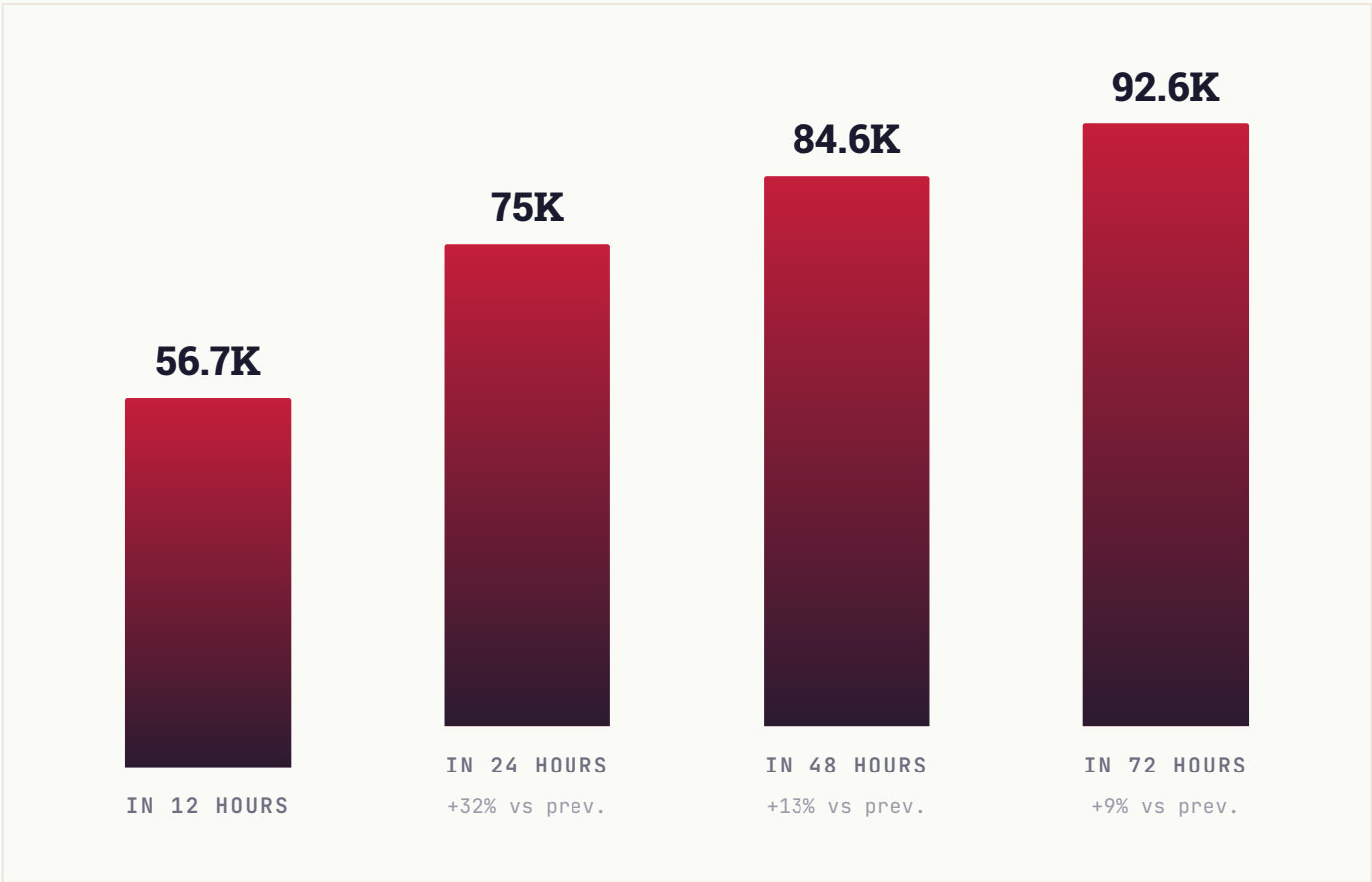
Citation index **1 004** — channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **5 583** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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 peers.

CHANNEL	SUBSCRIBERS
PE Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
KK KK YOU	537.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#75 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Direct Live • News (4.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2 801**, they brought **19 929** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	447	112	1 607
November 2025	489	122	390
October 2025	424	106	9 542
September 2025	453	112	1 806
August 2025	592	114	2 768
July 2025	396	111	3 816

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2 801	6	19 929

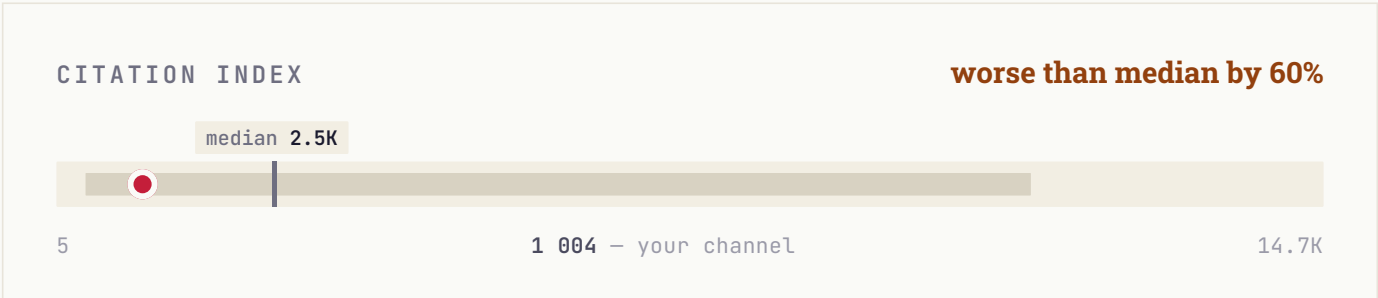
SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#86/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Sunday

Audience is most active on this day at 01:00 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an 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 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 a few minutes based on public data. If you want to go further — run ads through us and close 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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