

PUBLIC REPORT BY PROMTPRESS

Channel audit

PP recipes



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PPRECIPES Losing weight on PP is tasty and healthy ■Link for friends■<https://t.me/+kE76EvAmLMw3ZWEy> 😊 PP recipes in video and photo Free marathons Meal plans One-minute recipes ■For...

SUBSCRIBERS

98 225

-1007 per month

ERR (% WHO SEE POSTS)

4.0%

daily 2.1%

REACH/POST

3.5K

ad reach 2.1K/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 98 225 —	 SUBSCRIBER REACH 3.61% avg % subs see post	 VIEWS/POST 3.5K median 3.6K · 29 days	 POSTS/WEEK 20.7 for the period
 7D TREND -6.0% vs prev week	 REACTIONS/POST 14.9 total 1,311 reactions, 2,880 reposts, 6 comments	 POST LENGTH 362 chars median 166 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -1007 last month	 CITATION RATE 5 citation index · 36 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 04.01.2022

AI EDITOR SUMMARY

Channel «PP Recipes» – 98 225 subs. Each post averages 3.5K people (4% from subs), reach is low – consider expanding audience. Publishes 21 posts per week (~3/day) – regular schedule. For week June 8–14, reach dropped -6.0% to week 1–7 June – worth analyzing 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 **88** posts over 29 days.
- 02 Dominant format — **Photo** (87/88 posts).
- 03 Avg post length — **362** chars (median 166).
- 04 Peak audience activity — **Wednesday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.8K avg top vs 2.8K worst) — among 88 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 18:30 PHOTO Healthy dinner☑☑ More recipes and useful info in our MAX☑ https://clc.li/udkCg There results -20 -30kg , before/after. Not...	VIEWS 5 014 REPOSTS 96	REACTIONS 27 ER 5.1%
Nº2 27.05 · 20:10 PHOTO ☑ Quick Breakfast ☑ Ingredients: lavash egg – 2 pcs. cottage cheese – 2 tbsp tomatoes herbs grated cheese salt, pepper to taste 🔄...	VIEWS 4 894 REPOSTS 65	REACTIONS 19 ER 5.0%
Nº3 29.05 · 18:30 PHOTO PP cottage cheese cookies with strawberries ☑☑😄 KBJU per 100 g: ~145 kcal P: 12 g F: 4 g C: 11 g Tender, sweet without sugar, high protein —...	VIEWS 4 582 REPOSTS 120	REACTIONS 44 ER 4.7%

Nº4 25.05 · 18:09 PHOTO Dinner ideas 😊 More recipes and useful info in our MAX https://clc.li/udkCg Results -20 -30kg, before/after. Not...	VIEWS	REACTIONS
	4 332	7
	REPOSTS	ER
	13	4.4%

Nº5 27.05 · 18:40 PHOTO No fuss, no long cooking, but the result is fire More recipes and tips in our MAX	VIEWS	REACTIONS
	4 328	14
	REPOSTS	ER
	19	4.4%

WORST 3

↓ 17.06 · 18:40 PHOTO Lunch ideas 😊 More recipes and useful info in our MAX https://clc.li/udkCg Results -20 -30kg, before/after. Not...	VIEWS	REACTIONS
	2 881	8
	REPOSTS	ER
	9	2.9%

↓ 20.06 · 05:05 PHOTO Looks so appetizing More recipes and useful info in our MAX https://clc.li/udkCg Results -20 -30kg, before/after...	VIEWS	REACTIONS
	2 792	9
	REPOSTS	ER
	23	2.8%

↓ 20.06 · 14:05 PHOTO Summer salad ideas 😊 More recipes and useful info in our MAX https://clc.li/udkCg Results -20 -30kg, before/after...	VIEWS	REACTIONS
	2 663	10
	REPOSTS	ER
	49	2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

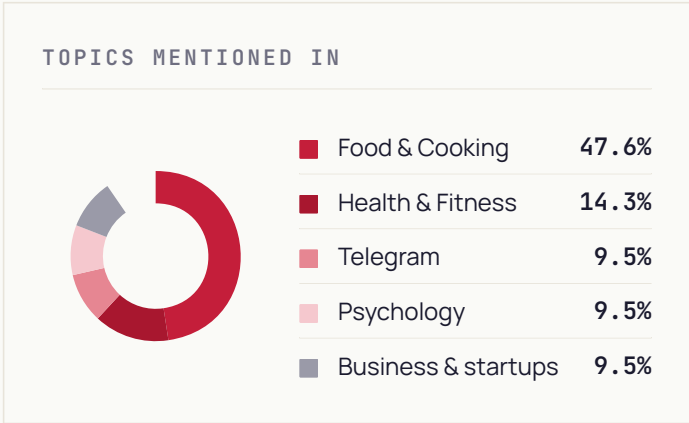
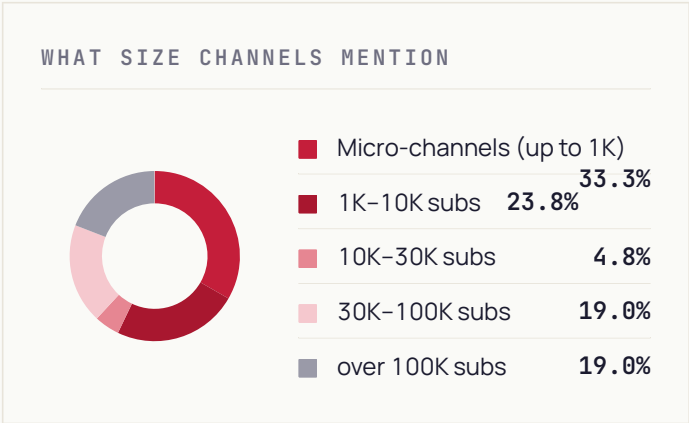
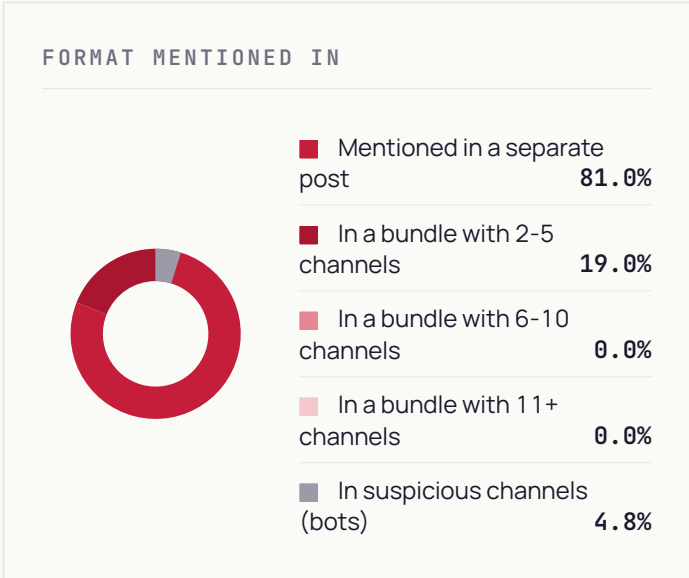
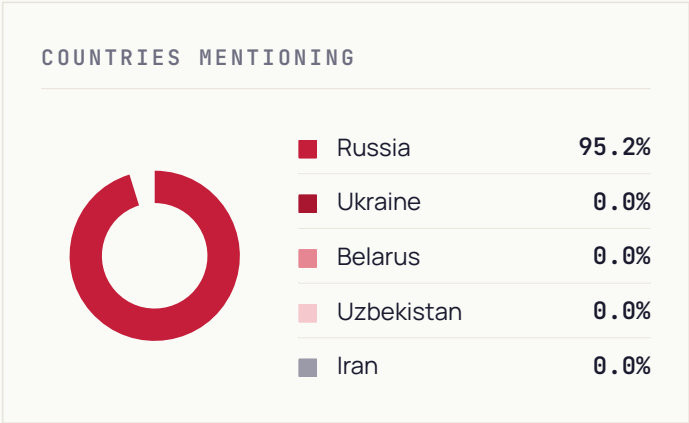
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

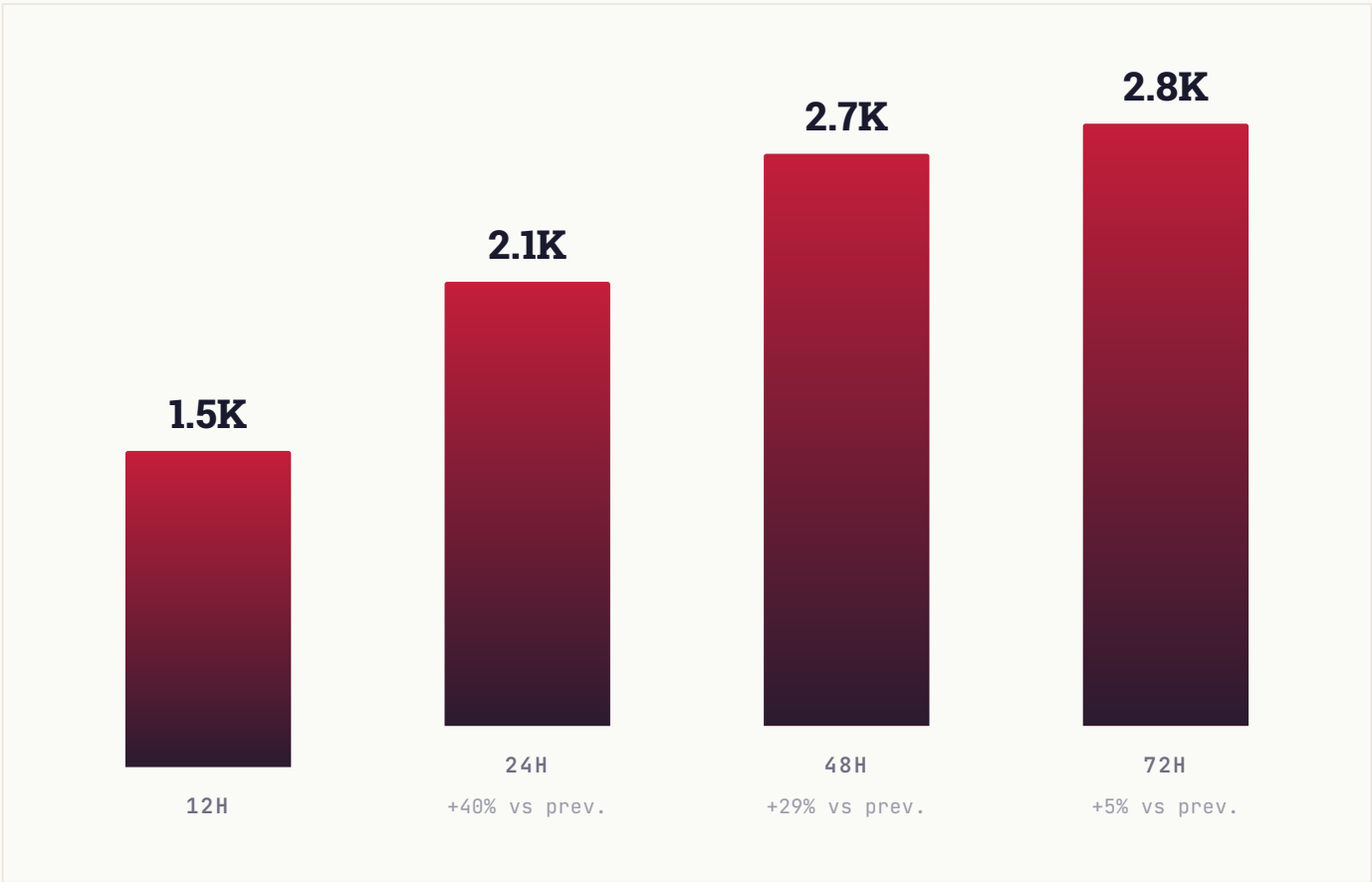
Citation index **5** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **36** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
KZ Test purchase	772.4K
BI Biohackers	585.5K
BI Biohacking	535.2K
SL Sport Life	526.8K
VN Eternity in Tibet	495.9K
NT Our body	482.9K
AU Ales Ulishchenko Osteopath, PhD Faceplastic author	479.3K
BZ Stay Healthy	449.1K
ZE Healthy Food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
PR PP recipes YOU	98.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#83 of 96). Niche median — 153.3K subs. First growth KPI — reach median. Leader: Test purchase (772.4K).

SECTION 07 · MENTION DYNAMICS

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 **3**, they brought **10 967** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	28 
November 2025	1	1	377 
October 2025	1	1	5 003 
September 2025	0	0	5 559 
August 2025	1	1	0 
July 2025	0	0	0 
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
3	6	10 967	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Health & Fitness» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#83/100

POSITION IN NICHE

Channel in bottom half of ranking



— 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 13:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.61% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+3.4pp ER

04

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**

05

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 win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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