

PUBLIC REPORT BY PROMTPRESS

Channel audit

Burger King Russia



@burgerkingrf

Official Telegram channel of Burger King Russia. № 4794631094

SUBS

82 012

+14550 per month

ERR (% SEE POSTS)

36.0%

daily 12.2%

REACH/POST

29.4K

ad reach 9.9K/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.

 SUBS 82 012 —	 SUBS REACH 35.87% avg % subs see post	 VIEWS/POST 29.4K median 17.4K · 29 days	 POSTS/WK 16.7 over period
 7D TREND +316.2% vs previous week	 REACTS/POST 451.9 total 32,087 reactions, 27,299 reposts, 10,800 comments	 POST LENGTH 221 chars median 192 · 29 days	 POSTS ANALYZED 71 29 days
 AD REACH 9.9K 24h avg	 CHURN / MONTH +14550 last month	 CITATION RATE 196 citation index · 802 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 28.12.2022

AI EDITOR SUMMARY

Channel «Burger King Russia» — 82 012 subs. Each post avg views 29.4K people (36% of subs), good reach. Publishes 17 posts/week (~2/day) — regular. Week 22–28 Jun reach grew +316.2% week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 71 posts in 29 days.
- 02 Dominant format — Photo (43/71 posts).
- 03 Avg post length — 221 chars (median 192).
- 04 Audience peak activity — Thu, 11:00 MSK.
- 05 Top posts get 20x more views than weakest (265.5K avg top vs 13.4K worst) — among 71 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 08:03 PHOTO Better than six-seven, only 6 by 66! Any graduate's dinner party this year — six new Whopper flavors! Only June 26 all flavors...	VIEWS 700 173 REP. 7 865	REACTS 3 087 ER 853.7%
Nº2 24.06 · 17:51 PHOTO Drumroll, napkins ready... Audience favorite gets... 🌶️ Spicy Whopper! 27% votes, first place and official...	VIEWS 49 362 REP. 100	REACTS 291 ER 60.2%
Nº3 21.06 · 13:01 PHOTO 😄 Once in a lifetime: graduation and 6 Whopper flavors for 66 P! Discover new flavors — click on the pics and come on June 26...	VIEWS 47 028 REP. 5 048	REACTS 327 ER 57.3%

Nº4 26.06 · 11:00 TEXT 🔥🔥🔥 BK app restored Only June 26: 6 Whoppers with different flavors for just 66 rubles! Hurry up, what are you waiting for...	VIEWS 44 866 REACTS 3 288 REP. 1 963 ER 54.7%
Nº5 26.06 · 14:15 PHOTO ⚡ The promotion of 6 new Whopper flavors for 66 rubles has officially ended. We see positive feedback on the taste of our new items from those who managed to try them...	VIEWS 42 819 REACTS 3 414 REP. 2 359 ER 52.2%

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WORST 3

↓ 05.07 · 11:42 TEXT (post without caption – text)	VIEWS 13 869 REACTS 500 REP. 17 ER 16.9%
↓ 19.06 · 11:27 VIDEO (post without caption – video)	VIEWS 13 736 REACTS 146 REP. 39 ER 16.7%
↓ 17.06 · 11:46 TEXT boost pls, boss won't let me leave early	VIEWS 12 745 REACTS 172 REP. 5 ER 15.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

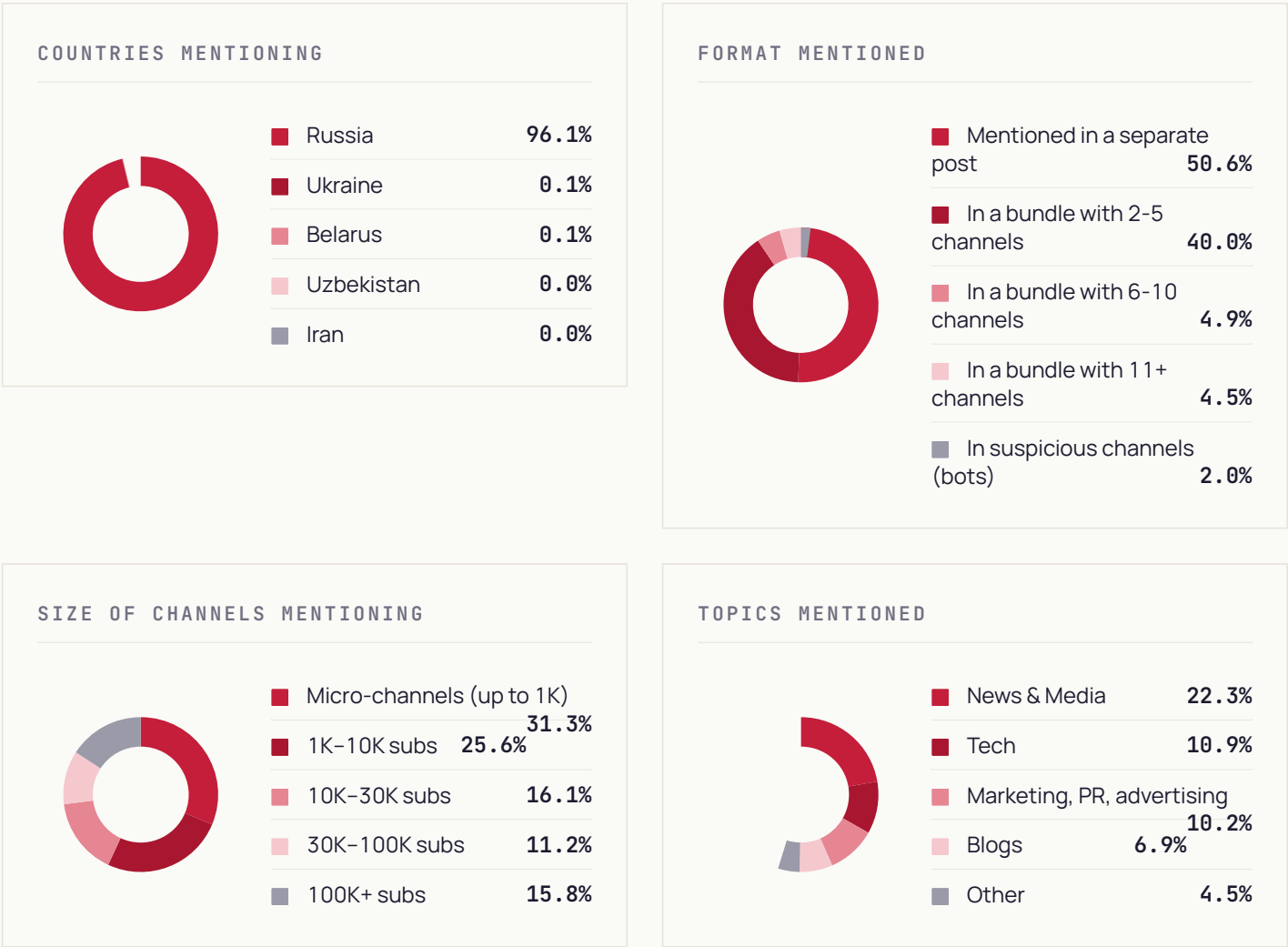
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

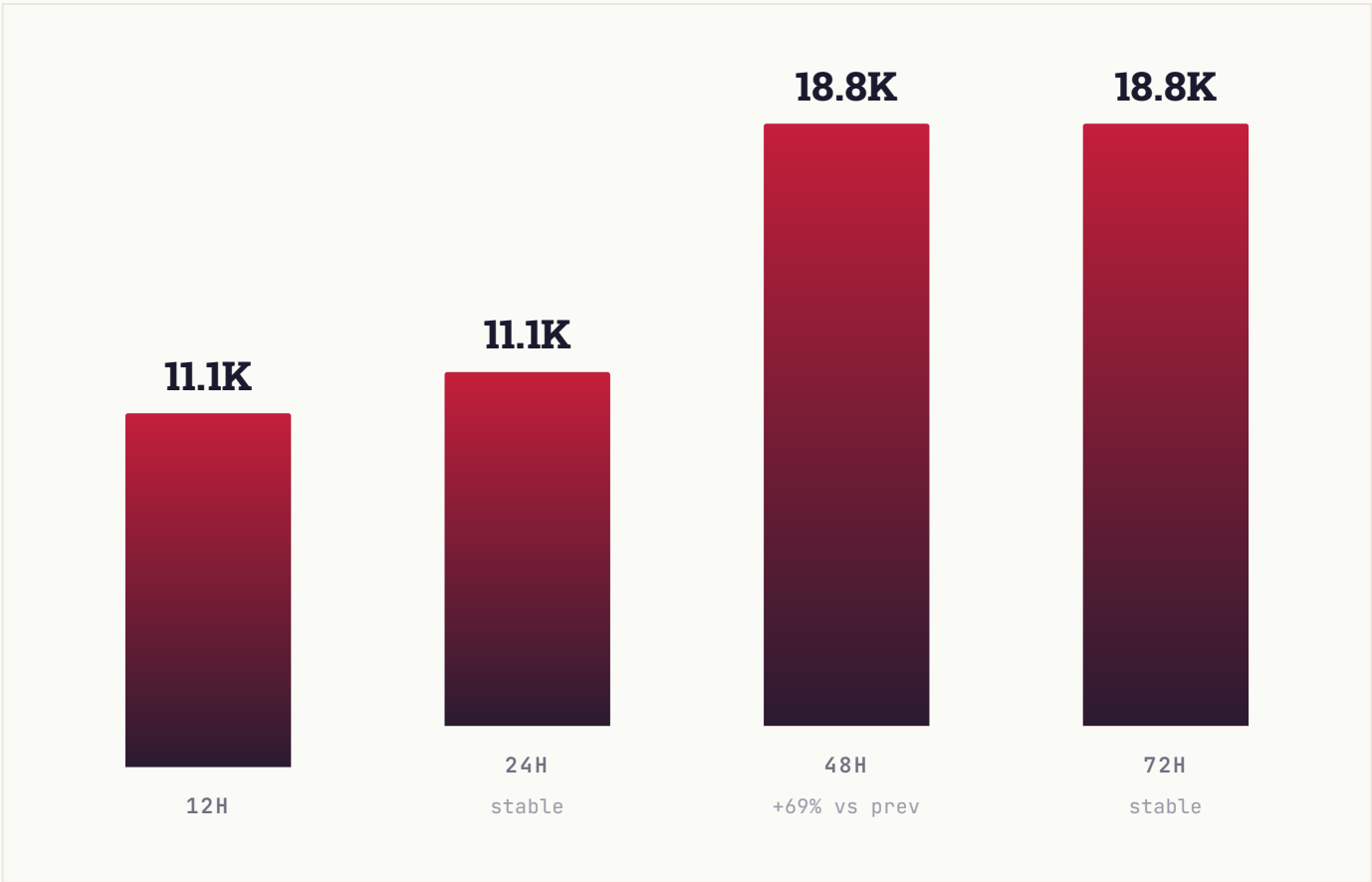
Citation index **196** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **802** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



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	SUBS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Mon Daily recipes	461.5K
BK Burger King Russia YOU	82K

COMPARATIVE CONCLUSION

Channel not yet outside top 94% of niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median top-94: 205K. First goal — enter top-94 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **266**, they brought **16 714** new subs.

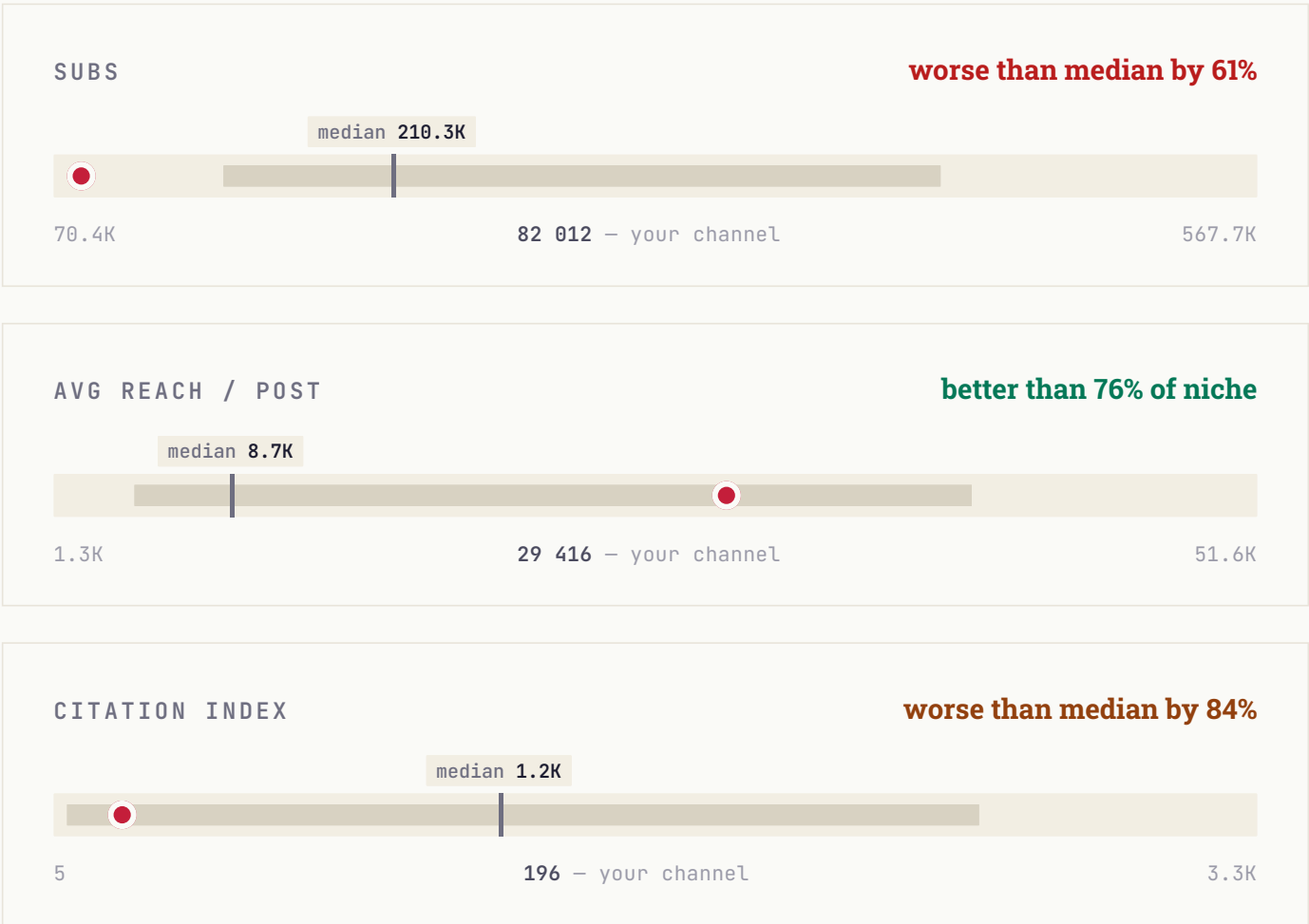
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	18	14	1 894
December 2025	38	30	6 856
November 2025	98	96	3 644
October 2025	69	62	2 515
September 2025	31	28	1 771
August 2025	12	10	34

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
266	6	16 714

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Food & cooking» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (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 them off and revisit this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 11:00 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 — that's organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and hit 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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