

PROMTPRESS PUBLIC REPORT

Channel audit

Lilya on PP



@butersavokado

Simple PP recipes Cakes without flour & sugar Novosibirsk For collabs @iam_mng via Perfluence <https://clck.ru/3Q8dqx> Ministry registry: <https://gosuslugi.ru/snet/69c14ae4cff2e7f2d386bf5b>

SUBS

39 744

-1876 per month

ERR (% SEE POSTS)

96.0%

per day **39.9%**

REACH/POST

38.4K

ad reach **15.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 39 744 —	 SUBSCRIBER REACH 96.55% avg % subs see post	 VIEWS/POST 38.4K median 38.7K · 16 days	 POSTS/WK 2.2 over period
 7D TREND — no data for period	 REACTS/POST 859.0 total 4,295 reactions, 374 reposts, 61 comments	 POST LENGTH 579 chars median 544 · 16 days	 POSTS ANALYZED 5 16 days
 AD REACH 15.9K 24h avg	 CHURN / MONTH -1876 last month	 CITATION RATE 0 citation index (cumulative)	 CHANNEL AGE 10 months 6 days created 03.09.2025

AI EDITOR SUMMARY

Channel «Lilya on PP» – 39 744 subs. Each post averages 38.4K people (97% from subs), wide reach for a channel this size. Posts 2 posts/week (~0/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & worst – see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 5 posts over 16 days.
- 02 Dominant format – Video (3/5 posts).
- 03 Avg post length – 579 chars (median 544).
- 04 Audience peak activity – Wed, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (39.2K avg for top vs 37.7K for worst) – among 5 posts in 16 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 07:53 VIDEO I often use tortillas in my breakfasts But honestly lately they got boring, and I started looking for ways to improve...	VIEWS 39 414 REPOSTS 140	REACTS 1 505 ER 99.2%
Nº2 02.07 · 05:33 PHOTO Sharing the simplest high-protein dessert 🍷🍰 100g protein (favorite flavor) 25g gelatin Fresh berries to taste 500ml milk 0.5%...	VIEWS 39 406 REPOSTS 12	REACTS 701 ER 99.1%
Nº3 25.06 · 02:05 PHOTO How not to gain extra kg on vacation? Rule number one: Drink more water, not soda or juice, but water, eat more fruit and...	VIEWS 38 682 REPOSTS 75	REACTS 692 ER 97.3%

Nº4

21.06 · 03:45

VIDEO

Visiting Thailand, especially a beautiful island, is the ultimate reset. - The ocean fills you with pure...

VIEWS

37 519

REPOSTS

74

REACTS

698

ER

94.4%

Nº5

16.06 · 02:36

VIDEO

Why I love Asia? For the feeling of freedom riding a scooter
This time we took a Honda Forza 350 P.S. The most important thing now is...

VIEWS

36 835

REPOSTS

73

REACTS

699

ER

92.7%

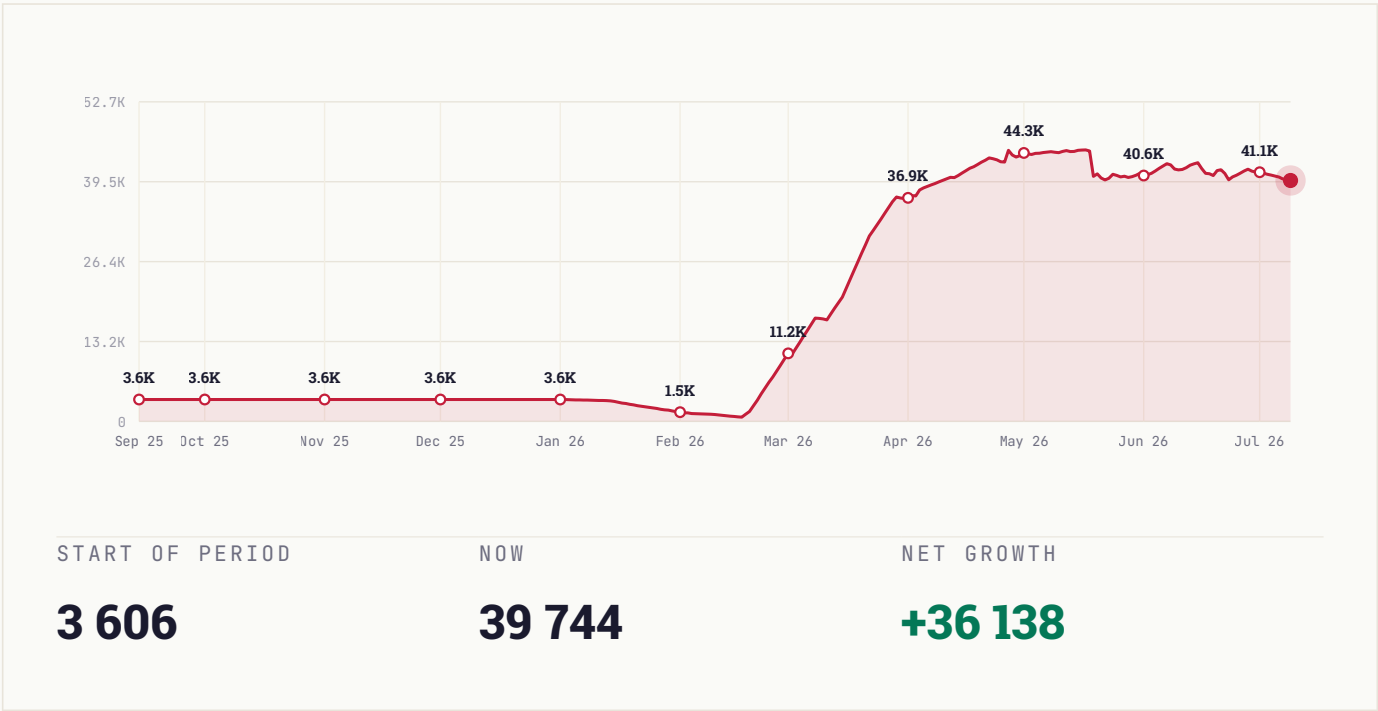
WORST 3

↓ 25.06 · 02:05 PHOTO How not to gain extra kg on vacation? Rule number one: Drink more water, not soda or juice, but water, eat more fruit and...	VIEWS 38 682 REPOSTS 75	REACTS 692 ER 97.3%
↓ 21.06 · 03:45 VIDEO Visiting Thailand, especially a beautiful island, is the ultimate reset. - The ocean fills you with pure...	VIEWS 37 519 REPOSTS 74	REACTS 698 ER 94.4%
↓ 16.06 · 02:36 VIDEO Why I love Asia? For the feeling of freedom riding a scooter This time we took a Honda Forza 350 P.S. The most important thing now is...	VIEWS 36 835 REPOSTS 73	REACTS 699 ER 92.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

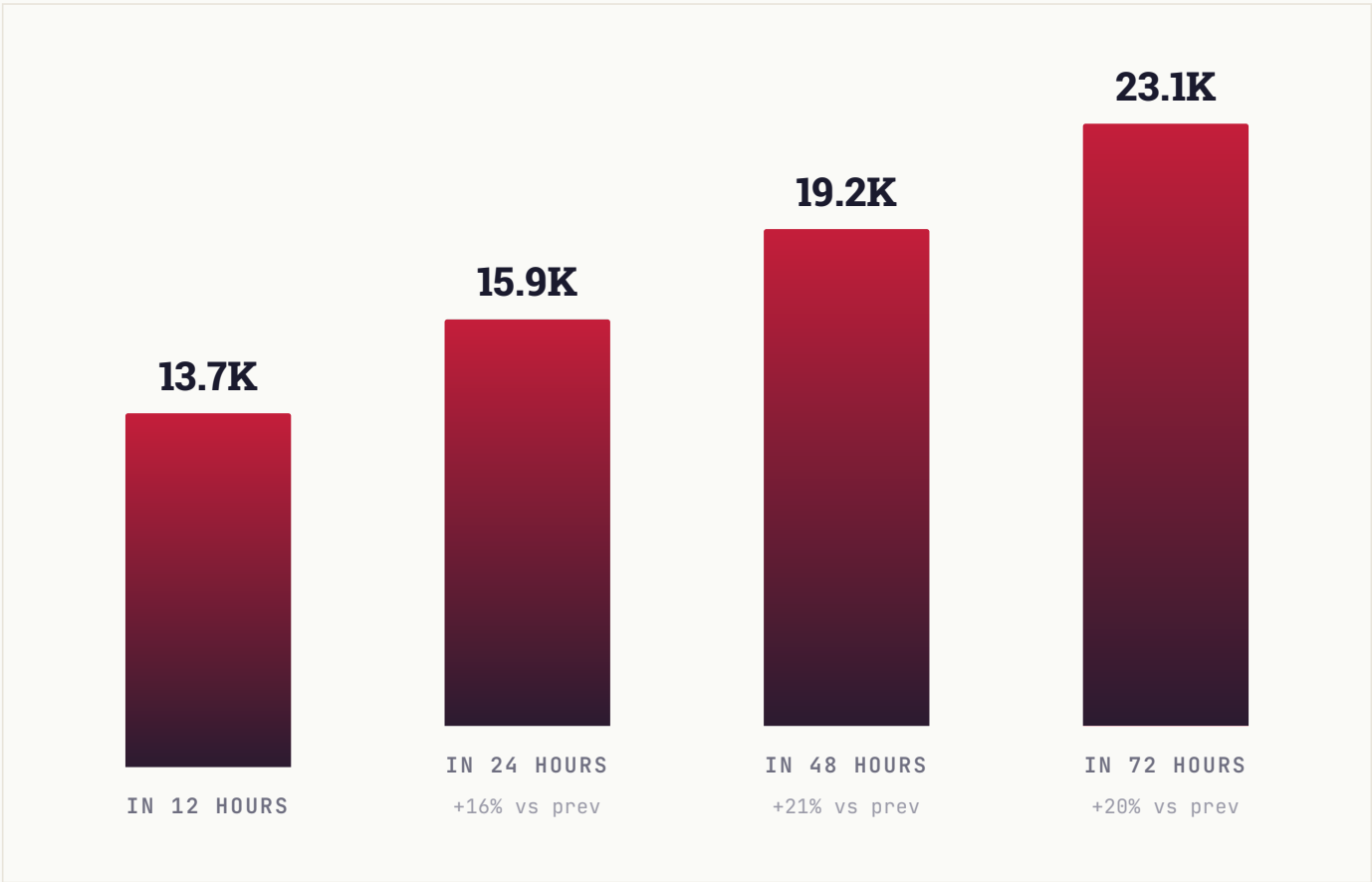
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
Thu Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Wed Simple Recipes	586.9K
Thu Recipe book	559K
Mon Kitchen inside out	532.5K
VI Tasty & Cheap 🍪	487.7K
CI CHIZHIK	485.1K
RN Everyday Recipes	461.5K
Tue Lilya on PP YOU	39.7K

COMPARATIVE INSIGHT

Channel is still outside top 94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median top-94: 205K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

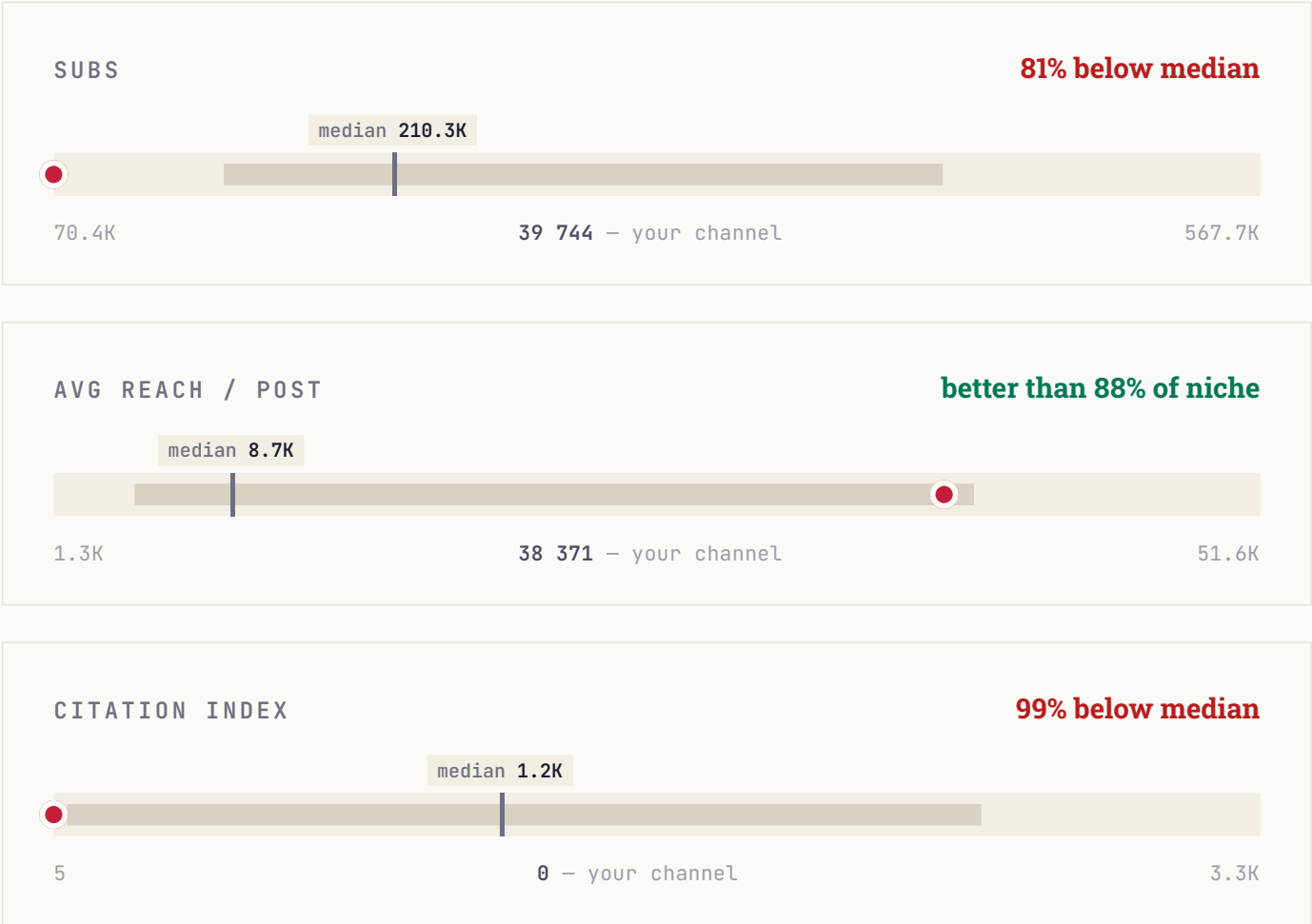
Each month we track posts in other channels that mention yours. Over the last **5 months** such mentions: **0**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	0
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	2
September 2025	0	0	2
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
0	5		4

SECTION 07 · NICHE COMPARISON

Where your channel stands in its league

Took top-100 channels in category "Food & Cooking» (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 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & return in a month.

- | | | |
|----|---|--|
| 01 | Post more often
Now 2.2 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — Wednesday
Audience most active on this day at 10:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | 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 |
| 04 | 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 |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us & hit your growth plan in a month.

01

Launch Telegram Ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager