

PROMTPRESS PUBLIC REPORT

Channel audit

Soviet Kitchen



@cccr_kyxna

Authentic and delicious recipes from Soviet cookbooks For all questions: @dominik_adm Channel link: <https://t.me/+SLpXldecH89hNzNi>

SUBS

190 046

-1365 per month

ERR (% SEE POSTS)

5.0%

per day 2.2%

REACH/POST

7.9K

ad reach 4.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number tells for which period it was calculated.

 SUBS 190 046 —	 SUBS REACH 4.13% avg % of subs see post	 VIEWS/POST 7.9K median 8.1K · 29 days	 POSTS/WK 21.2 for the period
 7D TREND -14.9% vs previous week	 REACT./POST 49.4 4 343 reactions, 9 687 reposts, 2 comments.	 POST LENGTH 360 chars median 336 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 4.1K avg per 24h	 CHURN / MO -1365 last month	 QUOTABILITY 1 840 citation index · 1 518 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 21.12.2021

AI EDITOR SUMMARY

Channel «Soviet Kitchen» – 190 046 subscribers. Each post on average is watched by 7.9K people (4% from subscribers), reach is low – worth expanding the audience. Publishes 21 posts per week (~3 per day) – active posting mode. Over the week of Aug 10–16, reaches dropped by -14.9% by the week of Aug 3–9 – worth investigating.

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 SHARE

- 01 Analysis based on **88** posts over 29 days.
- 02 Dominant format — **Video** (84/88 posts).
- 03 Average post length — **360** characters (median 336).
- 04 Peak audience activity — **Thu**, 20:00 MSK.
- 05 Top posts drive **2 x** More views than weakest (9.8K avg top vs 5.4K worst) — among 88 posts in 29 days. Worth analyzing what top posts share — topic, format, time.

TOP 5 POSTS

Nº1 28.07 · 03:00 VIDEO  Marinated olives with cheese Ingredients: ♦ olives — 1 can ♦ black olives — 1 can ♦ feta or Adyghe cheese — 1 pack ♦ garlic — 1...	VIEWS 9 823 REACT. 54 REP. 78 ER 5.2%
Nº2 28.07 · 18:30 VIDEO  Fantastic roll in 7 minutes Ingredients: For the sponge cake: ♦ eggs — 4 pcs ♦ salt — a pinch ♦ citric acid — a pinch ♦ corn...	VIEWS 9 785 REACT. 61 REP. 215 ER 5.1%
Nº3 06.08 · 17:00 VIDEO  Pilaf that is NOT pilaf Ingredients: ♦ Beef — 500 g ♦ Carrots — 500 g ♦ Onions — 150 g ♦ Garlic — 1 head ♦ Hot pepper —...	VIEWS 9 783 REACT. 79 REP. 120 ER 5.1%

Nº4 26.07 • 04:51 VIDEO  Juicy meat with potatoes in a skillet Ingredients: ♦ pork neck – 700 g ♦ onions – 400 g ♦ butter – 100 g ♦ potatoes – 1 kg ♦ ...	VIEWS 9 771 REACT. 57 REP. 121 ER 5.1%
Nº5 08.08 • 04:12 VIDEO  Millennial Pizza Ingredients: ♦ kefir – 350 ml ♦ egg – 1 pc. ♦ flour – 250–270 g ♦ salt – 0,5 tsp. ♦ sugar – 0,5 tsp. ♦ ...	VIEWS 9 580 REACT. 66 REP. 166 ER 5.0%

WORST 3

↓ 19.08 • 15:12 VIDEO  Beef goulash with tomato sauce and cream. Ingredients: ♦ Beef tenderloin – 1 kg ♦ Flour – 3 tbsp ♦ Paprika – 1 tbsp ♦ Onion – 2...	VIEWS 5 542 REACT. 34 REP. 97 ER 2.9%
↓ 18.08 • 16:00 VIDEO Recently chatted with a consultant at РИБ ГОИИ and discovered where they source perfume Turns out even chain store consultants...	VIEWS 5 402 REACT. 4 REP. 1 ER 2.8%
↓ 18.08 • 15:30 VIDEO  Tender and tasty meat and cheese pie. Ingredients: ♦ warm milk – 400 ml ♦ dry yeast – 10 g ♦ salt – 1 tsp ♦ sugar – 1 tsp ♦ egg – 1...	VIEWS 5 259 REACT. 47 REP. 86 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

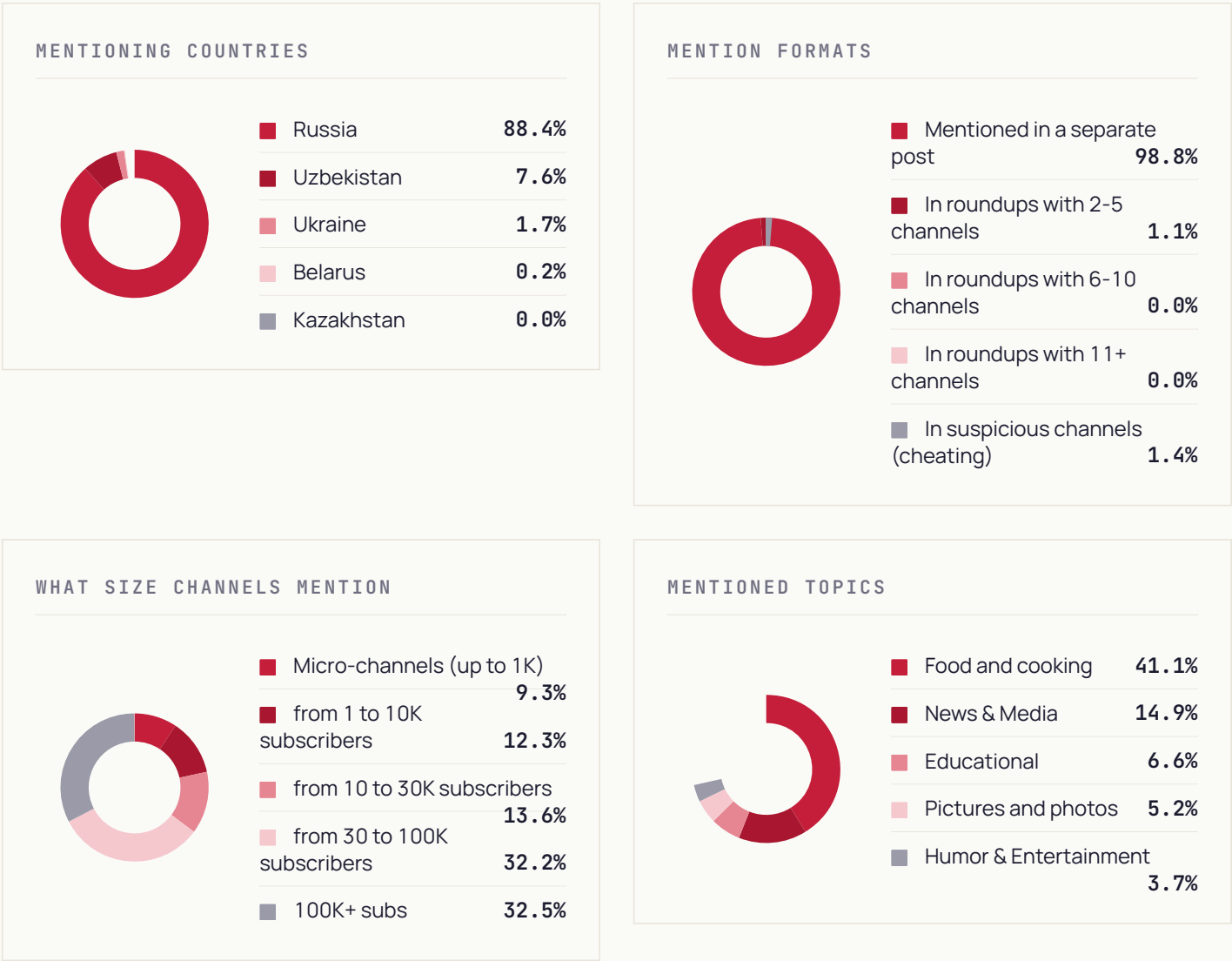
Subscriber growth chart for the year. On key months, exact subscriber counts. See in which months the channel gained, and in which subscribers left.



SECTION 04 · CITATIONS

Who mentions the channel and how

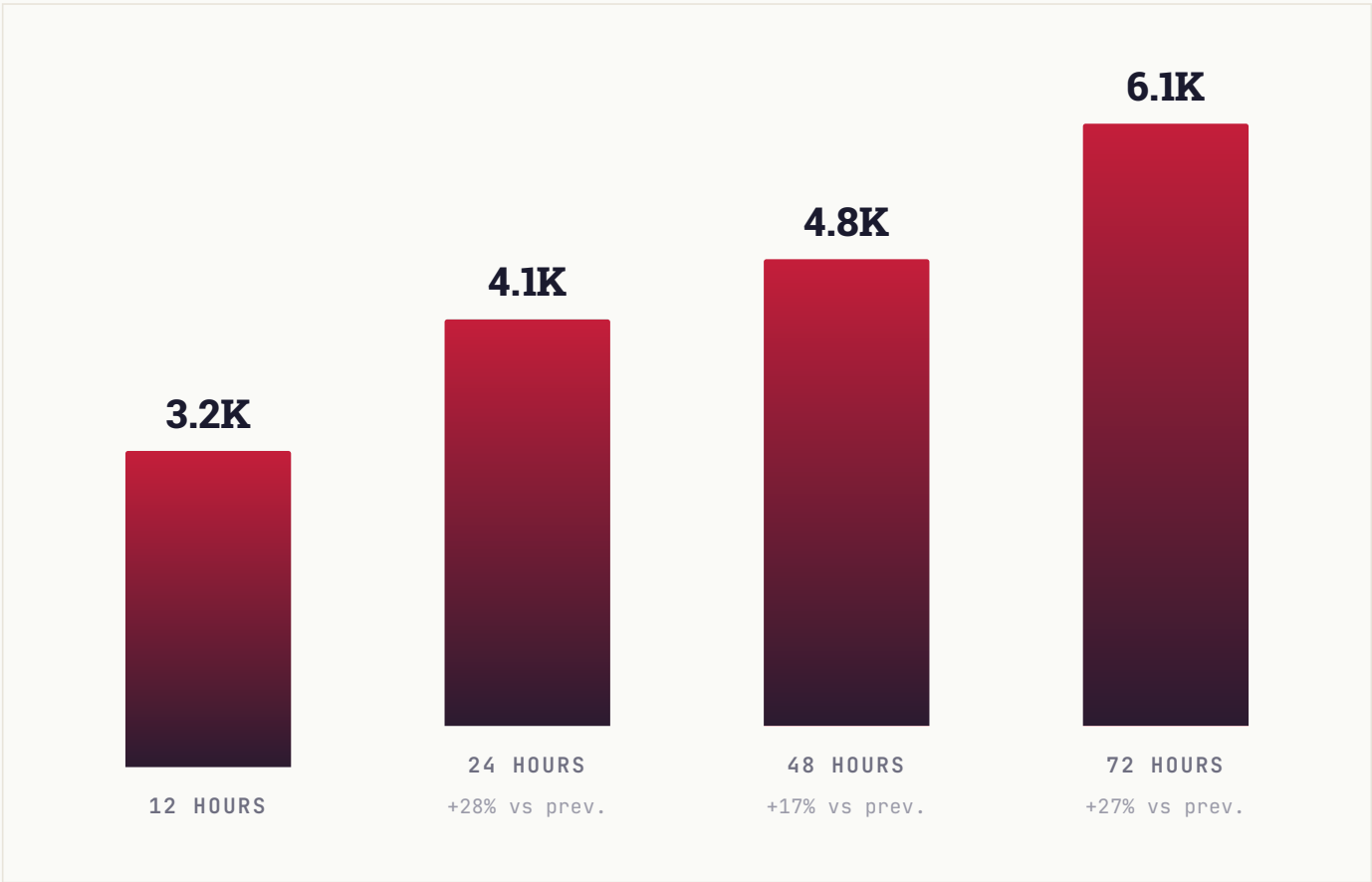
Mention index **1 840** — channel popularity rating based on mentions. It factors not only their count but also the weight of mentioners: a post from a 100 k-sub channel "weighs" more than one from a 1 k channel. Over all time, the channel was mentioned **1 518** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Average reach of an ad post by time since publication. Helps assess how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBS
Korea Cooking Recipes Salads 🧑🍳	1M
Fri Пятёрочка	794.1K
🍰M 🍰 Mom's Recipes 😊	674K
A Air fryer Recipes	595.4K
PR Simple Recipes	584.4K
Korea Recipe book	553.9K
China Kitchen inside out	535.7K
QI QIЖИК	484.3K
Eng Tasty and cheap 🍲	481.3K
PH Everyday Recipes	456.3K
CK Soviet Kitchen YOU	190K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#56 of 95). Niche median — 204.3K subs. First growth KPI — reach the median. Leader: Cooking Recipes Salads 🧑🍳 (1M).

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 **269**, they brought **8 773** new subscribers.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
February 2026	26	14	0
January 2026	156	14	2 136
December 2025	22	18	683
Nov 2025	9	8	2 110
Oct 2025	42	29	3 844
September 2025	14	4	0
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS	
269	6	8 773	

— SECTION 08 · NICHE COMPARISON

Where the channel is in its league

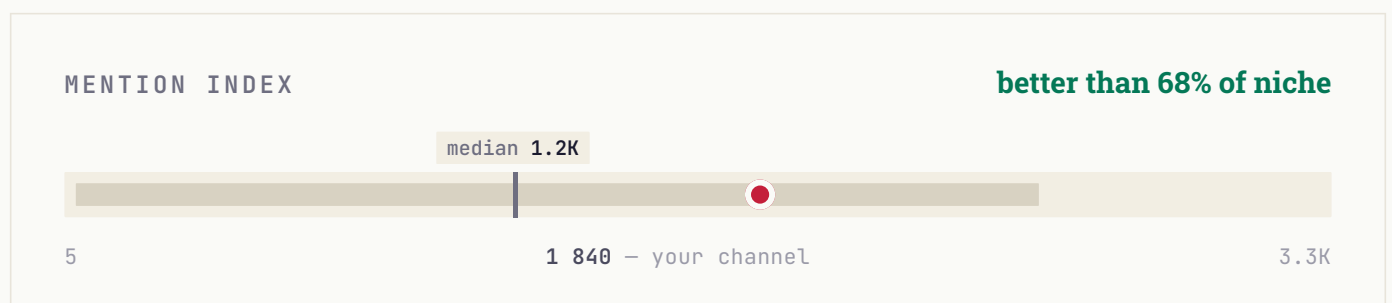
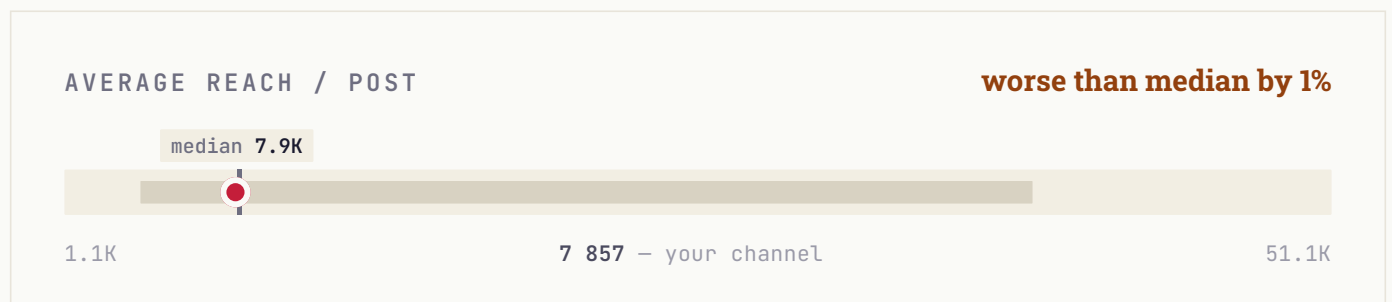
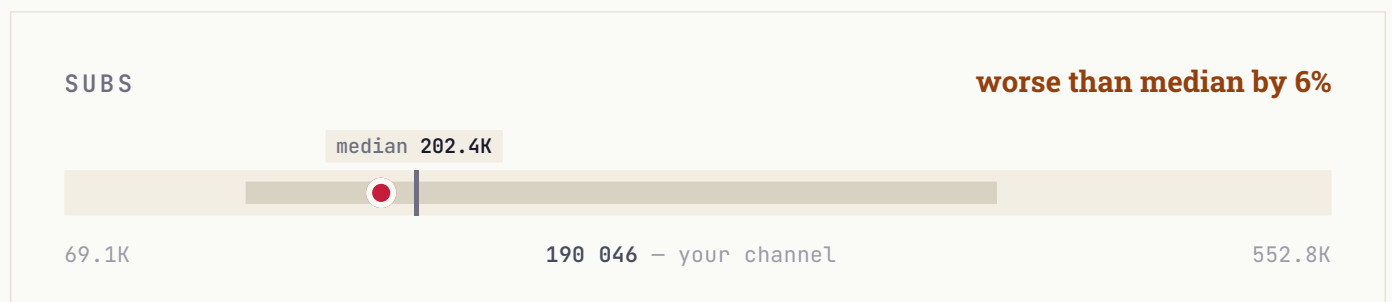
Reached top-100 channels of category «Food and cooking» (Russia) and looked at how the channel compares. The gray band — the range covering 80% of niche channels (from p10 to p90). The black vertical — the median. The red dot — your channel.

#56

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do now

5 priority actions, sorted by expected impact. Check off as a checklist and return to this report in a month.

01

Main post of the week — Thursday

Audience peaks at 20:00 MSK on this day.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — reconsider formats

Current ER 4.13% vs. benchmark 9.0%. Worth testing polls and interactive formats.

EFFECT

+4.9pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

**+1000-3000
subs.**

04

Test polls and interactive formats

Posts with polls/reactions typically add +5-15% to ER.
One weekly poll on a hot topic is a quick win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. No daily posts needed — 2-3 collabs deliver relevant growth.

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit — we can do it in minutes from public data. Want to go further — run ads via us and hit your growth plan in a month.

01

**Run ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager