

PUBLIC PROMTPRESS REPORT

Channel audit

Dmitry Gapanovich - Chef's Recipes



@chefgapanovich

Master classes, events, private dinners, meal planning -
@dimonstorm Ads: @dimonstorm | @Railya_yu VK: <https://vk.com/chefgapanovich> RKN registration:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
66 533	25.0%	14.9K
-808 per month 09.07.2026	per day 10.7% HTTPS://PROMTPRESS.COM/AUDIT/CHEFGAPANOVICH	ad reach 7.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Food & Cooking» category

09 Strategy

5 priority actions

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 66 533 —	 SUBS REACH 22.39% avg % of subs see post	 VIEWS/POST 14.9K median 15.5K · 23 days	 POSTS/WEEK 3.9 over period
 7D TREND — no data for period	 REACTIONS/POST 770.8 total 10,020 reactions, 1,520 reposts, 654 comments	 POST LENGTH 657 chars median 767 · 23 days	 POSTS ANALYZED 13 23 days
 AD REACH 7.1K 24h avg	 CHURN / MONTH -808 last month	 CITATION RATE 4 citation index · 18 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 24.11.2023

AI EDITOR SUMMARY

Channel «Dmitry Gapanovich - Chef's Recipes» — 66 533 subs. Each post averages 14.9K people (22% of subs), average reach — room to grow. Publishes 4 posts per week (~1/day) — infrequent.

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 13 posts over 23 days.
- 02 Dominant format — Video (9/13 posts).
- 03 Avg post length — 657 chars (median 767).
- 04 Peak audience activity — Wed, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (20.3K avg top vs 10.9K worst) — among 13 posts over 23 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 14:50 VIDEO Shrimp & pepper pasta ◇ red pepper - 1 pc ◇ tomatoes - 250 g ◇ salt, chili pepper, paprika ◇ shrimp - 100 g ◇ pasta - 80 g ◇...	VIEWS 21 244 REP. 303	REACTIONS 653 ER 31.9%
Nº2 17.06 · 13:32 VIDEO Cherry gazpacho ◇ tomatoes - 800 g ◇ cucumber - 100 g ◇ red pepper - 150 g ◇ pitted cherries - 250 g ◇ garlic - 1 clove ◇...	VIEWS 20 902 REP. 146	REACTIONS 583 ER 31.4%
Nº3 23.06 · 15:00 PHOTO There are things in the kitchen that are remembered last. For example, fiber. When you cook every day, you usually think about...	VIEWS 18 782 REP. 19	REACTIONS 424 ER 28.2%

Nº416.06 · 14:58TEXT Friends, how's your summer going?)) Who's at work/on vacation, share photos, brag) I'm out of town, far away, lying for the 2nd day with...	VIEWS 18 031 REP. —	REACTIONS 375 ER 27.1%
--	---	--

Nº522.06 · 13:04VIDEO 3 best marinades for shashlik Turkey: ◇ turkey thigh - 800 g ◇ salt, pepper mix, paprika ◇ garlic - 5 cloves ◇ cream 10-20% - 70...	VIEWS 17 006 REP. 264	REACTIONS 603 ER 25.6%
---	---	--

WORST 3

↓28.06 · 09:18VIDEO EXOTIC SNACKS ◇ watermelon ◇ cucumber ◇ feta cheese ◇ mint, basil ◇ lime juice, olive oil ◇ balsamic glaze, pistachios ◇ melon -...	VIEWS 14 005 REP. 146	REACTIONS 768 ER 21.0%
↓06.07 · 16:56VIDEO MINI CHURROS ◇ flour - 130 g ◇ butter - 100 g ◇ milk - 120 ml ◇ water - 120 ml ◇ salt - pinch ◇ sugar - 1 tbsp ◇ egg - 2...	VIEWS 9 539 REP. 87	REACTIONS 551 ER 14.3%
↓06.07 · 17:02TEXT Good evening, dear friends)) On vacation until mid-August, then back with many recipes and maybe a work segment...	VIEWS 9 298 REP. 1	REACTIONS 677 ER 14.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

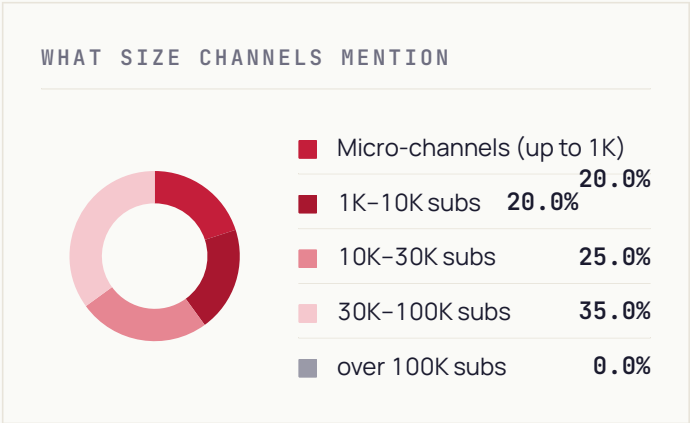
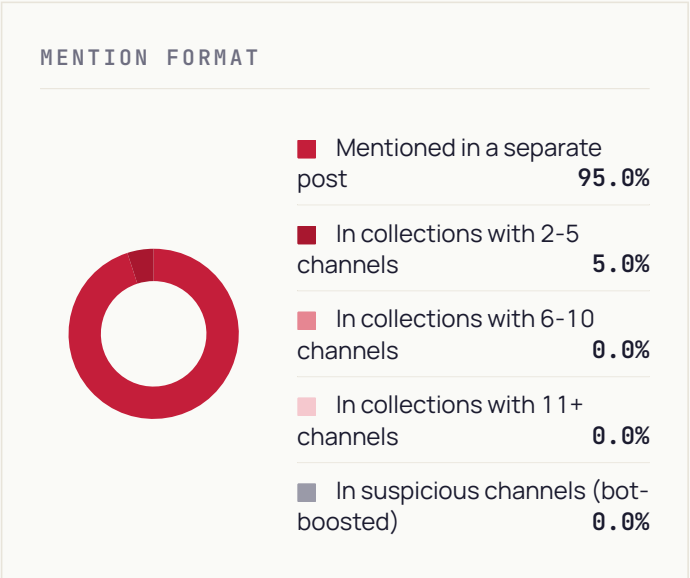
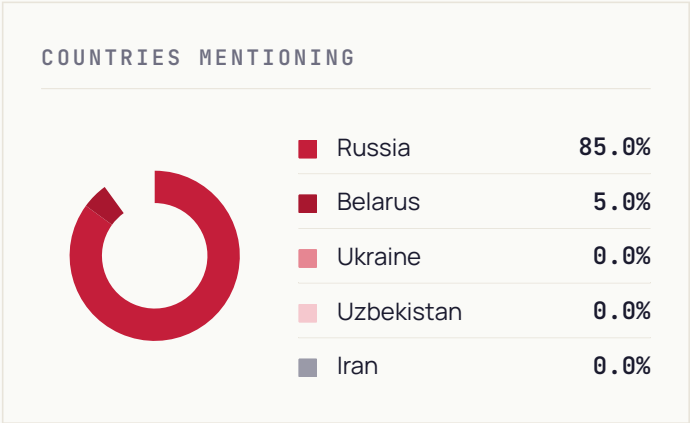
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

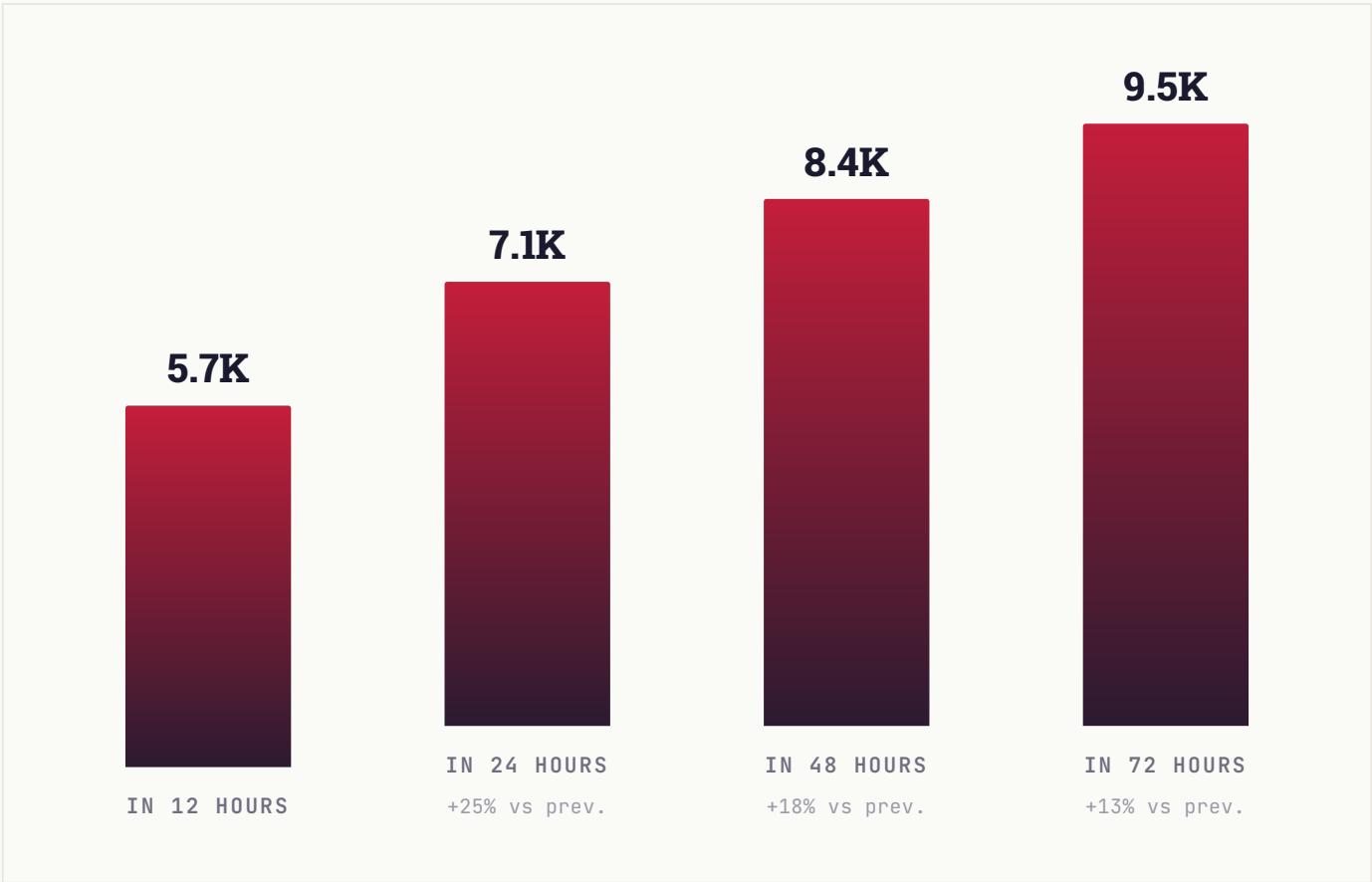
Citation index **4** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **18** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
SU Daily recipes	461.5K
DG Dmitry Gapanovich - Chef's Recipes YOU	66.5K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **3**, they brought **32 937** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	1 406
December 2025	1	1	1 842
November 2025	2	2	8 682
October 2025	0	0	21 007
September 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	32 937

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line marks the 'median' value, and a red dot indicates the 'your channel' value. The charts are as follows:

- SUBSCRIBERS:** The median is 210.3K. The range of other channels is from 70.4K to 567.7K. Your channel is at 66,533, which is 68% below the median.
- AVG REACH / POST:** The median is 8.7K. The range of other channels is from 1.3K to 51.6K. Your channel is at 14,897, which is better than 58% of the niche.
- CITATION INDEX:** The median is 1.2K. The range of other channels is from 5 to 3.3K. Your channel is at 4, which is worse than the median by 99%.

Metric	Median	Range (Other Channels)	Your Channel Value	Comparison
SUBSCRIBERS	210.3K	70.4K - 567.7K	66,533	68% below median
AVG REACH / POST	8.7K	1.3K - 51.6K	14,897	better than 58% of niche
CITATION INDEX	1.2K	5 - 3.3K	4	worse than median by 99%

— 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

Increase posting frequency

Now 3.9 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Wednesday

Audience most active on this day at 16:00 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 weekly poll 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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from 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>

02

Contact manager

t.me/PromptPress_manager