

PUBLIC PROMTPRESS REPORT

Channel audit

CHIZHIK



@chizhikmagazin

Chizhik – a modern store where all products are carefully selected, quality confirmed by experts, and on Thursdays – super new items! Registration in RKN: <https://clck.ru/3MCBuY> 🐦 Chizhik app:...

SUBSCRIBERS

484 867

-7629 per month

ERR (% WHO SEE POSTS)

9.0%

daily 4.4%

REACH/POST

40.5K

ad reach 21.4K/24h

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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 484 867 —	 SUBS REACH 8.35% avg % subs see post	 VIEWS/POST 40.5K median 42.4K · 29 days	 POSTS/WK 18.8 over period
 7D TREND -5.0% vs previous week	 REACTIONS/POST 204.4 16,146 reactions, 3,863 reposts, 1,143 comments	 POST LENGTH 293 chars median 276 · 29 days	 POSTS ANALYZED 79 29 days
 AD REACH 21.4K avg 24h	 CHURN / MONTH -7629 last month	 CITATION RATE 872 citation index · 746 channels mentioned ever	 CHANNEL AGE 4 yrs 3 mo created 15.03.2022

AI EDITOR SUMMARY

Channel «CHIZHIK» — 484 867 subs. Each post avg views 40.5K people (8% from subs), reach low — expand audience. Publishes 19 posts/week (~3/day) — regular. Week Jun 22–28 reach stable (-5.0% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **79** posts over 29 days.
- 02 Dominant format — **Video** (34/79 posts).
- 03 Avg post length — **293** chars (median 276).
- 04 Peak audience activity — **Thursday**, 10:00 MSK.
- 05 Top posts get **2x** more views than weakest (52.5K avg top vs 29.8K worst) — across 79 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 07:02 PHOTO ⚽ Ready to shout 'Ole-ole'? The World Cup starts today! Starting lineup: couch, friends, chips, and soda! First...	VIEWS 54 494 REPOSTS 33	REACTIONS 173 ER 11.2%
Nº2 24.06 · 08:00 PHOTO We have two great news: ☀️ Today and tomorrow summer 🐧 Cool new items appeared in the HURRY UP zone Swipe cards and jump into CHIZHIK...	VIEWS 51 566 REPOSTS 108	REACTIONS 221 ER 10.6%
Nº3 17.06 · 12:02 PHOTO 🌐 Geography you want to explore again and again Would you go on such a trip? ❤️ — Of course, just need a bigger suitcase 🔥 ...	VIEWS 51 532 REPOSTS 43	REACTIONS 359 ER 10.6%

Nº4

17.06 • 08:01

PHOTO

We wanted to say something important, but... forgot the word
 🤔 Oh, remembered! NEW ARRIVALS ⚡ Fresh items in 'Must grab' zone...

VIEWS

50 945

REACTIONS

197

REPOSTS

110

ER

10.5%

Nº5

18.06 • 12:00

PHOTO

Route to store goes through puddles 🤔 Alternative: couch 👉
 Chizhik app 👉 grocery delivery to your...

VIEWS

50 822

REACTIONS

133

REPOSTS

12

ER

10.5%

WORST 3



06.07 • 13:36

VIDEO

🛋️🧺🧸 — looks like a cozy refresh is coming CHIZHIKEE now
 has home goods to freshen up your space without...

VIEWS

30 091

REACTIONS

154

REPOSTS

27

ER

6.2%



06.07 • 10:30

PHOTO

🔬 Formula WITHOUT EXTRA WORDS MINISO cosmetics
 combine quality ingredients and everything you need for daily
 care...

VIEWS

29 871

REACTIONS

100

REPOSTS

12

ER

6.2%



06.07 • 08:05

PHOTO

Some: upset it's Monday 😞 Us: happy to share new coupons
 🤪🧡 July 6 20% off on...

VIEWS

29 407

REACTIONS

97

REPOSTS

18

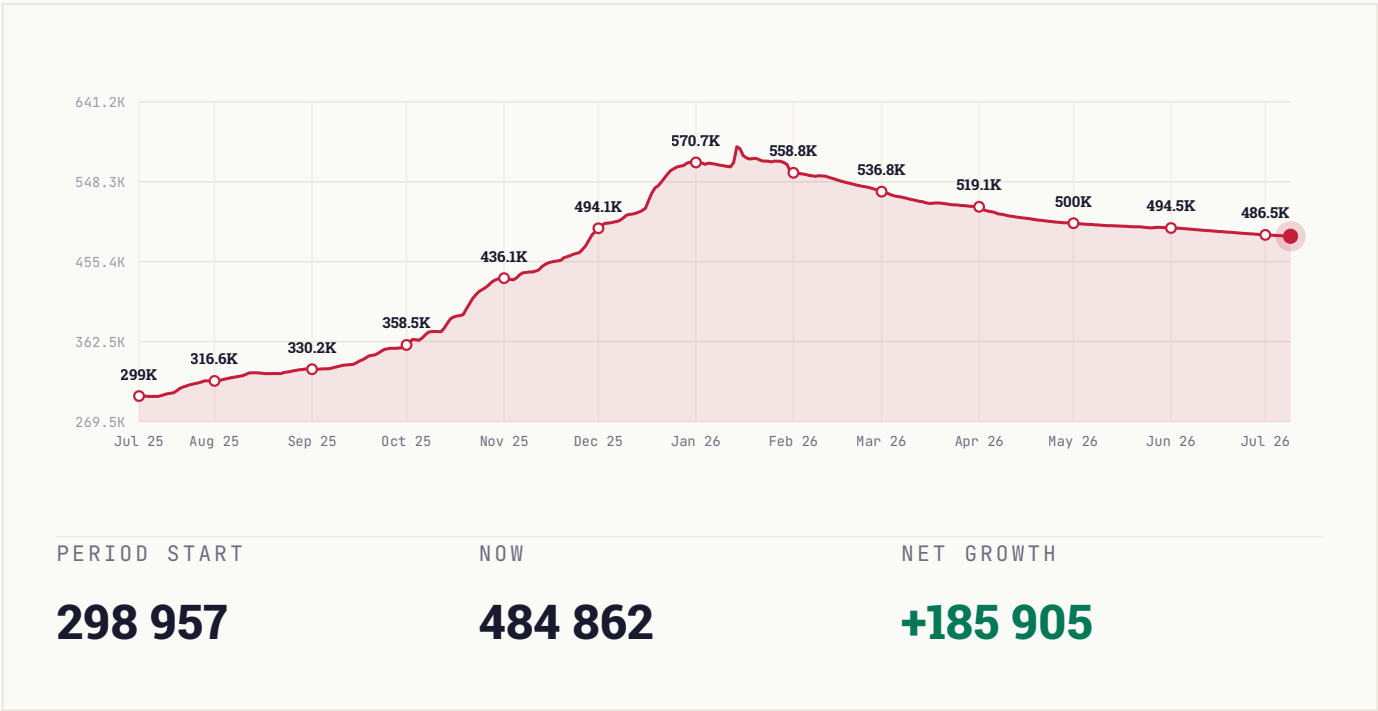
ER

6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

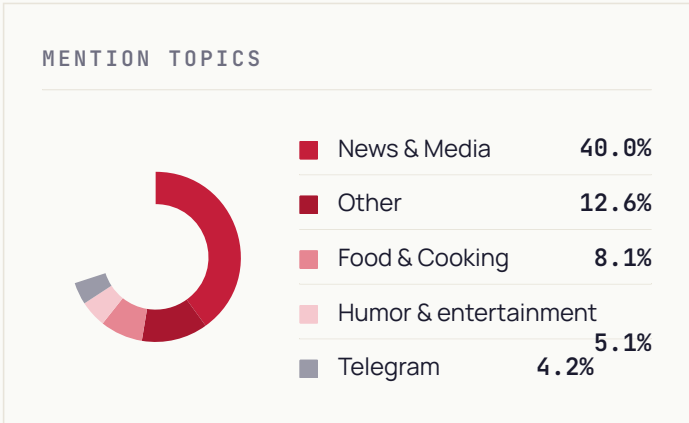
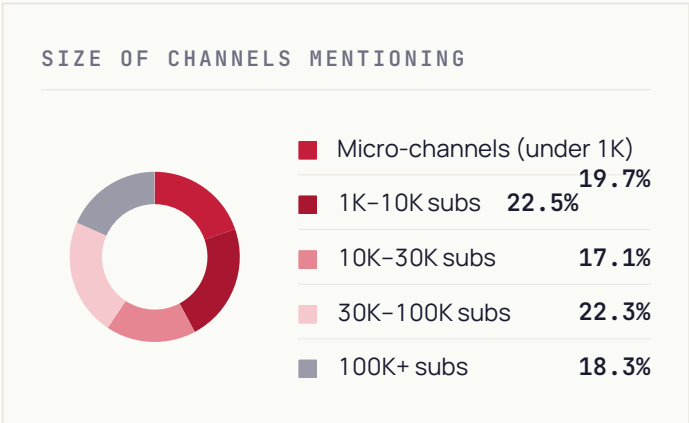
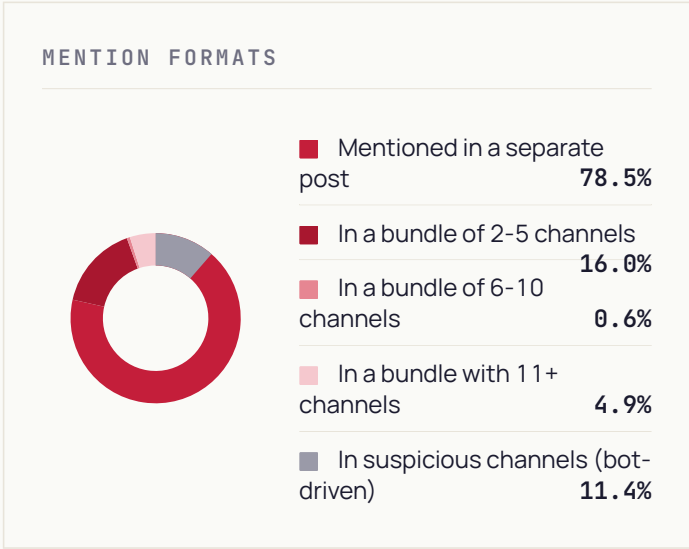
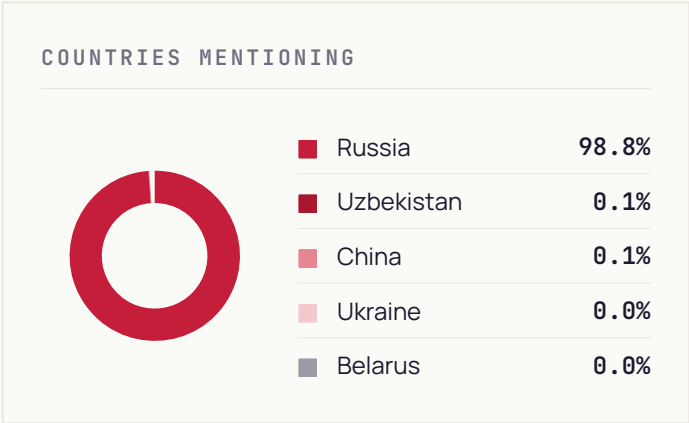
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

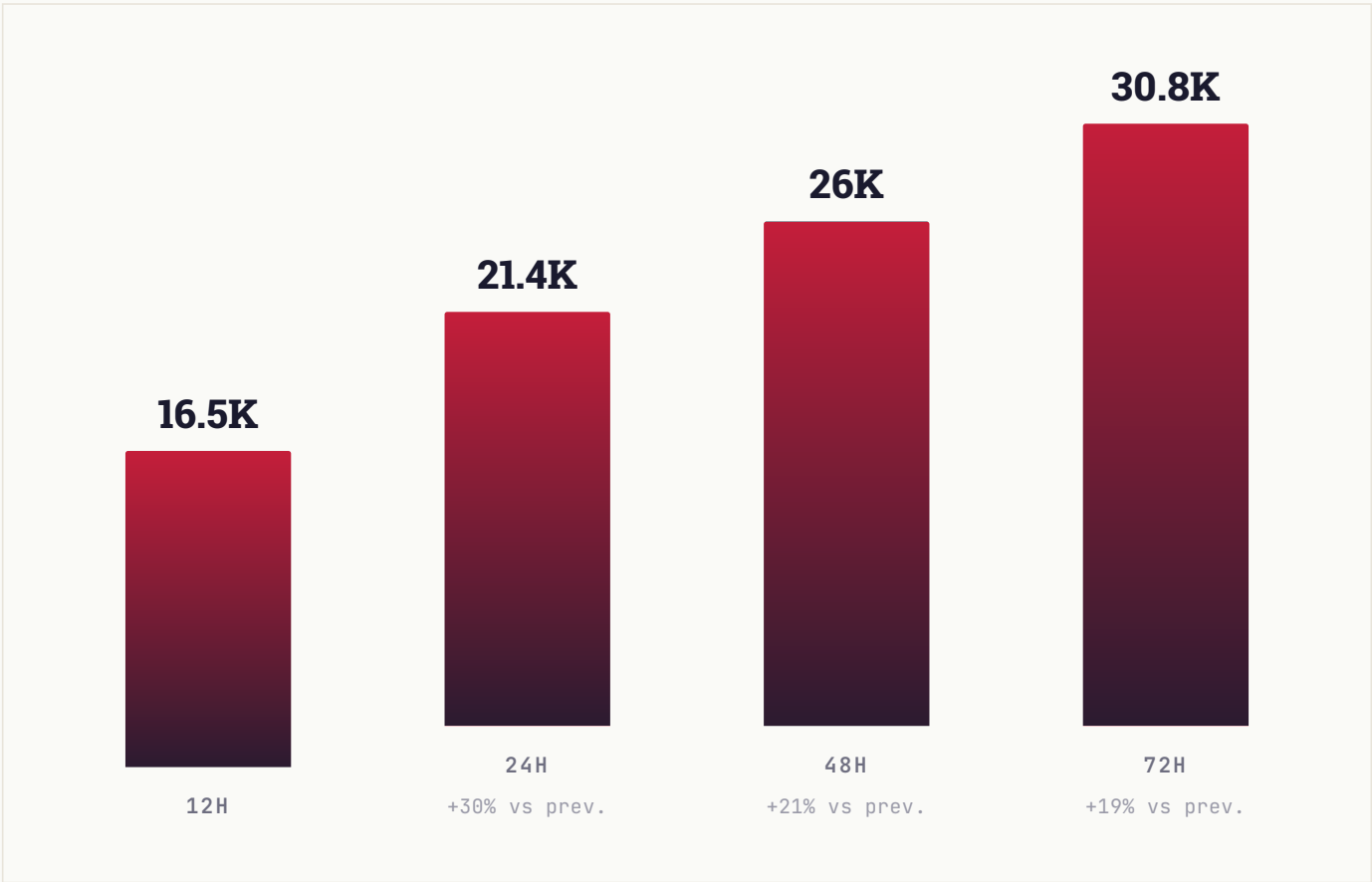
Citation index **872** – channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **746** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long 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
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
Thu Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CHI CHIZHIK YOU	484.9K
Sun Everyday Recipes	461.5K
😊 E 😊 EatSlim PP Recipes	434K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#9 of 94). Strong position. Niche leader: **Cooking Recipes Salads 🧑🍳** (995.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions **235**, they brought **285 991** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	28	18	26 652
December 2025	22	17	80 934
Nov 2025	81	67	55 849
Oct 2025	38	30	82 212
Sep 2025	31	12	25 245
August 2025	35	13	15 099

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
235	6	285 991

SECTION 08 · NICHE COMPARISON

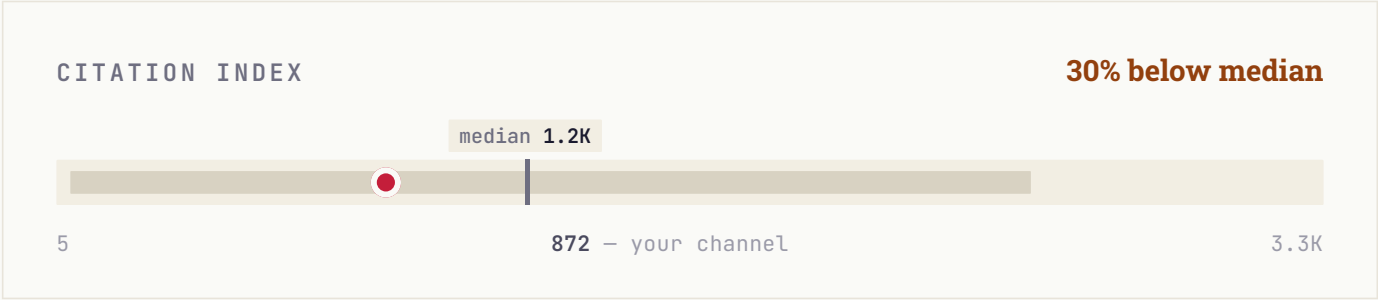
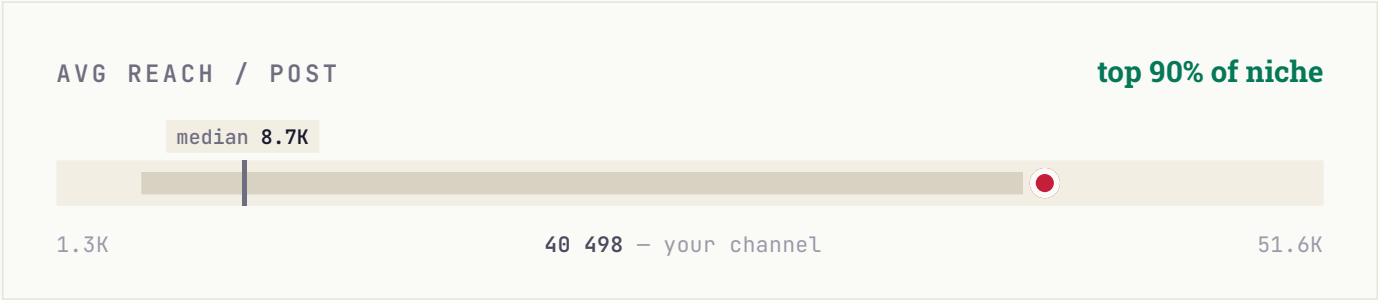
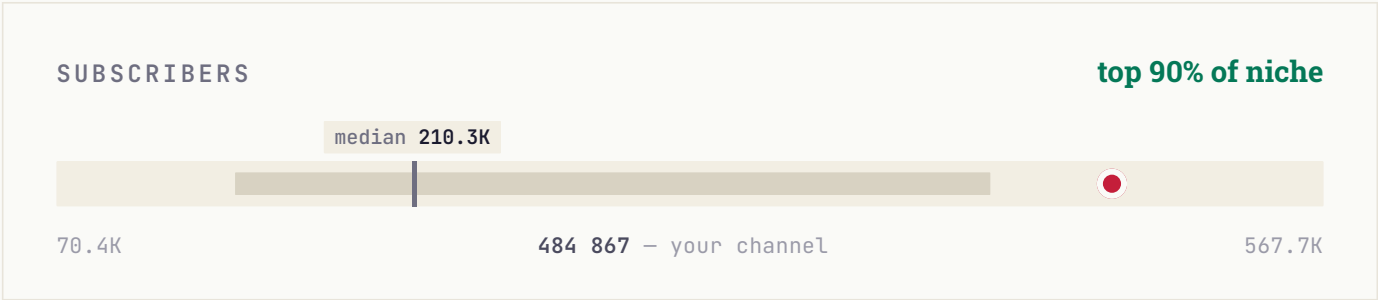
Where the channel ranks in its league

Took top-100 channels in category "Food & Cooking» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.

#9/100

RANK IN NICHE

Channel in top 9% Food & Cooking Russia



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Main post of the week — on Thursday

On this day at 10:00 MSK audience is most active.

EFFECT

Best window for key post
- 02

ER below niche benchmark — rethink formats

Current ER 8.35% vs norm 9.0%. Try polls and interactive formats.

EFFECT

+0.7pp ER
- 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

+1K-3K subs
- 04

Test polls and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. 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 ad

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

02

Contact manager

t.me/PromptPress_manager
