

PUBLIC REPORT BY PROMTPRESS

Channel audit YOUR SOMMELIER



@chris_tella_wine

A channel about wine, food, restaurants and other earthly pleasures
by Kristina Nikiticheva — chris_tella For collaboration write
nikiticheva.group@gmail.com Channel registered with
Roskomnadzor,...

SUBSCRIBERS

104 917

-1461 per month

ERR (% SEE POSTS)

11.0%

per day 4.7%

REACH/POST

10.6K

Ad reach 4.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 104 917 —	 SUBSCRIBER REACH 10.13% Avg % subs see post	 VIEWS/POST 10.6K Median 10.8K · 28 days	 POSTS/WEEK 7.0 for period
 7D TREND -28.7% vs prev week	 REACTIONS/POST 199.9 Total 5,798 reactions, 1,003 reposts, 239 comments	 POST LENGTH 651 chars Median 714 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 4.9K Avg 24h	 CHURN / MONTH -1461 last month	 CITATION RATE 10 Citation index · 61 channels mentioned ever	 CHANNEL AGE 2 years 6 months Created 20.12.2023

AI EDITOR SUMMARY

Channel «YOUR SOMMELIER 🍷» – 104 917 subs. Each post avg views 10.6K people (10% from subs), reach low – expand audience. Publishes 7 posts/week (~1/day) – regular. Week Jun 29–Jul 5 reach dropped -28.7% to week Jun 22–28 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts in 28 days.
- 02 Dominant format – Video (12/29 posts).
- 03 Avg post length – 651 chars (median 714).
- 04 Audience activity peak – Thu, 21:00 MSK.
- 05 Top posts get 2x More views than weakest (17K avg top vs 7.6K worst) – among 29 posts in 28 days. Analyze top posts' common theme, format, timing.

TOP 5 POSTS

Nº1 11.06 · 18:06 PHOTO For the first time in Russia, a horizontal tasting and dinner will be held in Moscow and St. Petersburg, dedicated to one of the rarest, most quota-limited and...	VIEWS 18 617 REP. 16	REACTIONS 82 ER 17.7%
Nº2 22.06 · 15:22 PHOTO Sparkling wine isn't just for New Year, weddings, or when you want to impress with sabrage. Good sparkling is a versatile...	VIEWS 16 849 REP. 198	REACTIONS 381 ER 16.1%
Nº3 11.06 · 18:01 VIDEO If you haven't been to Self Edge Japanese (in Moscow or St. Pete), you haven't had amazing Japanese cuisine ❤️ that's all folks👋 P.S. my most...	VIEWS 15 466 REP. 35	REACTIONS 172 ER 14.7%

Nº4 23.06 • 10:09 VIDEO Kir Royal spritz 3–2–1 method 🍷 3 fingers Prosecco 2 fingers blackcurrant Ligare 1 finger soda ice – and done. Soda is not...	VIEWS 14 967 REACTIONS 476 REP. 220 ER 14.3%
Nº5 10.06 • 15:45 VIDEO I'm back 😞 And now I can finally calmly tell everything about this trip (I deleted posts along the way because I wanted to be...	VIEWS 14 463 REACTIONS 374 REP. 10 ER 13.8%

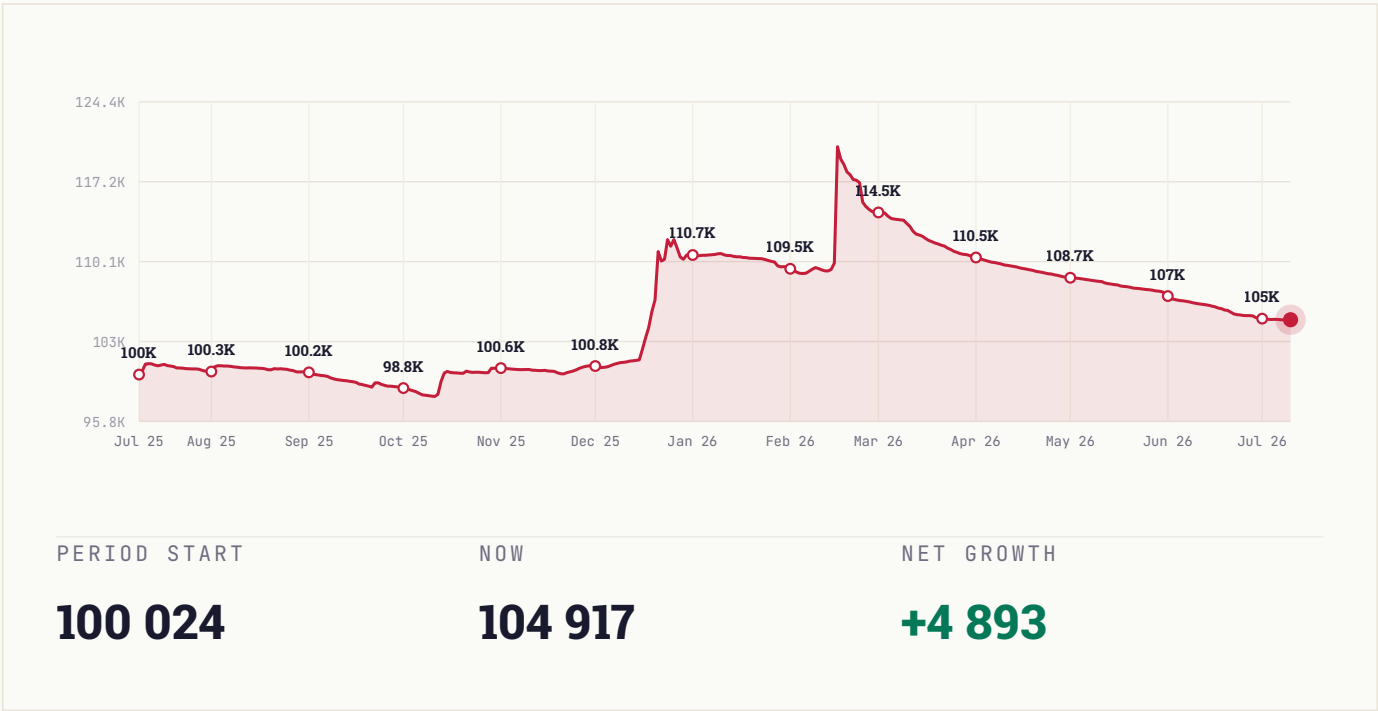
WORST 3

↓ 01.07 • 08:13 PHOTO Evening under the stars: join us at Alfa Only open-air cinema 🎬 This summer we're starting a new tradition at DK Alfa Kristall – movies under...	VIEWS 8 856 REACTIONS 345 REP. 5 ER 8.4%
↓ 06.07 • 15:07 PHOTO POWDER WINE: A MYTH IT'S TIME TO BURY One of the most persistent wine myths goes: «All wine nowadays is made from powder...	VIEWS 7 407 REACTIONS 218 REP. 44 ER 7.1%
↓ 06.07 • 16:00 PHOTO Cristal released late-release 2008 Cristal reminded why luxury wine lives by different rules. Louis Roederer celebrated the anniversary...	VIEWS 6 588 REACTIONS 108 REP. 6 ER 6.3%

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 subscribers.



SECTION 04 • MENTIONS

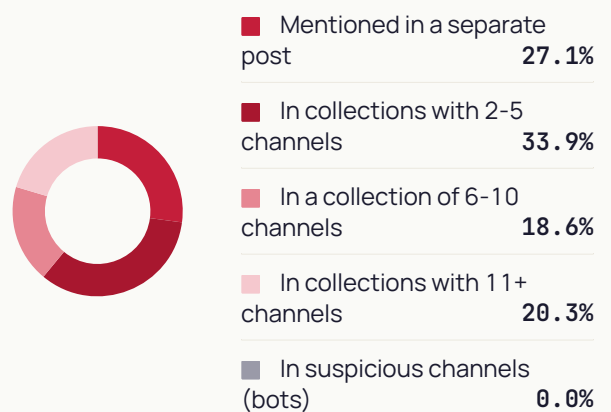
Who mentions the channel and how

Citation index **10** — 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 channel mentions: **61** different channels.

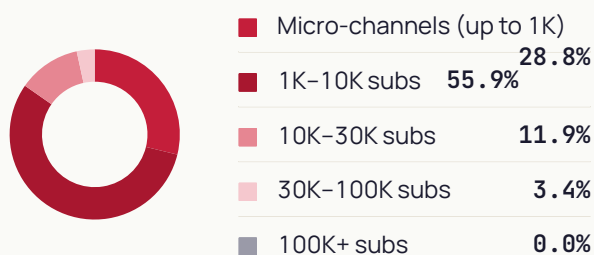
COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



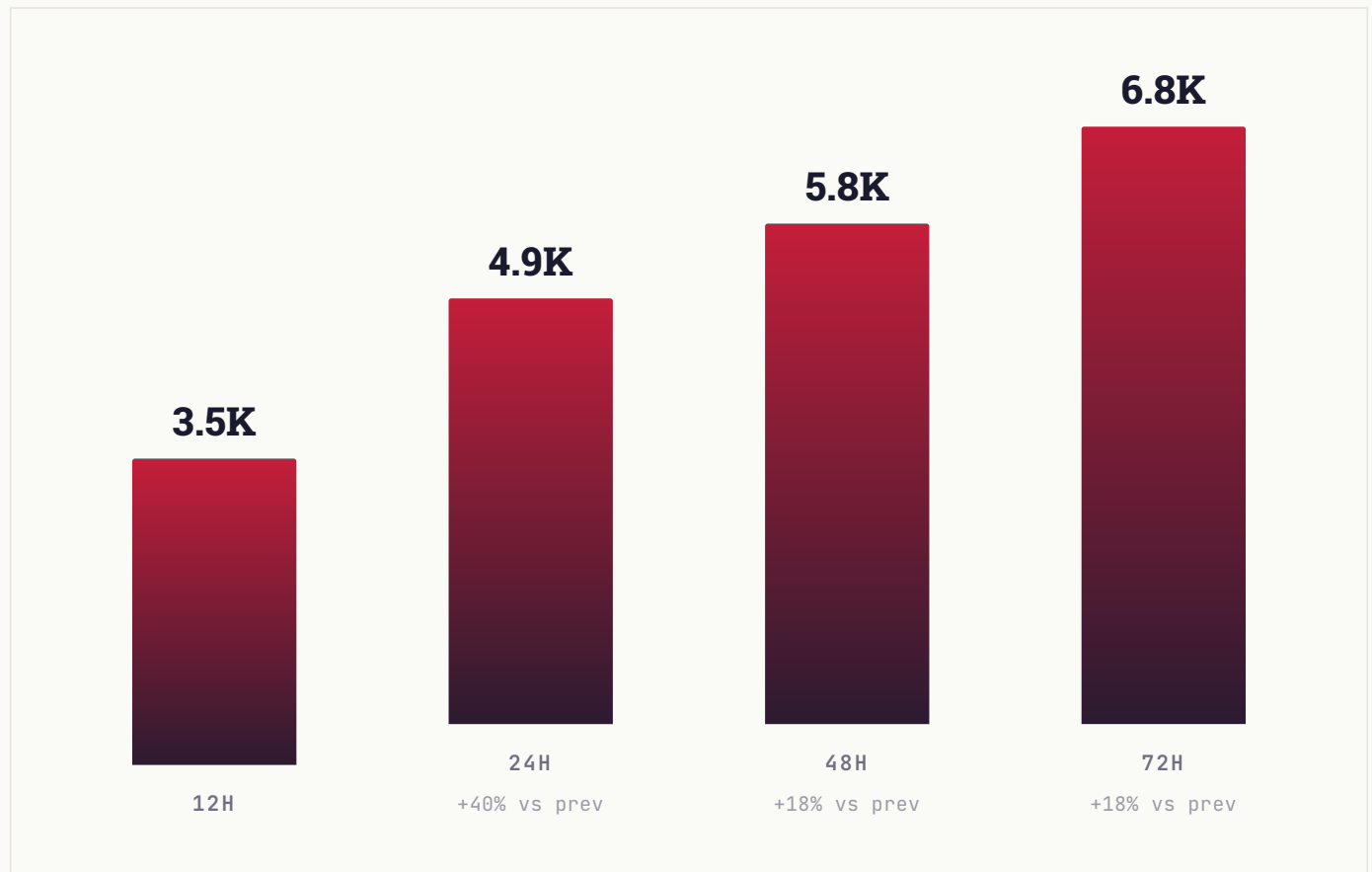
MENTIONED IN TOPICS



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
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
Fri Daily recipes	461.5K
TS YOUR SOMMELIER 🍷 YOU	104.9K

COMPARATIVE INSIGHT

Channel not yet outside top-94 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 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: **23**, they brought **18 339** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	1	252
December 2025	6	5	13 344
November 2025	3	3	836
October 2025	1	1	2 856
Sep 2025	8	6	379
August 2025	1	1	672

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
23	6	18 339

Where the channel stands in its league

Black vertical: median. Red dot: your channel.



— 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

Main post of the week — on Thursday

Audience is most active on this day at 21:00 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% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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