

PUBLIC REPORT PROMTPRESS

Channel audit

Crumb cooking



@crumblkooking

Simple desserts without fuss and complex ingredients 🍪

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@SnezhkovOfficial RKN: <https://clc.li/otstz>

SUBSCRIBERS

108 379

-3071 per month

ERR (% SEE POSTS)

13.0%

daily 6.5%

REACH/POST

13K

ad reach 7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quote rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Food & Cooking»

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 108 379 —	 SUBS REACH 12.04% avg % of subs see post	 VIEWS/POST 13K median 13.2K · 29 days	 POSTS/WEEK 21.3 over period
 7D TREND -13.7% vs previous week	 REACTIONS/POST 192.9 total 17,360 reactions, 20,463 reposts, 0 comments	 POST LENGTH 762 chars. median 817 · 29 days	 POSTS ANALYZED 90 29 days
 AD REACH 7K 24h avg	 CHURN / MONTH -3071 last month	 QUOTE RATE 352 citation index · 1,762 channels mentioned all time	 CHANNEL AGE 1 year 1 month created 29.05.2025

AI EDITOR SUMMARY

Channel «Crumb cooking» — 108 379 subs. Each post averages 13K people (12% from subs), reach is low — should expand audience. Publishes 21 posts per week (~3/day) — active posting. For week 22–28 Jun reach dropped -13.7% to week 15–21 Jun — worth analyzing reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 90 posts over 29 days.
- 02 Dominant format — Video (89/90 posts).
- 03 Avg post length — 762 chars (median 817).
- 04 Peak audience activity — Friday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (17.1K avg for top vs 9.8K for worst) — among 90 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 06:34 VIDEO 😞 Childhood Cookies in 20 min 🍪 Ingredients for dough: • Flour - 450 g • Butter - 180 g • Sour cream - 200 g • Egg yolks - 2 pcs •...	VIEWS 17 896 REP. 105	REACTIONS 183 ER 16.5%
Nº2 12.06 · 06:25 VIDEO 😊 PP-Pancho 🌟 Ingredients for the crust: • banana - 230 g • egg - 1 pc • sweetener - 3 g • baking powder - 3 g • cocoa - 20...	VIEWS 16 779 REP. 262	REACTIONS 237 ER 15.5%
Nº3 11.06 · 17:55 VIDEO 😞 Caramel casserole 🍪 Ingredients: • Soft cottage cheese - 750 g • Sour cream 150 g • Caramel - to taste • Eggs - 4 pcs • Semolina - 4...	VIEWS 16 771 REP. 198	REACTIONS 217 ER 15.5%

Nº4 11.06 · 11:41 VIDEO 🥰 Soft Cottage Cheese Casserole 🍂 Ingredients: • soft cottage cheese 680 g • eggs C1 3 pcs • cornstarch 20 g • sugar or sweetener 50...	VIEWS 16 720 REP. 350	REACTIONS 233 ER 15.4%
Nº5 12.06 · 13:09 VIDEO 🤖 Sponge Roll in 20 Minutes 🍂 Ingredients for sponge: • eggs - 5 pcs • sugar - 190 g • flour - 120 g • salt - pinch for...	VIEWS 16 419 REP. 235	REACTIONS 223 ER 15.1%

|

WORST 3

↓ 05.07 · 13:52 VIDEO 🤔 Oreo Ice Cream 🍂 Ingredients: • Oreo cookies - 6 pcs • cream - 250 g • condensed milk - 100 g • vanilla to taste 🍂 How...	VIEWS 10 165 REP. 226	REACTIONS 222 ER 9.4%
↓ 06.07 · 09:26 VIDEO 🍷 Pineapple Punch Cake ✨ Ingredients: • Sponge cake • 5 eggs • 200g sugar • pinch of salt • 60g vegetable oil • 80g milk • 175g...	VIEWS 9 760 REP. 153	REACTIONS 164 ER 9.0%
↓ 06.07 · 19:53 VIDEO Gingerbread with chocolate 🍪 🍂 Ingredients: • milk - 200 ml • honey - 50 g • butter 82% - 20 g • cinnamon - 1 tsp • ginger - 0.5 tsp •...	VIEWS 9 331 REP. 297	REACTIONS 214 ER 8.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

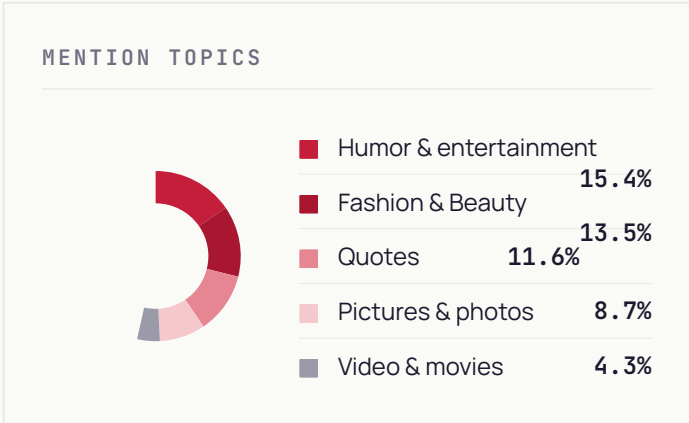
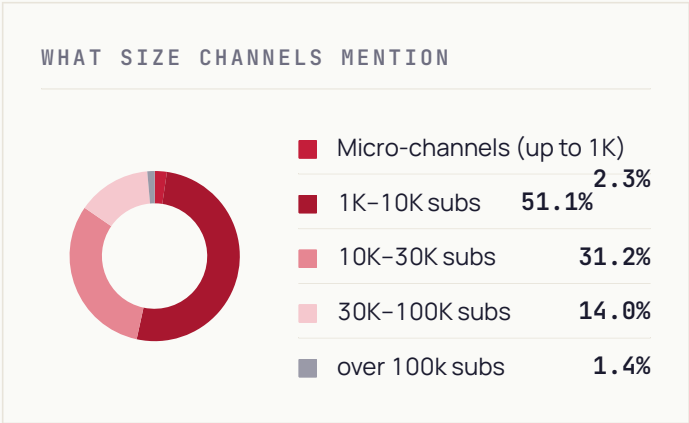
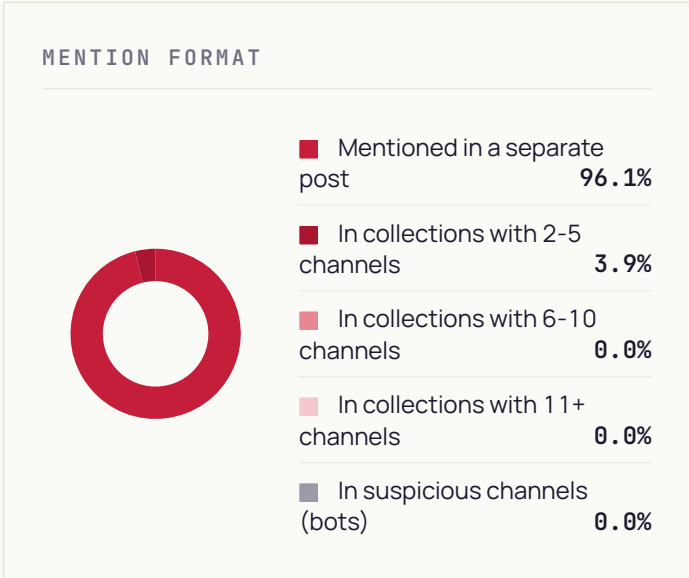
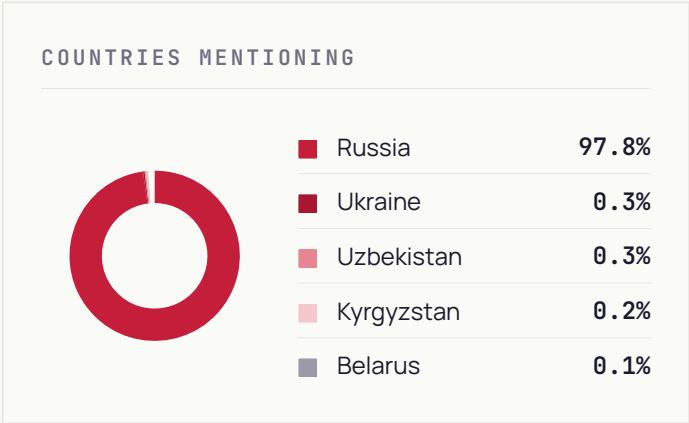
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

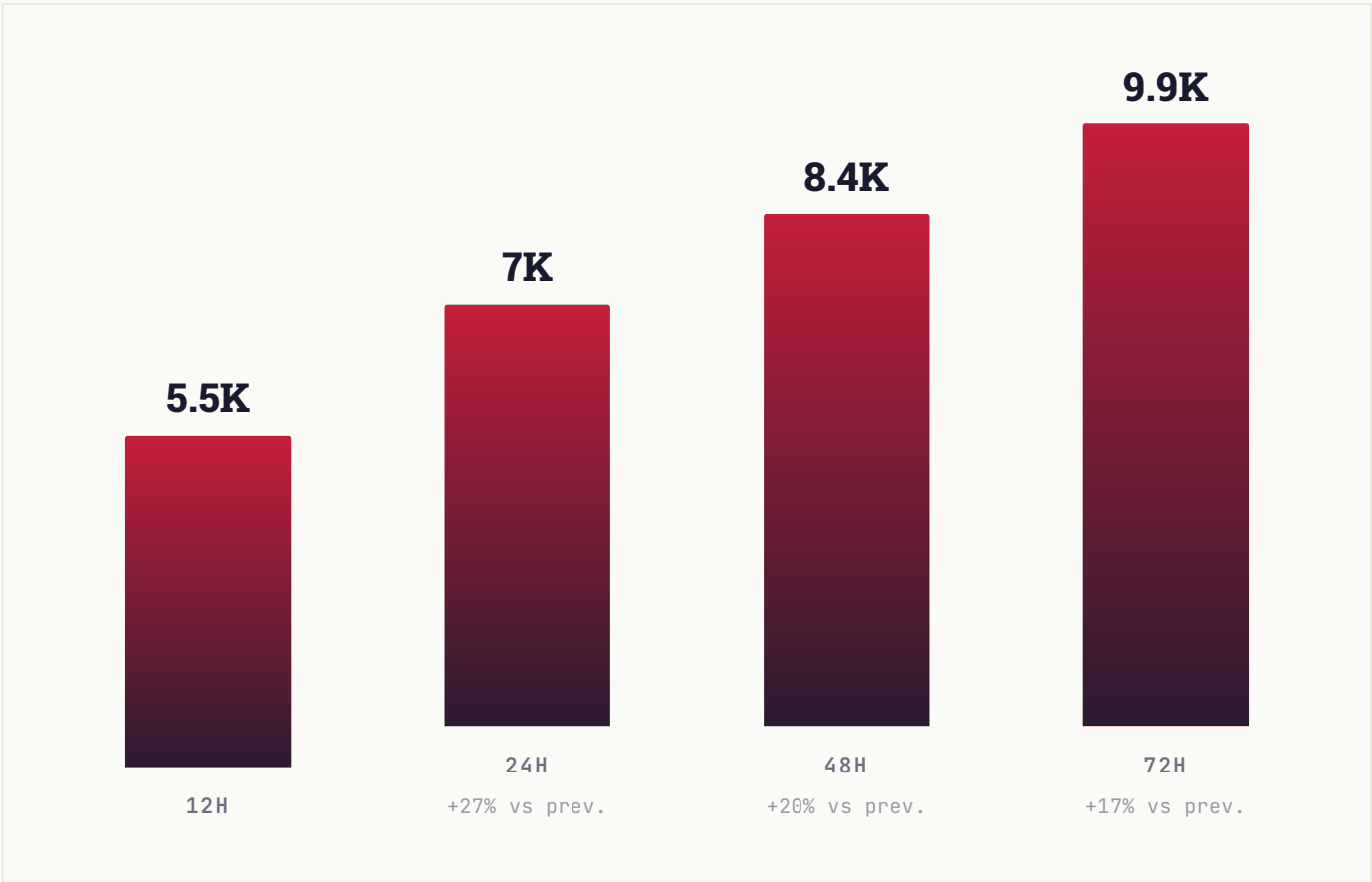
Citation index **352** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 762** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can 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
PR Simple Recipes	586.9K
KR Recipe book	559K
KN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Everyday recipes	461.5K
KK Crumb cooking YOU	108.4K

COMPARATIVE CONCLUSION

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 yours. Over the last **6 months** such mentions were **7 811**, they brought **47 736** new subs.

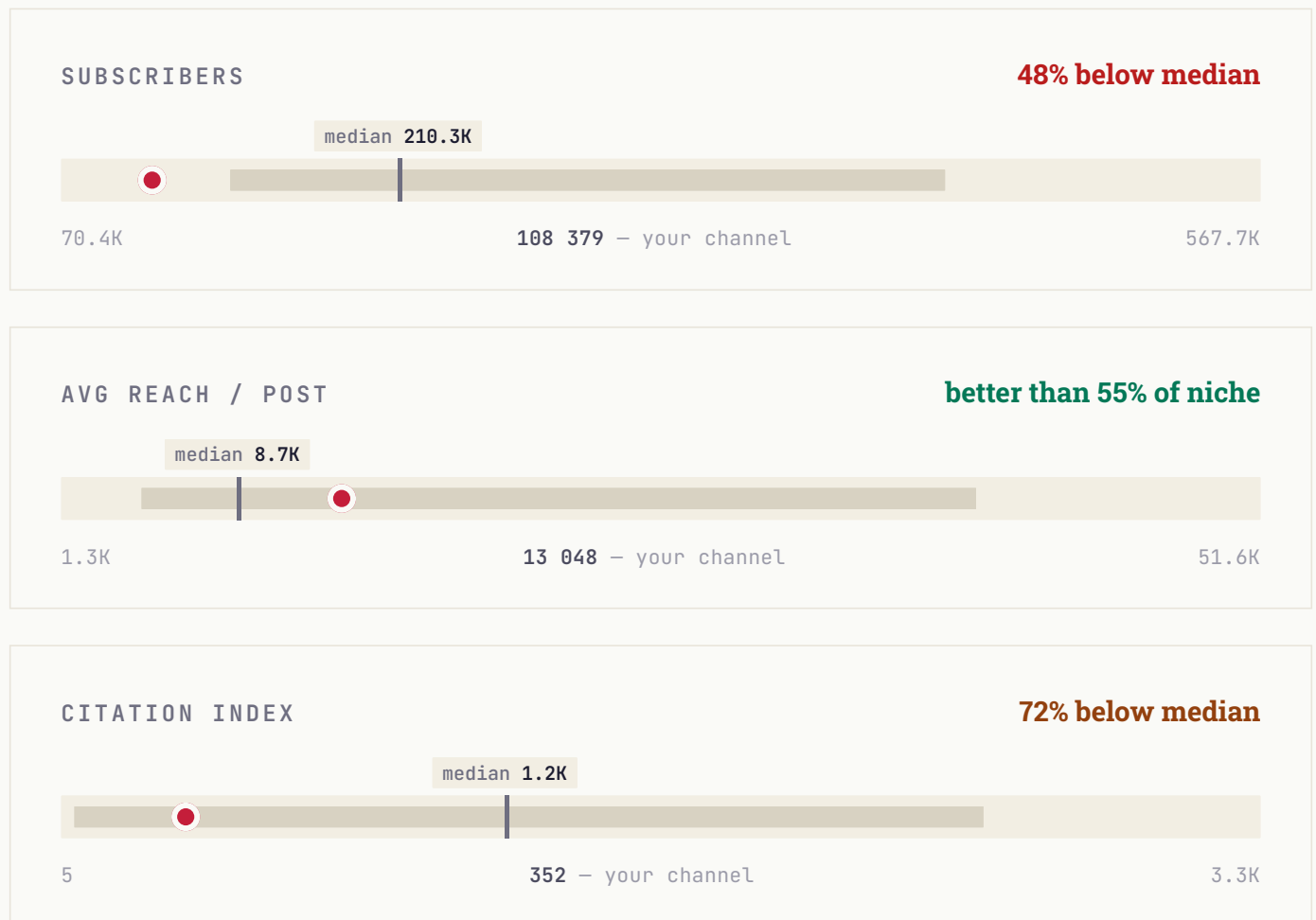
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1 016	435	5 137
December 2025	859	450	8 936
Nov 2025	1 503	504	8 025
Oct 2025	1 748	472	7 625
September 2025	1 344	464	8 274
August 2025	1 341	510	9 739

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
7 811	6	47 736

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Food & cooking» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). 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 return to this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 09:00 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 point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth target 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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