

PUBLIC PROMTPRESS REPORT

Channel audit

Dai Otkusit



@dauotkysit

What to feed and water Muscovites, I try myself and tell you Eating since October 4, 1992 Ads: @dauotkysit_ads Channel in MAX: <https://max.ru/dauotkysit> Author: @alex_tsakunov Channel included in the register...

SUBSCRIBERS

279 250

-6025 per month

ERR (% SEE POSTS)

21.0%

per day 17.5%

REACH/POST

57K

ad reach 48.8K/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 279 250 —	 SUBSCRIBER REACH 20.42% avg % of subs see post	 VIEWS/POST 57K median 59.2K · 29 days	 POSTS/WEEK 14.7 for period
 7D TREND -2.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 516 chars median 490 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 48.8K 24h avg	 CHURN / MONTH -6025 last month	 CITATION RATE 243 citation index · 565 channels mentioned ever	 CHANNEL AGE 5 years 1 month created 30.05.2021

AI EDITOR SUMMARY

Channel «Dai Otkusit» — 279 250 subs. Each post averages 57K people (20% of subs), average reach — room to grow. Posts 15 posts per week (~2/day) — consistent. Week of Jun 22–28 reach stable (-2.0% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 61 posts in 29 days.
- 02 Dominant format – Video (31/61 posts).
- 03 Avg post length – 516 chars (median 490).
- 04 Audience peak – Tuesday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (63.5K avg for top vs 55K for worst) – among 61 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 11:10 PHOTO Алиса AI теперь умеет не только советовать, куда сходить, но и сразу бронировать столик Попробовал в яндексовой нейросети новый сценарий...	VIEWS 64 756 REPOSTS 14	REACTIONS — ER 23.2%
Nº2 12.06 · 10:35 VIDEO While some spend summer evenings at home, others watch the sunset on a rooftop with live music! Concerts on rooftops are happening in Moscow. Catch...	VIEWS 63 149 REPOSTS 37	REACTIONS — ER 22.6%
Nº3 15.06 · 14:55 PHOTO Salt of the Earth – lunch you won't find on any menu Ivan Glushkov's gastro expedition opened its fourth season – with a dacha lunch. The idea itself...	VIEWS 62 742 REPOSTS 27	REACTIONS — ER 22.5%

№4 30.06 • 16:53 VIDEO 1 июля в «Раковой» на Маяковке - полный безлимит на устрицы Моари Платишь 2500р и ешь устрицы без ограничений Стол лучше забронировать...	VIEWS 62 531 REPOSTS 258 REACTIONS — ER 22.4%
№5 29.06 • 17:47 VIDEO Forgot sugar — breakfasts from St. Petersburg now in Moscow too Popular St. Petersburg chain opened its first full cafe in Moscow. The menu...	VIEWS 62 383 REPOSTS 199 REACTIONS — ER 22.3%

WORST 3

↓ 22.06 • 13:47 VIDEO Ima — японский от Новикова Новый японский ресторан от Аркадия Новикова. Находится в гостинице «Russia», которую еще не открыли. Шикарный...	VIEWS 57 006 REPOSTS 137 REACTIONS — ER 20.4%
↓ 11.06 • 10:11 PHOTO Got questions you urgently need answers to. For example: what kind of sweet bun are you?	VIEWS 56 856 REPOSTS 15 REACTIONS — ER 20.4%
↓ 11.06 • 10:11 PHOTO Sweet buns, we've got news! On «Open Kitchen» site new thematic quizzes appeared. Plans for the coming days: • find out...	VIEWS 51 099 REPOSTS 45 REACTIONS — ER 18.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

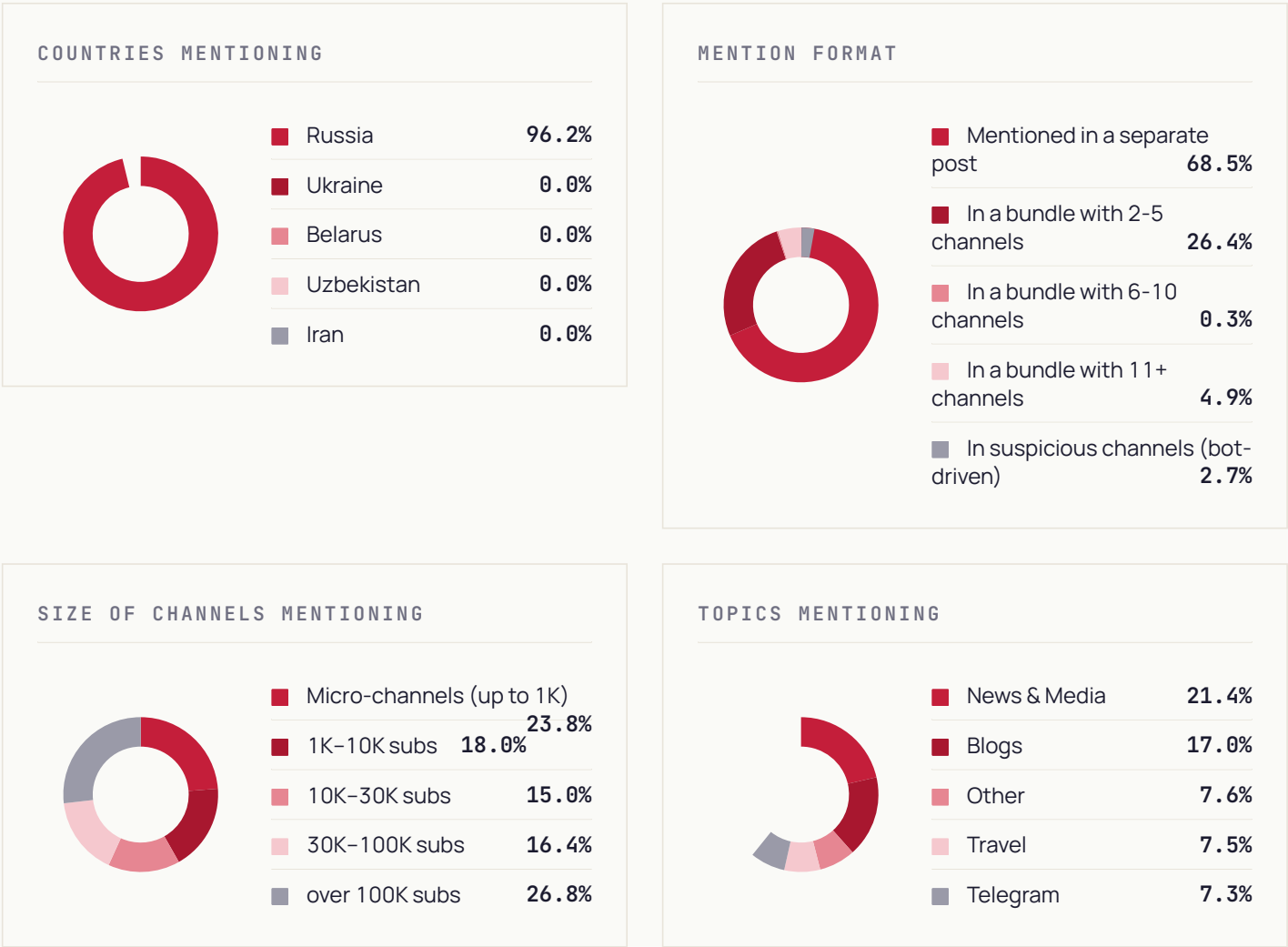
Subscriber growth chart for the year. Key months show exact sub count. Shows growth and loss months.



SECTION 04 · MENTIONS

Who mentions the channel & how

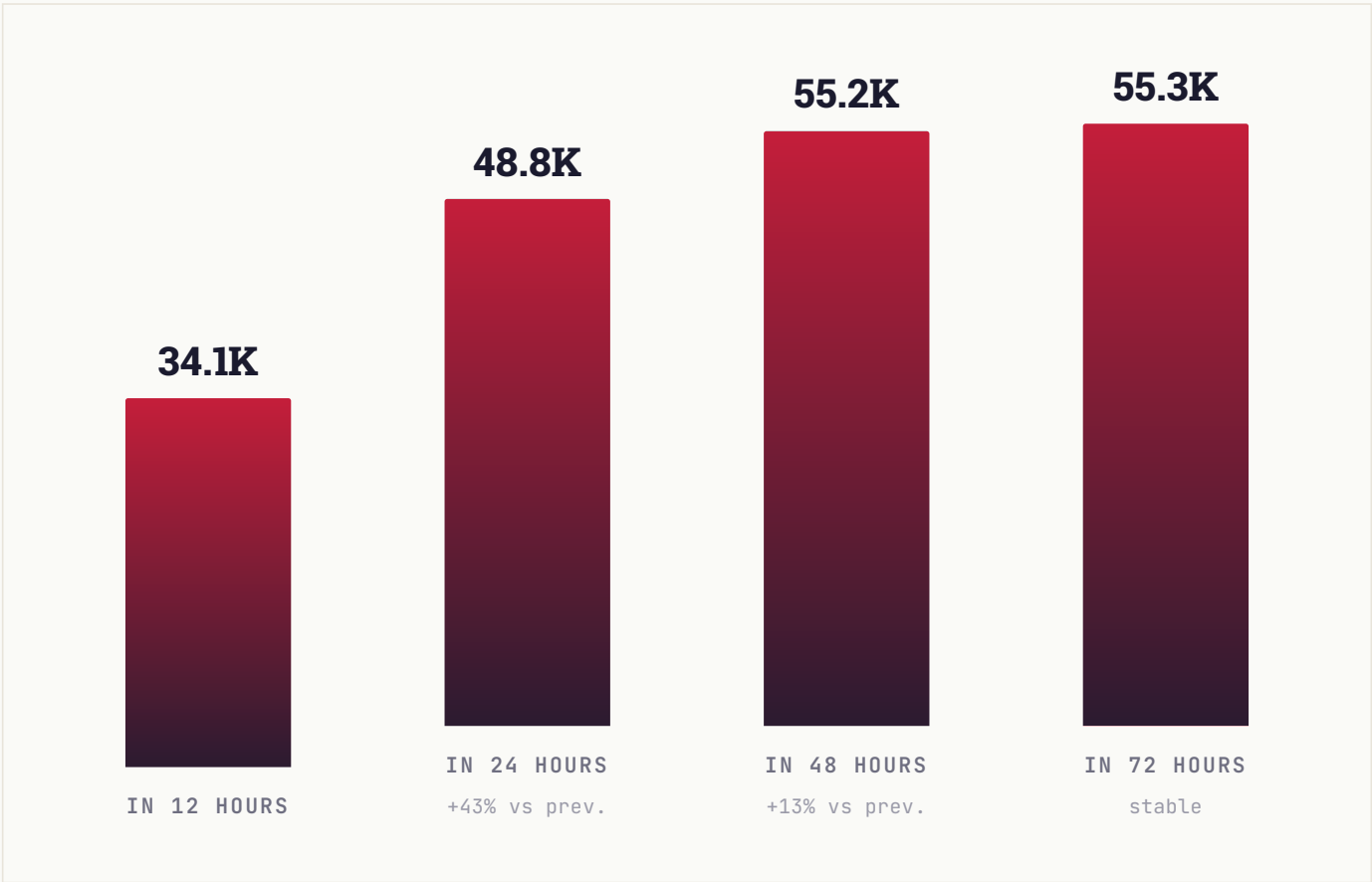
Citation index **243** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **565** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & Cheap 🍪	487.7K
ER CHIZHIK	485.1K
Sun Daily Recipes	461.5K
TO Dai Otkusit YOU	279.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#31 of 94). Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median subs 205K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **79**, they brought **39 565** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	13	12	16 872	
December 2025	12	10	2 274	
Nov 2025	33	27	6 394	
Oct 2025	7	7	8 531	
September 2025	3	3	2 157	
August 2025	11	11	3 337	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
79	6	39 565

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

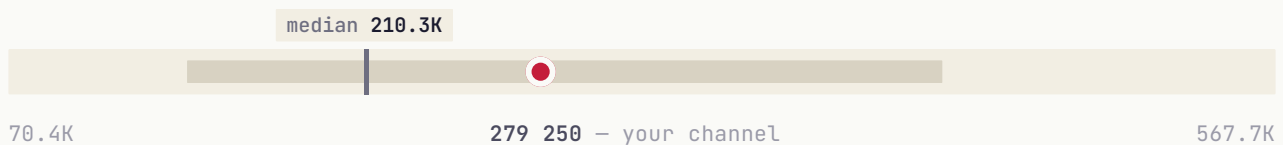
Took top-100 channels in category «Food & Cooking» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#31/100

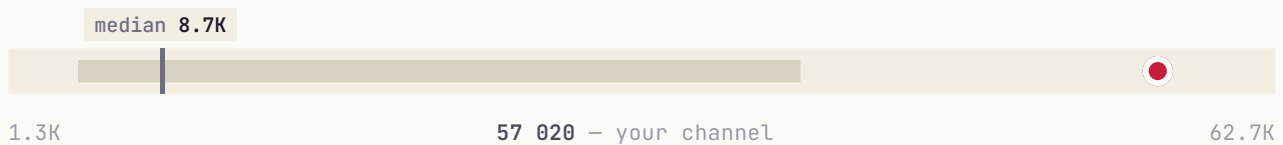
RANK IN NICHE

Channel in the top half of the ranking

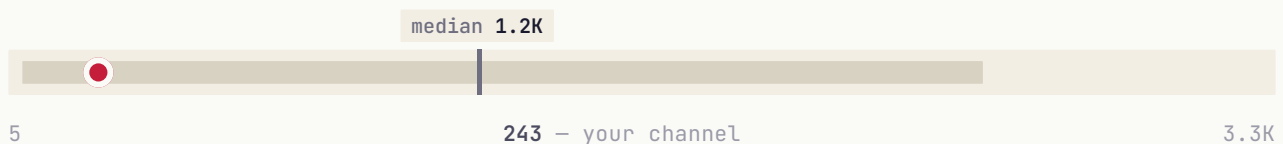
SUBSCRIBERS

better than 62% of niche


AVG REACH / POST

better than 90% of niche


CITATION INDEX

80% below median


— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 14:00 MSK.

EFFECT

Best time 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 similar channels

Swap posts with similar channels 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. Want more? 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
