

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Dodo Pizza Russia

**@dodorus**

All about pizza, people, and cozy chats. Support @dodorusbot
Stickers t.me/addstickers/dodorusbot App dodopizza.onelink.me/
YlkM Jobs rabotavdodo.ru Contest results: @dodowin Founder...

SUBSCRIBERS

357 067

+5185 per month

ERR (% SEE POSTS)

37.0%

per day 12.5%

REACH/POST

128.9K

ad reach 44.4K/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 357 067 —	 SUBSCRIBER REACH 36.09% avg % subs see post	 VIEWS/POST 128.9K median 141K · 28 days	 POSTS/WEEK 3.7 for the period
 7D TREND -17.0% vs previous week	 REACTIONS/POST 2784.5 total 41,768 reactions, 10,090 reposts, 5,424 comments	 POST LENGTH 73 chars median 55 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 44.4K 24h avg	 CHURN / MONTH +5185 last month	 CITATION RATE 29 citation index · 307 channels mentioned it ever	 CHANNEL AGE 2 years 7 months created 30.11.2023

AI EDITOR SUMMARY

Channel «Dodo Pizza Russia» — 357 067 subs. Each post averages 128.9K people (36% of subs), good reach. Publishes 4 posts per week (~1/day) — rare. For week 22–28 Jun reach dropped -17.0% to week 15–21 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 15 posts in 28 days.
- 02 Dominant format – Photo (10/15 posts).
- 03 Avg post length – 73 chars (median 55).
- 04 Audience peak activity – Wed, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (167.1K avg for top vs 86.7K for worst) – among 15 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 11:07 PHOTO That taste of Thailand 🇹🇼 Miss the noisy streets, neon and heat? Try our sweet-spicy new pizzas and...	VIEWS 175 712 REP. 662	REACTIONS 2 135 ER 49.2%
Nº2 10.06 · 10:27 TEXT Which Winx are you?	VIEWS 164 423 REP. 1 538	REACTIONS 7 175 ER 46.0%
Nº3 13.06 · 11:07 PHOTO Treat yourself to a mini-vacation with a combo: pizza + drink from 250₽ 😊	VIEWS 161 310 REP. 211	REACTIONS 2 199 ER 45.2%

Nº4 17.06 • 11:07 PHOTO Two new pizzas — one common ingredient 🍗 Juicy chopped chicken unites the new arrivals. Meet the Fleet pizza with mozzarella and a convenient...	VIEWS 156 098 REP. 661 REACTIONS 2 095 ER 43.7%
Nº5 19.06 • 11:07 PHOTO Guess the country from the photo 🗺️ Answer: Uzbekistan	VIEWS 156 016 REP. 71 REACTIONS 2 048 ER 43.7%

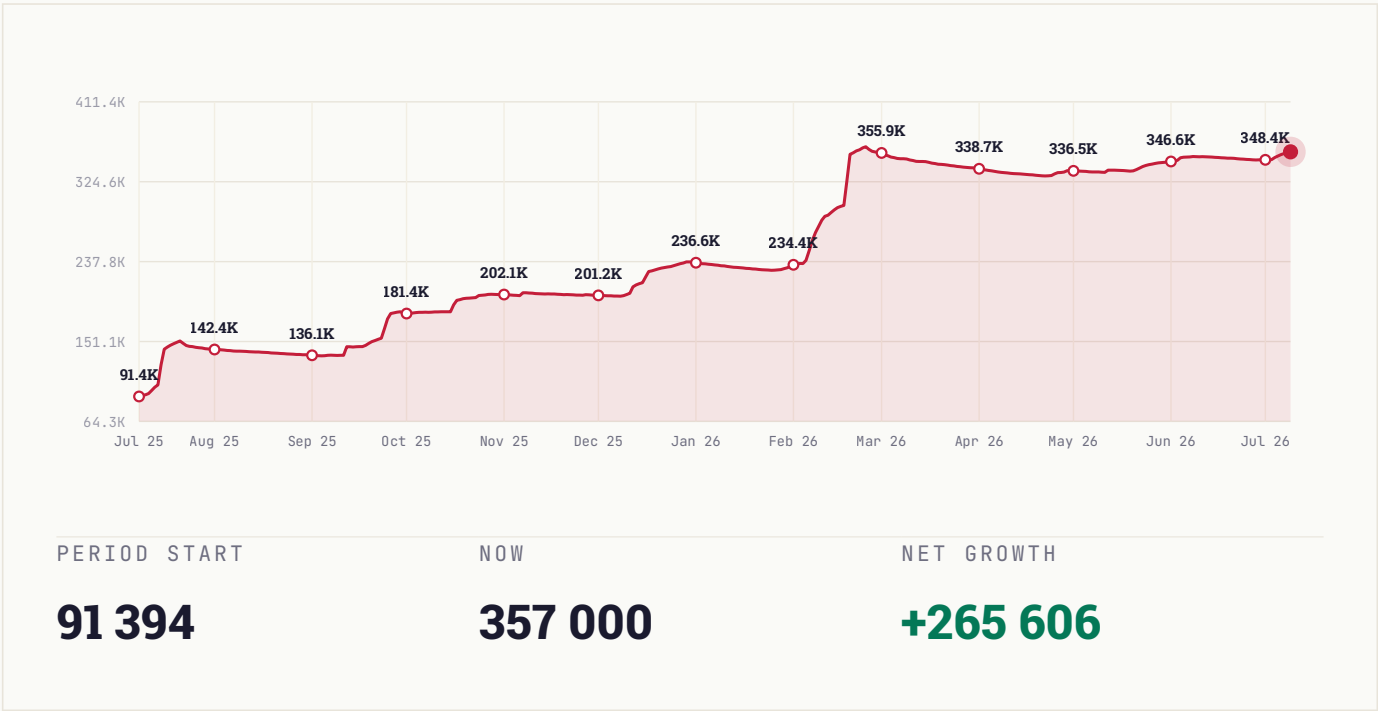
WORST 3

↓ 02.07 • 11:07 PHOTO What do you miss? ✨	VIEWS 105 470 REP. 72 REACTIONS 2 712 ER 29.5%
↓ 04.07 • 11:07 TEXT This post is for trading Winx keychains ✨	VIEWS 85 860 REP. 226 REACTIONS 2 309 ER 24.0%
↓ 06.07 • 11:07 PHOTO This card can only be used by those who walked 10,000 steps 🏃 UPD: Not a promo, admins just overplayed Uno.	VIEWS 68 754 REP. 246 REACTIONS 2 794 ER 19.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

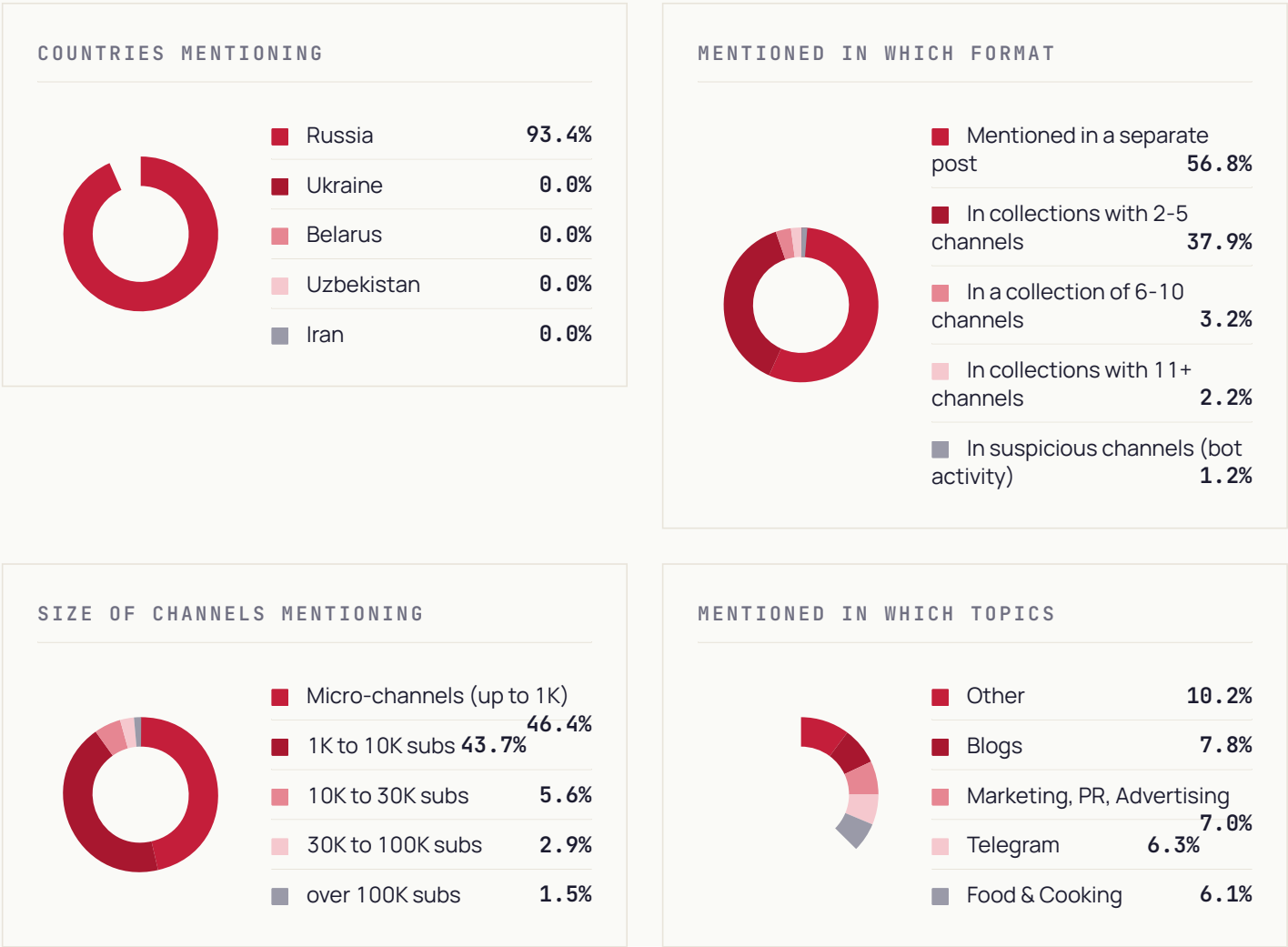
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

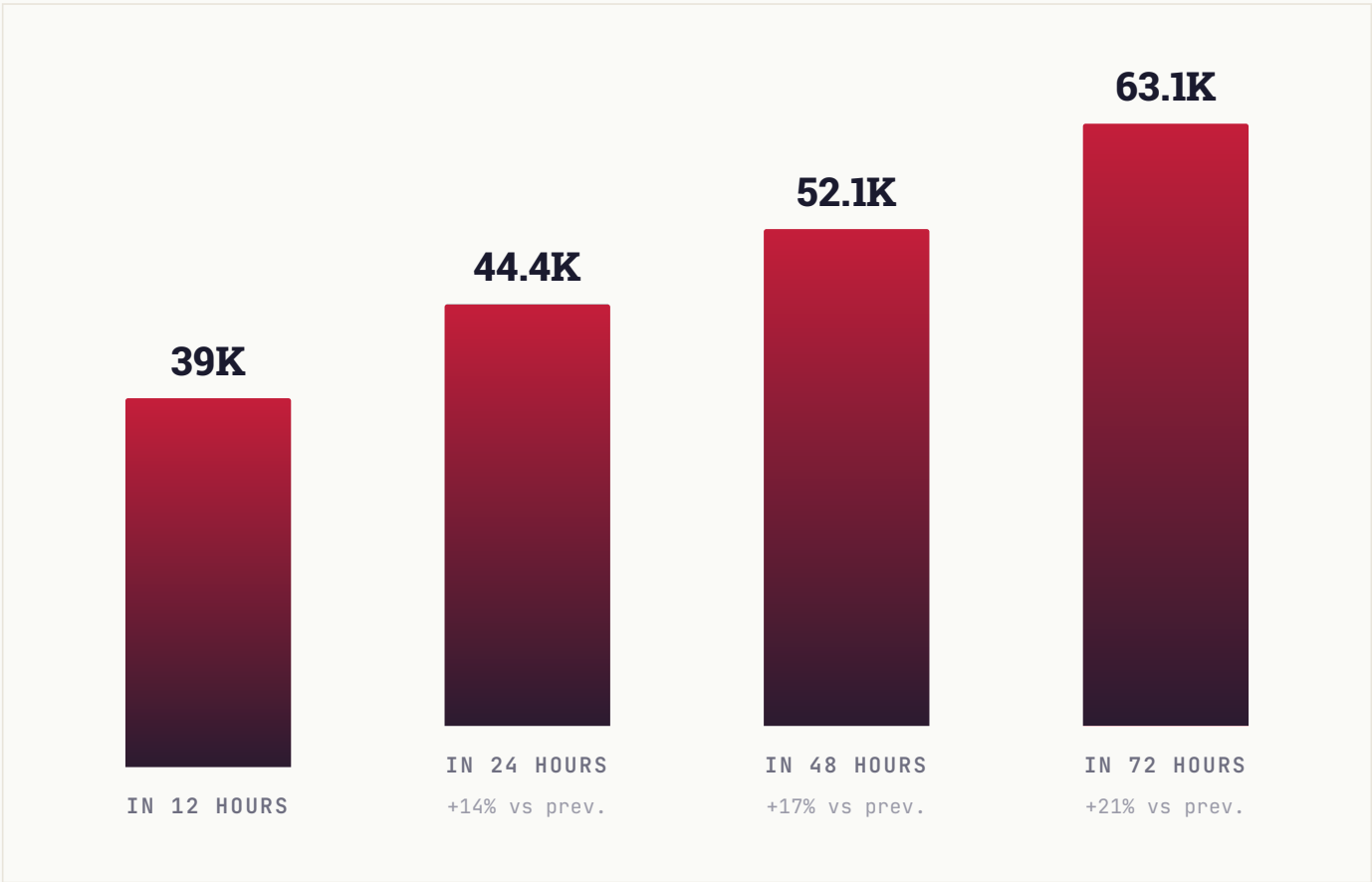
Citation index **29** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **307** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty and cheap 🍪	487.7K
CI CHIZHIK	485.1K
Thu Daily recipes	461.5K
DP Dodo Pizza Russia YOU	357.1K

COMPARATIVE INSIGHT

Channel in top 25% of niche (#21 of 94). Leader — Cooking Recipes Salads 🧑🍳 (995.6K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **110**, they brought **114 297** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	18	18	4 001
December 2025	26	19	37 271
November 2025	10	9	3 801
October 2025	24	18	21 016
September 2025	12	11	48 208
August 2025	20	19	0

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
110	6	114 297

SECTION 08 · NICHE COMPARISON

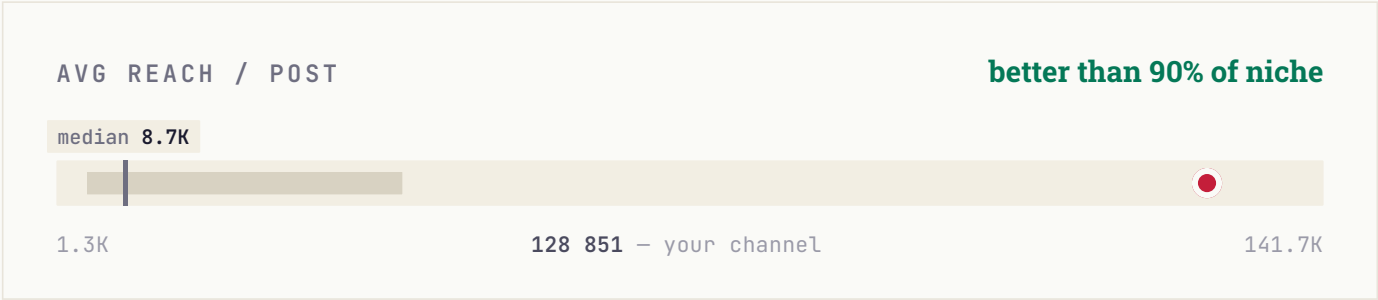
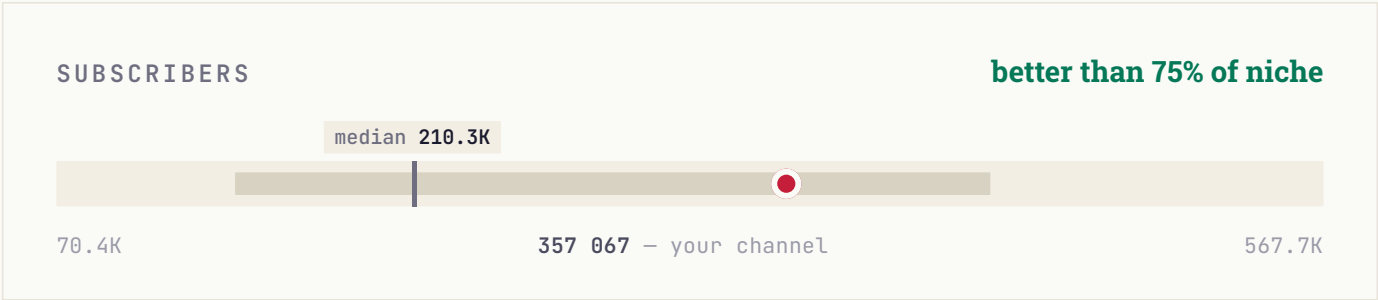
Where the channel stands in its league

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

#21/100

RANK IN NICHE

Channel in top 21% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 3.7 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Wednesday

On this day and at 13:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager