

PROMTPRESS PUBLIC REPORT

Channel audit

HOME RECIPES



@dom_resept

Cook with pleasure! For ads: @reklama_smmgt Buy ads on the exchange: https://telega.in/c/dom_resept RKN: <https://vk.cc/cGKE7a> All rights to published materials belong...

SUBSCRIBERS

124 735

-273 per month

ERR (% WHO SEE POSTS)

12.0%

per day 6.8%

REACH/POST

14K

ad reach 8.5K/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 124 735 —	 SUBSCRIBER REACH 11.26% avg % of subs who see a post	 VIEWS/POST 14K median 14.5K · 29 days	 POSTS/WEEK 30.3 for the period
 7D TREND -9.0% vs prev week	 REACTIONS/POST 77.6 total 9,934 reactions, 24,778 reposts, 0 comments	 POST LENGTH 481 chars. median 343 · 29 days	 POSTS ANALYZED 128 29 days
 AD REACH 8.5K 24h avg	 CHURN / MONTH -273 last month	 CITATION RATE 63 citation index · 92 channels mentioned over all time	 CHANNEL AGE 4 yrs 3 mo created 30.03.2022

AI EDITOR SUMMARY

Channel «HOME RECIPES» — 124 735 subs. Each post averages 14K people (11% from subs), reach is low — consider expanding audience. Publishes 30 posts per week (~4/day) — active publishing. For the week of Jun 22–28, reach dropped -9.0% to the week of Jun 15–21 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **128** posts over 29 days.
- 02 Dominant format – **Video** (99/128 posts).
- 03 Avg post length – **481** chars (median 343).
- 04 Peak audience activity – **Friday, 16:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (17.8K avg for top vs 11.4K for worst) – among 128 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 16:46 VIDEO Delicate mousse🥰✅Ingredients Juice or compote – 400 ml Semolina – 2 tbsp If you liked the recipe, hit 🙌 Bon appétit! ❤️🙌Homemade...	VIEWS 17 927 REACTIONS 100 REPOSTS 257 ER 14.4%
Nº2 12.06 · 13:45 VIDEO CIABATTA - NO-KNEAD BREAD🍞✅Ingredients: Water - 200ml Dry yeast - 5g Olive oil - 20ml Salt - 1/2 tsp Sugar - 1 tsp Oregano - 1/2 tsp Flour -...	VIEWS 17 885 REACTIONS 125 REPOSTS 455 ER 14.3%
Nº3 13.06 · 06:24 PHOTO No more frying zucchini! Very tasty, simple and healthy baked zucchini recipe, you'll love it!🔥 Minimum oil, maximum goodness –...	VIEWS 17 626 REACTIONS 142 REPOSTS 438 ER 14.1%

Nº4 14.06 · 16:26 PHOTO I bake pumpkin, no one can resist. You've NEVER tasted such delicious PUMPKIN! 😊✅Ingredients: Pumpkin (peel and dice) –...	VIEWS 17 071 REPOSTS 203 REACTIONS 89 ER 13.7%
Nº5 20.06 · 16:36 VIDEO Meat boats with filling 😊✅Ingredients: Ground meat - 700 g Mushrooms - 300 g Onion - 2 pcs White bread - 100 g Egg -...	VIEWS 16 974 REPOSTS 173 REACTIONS 68 ER 13.6%

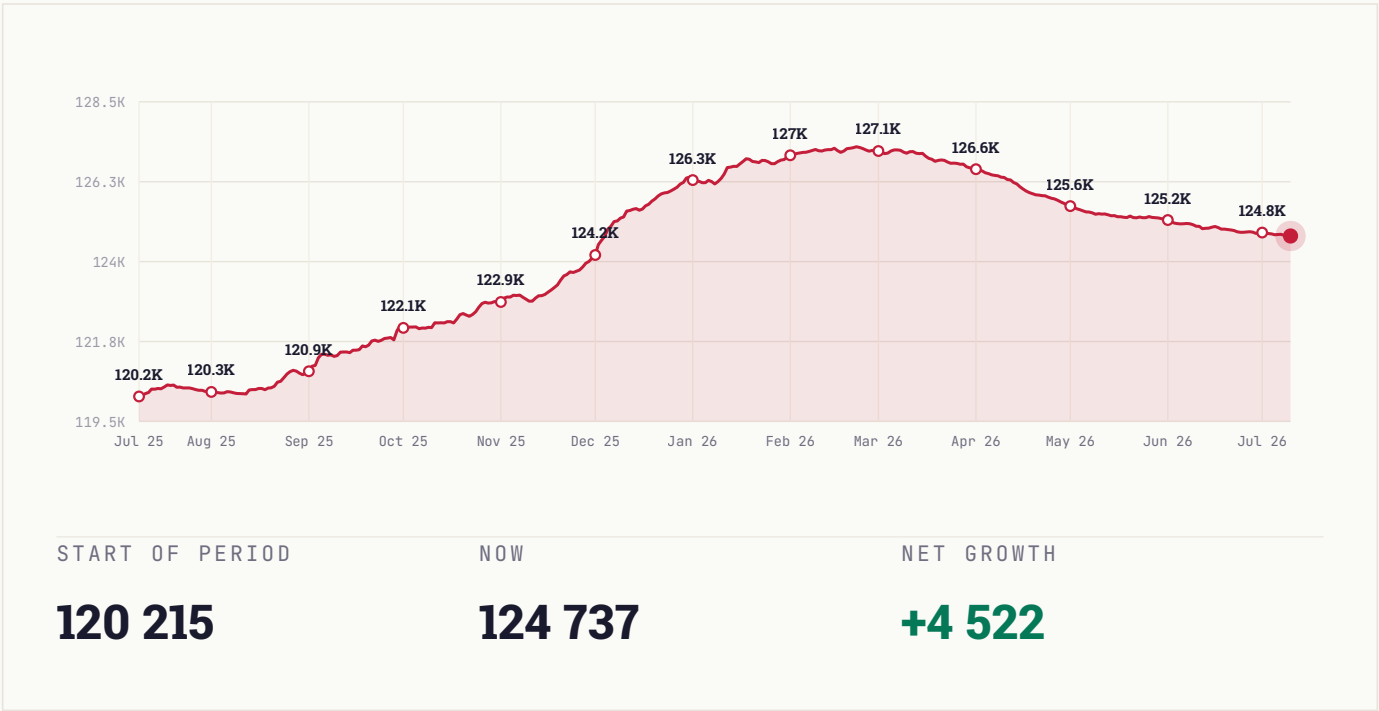
WORST 3

↓ 06.07 · 10:46 VIDEO I show how to freeze strawberries for winter to keep max flavor and freshness 🍓 Wash strawberries, pat dry. Divide them into...	VIEWS 11 446 REPOSTS 71 REACTIONS 59 ER 9.2%
↓ 06.07 · 12:36 VIDEO Interesting dessert recipe in a pot 🌸✅Ingredients: Chocolate - 1 bar. Cream cheese - 280 g. Powdered sugar - 1.5 tbsp. Sour cream 15% - 3...	VIEWS 11 383 REPOSTS 99 REACTIONS 78 ER 9.1%
↓ 06.07 · 18:37 PHOTO Best Dough for Jellied Pies! NO EXAGGERATION! 🍷 This dough has all advantages: quick to make, ingredients are the most affordable...	VIEWS 11 285 REPOSTS 349 REACTIONS 90 ER 9.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

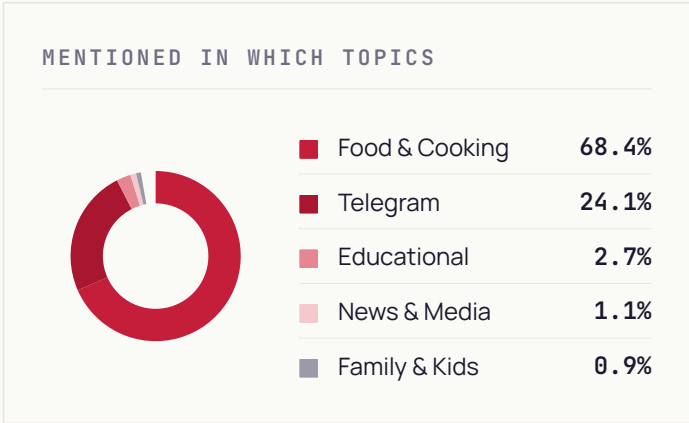
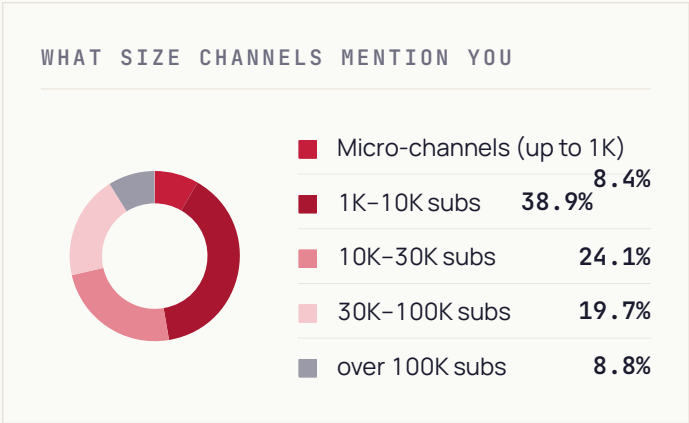
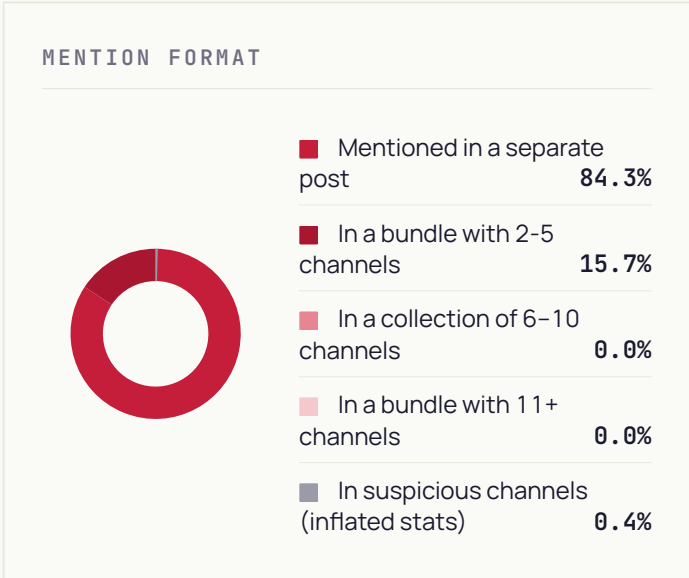
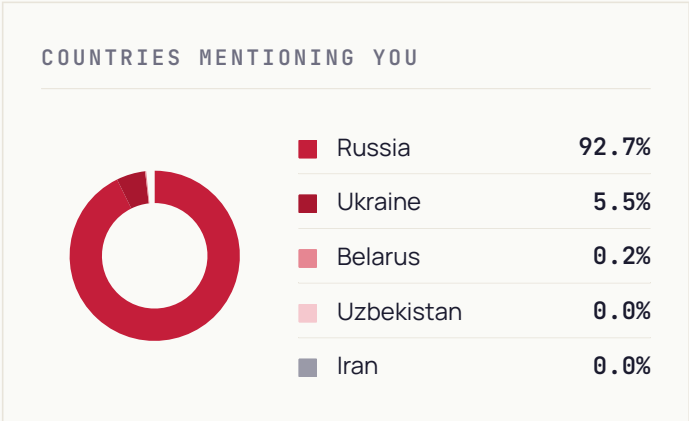
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

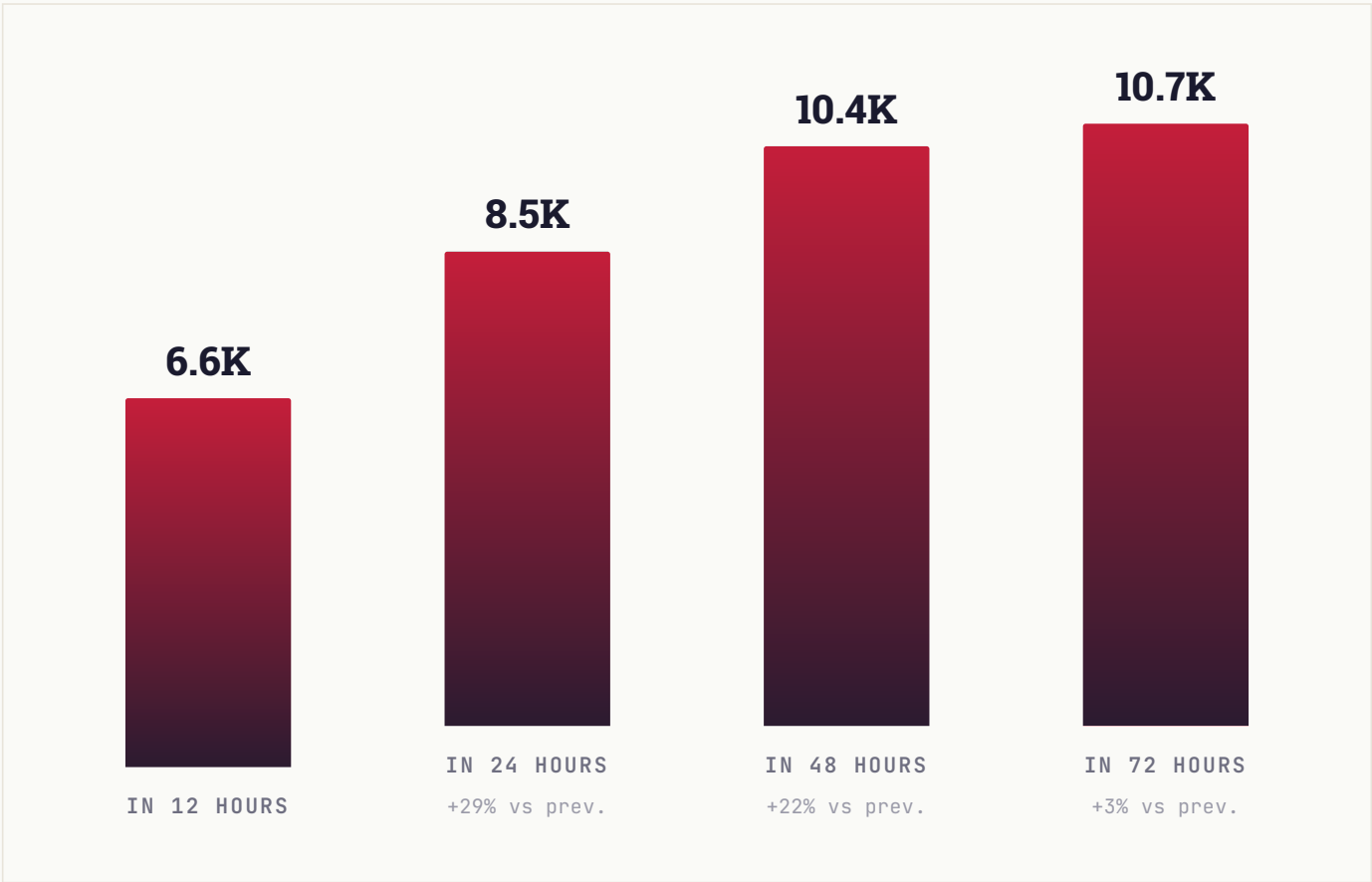
Citation index **63** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **92** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a 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
Mon 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
BD HOME RECIPES YOU	124.7K

COMPARATIVE CONCLUSION

Channel is not yet outside top-94 of 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

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **30**, they brought **8 081** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	5	3	1 025
December 2025	6	6	2 331
November 2025	4	4	1 433
October 2025	1	1	957
Sep 2025	7	6	1 558
August 2025	7	5	777
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
30	6	8 081	

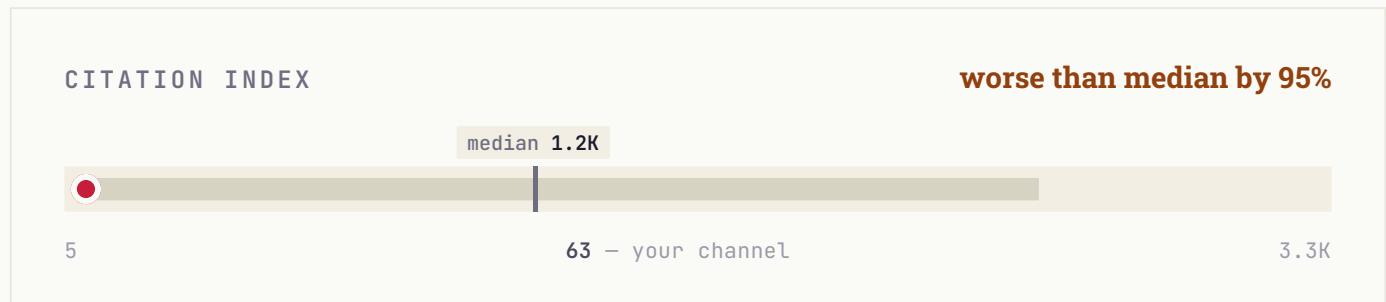
Where the channel stands in its league

SUBSCRIBERS

worse than median by 41%

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 70.4K, 124 735, and 567.7K. A light gray bar represents the range from 70.4K to 567.7K. A vertical line marks the median at 210.3K. A red dot is positioned at the channel's subscriber count of 124 735, which is to the left of the median line. A text label 'median 210.3K' is placed above the median line.

Metric	Value
Channel Subscribers	124 735
Median	210.3K



— 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 Friday

Audience is most active on this day and at 16:00 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 finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

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 win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 for organic traffic.

EFFECT

Organic traffic source

★ 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 close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
