

PUBLIC PROMTPRESS REPORT

Channel audit

Egor Tarnakin



@egortarnakin

I help cook meat consistently — no guesswork. System instead of recipes. Top teak boards order here 👉 <https://shop.tarnakin.ru/> For ads, please contact Marina 👉...

SUBSCRIBERS

30 195

+262 per month

ERR (% SEE POSTS)

33.0%

per day 13.6%

REACH/POST

10.4K

ad reach 4.1K/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 30 195 —	 SUBS REACH 34.53% avg % subs see post	 VIEWS/POST 10.4K median 10.3K · 27 days	 POSTS/WEEK 4.8 for the period
 7D TREND — no data for period	 REACTIONS/POST 143.8 total 2,733 reactions, 273 reposts, 327 comments	 POST LENGTH 492 chars. median 327 · 27 days	 POSTS ANALYZED 19 27 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH +262 last month	 CITATION RATE 3 citation index · 20 channels mentioned all time	 CHANNEL AGE 2 years 21 days created 19.06.2024

AI EDITOR SUMMARY

Channel «Egor Tarnakin» — 30 195 subs. Each post avg views 10.4K people (35% of subs), good reach. Publishes 5 posts per week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts in 27 days.
- 02 Dominant format — Video (9/19 posts).
- 03 Avg post length — 492 chars (median 327).
- 04 Peak audience activity — Saturday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (15.7K avg top vs 8.1K worst) — among 19 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 13:51 PHOTO If you don't know what to watch tonight, here's a great option  Let's figure out how to cook picanha churrasco. 🤖 GET READY TO ENJOY...	VIEWS 16 481 REP. 26	REACTIONS 149 ER 54.6%
Nº2 16.06 · 17:28 VIDEO (captionless post — video)	VIEWS 15 653 REP. 3	REACTIONS 153 ER 51.8%
Nº3 16.06 · 11:31 VIDEO (captionless post — video)	VIEWS 14 927 REP. 7	REACTIONS 139 ER 49.4%

Nº4 17.06 · 15:14 VIDEO (captionless post – video)	VIEWS 14 565 REP. 8	REACTIONS 121 ER 48.2%
Nº5 11.06 · 13:15 POLL Haven't run polls like this in 100 years. Let's refresh memory.	VIEWS 13 816 REP. —	REACTIONS 40 ER 45.8%

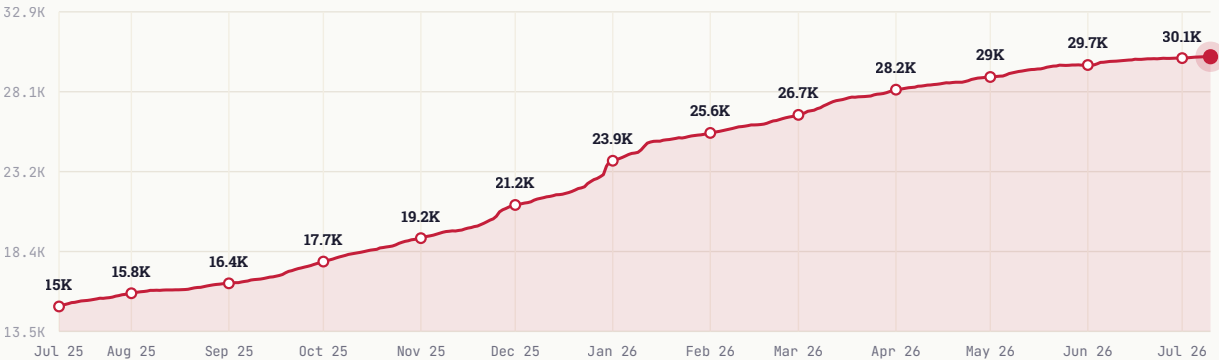
WORST 3

↓ 26.06 · 09:37 TEXT Today we start sending you the boards!!!	VIEWS 9 239 REP. 3	REACTIONS 64 ER 30.6%
↓ 26.06 · 16:07 VIDEO (captionless post – video)	VIEWS 8 936 REP. 2	REACTIONS 70 ER 29.6%
↓ 06.07 · 19:03 PHOTO You finally started getting boards 🤔 Send your photos and first impressions of the boards. Honestly, I've been waiting for this moment and was worried...	VIEWS 6 261 REP. 16	REACTIONS 129 ER 20.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained subs and which months subs left.



PERIOD START

15 015

NOW

30 195

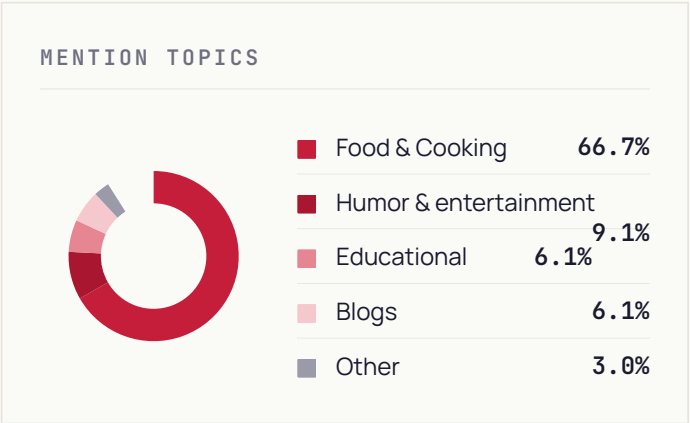
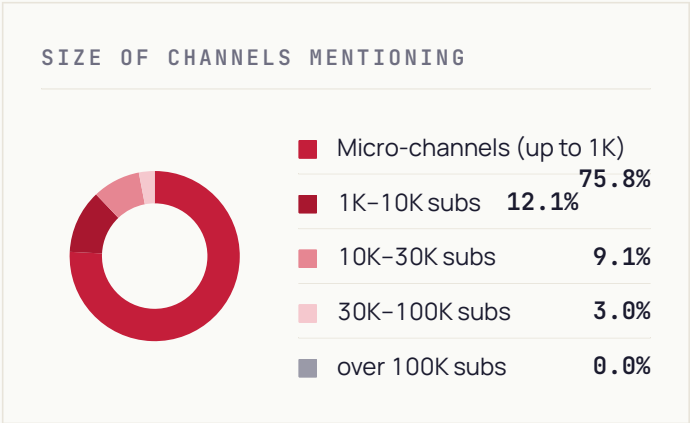
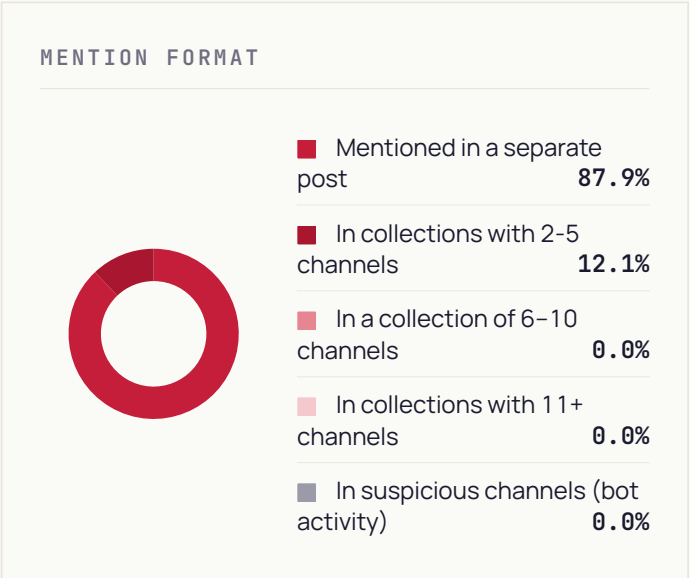
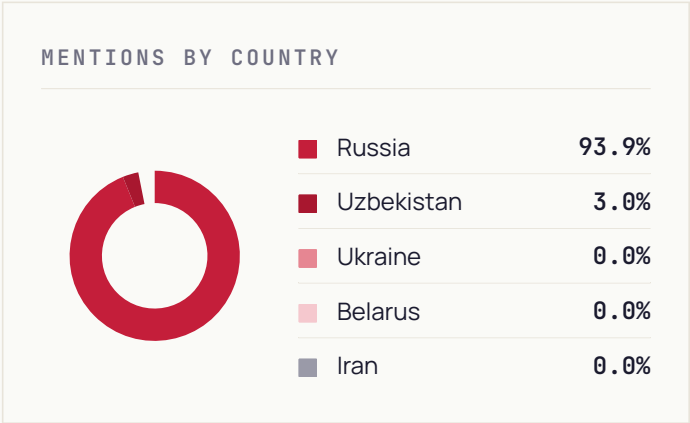
NET GROWTH

+15 180

SECTION 04 · MENTIONS

Who and how mentions the channel

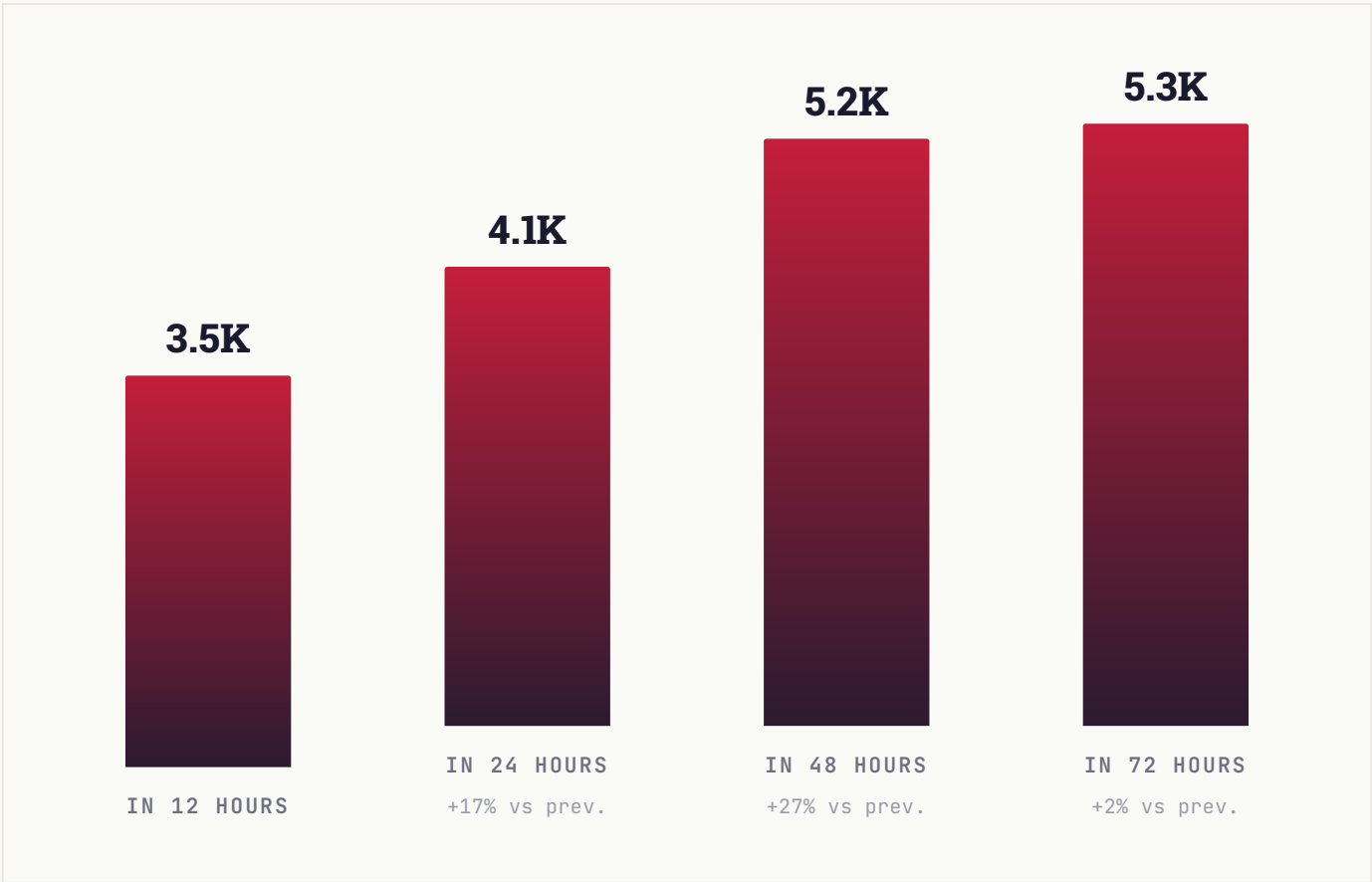
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 20 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement 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 Pyatyorochka	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
Thu Daily recipes	461.5K
ET Egor Tarnakin YOU	30.2K

COMPARATIVE CONCLUSION

Channel 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 and 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 were **3**, they brought **9 758** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1	1	1 681
December 2025	0	0	2 700
November 2025	1	1	2 024
October 2025	0	0	1 439
September 2025	0	0	1 278
August 2025	1	1	636
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS	
3	6	9 758	

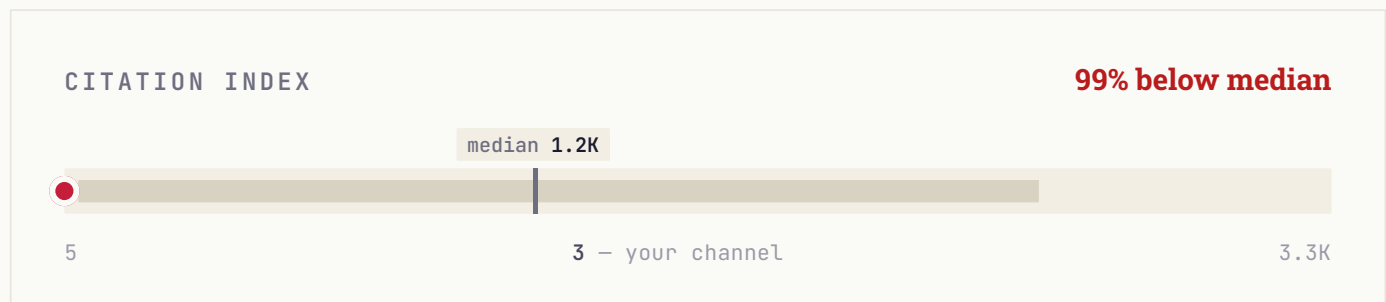
Where the channel stands in its league

SUBSCRIBERS 86% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 210.3K. The channel's count is 30,195, which is 86% below the median. The range from 70.4K to 567.7K is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	30 195
Median	210.3K
Range (Lower)	70.4K
Range (Upper)	567.7K

70.4K 30 195 — your channel 567.7K



— 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

Increase posting frequency

Now 4.8 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Saturday

Audience is most active on this day and at 16:00 MSK.

EFFECT

**Best window
for an
important post**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit 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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