

PROMTPRESS PUBLIC REPORT

Channel audit

Elena Lande



@elenalande_chef

Recipes, cooking, life hacks. Brand chef Elena Lande! Ads:
@noproducer Registry: 4776865919

SUBSCRIBERS

71 754

-100 per month

ERR (% SEE POSTS)

14.0%

daily 6.3%

REACH/POST

9.3K

ad reach 4.5K/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 71 754 —	 SUBSCRIBER REACH 12.95% avg % subs see post	 VIEWS/POST 9.3K median 9.6K · 29 days	 POSTS/WEEK 21.1 for period
 7D TREND -3.4% vs previous week	 REACT./POST 143.2 total 12,604 reactions, 1,706 reposts, 848 comments	 POST LENGTH 370 chars median 217 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -100 last month	 CITATION RATE 37 citation index · 94 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 13.10.2023

AI EDITOR SUMMARY

Channel «Elena Lande» – 71 754 subs. Each post averages 9.3K people (13% from subs), reach is low – consider expanding audience. Publishes 21 posts/week (~3/day) – active posting. For week Jul 6–12, reach stable (-3.4% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **88** posts over 29 days.
- 02 Dominant format – **Video** (74/88 posts).
- 03 Avg post length – **370** chars (median 217).
- 04 Audience peak activity – **Thu**, 15:00 MSK.
- 05 Top posts get **2x** more views than weakest (13.5K avg top vs 6.8K worst) – among 88 posts over 29 days. Worth analyzing top posts: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 12:51 PHOTO  Friends, hi! Time to remember our Telegram channels – each is unique, and everyone will find something to their taste:  ELENA...	VIEWS 17 792 REP. 7	REACTIONS 60 ER 24.8%
Nº2 07.07 · 10:18 VIDEO  Napoleon Dough is conditionally chopped. Let's call it 'kneaded'. But it will definitely work... #cake #dessert #napoleon *Full recipe can be viewed by clicking...	VIEWS 11 360 REP. 124	REACTIONS 210 ER 15.8%
Nº3 07.07 · 12:45 TEXT Hi friends! Anyone have a couple of radios for a trip? Need for a month, will use in car Please write: @aftdark	VIEWS 11 230 REP. 2	REACTIONS 46 ER 15.7%

Nº4 06.07 · 08:44 VIDEO (post without caption – video)	VIEWS 11 138 REP. 1	REACTIONS 110 ER 15.5%
Nº5 04.07 · 17:57 POLL (post without caption – poll)	VIEWS 11 084 REP. —	REACTIONS 29 ER 15.4%

|

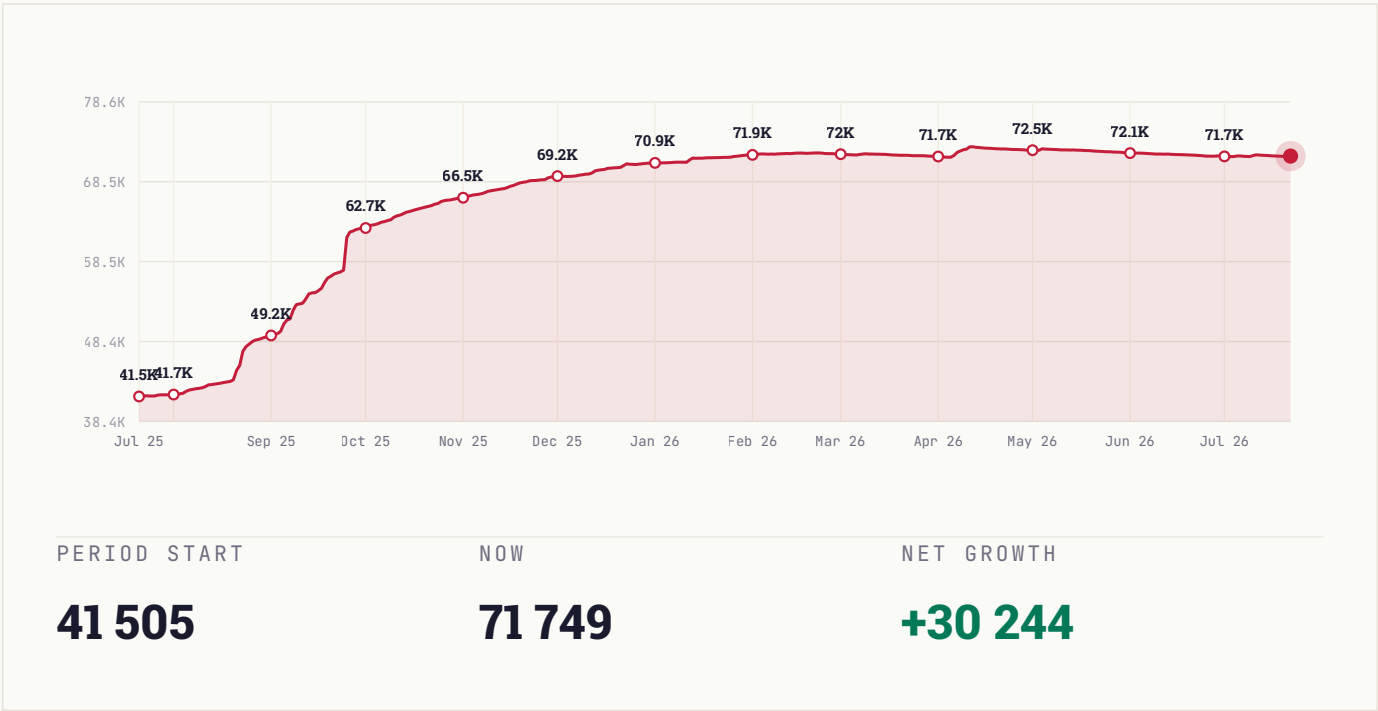
WORST 3

↓ 18.07 · 09:47 VIDEO 🔥 Homemade Bread Without oven in 35-40 minutes. Let's say, 'French baguette'... #bread #cheese *Full recipe can be viewed by clicking on...	VIEWS 6 925 REP. 70	REACTIONS 145 ER 9.7%
↓ 19.07 · 12:52 VIDEO (post without caption – video)	VIEWS 6 722 REP. 2	REACTIONS 85 ER 9.4%
↓ 19.07 · 12:10 VIDEO (post without caption – video)	VIEWS 6 696 REP. 1	REACTIONS 86 ER 9.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

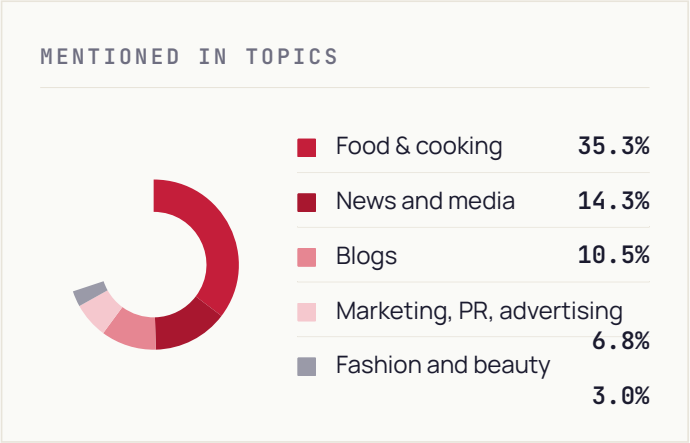
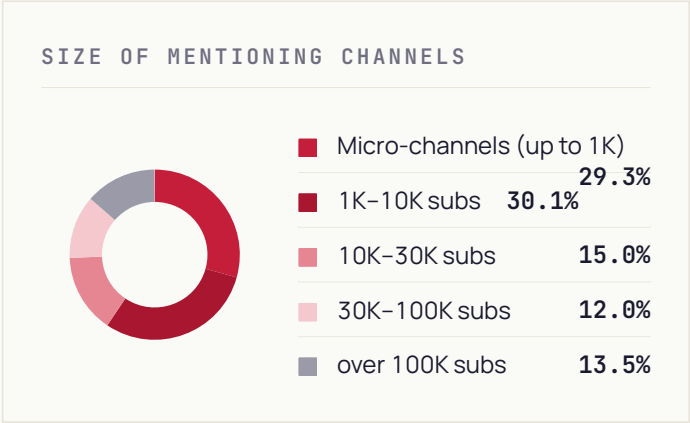
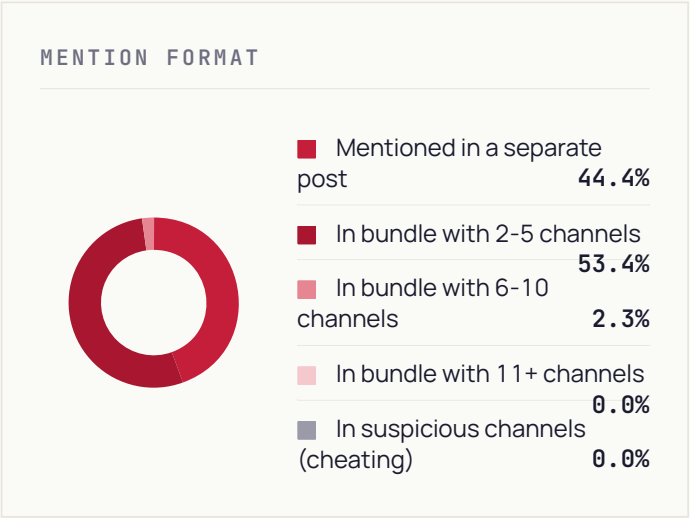
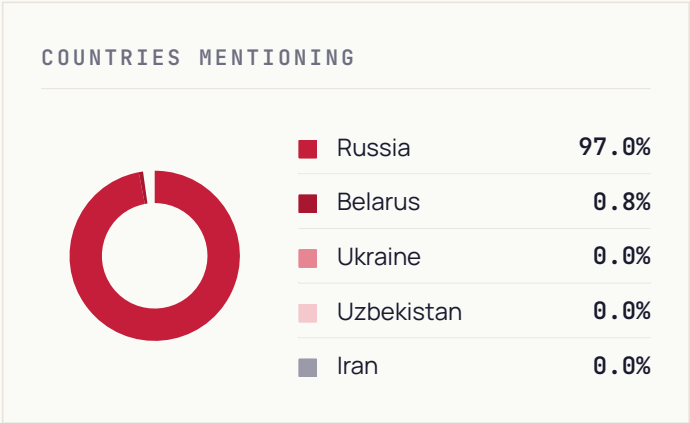
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

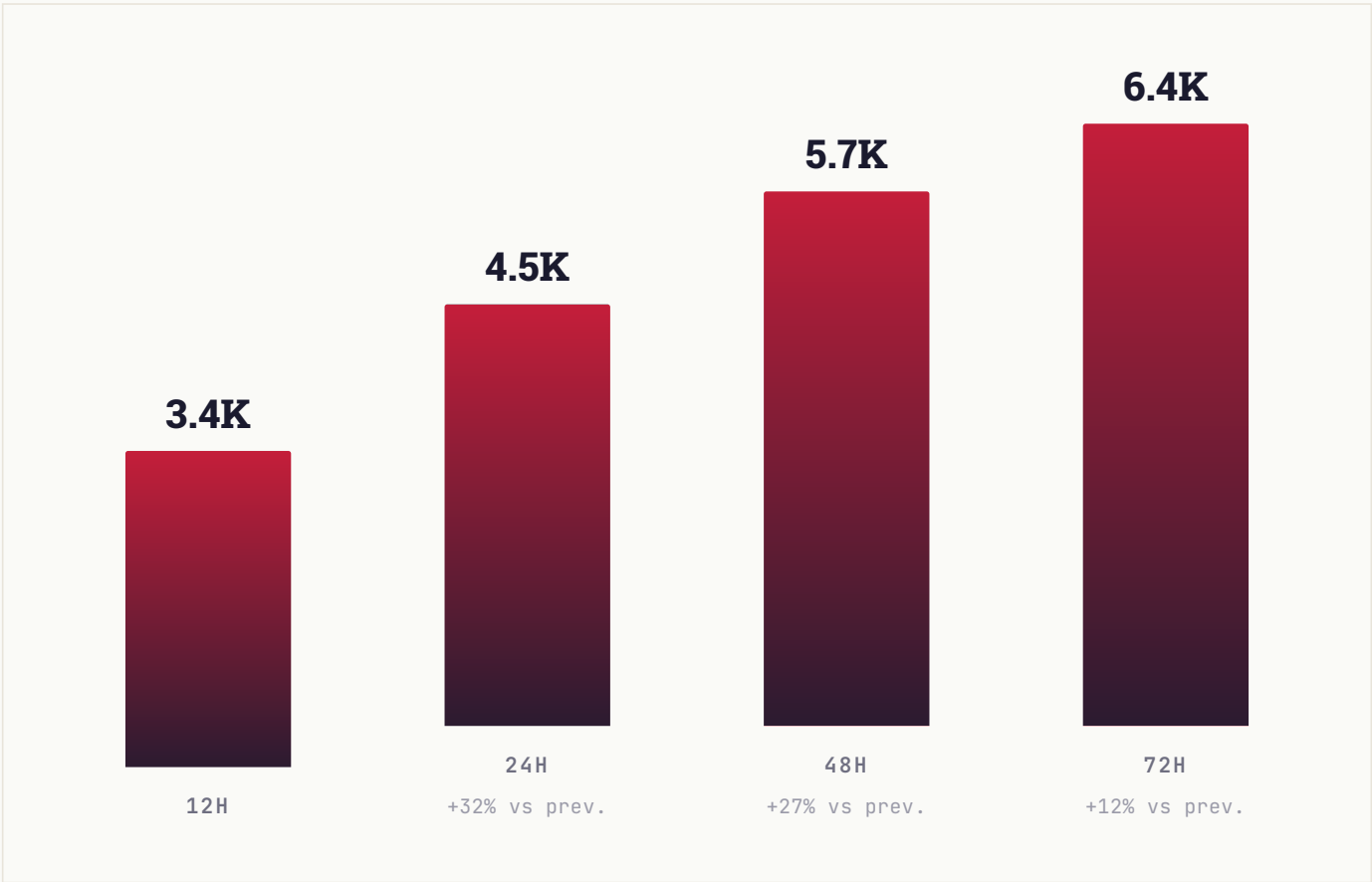
Citation index **37** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **94** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	998K
Fri Pyaterochka	769.9K
M 🍰 Mom's Recipes 😊	678.6K
A Air Fryer Recipes	594.9K
PR Simple Recipes	585.9K
KR Recipe book	557.4K
CN Kitchen Inside Out	533.2K
VI Tasty & cheap 🍪	485.8K
CI CHIZHIK	481.9K
Thu Everyday recipes	459.8K
EL Elena Lande YOU	71.8K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche – early growth stage. Niche leader – Cooking Recipes Salads 🧑🍳 (998K), top-94 median: 205.6K. First goal: enter top-94 via systematic traffic & 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 **47**, they brought **30 375** new subs.

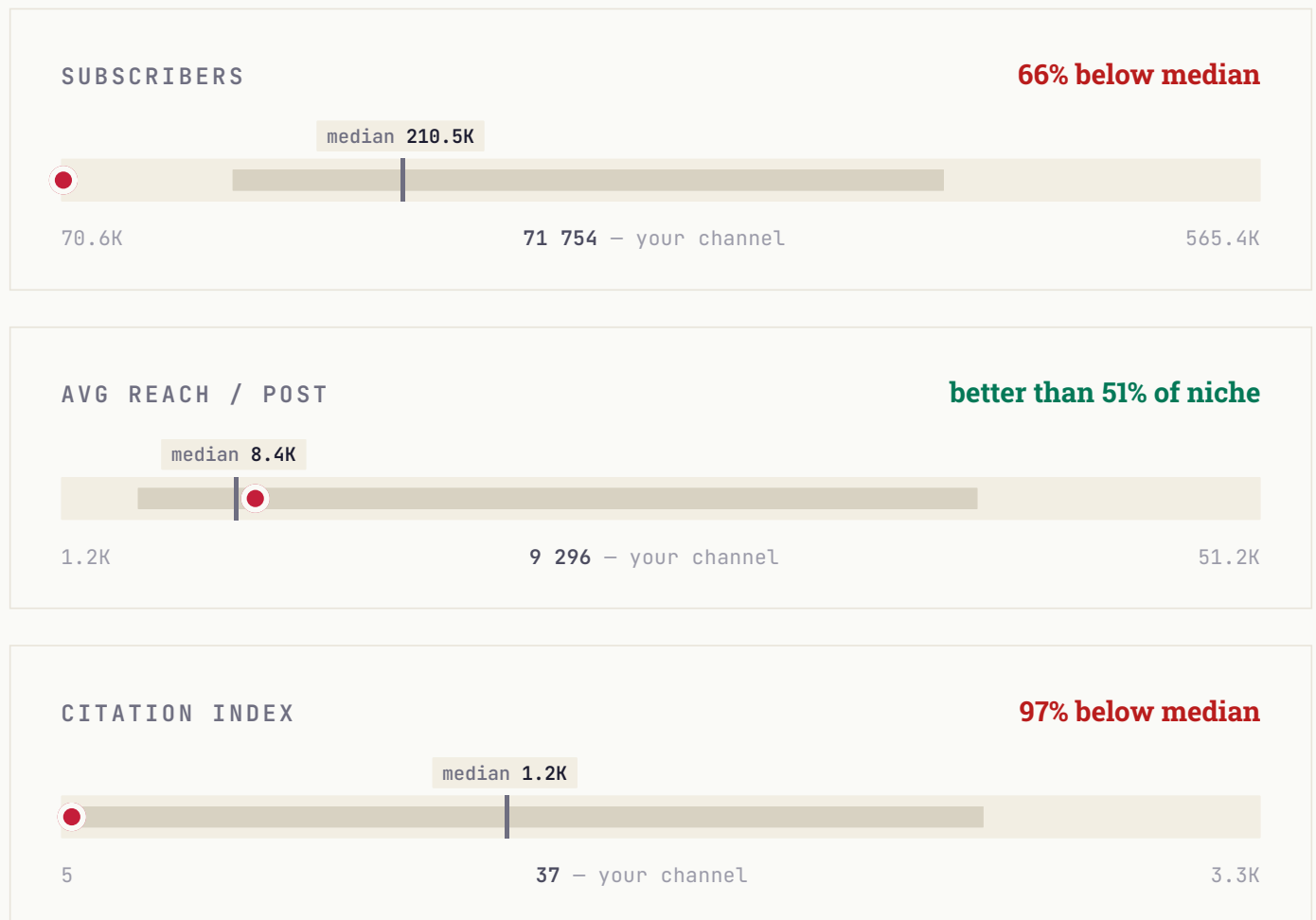
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	1 047
December 2025	8	5	1 802
November 2025	4	4	2 792
October 2025	15	10	3 781
September 2025	14	7	13 594
August 2025	4	4	7 359

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
47	6	30 375

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Food & cooking» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10-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 revisit in a month.

- 01

Best post day — Thursday
Audience is most active on this day at 15:00 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). PromtPress 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 weekly poll on a hot topic is an easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts with same-segment 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 — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
