

PUBLIC REPORT BY PROMTPRESS

Channel audit

Quick Recipes



@fastrecepts

🍰 Daily Cooking Recipes! Subscribe so you don't miss out! #Q15H3
 Invite for friends - @FastRecepts Ads: @martin_crazy_reserv,
 manager @maksimb23 RKN: № 5125383321 Exchange:...

SUBSCRIBERS

234 482

-1301 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.6%

REACH/POST

9.5K

ad reach 6K/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 234 482 —	SUBSCRIBER REACH 4.05% avg % subs see post	VIEWS/POST 9.5K median 9.9K · 29 days	POSTS/WEEK 40.6 for period
7D TREND -7.2% vs previous week	REACTIONS/POST 30.9 total 5,277 reactions, 21,255 reposts, 0 comments	POST LENGTH 63 chars median 62 · 29 days	POSTS ANALYZED 171 29 days
AD REACH 6K avg over 24h	CHURN / MONTH -1301 last month	CITATION RATE 1 305 citation index · 743 channels mentioned all time	CHANNEL AGE 6 years 3 months created 13.04.2020

AI EDITOR SUMMARY

Channel «Fast Recipes» – 234 482 subs. Each post averages 9.5K people (4% from subs), reach is low – consider expanding audience. Publishes 41 posts per week (~6/day) – active posting. For week Jun 29 – Jul 5 reach dropped -7.2% vs week Jun 22–28 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 171 posts in 29 days.
- 02 Dominant format — Video (171/171 posts).
- 03 Avg post length — 63 chars (median 62).
- 04 Peak audience activity — Thu, 13:00 MSK.
- 05 Top posts get ×1 more views than the weakest (11.2K avg top vs 7.6K worst) — among 171 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 08:10 VIDEO Kefir khachapuri without oven Ingredients @FastRecepts I #snacks		VIEWS 11 205	REACTIONS 50
REP. 370		ER 4.8%	
Nº2 16.06 · 17:23 VIDEO Eggplant salad Ingredients @FastRecepts I #salads		VIEWS 11 138	REACTIONS 46
REP. 173		ER 4.8%	
Nº3 15.06 · 17:10 VIDEO Tuna pasta Ingredients @FastRecepts I #pasta		VIEWS 11 133	REACTIONS 30
REP. 98		ER 4.7%	

Nº4 21.06 · 14:10 VIDEO Chicken drumsticks with basmati rice and vegetables Ingredients Subscribe to us on Max @FastRecepts I #lunch	VIEWS 11 127 REP. 138	REACTIONS 29 ER 4.7%
Nº5 15.06 · 13:10 VIDEO BBQ appetizer Ingredients @FastRecepts I #appetizers	VIEWS 11 088 REP. 273	REACTIONS 38 ER 4.7%

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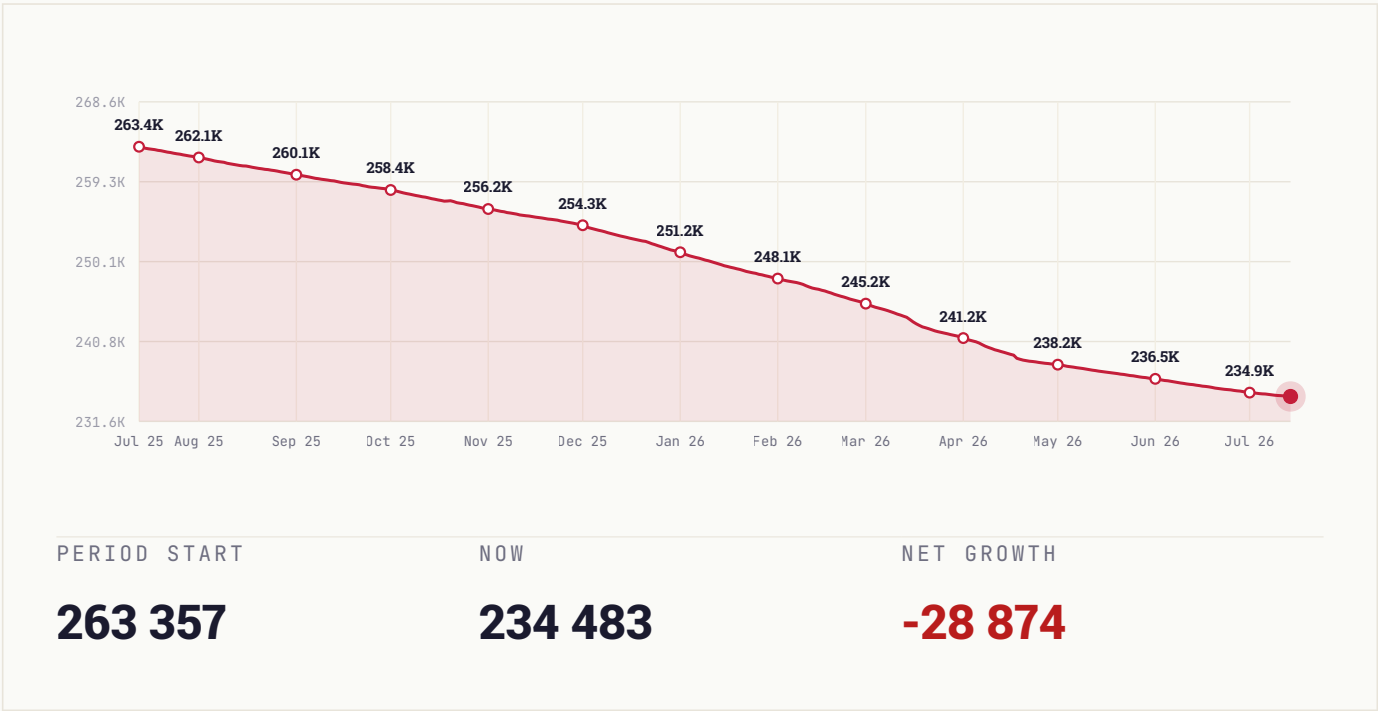
WORST 3

↓ 10.07 · 14:11 VIDEO Strawberry cake in 5 min Ingredients @FastRecepts I #desserts	VIEWS 7 723 REP. 115	REACTIONS 35 ER 3.3%
↓ 10.07 · 17:09 VIDEO Mushroom appetizer Ingredients @FastRecepts I #appetizers	VIEWS 7 674 REP. 121	REACTIONS 33 ER 3.3%
↓ 10.07 · 13:11 VIDEO Miracle dessert in oven Ingredients @FastRecepts I #desserts	VIEWS 7 552 REP. 159	REACTIONS 38 ER 3.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

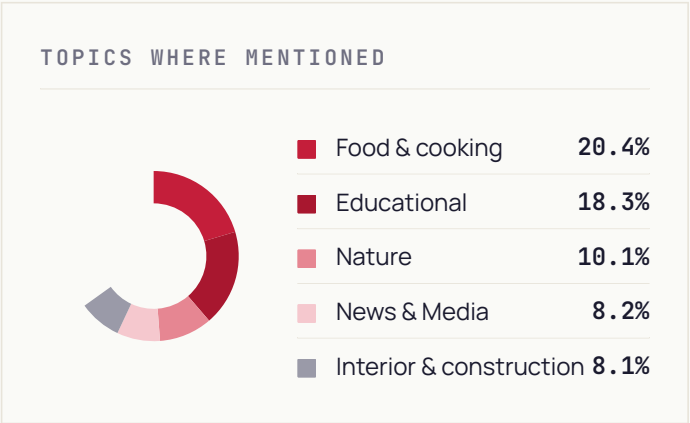
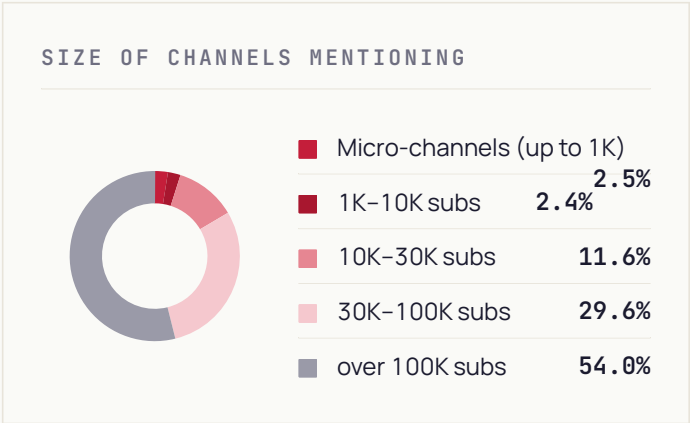
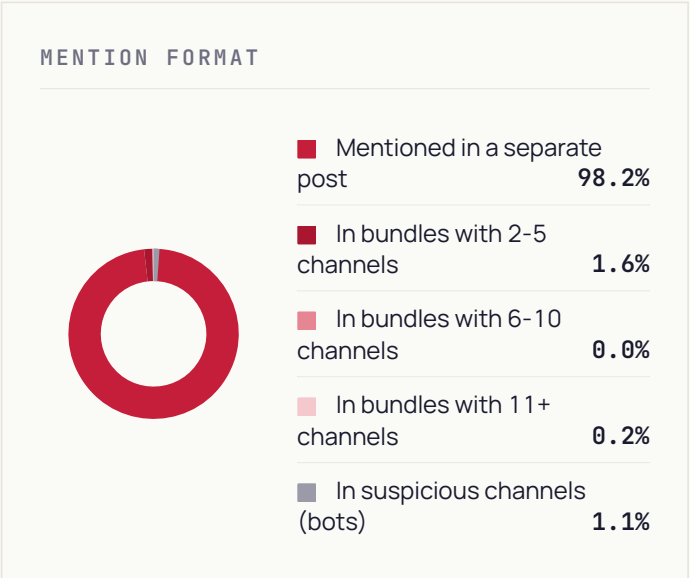
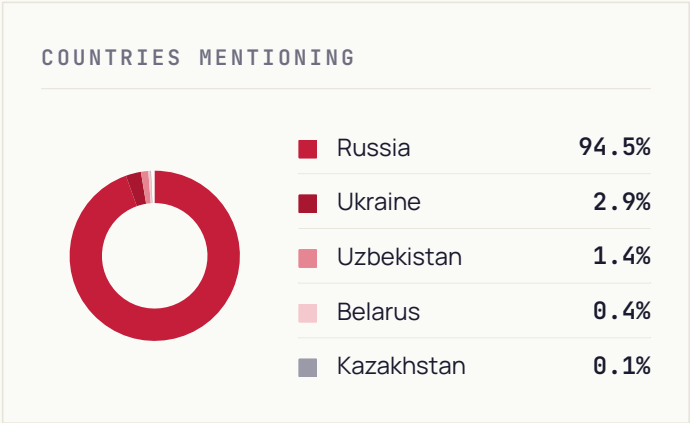
Subscriber growth chart for the year. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

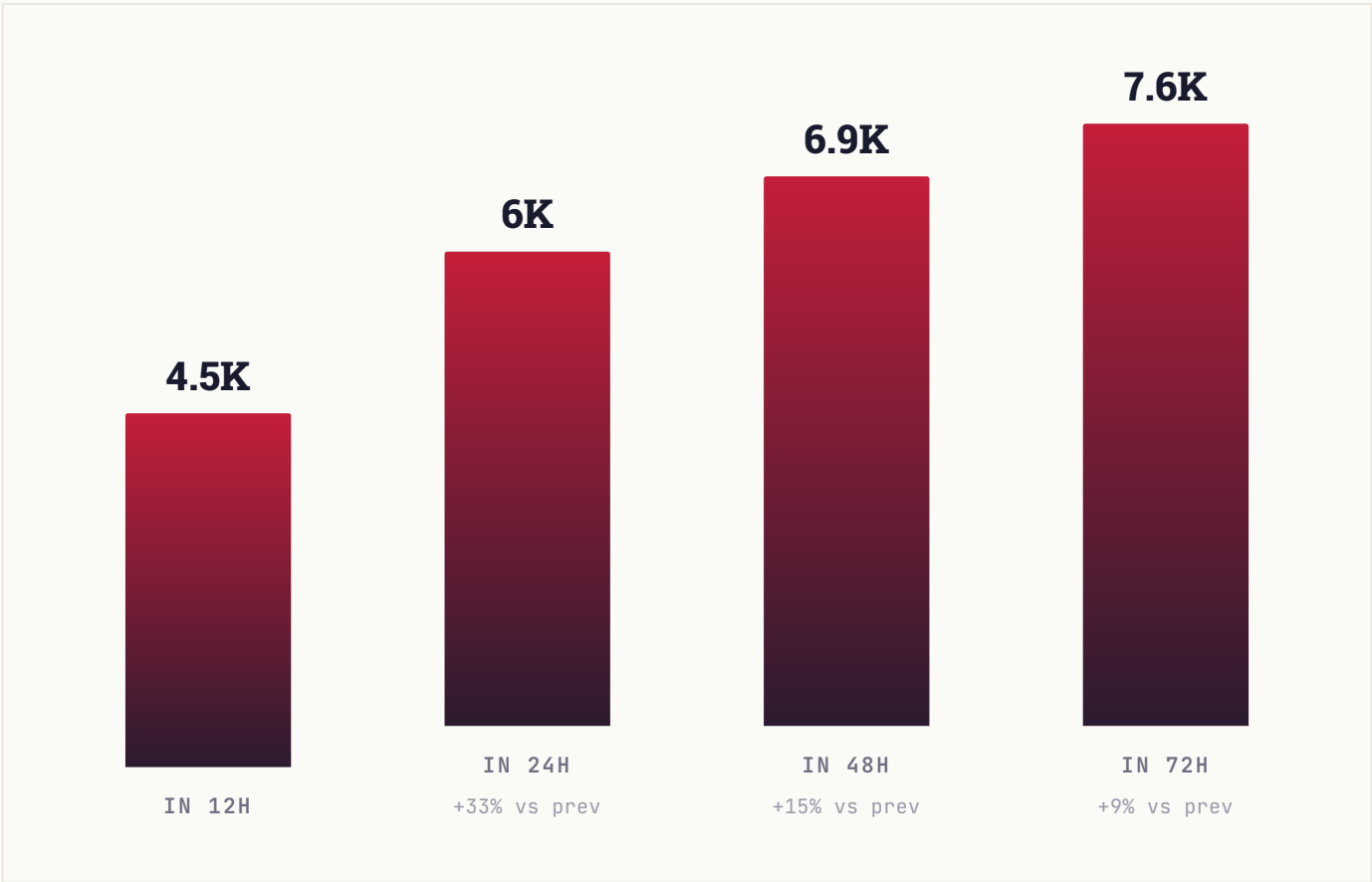
Citation index **1 305** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **743** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
IT Iwin Token	3.3M
CR Cooking Recipes Salads 🧑🍳	997K
Fri Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air Fryer Recipes	594K
Mon Simple Recipes	586.5K
CR Recipe book	558.3K
CN Inside the Kitchen	532.8K
VI Tasty & cheap 🍪	487.1K
CI CHIZHIK	483.8K
QR Quick Recipes YOU	234.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#48 of 96). Niche leader: Iwin Token (3.3M), median subs 223.1K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **5**, they brought **45** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
December 2025	2	2	0
November 2025	0	0	0
October 2025	3	3	45
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	5	MONTHS IN DATA	6
		ATTRACTED SUBSCRIBERS	45

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

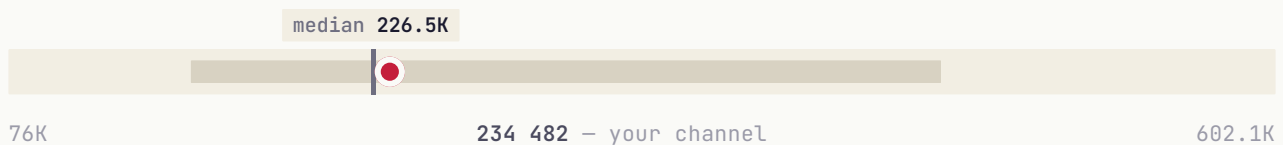
#48/100

RANK IN NICHE

Channel in top half of ranking

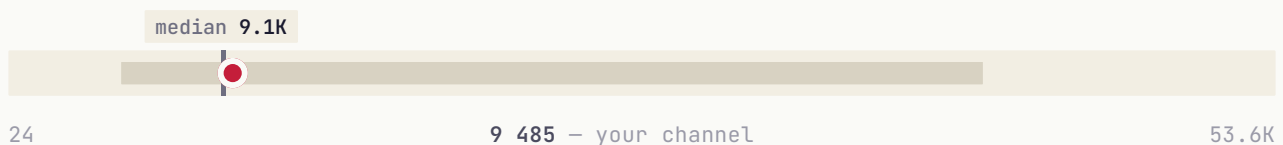
SUBSCRIBERS

better than 51% of niche



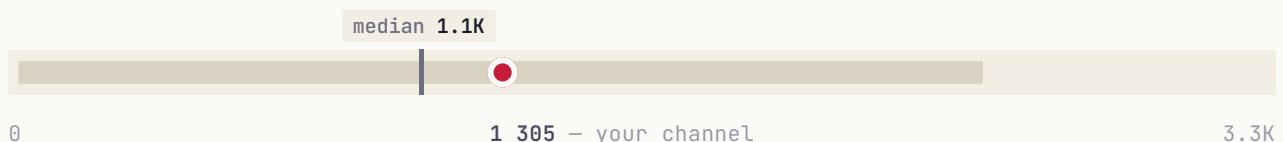
AVG REACH / POST

better than 50% of niche



CITATION INDEX

better than 55% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Best post day – Thursday
Audience is most active on this day at 13:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | ER below niche benchmark – rethink formats
Current ER 4.05% vs norm 9.0%. Try polls and interactive formats. | EFFECT
+5.0pp ER |
| 03 | System 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 |
| 04 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic – easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Cross-post 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 us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with 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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