

PUBLIC REPORT BY PROMTPRESS

Channel audit

SIMPLE RECIPES



@finefood2

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SUBSCRIBERS

193 043

-1598 per month

ERR (% SEE POSTS)

3.0%

daily 1.6%

REACH/POST

5.6K

ad reach 3K/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 193 043 —	 SUBSCRIBER REACH 2.91% avg % subs see post	 VIEWS/POST 5.6K median 5.9K · 29 days	 POSTS/WEEK 36.4 for period
 7D TREND -12.1% vs previous week	 REACTIONS/POST 18.3 only 2,839 reactions, 13,409 reposts, 0 comments	 POST LENGTH 464 chars median 397 · 29 days	 POSTS ANALYZED 155 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -1598 last month	 QUOTABILITY 1 235 citation index · 622 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 06.03.2022

AI EDITOR SUMMARY

Channel «SIMPLE 🍰 RECIPES 🥞» – 193 043 subs. Each post avg views 5.6K people (3% of subs), low reach – need to grow audience. Publishes 36 posts/week (~5/day) – active posting. Week Jun 29 – Jul 5 reach dropped -12.1% to week Jun 22–28 – worth analyzing reasons.

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 155 posts over 29 days.
- 02 Dominant format — Video (150/155 posts).
- 03 Avg post length — 464 chars (median 397).
- 04 Peak audience activity — Monday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.5K avg top vs 4.3K worst) — among 155 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 19:05 VIDEO Oatmeal chocolate muffins You'll need: • eggs - 2 pcs. • milk - 250 ml • sugar - 50 g (or to taste) • vegetable oil - 40...	VIEWS 7 869 REP. 138	REACTIONS 17 ER 4.1%
Nº2 14.06 · 12:05 VIDEO  Red Fish Medallions with Zucchini #lunches #dinner #hot  Ingredients: ▶ red fish steaks – 2 pcs. ▶ zucchini – 1 pc. ▶ zest...	VIEWS 7 328 REP. 45	REACTIONS 22 ER 3.8%
Nº3 22.06 · 15:45 PHOTO Universal recipe for pancakes, waffles You'll need: • thick yogurt - 130 g • eggs - 2 pcs. • rice flour - 4...	VIEWS 7 207 REP. 138	REACTIONS 28 ER 3.7%

Nº4 18.06 · 19:05 VIDEO Homemade chebureki 🥟 Ingredients: For dough: •Flour — 500 g •Hot water — 200 ml •Salt — 1 tsp •Sunflower oil — 30 ml For...	VIEWS 7 169 REP. 203	REACTIONS 44 ER 3.7%
Nº5 14.06 · 16:10 VIDEO Tender beet salad 😊📝 Ingredients: Boiled beets - 350 g Boiled eggs - 2-3 pcs Dutch cheese - 100 g Walnuts - 2 tbsp...	VIEWS 7 115 REP. 129	REACTIONS 28 ER 3.7%

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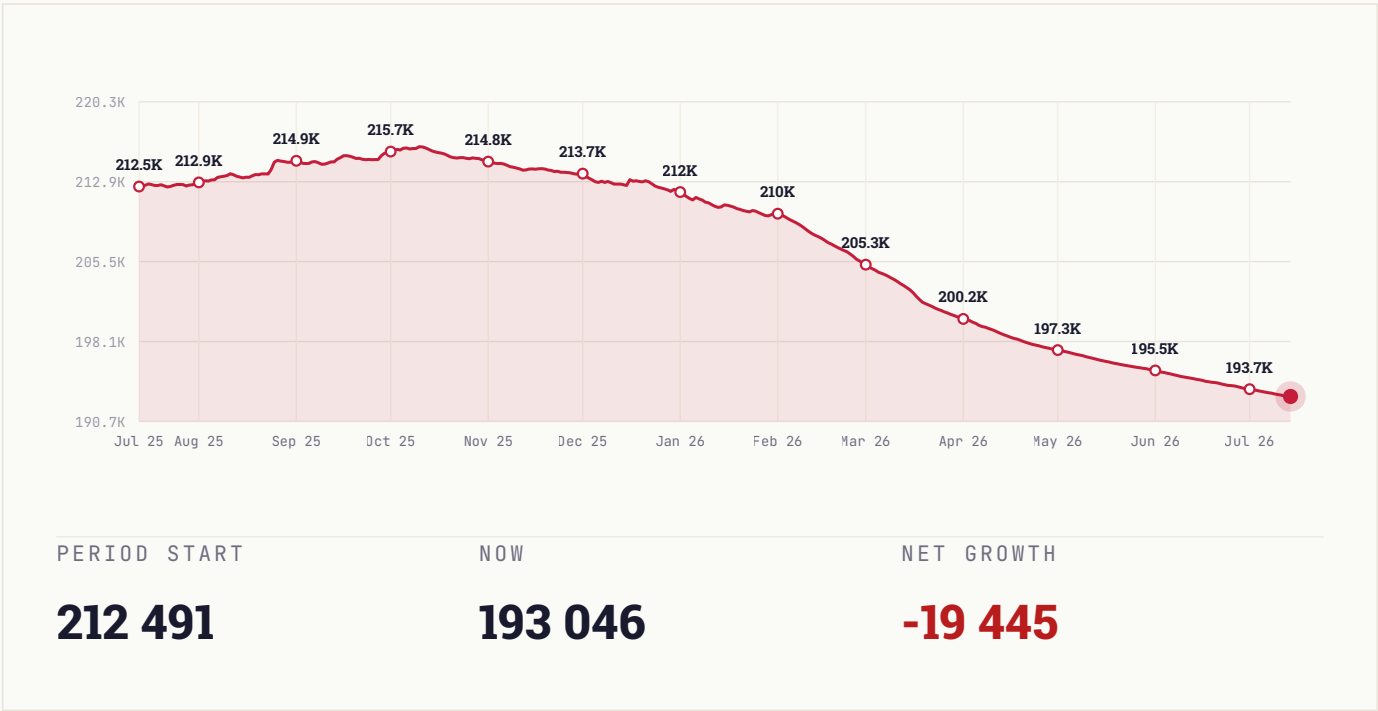
WORST 3

↓ 09.07 · 09:00 VIDEO Very tasty and simple appetizer Ingredients: Lavash 1 pack Crab sticks 150 g Cheese (your choice) 50 g Egg (boiled) 4...	VIEWS 4 381 REP. 62	REACTIONS 11 ER 2.3%
↓ 09.07 · 12:05 VIDEO Incredibly tasty salad Ingredients: ▫ smoked chicken - 400 g ▫ Chinese cabbage - 200 g ▫ tomatoes - 200 g ▫ eggs - 4 pcs ▫ cheese...	VIEWS 4 336 REP. 92	REACTIONS 25 ER 2.2%
↓ 11.07 · 04:02 VIDEO 🍷 Homemade Kvass Ingredients: Borodinsky bread - 300 g Raisins - 2 tbsp Dry yeast - 1 tsp Sugar - 150 g Boiled water - 2 L SIMPLE 🥪...	VIEWS 4 275 REP. 101	REACTIONS 20 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

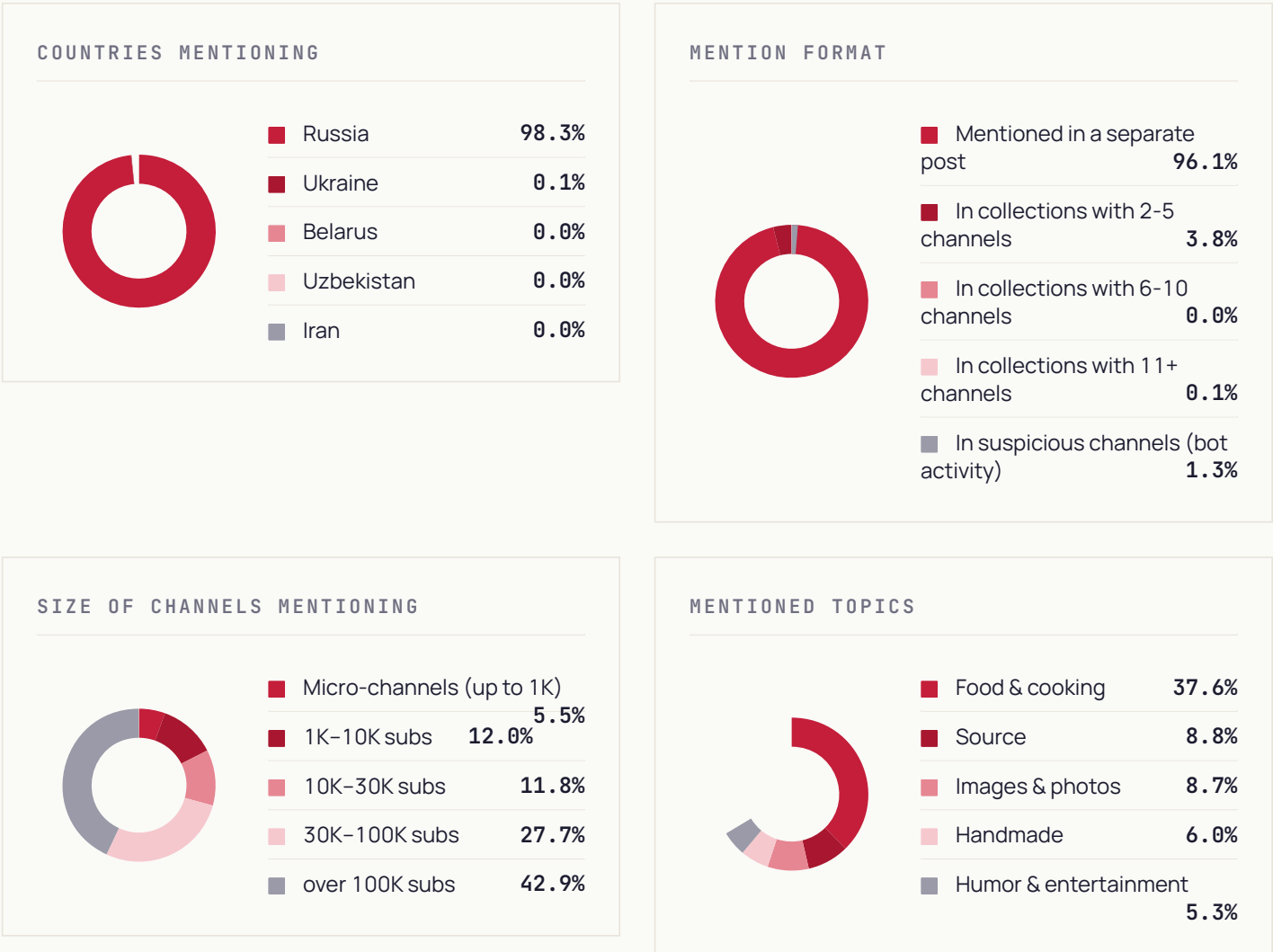
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

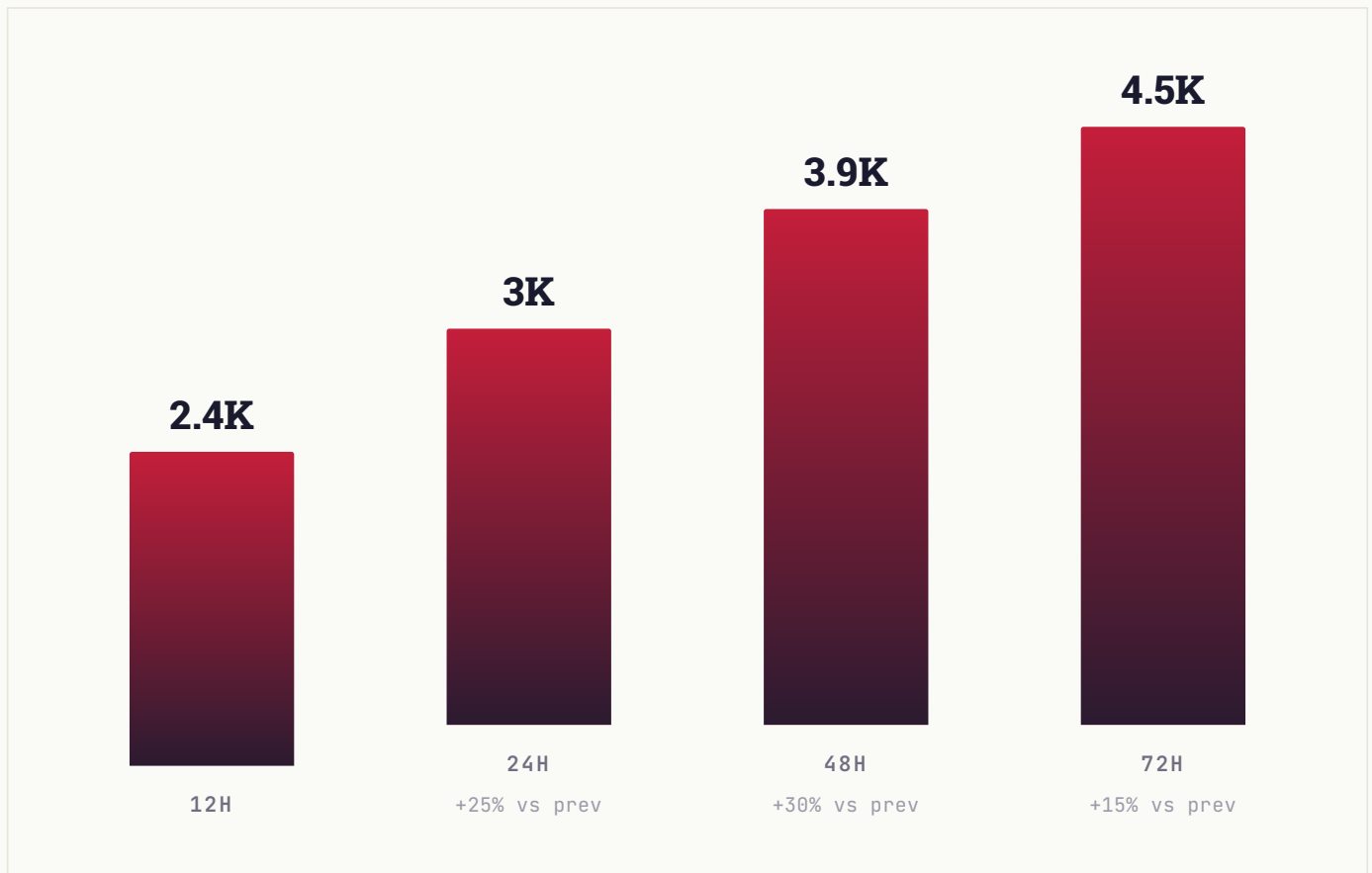
Citation index **1 235** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **622** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearby channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
IT lwin Token	3.3M
KR Cooking Recipes Salads 🧑🍳	997K
FRI Pyaterochka	775.4K
🍰M Mom's Recipes 😊	679.9K
A Air fryer Recipes	594K
PR Simple Recipes	586.5K
KR Recipe book	558.3K
CN Kitchen inside out	532.8K
VI Tasty & cheap 🥘	487.1K
CI CHIZHIK	483.8K
P SIMPLE 🥞 RECIPES 🥞 YOU	193K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#61 of 96). Niche median — 223.1K subs. First growth KPI — reach median. Leader: lwin Token (3.3M).

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 **697**, they brought **7 452** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	117	95	851
December 2025	143	107	1 060
November 2025	99	82	273
October 2025	98	65	814
Sep 2025	109	97	1 726
August 2025	131	110	2 728

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
697	6	7 452

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Food & cooking» (Russia) and compared your channel to them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

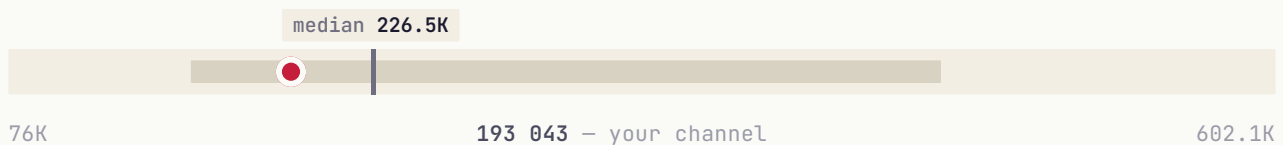
#61/100

POSITION IN NICHE

Channel in the bottom half of the ranking

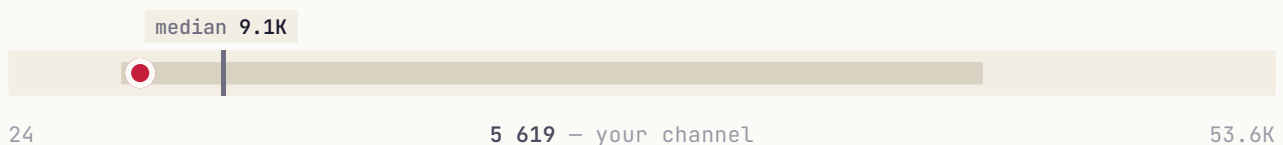
SUBSCRIBERS

worse than median by 15%



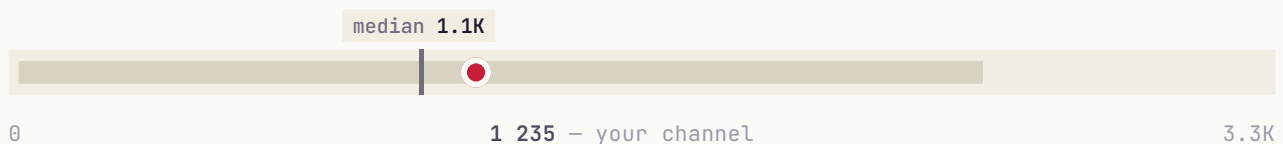
AVG REACH / POST

worse than median by 38%



CITATION INDEX

better than 54% of niche



— 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

Main post of the week — on Monday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.91% vs norm 9.0%. Try polls and interactive formats.

EFFECT

+6.1pp ER

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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 target in a month.

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

02 Contact manager t.me/PromptPress_manager
