

PUBLIC REPORT BY PROMTPRESS

Channel audit

Food for Joy 😊



@food_happy

Here we share only tested and tasty recipes that turn cooking into real pleasure! Ads: @zhenya_magic Manager: @Ann202425

SUBSCRIBERS

95 462

+132 per month

ERR (% SEE POSTS)

4.0%

per day 2.2%

REACH/POST

3.3K

ad reach 2.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 95 462 —	 SUBSCRIBER REACH 3.46% avg % subs see post	 VIEWS/POST 3.3K median 3.5K · 29 days	 POSTS/DAY 7.3 ~51 per week
 7D TREND +1.2% vs previous week	 REACTIONS/POST 29.2 only 6,367 reactions, 11,750 reposts, 0 comments	 POST LENGTH 644 chars median 656 · 29 days	 POSTS ANALYZED 218 29 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +132 in the last month	 CITATION RATE 1 055 citation index · 1,110 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 26.02.2020

AI EDITOR SUMMARY

Channel «Food for Joy 😊» — 95 462 subs. Each post averages 3.3K people (3% from subs), reach is low — consider expanding audience. Publishes 51 posts per week (~7/day) — active posting. Week of Jun 8–14 reach stable (+1.2% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **218** posts in 29 days.
- 02 Dominant format – **Video** (215/218 posts).
- 03 Avg post length – **644** chars (median 656).
- 04 Audience activity peak – **Saturday**, 21:00 MSK.
- 05 Top posts get **2×** more views than the weakest (top avg 4K vs worst 2.4K) – across 218 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 18:37 VIDEO 🍲 Crispy chicken in kefir #lunches #dinnerIngredients: 🍗Chicken 🥛Kefir 🧅Onion 🧂Salt/spices 🥔Potatoes 🌿Herbs 🧄Garlic...	VIEWS 3 976 REPOSTS 114	REACTIONS 46 ER 4.2%
Nº2 27.05 · 04:12 VIDEO 🍳 Egg roll #breakfastsIngredients: 🍳Eggs - 2 pcs 🧀Cheese - 45 g 🍅Tomato - 80 g 🧂Spices 🍷Oil (for frying) Preparation: 1...	VIEWS 3 949 REPOSTS 56	REACTIONS 50 ER 4.1%
Nº3 26.05 · 18:37 VIDEO 🍲 Quick meatballs #lunches #dinnerIngredients: 🍖Ground beef 🍞White bread 🥛Soy sauce - 6 tbsp 🍦Cream 🍅Crushed tomatoes or...	VIEWS 3 947 REPOSTS 17	REACTIONS 25 ER 4.1%

Nº4 28.05 · 04:12 VIDEO 🔖 Syrniki with banana and chocolate #breakfasts Ingredients: ❑ Cottage cheese - 180 g ❑ Flour - 2 tbsp (+for dusting) ❑ Egg - 1 pc ❑ Sugar - 1...	VIEWS 3 940 REPOSTS 47	REACTIONS 25 ER 4.1%
Nº5 27.05 · 18:37 VIDEO 🔖 Chicken legs in sauce #lunches #dinner Ingredients: ❑ Chicken drumsticks - 8 pcs ❑ Liquid honey - 3 tbsp ❑ Lemon juice - 2 tbsp ❑ Mustard - ...	VIEWS 3 938 REPOSTS 70	REACTIONS 32 ER 4.1%

WORST 3

↓ 22.06 · 10:00 PHOTO 🔖 METABOLIC WEIGHT LOSS NOW AVAILABLE FOR EVERYONE!🔖 Coming soon, JUNE 24, the updated free 5-day marathon "Lose Weight by...	VIEWS 2 484 REPOSTS 3	REACTIONS 13 ER 2.6%
↓ 22.06 · 08:25 VIDEO 🔖 Mini hot dogs as a snack #snacks #bites Ingredients: ❑ Milk - 240 g ❑ Flour - 190 g ❑ Butter - 4 tbsp ❑ Eggs - 3 pcs ❑ Salt - ...	VIEWS 2 445 REPOSTS 33	REACTIONS 26 ER 2.6%
↓ 22.06 · 09:10 VIDEO 🔖 Light cake #desserts Ingredients: ❑ Banana - 1 pc ❑ Cocoa powder - 2 tbsp ❑ Egg - 1 pc ❑ Sweetener ❑ Baking powder - 1/2...	VIEWS 2 389 REPOSTS 37	REACTIONS 28 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

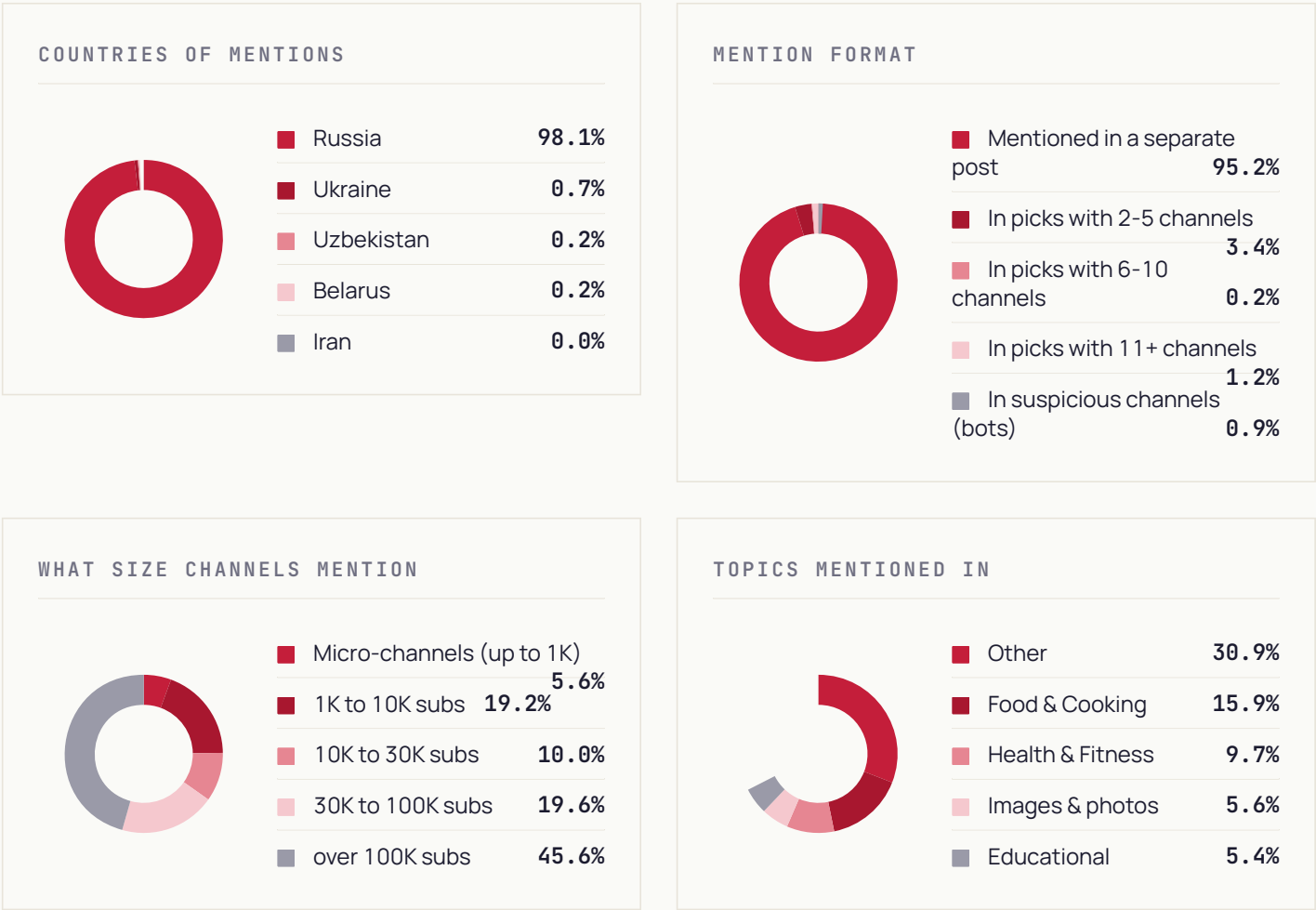
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

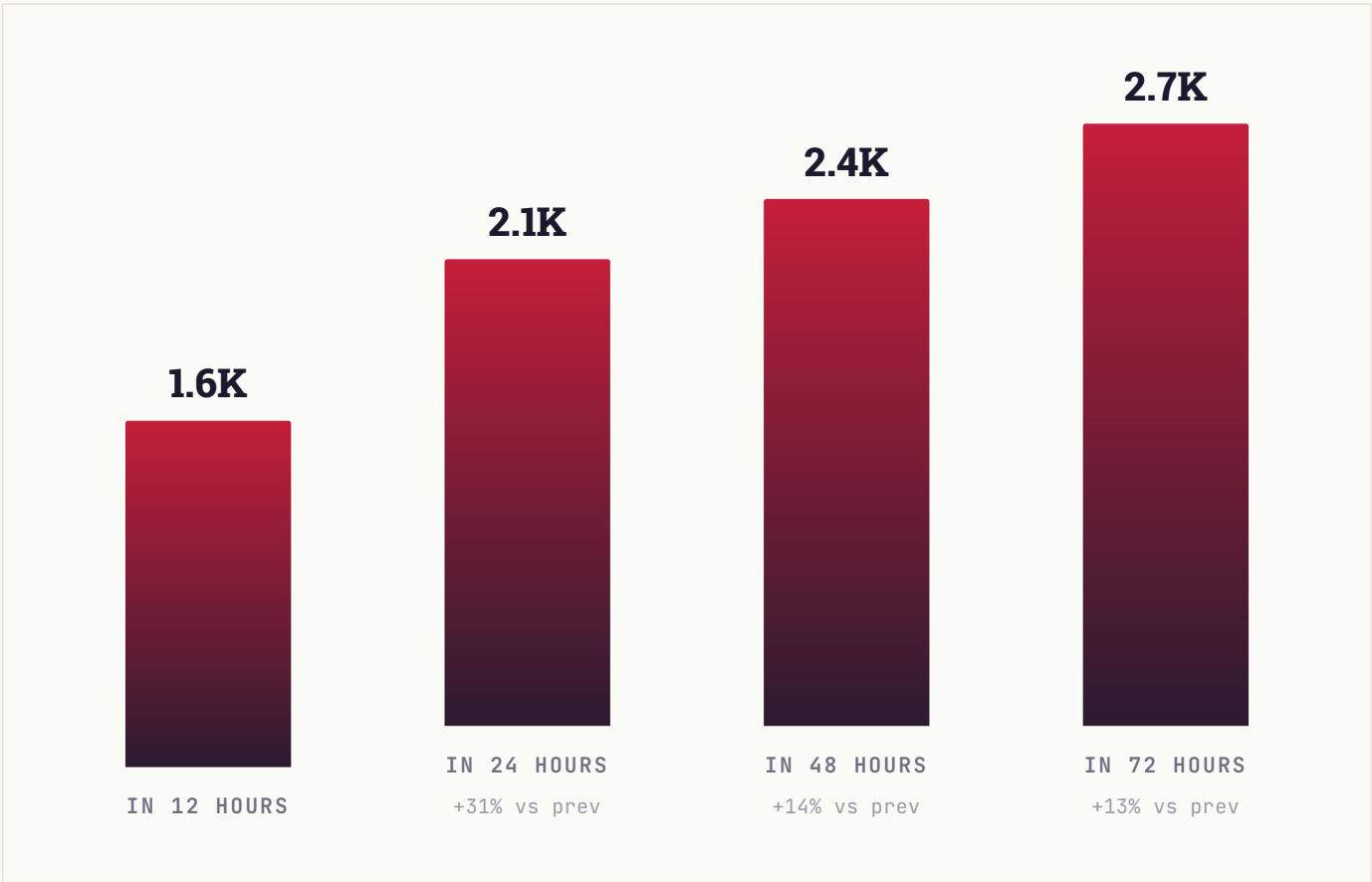
Citation index **1 055** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **1 110** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post by time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
KZ Test purchase	772.4K
BI Biohackers	585.5K
BI Biohacking	535.2K
SL Sport Life	526.8K
VN Eternity in Tibet	495.9K
NT Our body	482.9K
AU Ales Ulishchenko Osteopath, PhD Author of faceplasty	479.3K
BZ Stay Healthy	449.1K
ZE Healthy Food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
EV Food for Joy 😊 YOU	95.5K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#85 of 96). Niche median — 153.3K subs. First growth KPI — reach median. Leader: Test purchase (772.4K).

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 **616**, they brought **13 128** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	191	111	1 937	
November 2025	122	95	3 177	
October 2025	113	83	2 319	
September 2025	84	63	2 469	
August 2025	43	22	459	
July 2025	63	36	2 767	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
616	6	13 128

SECTION 08 · NICHE COMPARISON

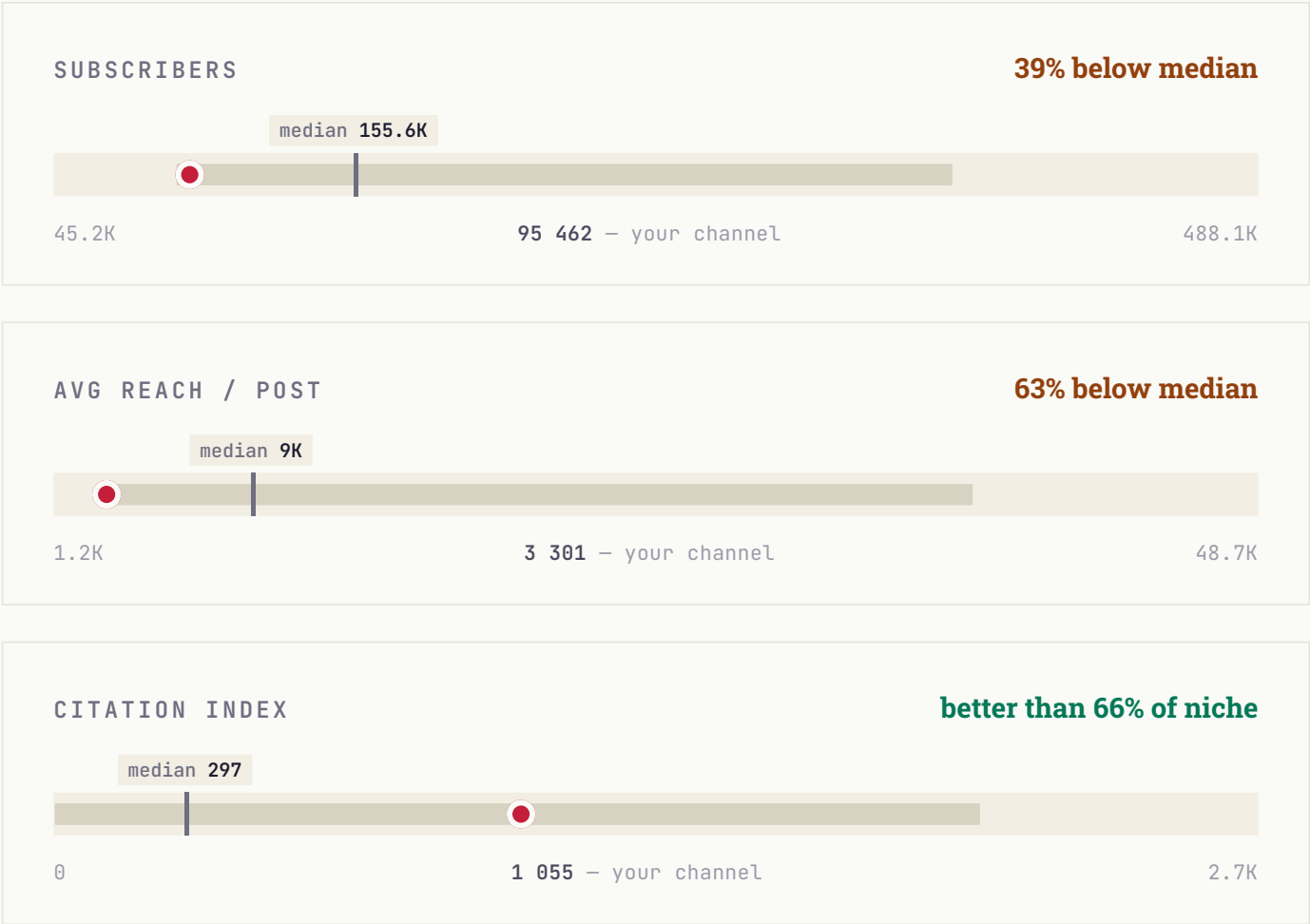
Where the channel stands in its league

Took top-100 channels in category «Health & Fitness» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#85/100

POSITION IN NICHE

Channel in bottom half of ranking



— 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 Saturday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 3.46% vs norm 7.0%. Try polls & interactive formats.

EFFECT

+3.5pp 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 & interactive formats

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

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
