

PROMTPRESS PUBLIC REPORT

Channel audit

Frutonyanya



@frutonyanya_official

A territory of special parenting happiness 🍏 Frutonyanya – helping moms & dads! Hotline: 8-800-200-1-400 A+ Registered in RKN
<https://vk.cc/cIMqfv>

SUBS

26 691

+139 per month

ERR (% SEE POSTS)

45.0%

per day **18.6%**

REACH/POST

13.8K

ad reach **5K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 26 691 —	 SUB REACH 51.75% avg % subs see post	 VIEWS/POST 13.8K median 14.4K · 28 days	 POSTS/WEEK 4.2 for period
 7D TREND -33.5% vs prev week	 REACTIONS/POST 401.2 total 6,820 reactions, 951 reposts, 5 comments	 POST LENGTH 554 chars median 416 · 28 days	 POSTS ANALYZED 17 28 days
 AD REACH 5K 24h avg	 CHURN / MONTH +139 last month	 CITATION RATE 48 citation index · 152 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Frutonyanya» – 26 691 subs. Each post avg views 13.8K people (52% from subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) – rare publications. Week Jun 29 – Jul 5 reach dropped -33.5% to week Jun 22–28 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts in 28 days.
- 02 Dominant format – Video (9/17 posts).
- 03 Avg post length – 554 chars (median 416).
- 04 Audience peak – Thu, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (18.4K avg top vs 8.2K worst) – among 17 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 14:17 POLL
(post without caption – poll)

VIEWS	REACTIONS
19 205	259
REPOSTS	ER
–	72.0%

Nº2 11.06 · 13:01 VIDEO
When to start baby's first solid food? 😊 First solids – an exciting milestone for every parent. When to start? Which foods? How...

VIEWS	REACTIONS
18 527	571
REPOSTS	ER
114	69.4%

Nº3 14.06 · 09:04 TEXT
Why toddlers get fussy during transitions? 😞 «Time to turn off cartoons», «stop playing, let's eat», «get dressed for a walk» – and then...

VIEWS	REACTIONS
17 555	460
REPOSTS	ER
71	65.8%

Nº4 19.06 · 14:16 VIDEO For those not yet on vacation 🌸 Turn it on and get in the mood for a nice holiday! 💖	VIEWS 17 098 REPOSTS 2 REACTIONS 481 ER 64.1%
Nº5 17.06 · 15:31 TEXT Why kids love reading, watching & listening to the same thing 😊 Does your little one also love replaying the same songs, rewatching cartoons...	VIEWS 16 374 REPOSTS 63 REACTIONS 361 ER 61.3%

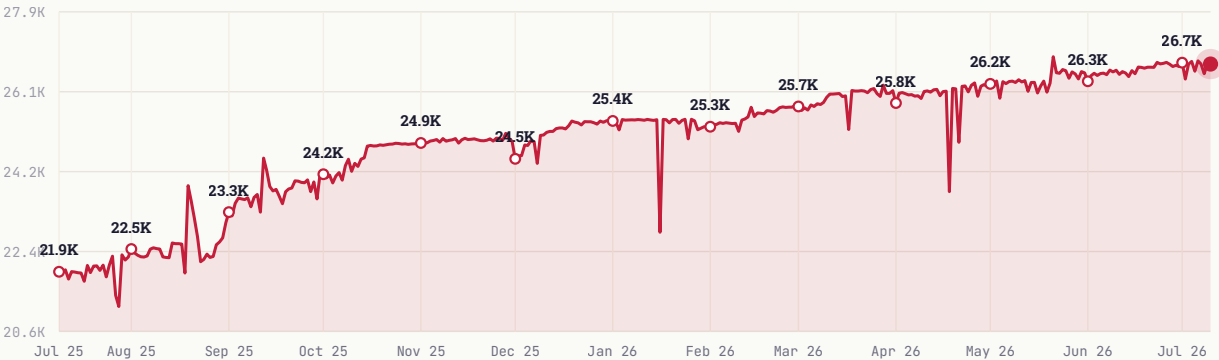
WORST 3

↓ 02.07 · 16:48 VIDEO Why toddlers get iron deficiency and what to do if you face this situation? Elena Machneva, pediatrician and...	VIEWS 9 769 REPOSTS 114 REACTIONS 606 ER 36.6%
↓ 05.07 · 11:41 TEXT Frutonyanya Kids cottage cheese in a pouch – a healthy treat with fruit & berry puree, delicate ice cream flavor 🌸 Plus it...	VIEWS 7 429 REPOSTS 52 REACTIONS 269 ER 27.8%
↓ 05.07 · 11:41 VIDEO (post without caption – video)	VIEWS 7 304 REPOSTS 52 REACTIONS 164 ER 27.4%

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 and decline.

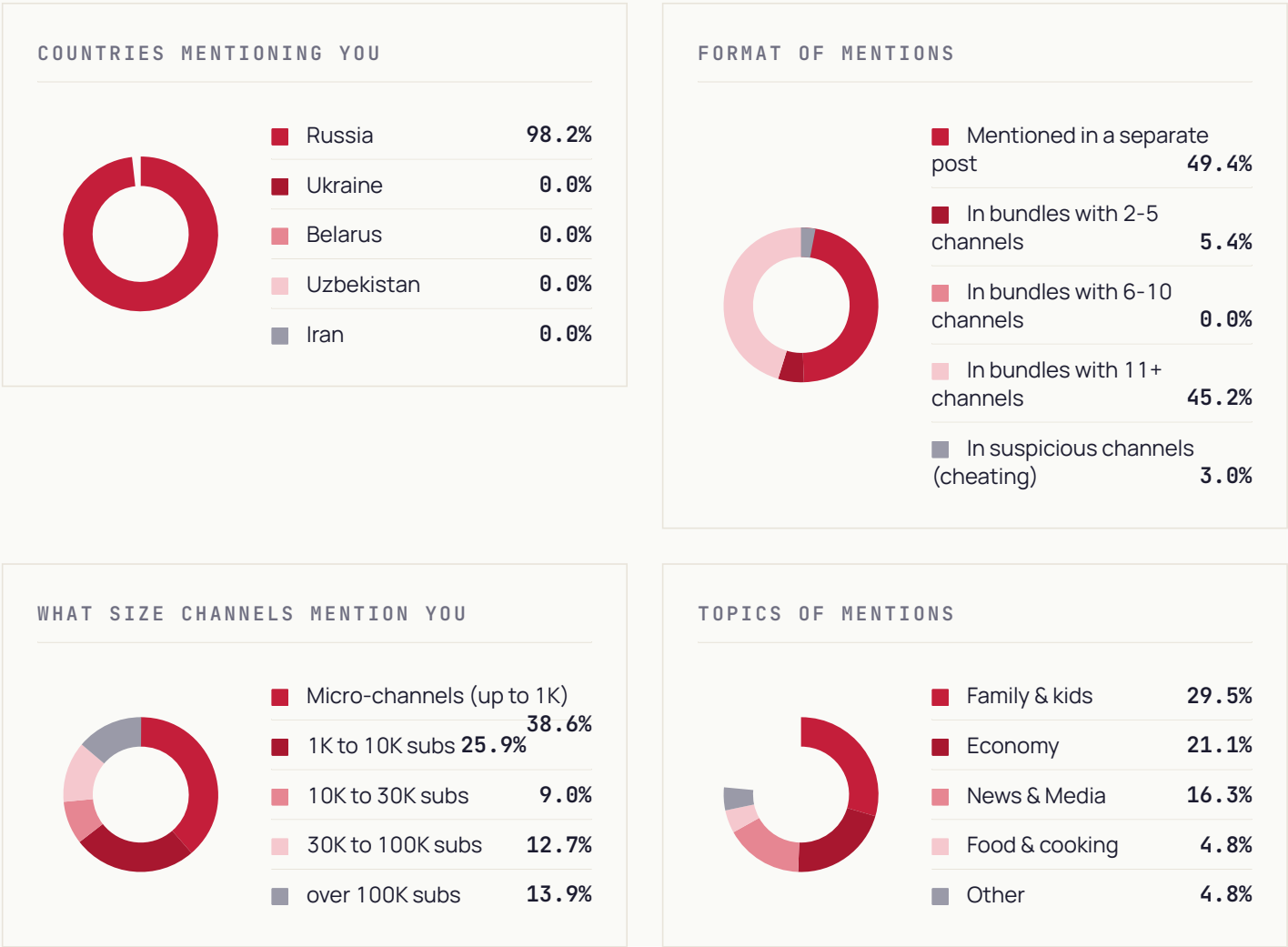


PERIOD START	NOW	NET GROWTH
21 933	26 691	+4 758

SECTION 04 · MENTIONS

Who mentions the channel and how

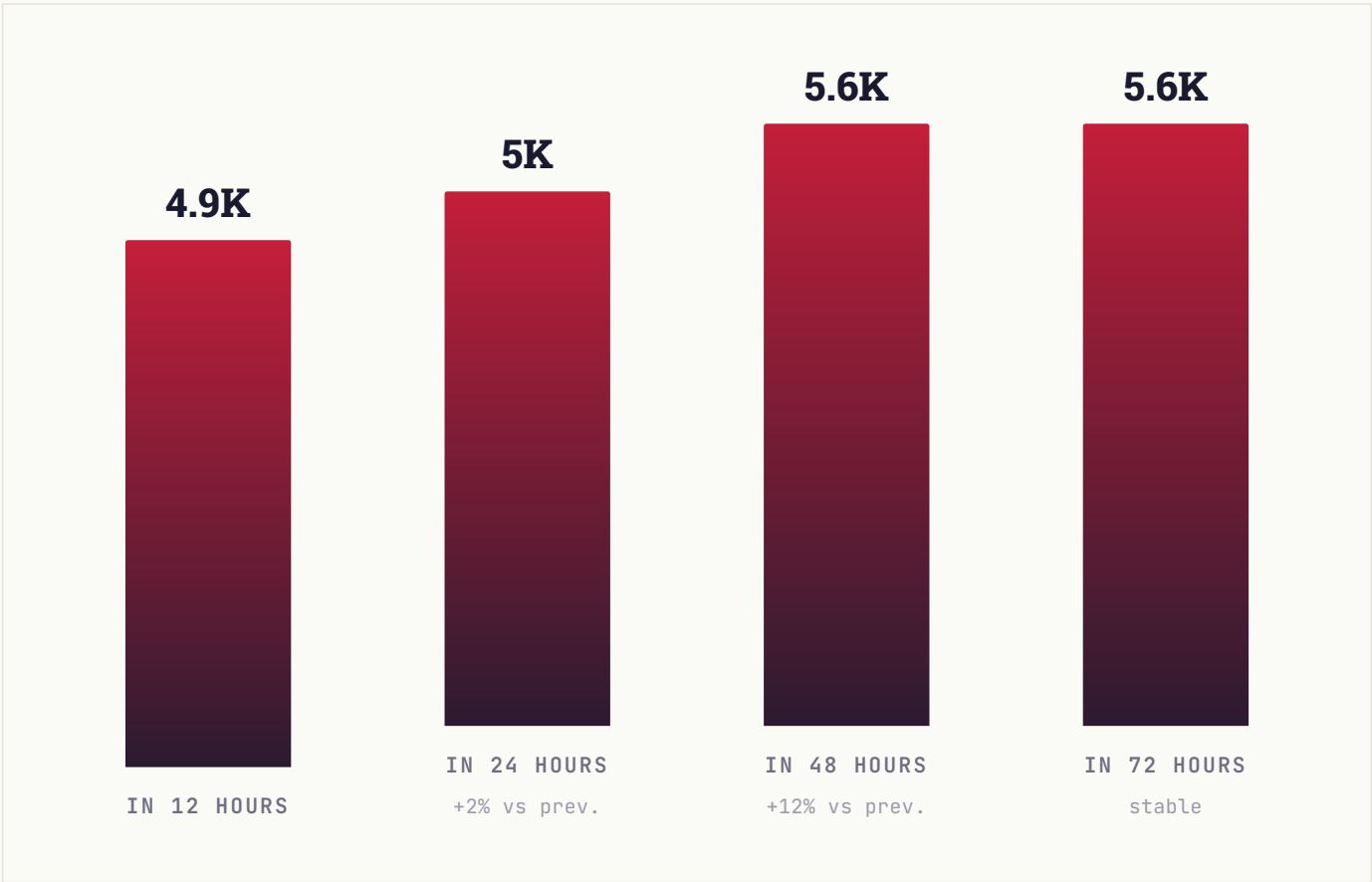
Citation index **48** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **152** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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 rank among niche neighbors.

CHANNEL	SUBS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Thu Everyday Recipes	461.5K
FR Frutonyanya YOU	26.7K

COMPARATIVE INSIGHT

Channel not yet outside top-94 niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), top-94 median: 205K. First goal — enter top-94 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **14 699** new subs.

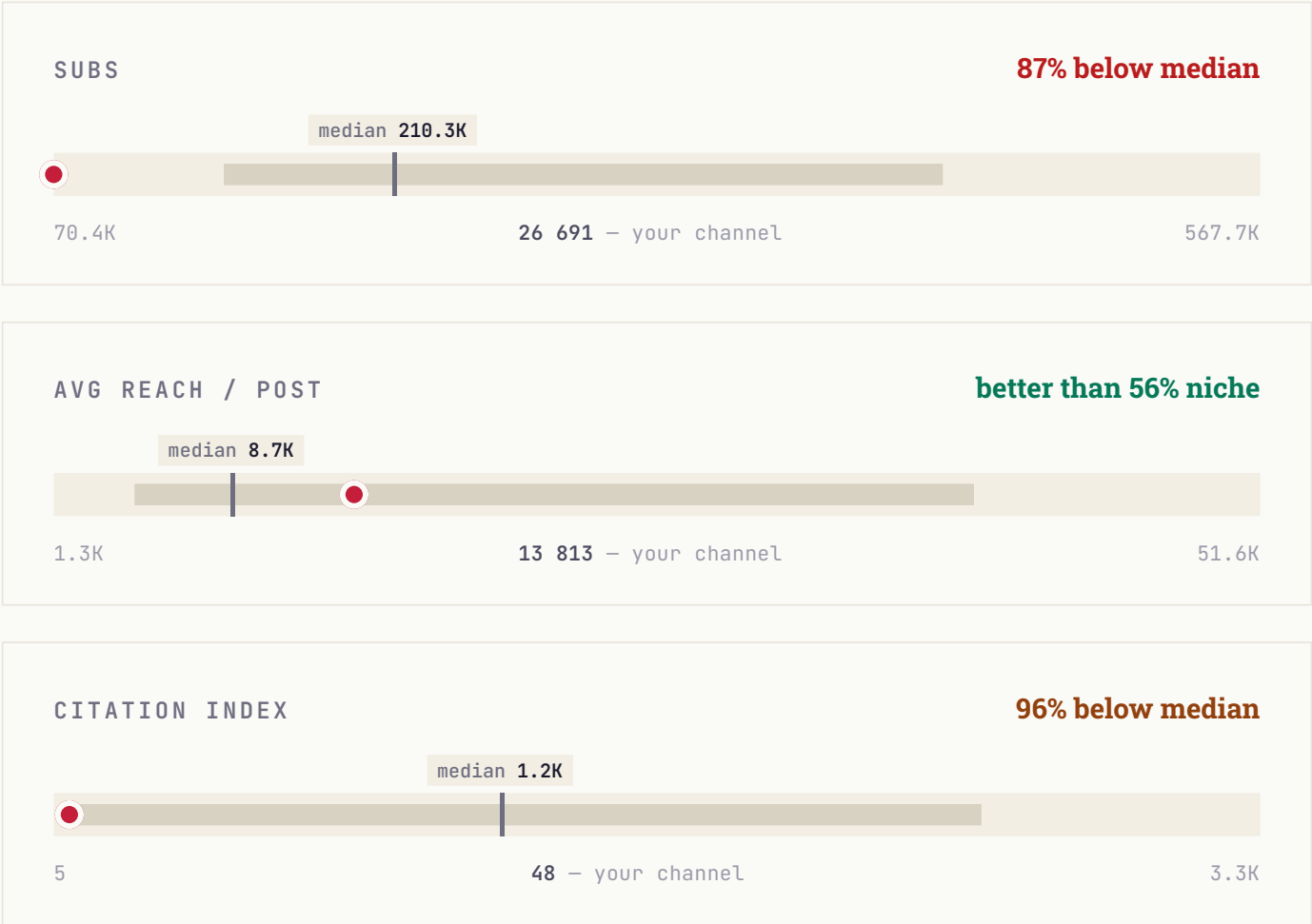
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	3 557
December 2025	1	1	1 609
Nov 2025	4	4	640
Oct 2025	0	0	1 539
September 2025	0	0	3 650
August 2025	1	1	3 704

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
6	6	14 699

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Food & cooking» (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.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Increase posting frequency

Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Top post of the week — Thursday

Audience is most active on this day 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 poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 is what we can do in minutes from public data. Want to go further? Run ads with 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
