

PROMTPRESS PUBLIC REPORT

Channel audit

GrillHub



@grillhub

A+ RKN: <https://clck.ru/3Fir4w> | Alexey Grilkov Collaboration:
grillkoff@mail.ru

SUBSCRIBERS

59 384

-486 per month

ERR (% SEE POSTS)

64.0%

daily 21.5%

REACH/POST

33.3K

ad reach 12.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Food & Cooking»

09 Strategy

5 priority actions

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 59 384 —	 SUBS REACH 56.07% avg % subs see post	 VIEWS/POST 33.3K median 32.8K · 27 days	 POSTS/WEEK 4.3 for period
 7D TREND +0.1% vs previous week	 REACTIONS/POST 620.8 total 10,554 reactions, 669 reposts, 1,010 comments	 POST LENGTH 410 chars median 430 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 12.7K 24h avg	 CHURN / MONTH -486 last month	 CITATION RATE 25 citation index · 36 channels mentioned ever	 CHANNEL AGE 4 years 11 months created 22.07.2021

AI EDITOR SUMMARY

Channel «GrillHub» — 59 384 subs. Each post avg views 33.3K people (56% from subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare posts. Week Jun 22–28 reach stable (+0.1% vs week Jun 15–21).

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 over 27 days.
- 02 Dominant format — Photo (12/17 posts).
- 03 Avg post length — 410 chars (median 430).
- 04 Peak audience activity — Sunday, 10:00 MSK.
- 05 Top posts get 2x more views than weakest (60.6K avg top vs 30.6K worst) — among 17 posts over 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 07:05 PHOTO Hi! Really wanted to dive into legendary cheap eats in Krasnoyarsk...Visited Mikheev and Pavlov and they...	VIEWS 94 798 REP. 96	REACTIONS 687 ER 159.6%
Nº2 10.06 · 17:34 PHOTO Hello! 🔥 Tomorrow we're filming 9 weirdest shashlik marinades, and after prep I realized: the internet can't be left...	VIEWS 46 228 REP. 23	REACTIONS 568 ER 77.8%
Nº3 10.06 · 15:06 PHOTO Good evening! Long weekend ahead...I think shashlik, sausages and more await. We checked if ready-made is available and...	VIEWS 40 916 REP. 16	REACTIONS 496 ER 68.9%

Nº4 18.06 · 14:07 PHOTO Hi) We tried to make a weekly menu for 2000 rubles. Check it out...	VIEWS 35 244 REP. 72	REACTIONS 590 ER 59.3%
--	--	--

Nº5 18.06 · 07:05 PHOTO Hi!) I stole this recipe from our company, always cooked in a pot...but it moved to dacha format. Perfect for me...	VIEWS 35 165 REP. 34	REACTIONS 481 ER 59.2%
--	--	--

WORST 3

↓ 28.06 · 08:05 PHOTO Good morning, dears! 🌶️🧀 The chip dip market is booming: cheese, salsa, spicy, guacamole, etc. We've gathered dips from...	VIEWS 32 525 REP. 11	REACTIONS 521 ER 54.8%
↓ 01.07 · 07:05 PHOTO Hi!) Decided my favorite thirst-quencher should be short...Cold borscht, beetroot soup or cold soup. Everyone calls it...	VIEWS 31 145 REP. 58	REACTIONS 518 ER 52.4%
↓ 17.06 · 08:05 PHOTO Hey guys! As promised, we collected likes and I started monitoring marinades.. 🍷🍷🍷🍷🍷! WHY? WHAT FOR? But it was too late...I gathered...	VIEWS 28 153 REP. 25	REACTIONS 578 ER 47.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

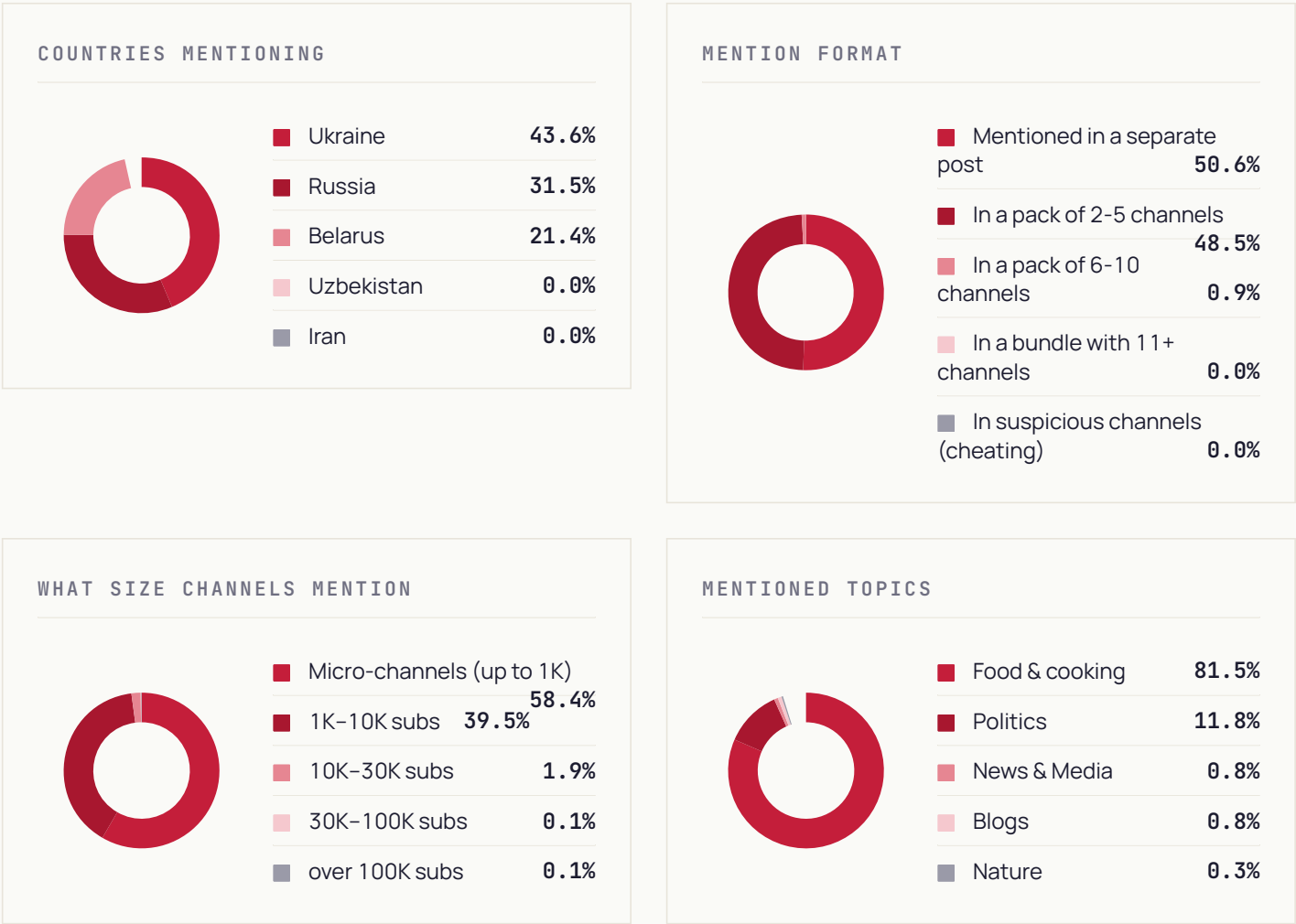
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

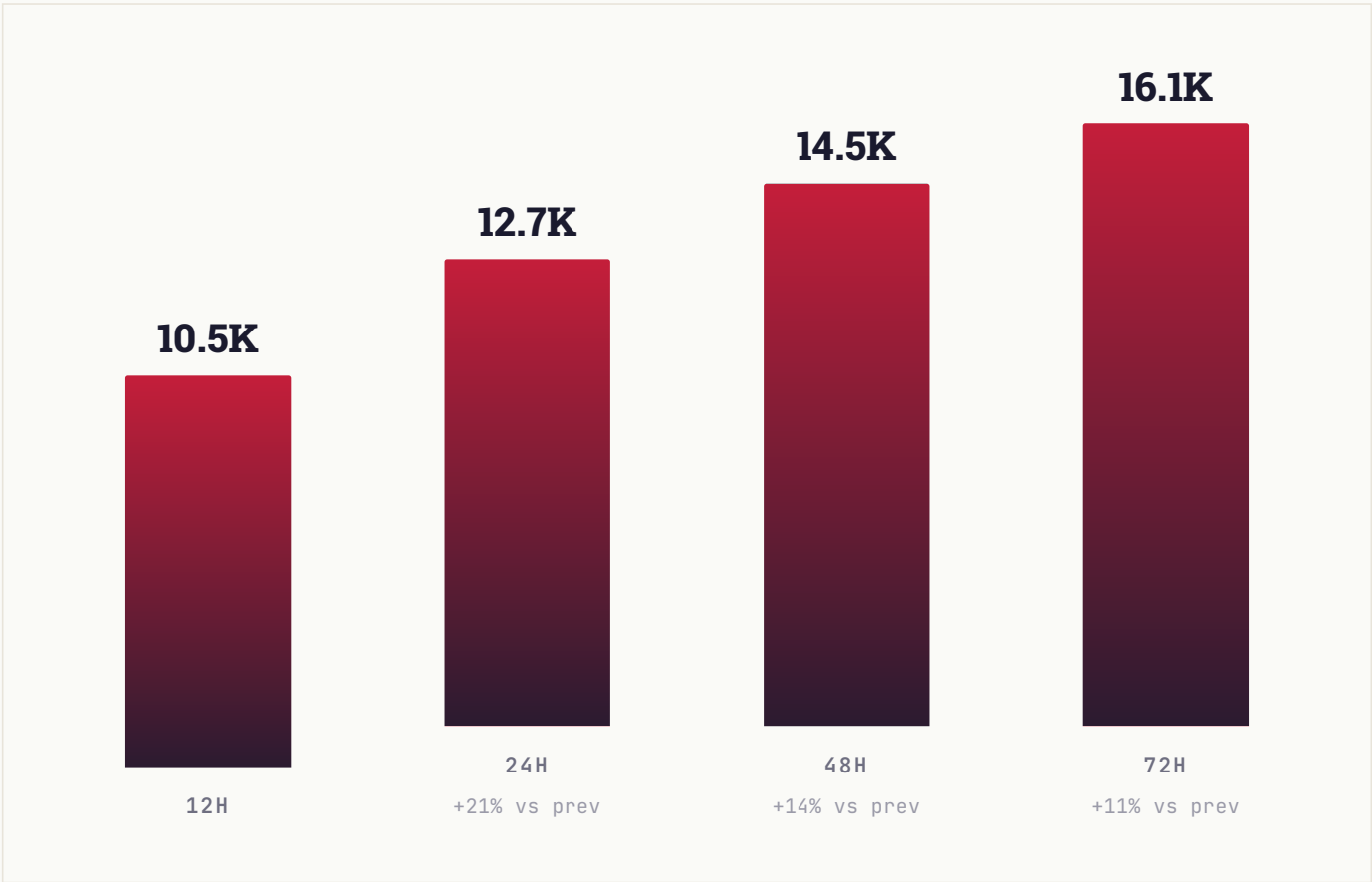
Citation index **25** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **36** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a 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 🧑🍳	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
Sun Daily recipes	461.5K
GR GrillHub YOU	59.4K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **66**, they brought **1 897** new subs.

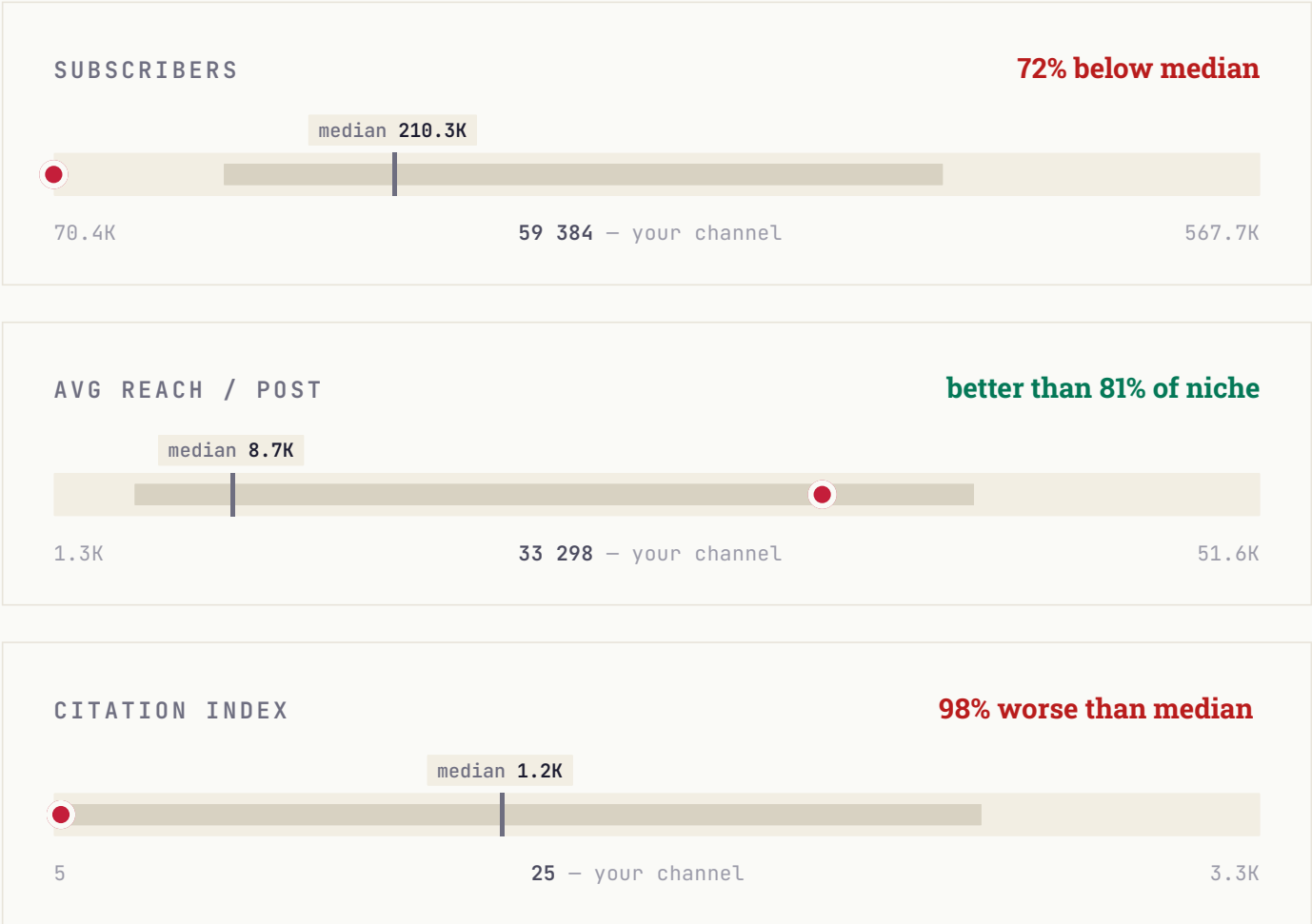
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	8	2	123
December 2025	16	5	16
Nov 2025	9	2	78
Oct 2025	10	3	397
September 2025	12	3	493
August 2025	11	3	790

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
66	6	1 897

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 for 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 off and revisit this report in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.3 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Sunday
On this day at 10:00 MSK audience is most active. | EFFECT
Best time for key posts |
| 03 | Increase video posts share
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video holds audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
