

Channel audit

Home Recipes



Best homemade recipes 🍷 ADS ➡ @cyberperson All rights belong
to their authors 😊🍉🍔🍌🍕🍌🍳🍪🍰🍫🍩🍗🍝🍌🍏🍎

-601 per month

per day **3.5%**

ad reach 7.5K/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 215 530 —	 SUBSCRIBER REACH 9.79% avg % subs see post	 VIEWS/POST 21.1K median 22.7K · 28 days	 POSTS/WEEK 5.7 for period
 7D TREND -11.6% vs previous week	 REACT./POST — MTPROTO only	 POST LENGTH 227 chars median 218 · 28 days	 POSTS ANALYZED 23 28 days
 AD REACH 7.5K 24h avg	 CHURN / MONTH -601 last month	 CITATION RATE 5 citation index · 25 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 27.02.2022

AI EDITOR SUMMARY

Channel «Home Recipes 🍳» — 215 530 subs. Each post averages 21.1K people (10% of subs), reach is low — need to grow audience. Publishes 6 posts per week (~1/day) — rare posts. For week Jun 22–28 reach dropped -11.6% to week Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 23 posts in 28 days.
- 02 Dominant format – Video (23/23 posts).
- 03 Avg post length – 227 chars (median 218).
- 04 Peak audience activity – Monday, 13:00 MSK.
- 05 Top posts get 2x More views than the weakest (28.5K avg for top vs 14.9K for worst) – among 23 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 11:37 VIDEO POTATOES in the OVEN with Garlic Gremolata 🥰🥗🥔 Potatoes — 4 pcs (large) 🌽 Corn starch — 1 tbsp 🌶️ Sweet paprika ground...	VIEWS 29 328 REACT. — REP. 402 ER 13.6%
Nº2 15.06 · 10:58 VIDEO ITALIAN SOFFIONI PASTRY 🥰🥞🇮🇹 1 egg, Pinch of salt 50 g sugar, 30 ml vegetable oil 160-170 g wheat flour For filling: 200 g...	VIEWS 28 332 REACT. — REP. 317 ER 13.1%
Nº3 16.06 · 12:01 VIDEO PEARL BARLEY with hearts LIKE PILAF 🥰🥘 600g hearts 1 onion 1 carrot 1 tomato 1 bell pepper 50g butter...	VIEWS 27 756 REACT. — REP. 223 ER 12.9%

Nº4 12.06 · 10:56 VIDEO MERINGUE ROLL 🥰🍰 Egg whites 190g (5-6 eggs) 250g powdered sugar 1 tsp lemon juice 20g cornstarch Cream: 150...	VIEWS 27 258 REACT. — REP. 298 ER 12.6%
Nº5 11.06 · 11:42 VIDEO SESAME SEED BUNS 🥰🍔🔥 Flour 500(550) g Warm water 300 ml Yeast 1 packet (10 g) Powdered sugar 20 g (1 tbsp) Salt 1 tsp Oil...	VIEWS 27 238 REACT. — REP. 206 ER 12.6%

WORST 3

↓ 02.07 · 13:28 VIDEO CHICKEN CUTLETS with Vegetables in the OVEN 🥰🍗🍲 Sweet pepper - 1 pc Spinach - 20-30 g Ground chicken - 700 g Zucchini - 1 pc (400...	VIEWS 16 598 REACT. — REP. 230 ER 7.7%
↓ 05.07 · 13:04 VIDEO Homemade THREE-GLASS cake like from childhood 🥰🍰 2 eggs, 150 g sugar Pinch of salt 150 g flour, 4 tbsp cocoa 1 tbsp honey, 150 g yogurt 40 ml...	VIEWS 15 150 REACT. — REP. 280 ER 7.0%
↓ 06.07 · 11:20 VIDEO COTTAGE CHEESE CASSEROLE 🍓🥰 1 kg cottage cheese (I use 9%) 5-6 eggs Rice semolina 3-4 tbsp (can sub regular, I like with...	VIEWS 13 075 REACT. — REP. 184 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

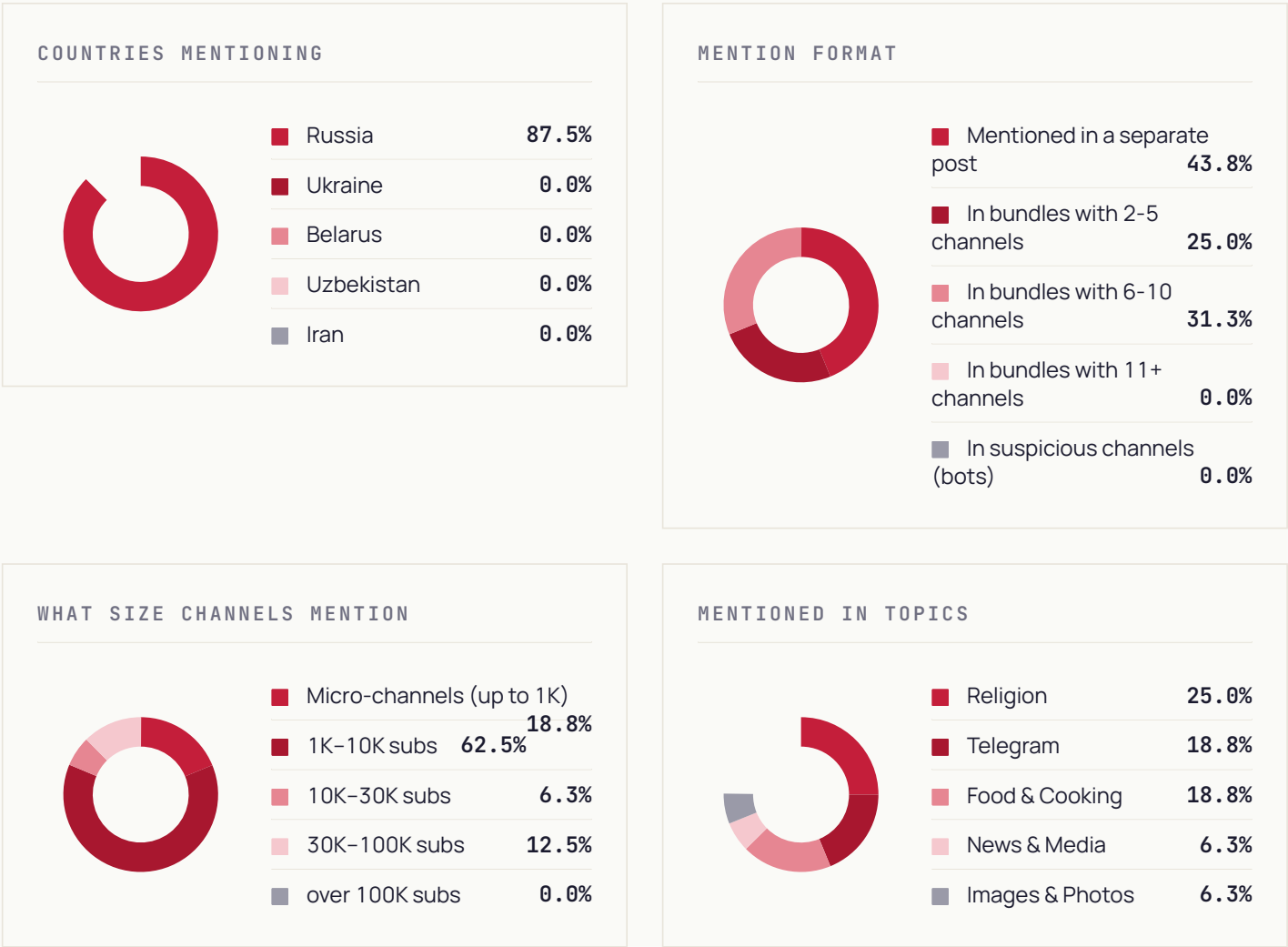
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

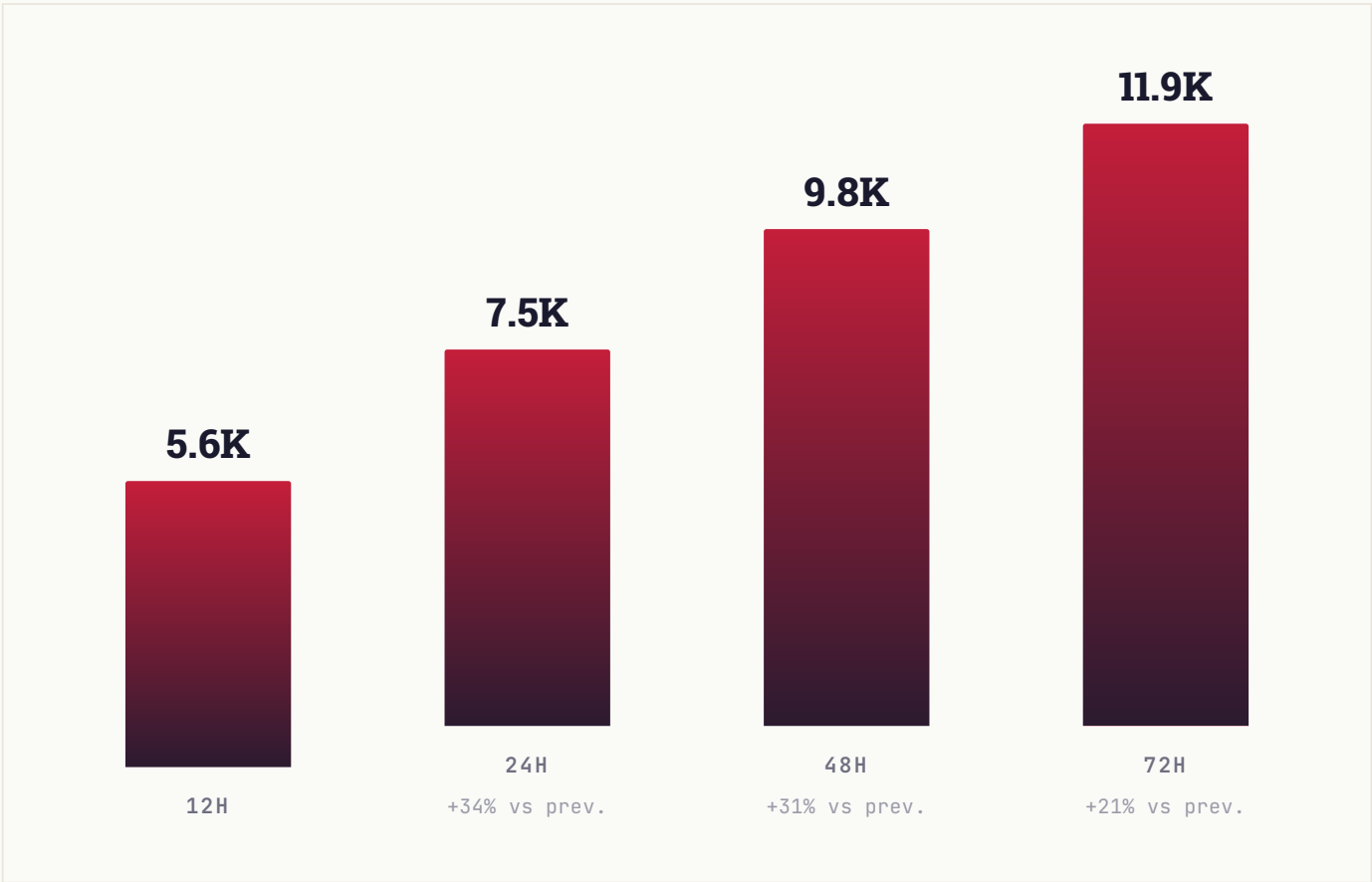
Citation index 5 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 25 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



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	SUBSCRIBERS
CR 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
CR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & Cheap 🍲	487.7K
CI CHIZHIK	485.1K
Sun Everyday recipes	461.5K
DR Home Recipes 🔍 YOU	215.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#50 of 94). Niche median — 205K subs.
First KPI goal — reach the median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

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 **5**, they brought **9 622** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	3	2	1 074
December 2025	2	2	253
November 2025	0	0	1 275
October 2025	0	0	5 426
September 2025	0	0	502
August 2025	0	0	1 092

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
5	6	9 622

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

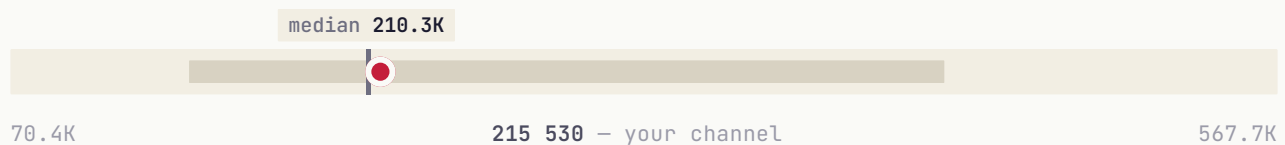
Took top-100 channels in category «Food & Cooking» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#50 /100

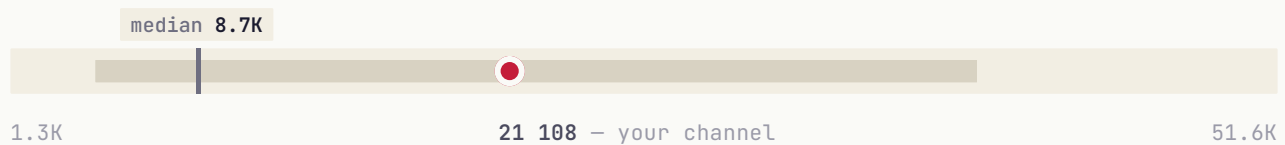
RANK IN NICHE

Channel in the top half of the ranking

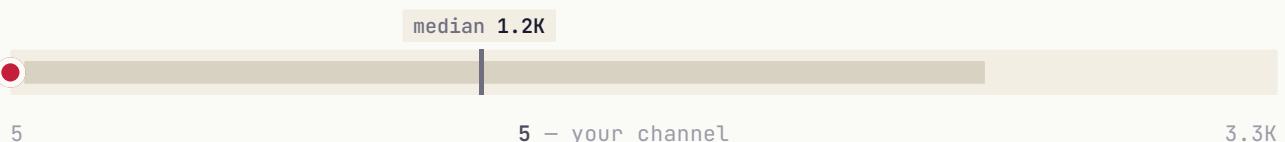
SUBSCRIBERS

better than 50% of niche


AVG REACH / POST

better than 66% of niche


CITATION INDEX

99% worse than median


— 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

Main post of the week — on Monday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager