

PROMTPRESS PUBLIC REPORT

Channel audit

Belkovich

Recipes



@iambelkovich

Host of STS 'Pro100kuhnya' and '100 Places to Eat!' @top100mest, restaurateur and blogger Alexander Belkovich. Simple and interesting recipes every day! Tasty here! Ads:...

SUBSCRIBERS

124 911

+263 per month

ERR (% SEE POSTS)

11.0%

per day 4.7%

REACH/POST

14K

ad reach 5.8K/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 124 911 —	 SUBSCRIBER REACH 11.2% avg % of subs see post	 VIEWS/POST 14K median 14.5K · 28 days	 POSTS/WEEK 8.0 for period
 7D TREND -14.7% vs previous week	 REACTIONS/POST 246.5 total 7,888 reactions, 3,023 reposts, 140 comments	 POST LENGTH 502 chars median 422 · 28 days	 POSTS ANALYZED 32 28 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH +263 last month	 CITATION RATE 48 citation index · 142 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel 'Belkovich Recipes' — 124 911 subs. Each post averages 14K people (11% from subs), reach is low — need to expand audience. Publishes 8 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5, reach dropped -14.7% 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 TOP POSTS SHARE

- 01 Analysis based on 32 posts over 28 days.
- 02 Dominant format — Video (25/32 posts).
- 03 Avg post length — 502 chars (median 422).
- 04 Peak audience activity — Friday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (19.1K avg for top vs 11K for worst) — among 32 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 10:08 VIDEO Just Kitchen - new episode tomorrow at 9:30! 100 places to eat - 10:00! On CTC ★ Belkovich Recipes. Subscribe	VIEWS 19 505 REP. 7	REACTIONS 167 ER 15.6%
Nº2 11.06 · 11:38 VIDEO Who else did we miss? Belkovich Recipes. Subscribe	VIEWS 19 070 REP. 13	REACTIONS 256 ER 15.3%
Nº3 14.06 · 09:11 VIDEO Turkey & camembert croissant with lingonberry jam! Ingredients: • Croissants — 2 pcs • Turkey breast fillet — 200 g • Oregano...	VIEWS 18 735 REP. 161	REACTIONS 198 ER 15.0%

Nº4 15.06 · 14:52 PHOTO I always dreamed of being a TV chef and having my own cooking show to share experience with people. I always loved...	VIEWS 17 826 REP. 8	REACTIONS 785 ER 14.3%
Nº5 13.06 · 09:51 VIDEO Brazilian lemonade for 6–8 glasses!🍋 Ingredients: Lime – 6 pcs Condensed milk – 300 g Water – 300 ml Preparation: ♦ Cut limes...	VIEWS 17 228 REP. 239	REACTIONS 283 ER 13.8%

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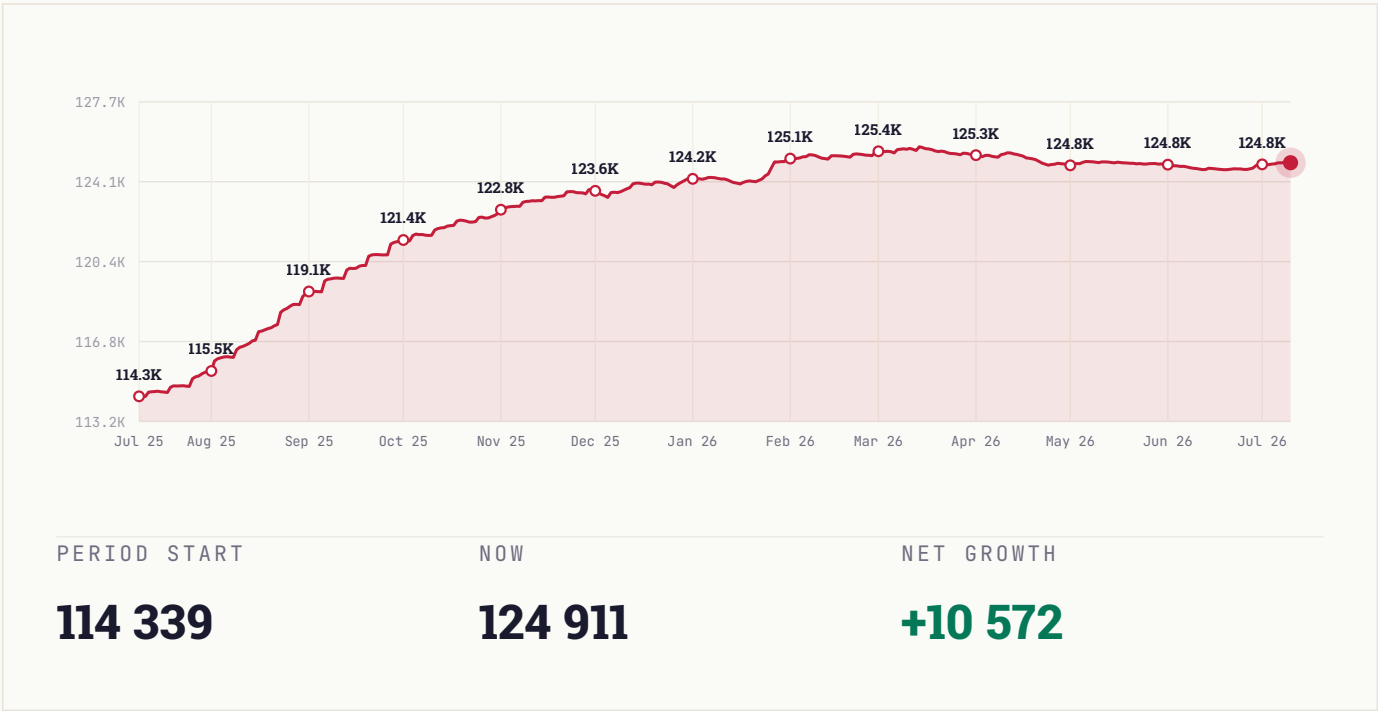
WORST 3

↓ 05.07 · 15:11 PHOTO Pictures from our trips! Can you guess which photo is from which place?😎 100 Places to Eat!	VIEWS 11 418 REP. 2	REACTIONS 165 ER 9.1%
↓ 04.07 · 09:10 VIDEO Asian beef salad (2 servings)! Ingredients: ♦ Cucumbers – 3 pcs ♦ Green apple – 1/2 ♦ Celery – 2 stalks ♦ Cherry tomatoes...	VIEWS 10 916 REP. 101	REACTIONS 156 ER 8.7%
↓ 05.07 · 09:01 VIDEO Noodles with seafood mix - 3 servings! Ingredients: ♦ Quick-cook egg noodles – 200 g ♦ Seafood mix (frozen) – 200 g ♦...	VIEWS 10 555 REP. 123	REACTIONS 135 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

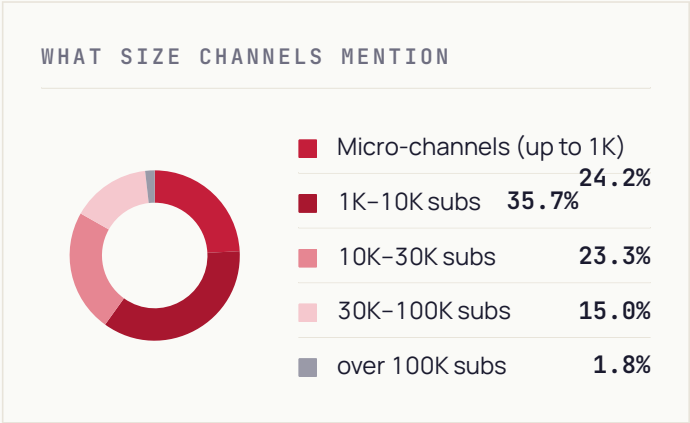
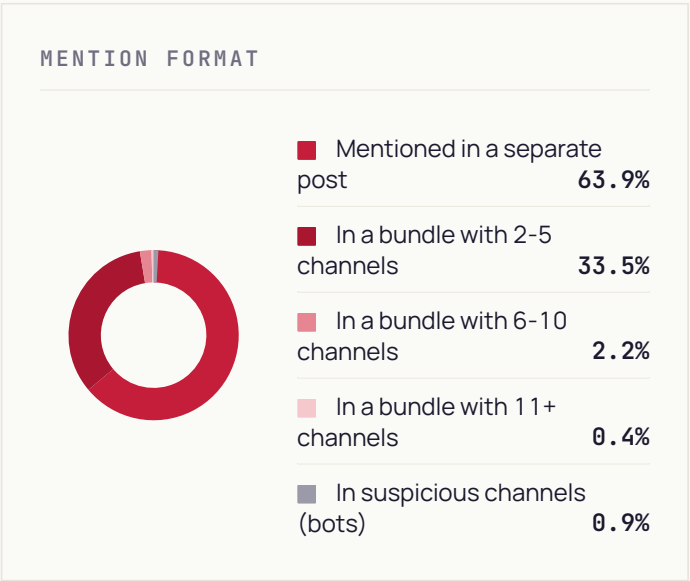
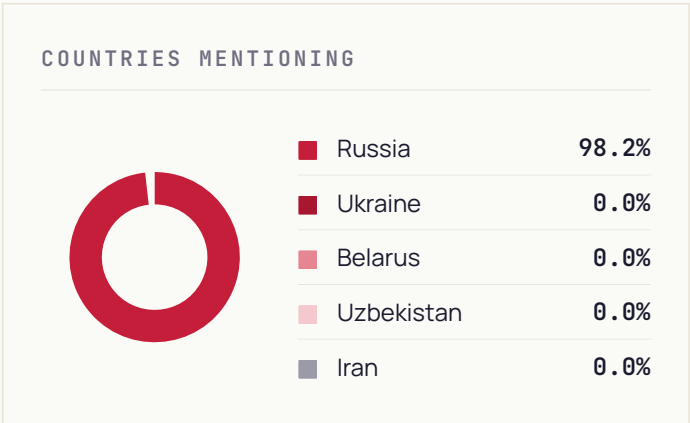
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

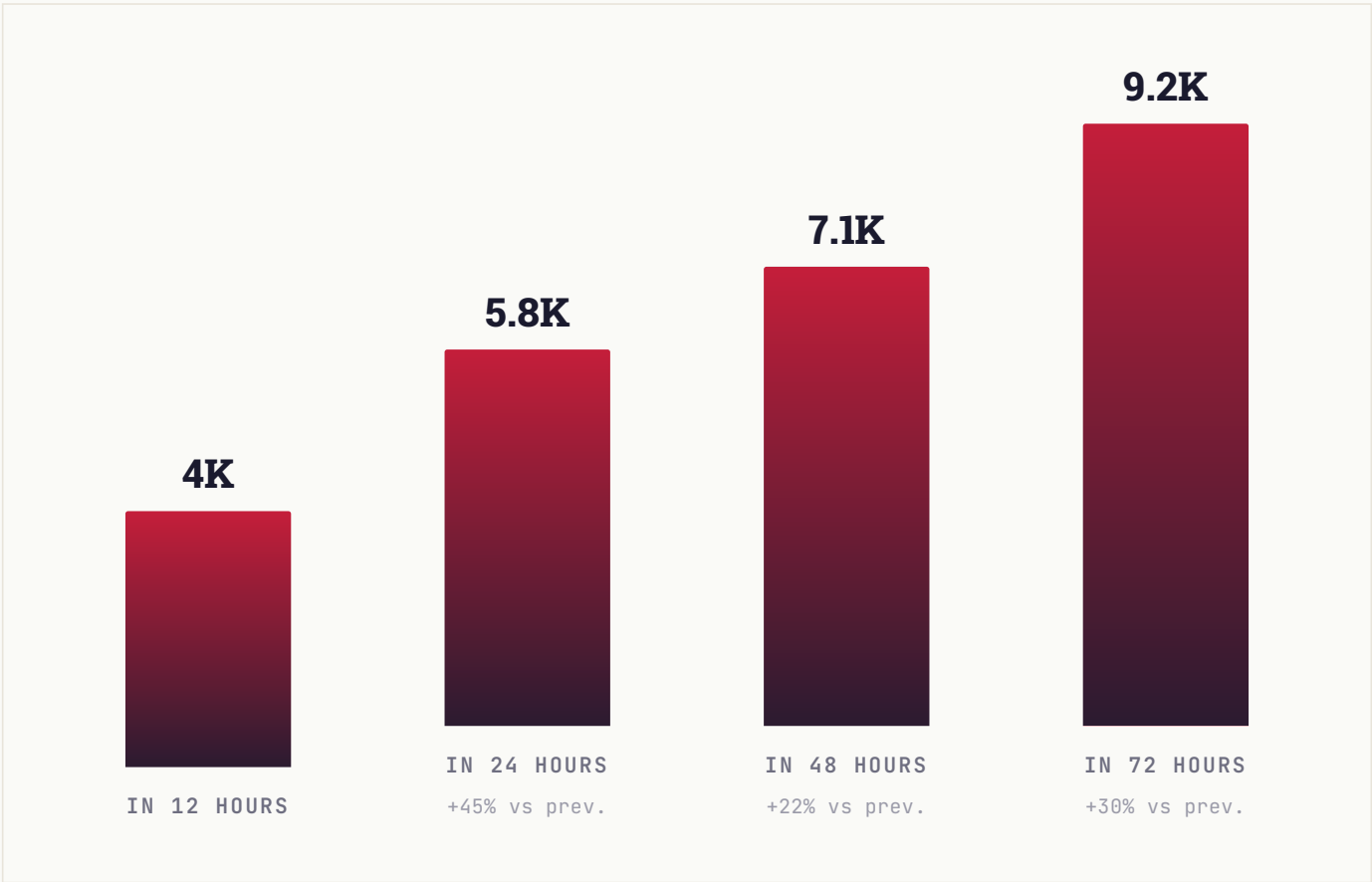
Citation index **48** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **142** different channels.



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 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
KR Cooking Recipes Salads 🤖	995.6K
FR Pyatyorochka	776.5K
M Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍲	487.7K
CI CHIZHIK	485.1K
Mon Everyday Recipes	461.5K
Tue Belkovich Recipes YOU	124.9K

COMPARATIVE INSIGHT

Channel not yet outside top 94 of 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

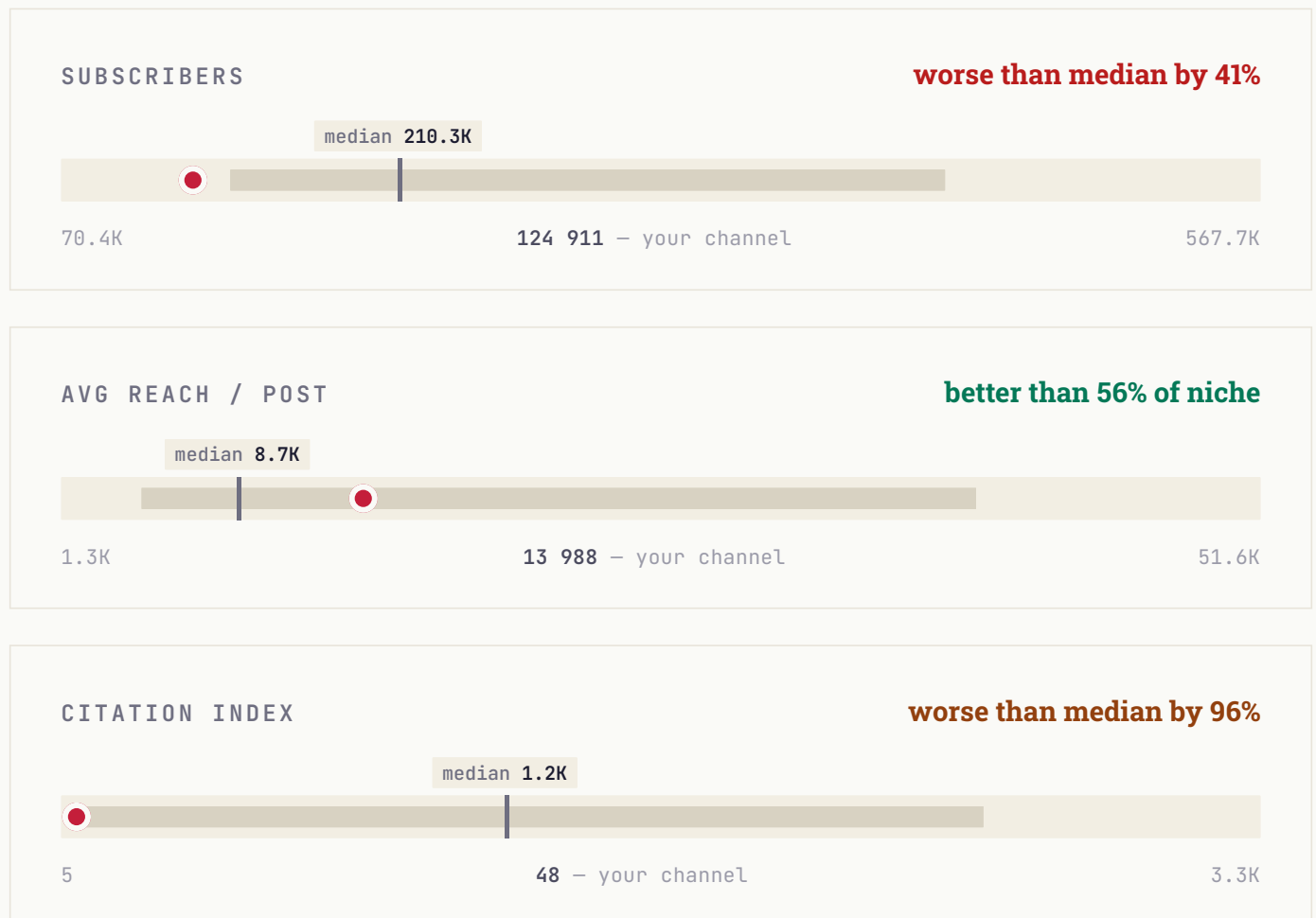
Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **32**, they brought **11 197** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	5	5	1 259
December 2025	4	4	1 212
November 2025	12	11	1 225
October 2025	0	0	1 498
September 2025	0	0	2 437
August 2025	11	7	3 566

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
32	6	11 197

Where the channel stands in its league

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 return to this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
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 and interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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