

PROMTPRESS PUBLIC REPORT

Channel audit

Ivan Solovyov



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Collaboration @KAI_XFIT Only official PR account

SUBSCRIBERS

89 026

-776 per month

ERR (% SEE POSTS)

12.0%

per day 6.3%

REACH/POST

10.4K

ad reach 5.6K/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 89 026 —	 SUBS REACH 11.67% avg % of subs see a post	 VIEWS/POST 10.4K median 11K · 29 days	 POSTS/WEEK 28.8 for the period
 7D TREND -16.2% vs prev week	 REACTIONS/POST 324.8 total 38,973 reactions, 6,739 reposts, 2,236 comments	 POST LENGTH 193 chars median 123 · 29 days	 POSTS ANALYZED 120 29 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH -776 last month	 CITATION RATE 20 citation index · 53 channels mentioned over all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Ivan Solovyov» — 89 026 subs. Each post averages 10.4K people (12% from subs), reach is low — consider expanding audience. Publishes 29 posts per week (~4/day) — active posting. For the week of June 29 — July 5, reach dropped by -16.2% by the week of June 22–28 — worth analyzing the reasons.

What works best

| WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **120** posts over 29 days.
- 02 Dominant format — **Video** (115/120 posts).
- 03 Avg post length — **193** chars (median 123).
- 04 Audience peak — **Sat**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (13.8K avg for top vs 7.5K for worst) — among 120 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

[illegible]

Nº4 11.06 • 15:44 **VIDEO**

Here's our behind-the-scenes ❤️ Listen to Russian Radio 🔥 My channel in MAX 🔄🔄🔄 https://max.ru/ivan_kulinar 🇷🇺🇷🇺🇷🇺🇷🇺🇷🇺🇷🇺🇷🇺🇷🇺

VIEWS
13 348

REP.
6

REACTIONS
373

ER
15.0%

Nº5 13.06 • 14:45 **VIDEO**

I'm as happy as can be ❤️

VIEWS
13 277

REP.
4

REACTIONS
418

ER
14.9%

WORST 3

↓ 06.07 • 14:36 **PHOTO**

Got gifted some chanterelles... What should we cook? Drop ideas 🙏 🍄🍄🍄🍄🍄🍄🍄🍄

VIEWS
7 662

REP.
3

REACTIONS
205

ER
8.6%

↓ 06.07 • 20:08 **VIDEO**

Start given 🙌 Congrats 😄 Have you already closed anything? 🤔 🥫🥫🥫🥫🥫🥫🥫🥫🥫🥫

VIEWS
7 444

REP.
2

REACTIONS
316

ER
8.4%

↓ 06.07 • 07:34 **VIDEO**

Tonight after the broadcast I'll tackle the first closing jar of the season 🙌 Question: how many liter jars for 1.5-1.7 kg...

VIEWS
7 360

REP.
2

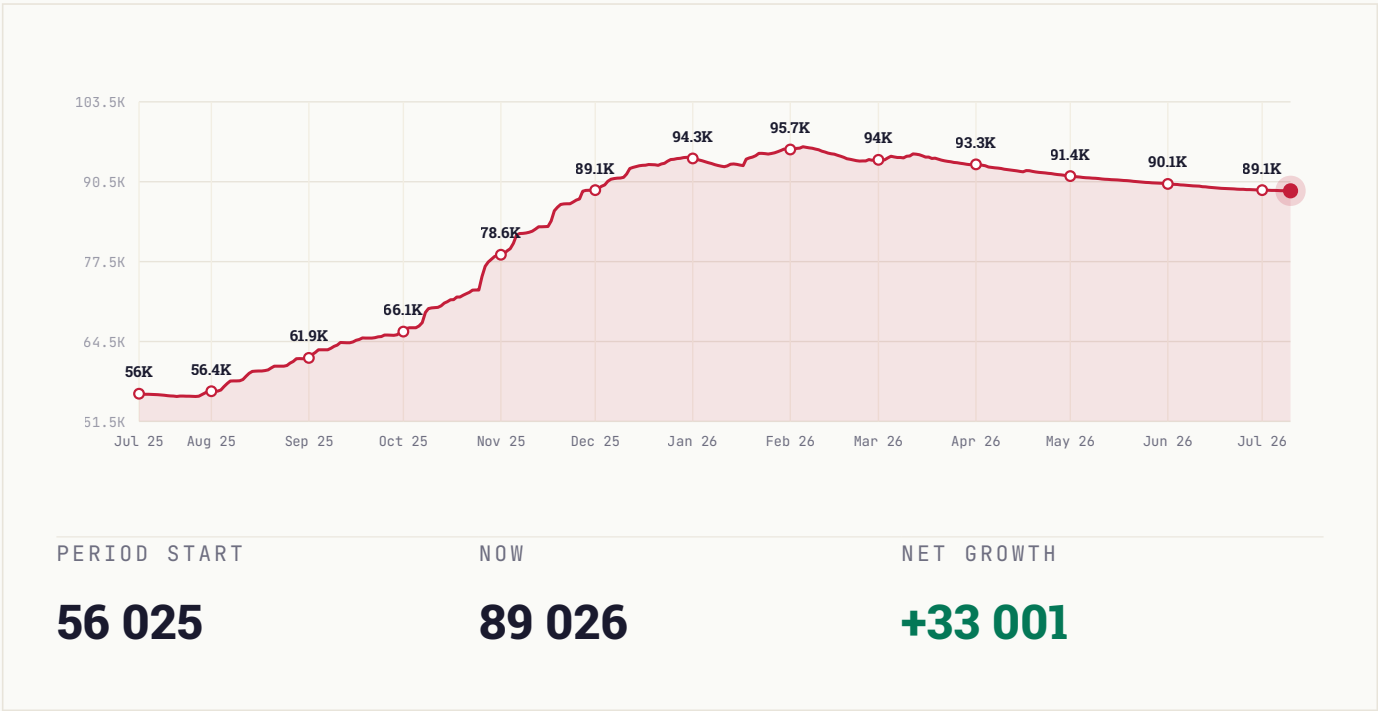
REACTIONS
175

ER
8.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

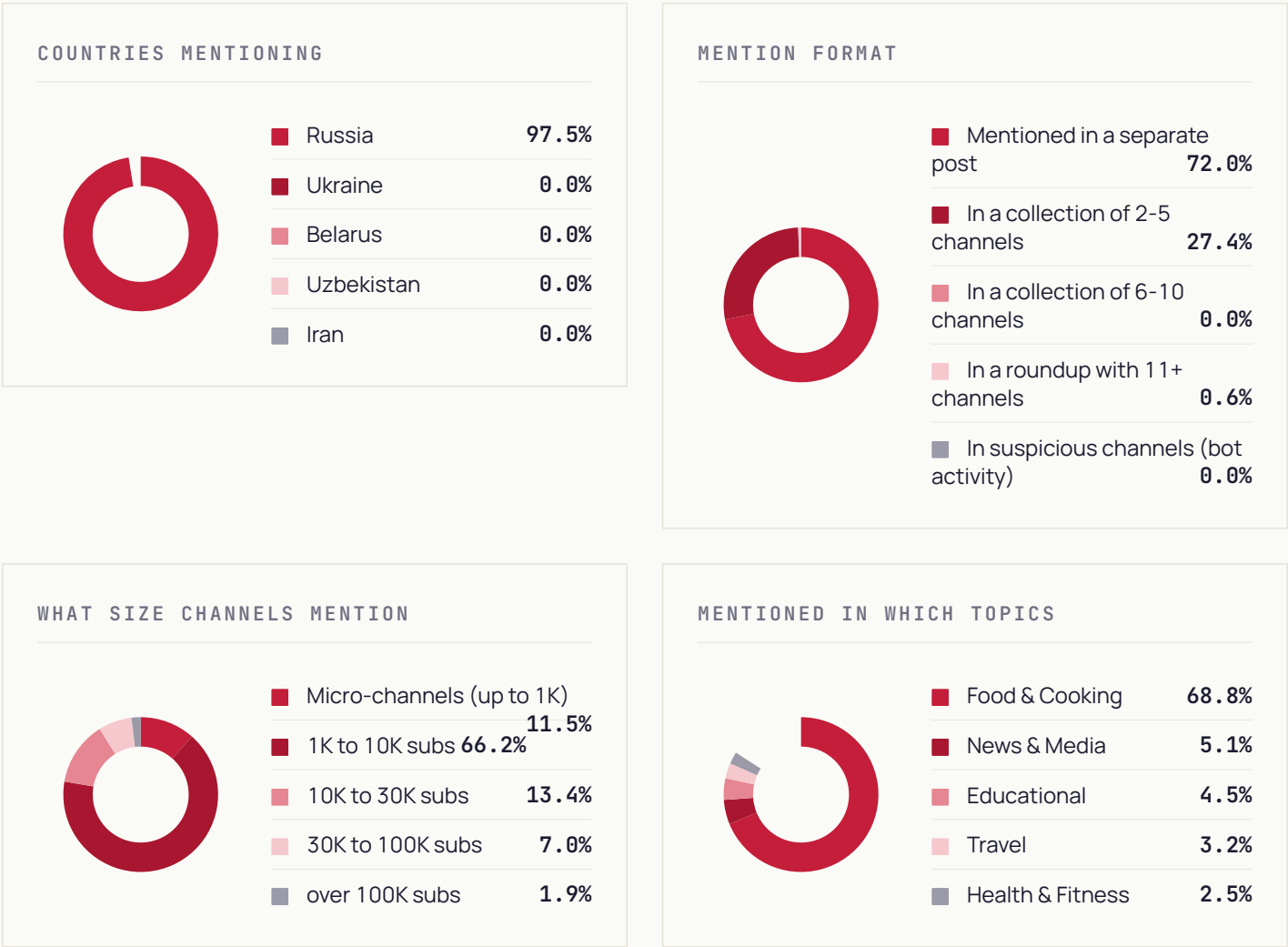
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

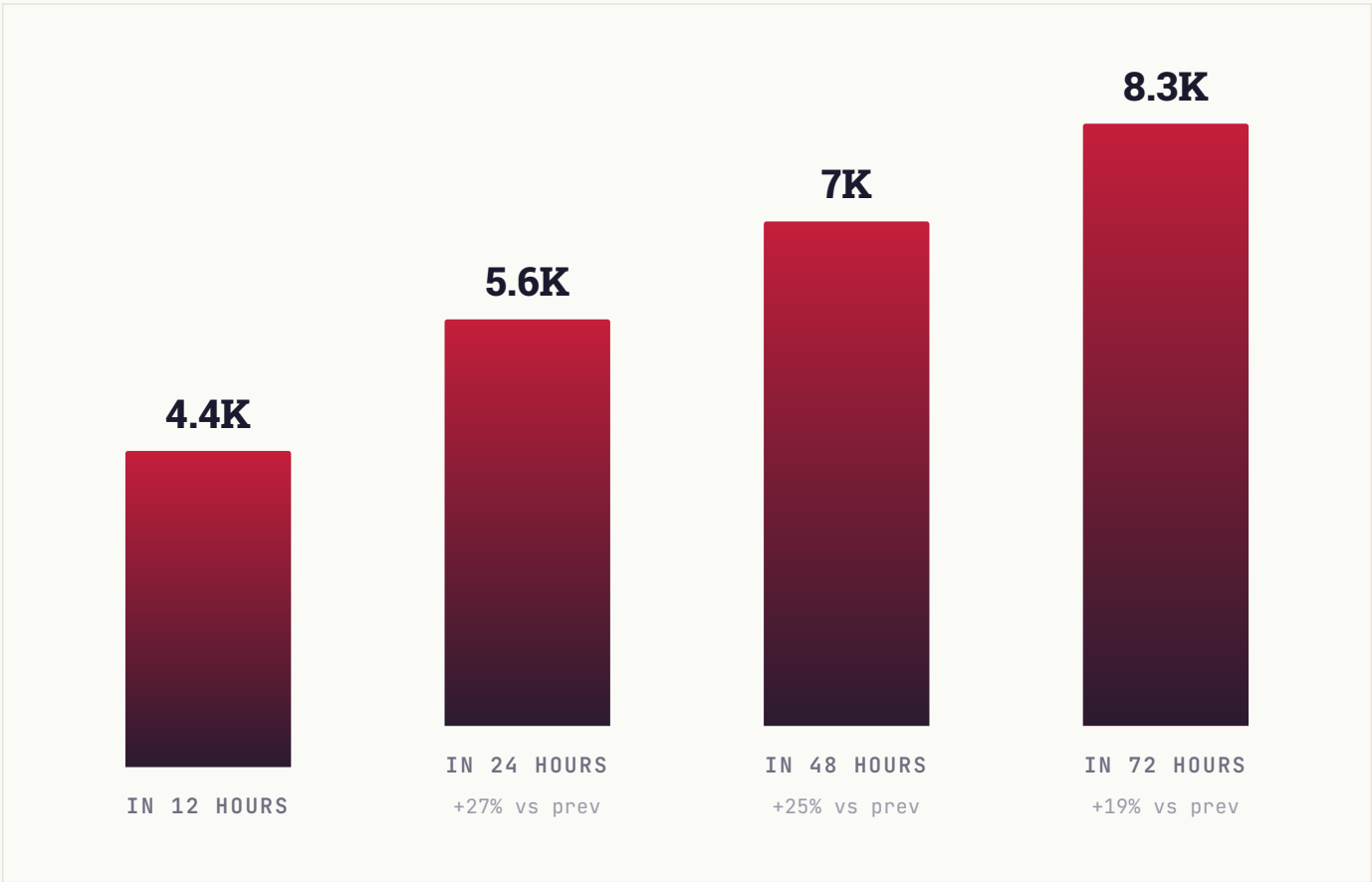
Citation index **20** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **53** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

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 Everyday recipes	461.5K
IS Ivan Solovyov YOU	89K

COMPARATIVE CONCLUSION

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 via systematic traffic & content work.

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 **17**, they brought **41 575** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	3 234	
December 2025	4	2	5 546	
Nov 2025	3	1	10 534	
Oct 2025	0	0	12 597	
September 2025	8	4	4 349	
August 2025	1	1	5 315	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
17	6	41 575

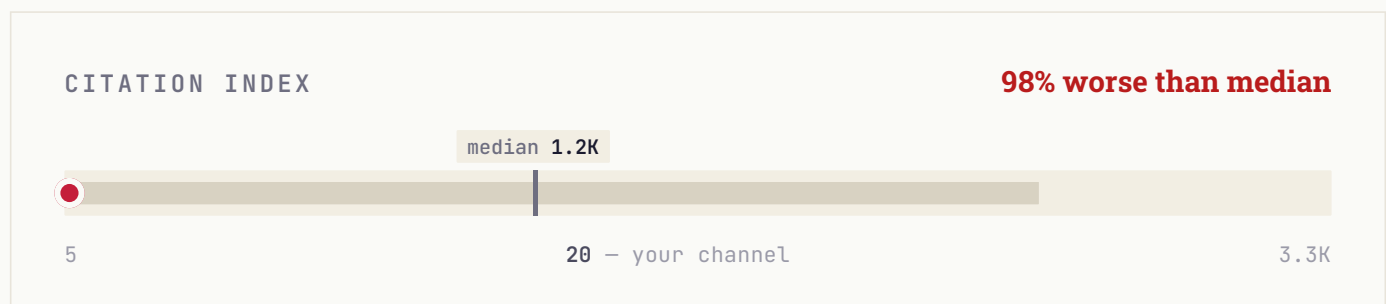
Where the channel stands in its league

SUBSCRIBERS

58% worse than median

A horizontal bar chart with a light beige background. A dark beige bar represents the range from 70.4K to 567.7K. A vertical dark line marks the median at 210.3K. A red dot is positioned at 89,026, which is to the left of the median line. Text labels are placed at the ends of the range, at the median, and at the red dot's position.

Metric	Value
Minimum	70.4K
Median	210.3K
Your Channel	89,026
Maximum	567.7K



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Saturday**

On this day at 10:00 MSK audience is most active.

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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with same-segment channels once a quarter. 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 — what we can do in a few minutes from public data. If you want to go further — run ads through 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
