

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ivan Urgant & Chef



@ivlevcheff

Official channel of Chef Konstantin Ivlev Ads on channel -
chef@ivlevgroup.com Registration in the RKN list:...

SUBSCRIBERS

95 190

+456 per month

ERR (% SEE POSTS)

13.0%

per day 4.6%

REACH/POST

11K

ad reach 4.4K/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 95 190 —	 SUBS REACH 11.58% avg % subs see post	 VIEWS/POST 11K median 11.9K · 29 days	 POSTS/WEEK 4.1 for period
 7D TREND — no data for period	 REACTIONS/POST 199.4 only 3,389 reactions, 0 reposts, 154 comments	 POST LENGTH 379 chars median 407 · 29 days	 POSTS ANALYZED 17 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +456 last month	 CITATION RATE 73 citation index · 278 channels mentioned it ever	 CHANNEL AGE 4 years 7 months created 07.12.2021

AI EDITOR SUMMARY

Channel «Ivan Urgant & Chef» — 95 190 subs. Each post averages 11K people (12% of subs), reach is low — consider expanding audience. Publishes 4 posts per week (~1/day) — infrequent.

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 29 days.
- 02 Dominant format – Photo (7/17 posts).
- 03 Avg post length – 379 chars (median 407).
- 04 Peak audience activity – Saturday, 12:00 MSK.
- 05 Top posts get 2× more views than the weakest (17.8K avg top vs 10.2K worst) – among 17 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 09:45 VIDEO Well.... How are the weekends!? Who's doing what!? I'm Zeus 🙌😂	VIEWS 19 670 REP. —	REACTIONS 436 ER 20.7%
Nº2 12.06 · 11:25 TEXT Friends, happy Russia Day! 🇷🇺 This is a very important and unifying holiday for the whole country, and also a great reason to gather with...	VIEWS 17 260 REP. —	REACTIONS 218 ER 18.1%
Nº3 20.06 · 06:31 PHOTO Nus..... create your mood called 😂👉💡👍 And you are the creators of your own?! 😊🙌	VIEWS 16 542 REP. —	REACTIONS 299 ER 17.4%

Nº4 10.06 · 11:01 **VIDEO**
(post without caption – video)

VIEWS
13 614
REACTIONS
292
REP.
—
ER
14.3%

Nº5 10.06 · 11:01 **TEXT**
🌀 We sorted out the fluff in Moscow, but not everyone's learned to cook tasty yet. Fixing that ASAP! 📖 Hitting the streets... 😂😂

VIEWS
13 354
REACTIONS
152
REP.
—
ER
14.0%

WORST 3

↓ 29.06 · 16:30 **PHOTO**
Something light and airy with fresh berries – that's how June tastes ☀️ Catch it before the first month...

VIEWS
11 906
REACTIONS
218
REP.
—
ER
12.5%

↓ 25.06 · 13:15 **POLL**
(post without caption – poll)

VIEWS
10 592
REACTIONS
127
REP.
—
ER
11.1%

↓ 06.07 · 17:05 **PHOTO**
Let's make this summer extra tasty! ☀️ Launching a big marathon 'Summer Taste Map' in the IVLEV CHEF community on VK: 8 themed...

VIEWS
7 962
REACTIONS
102
REP.
—
ER
8.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

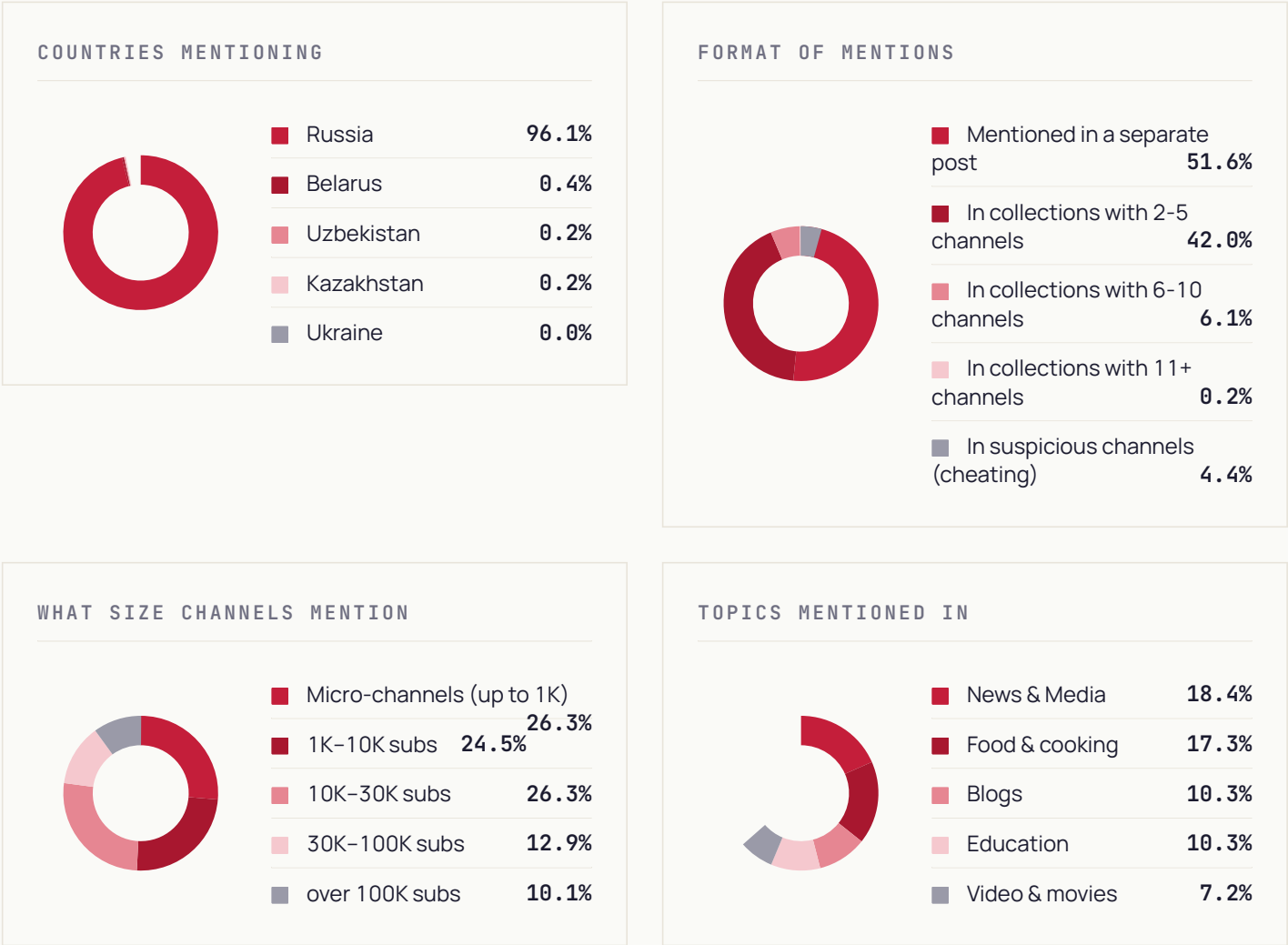
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

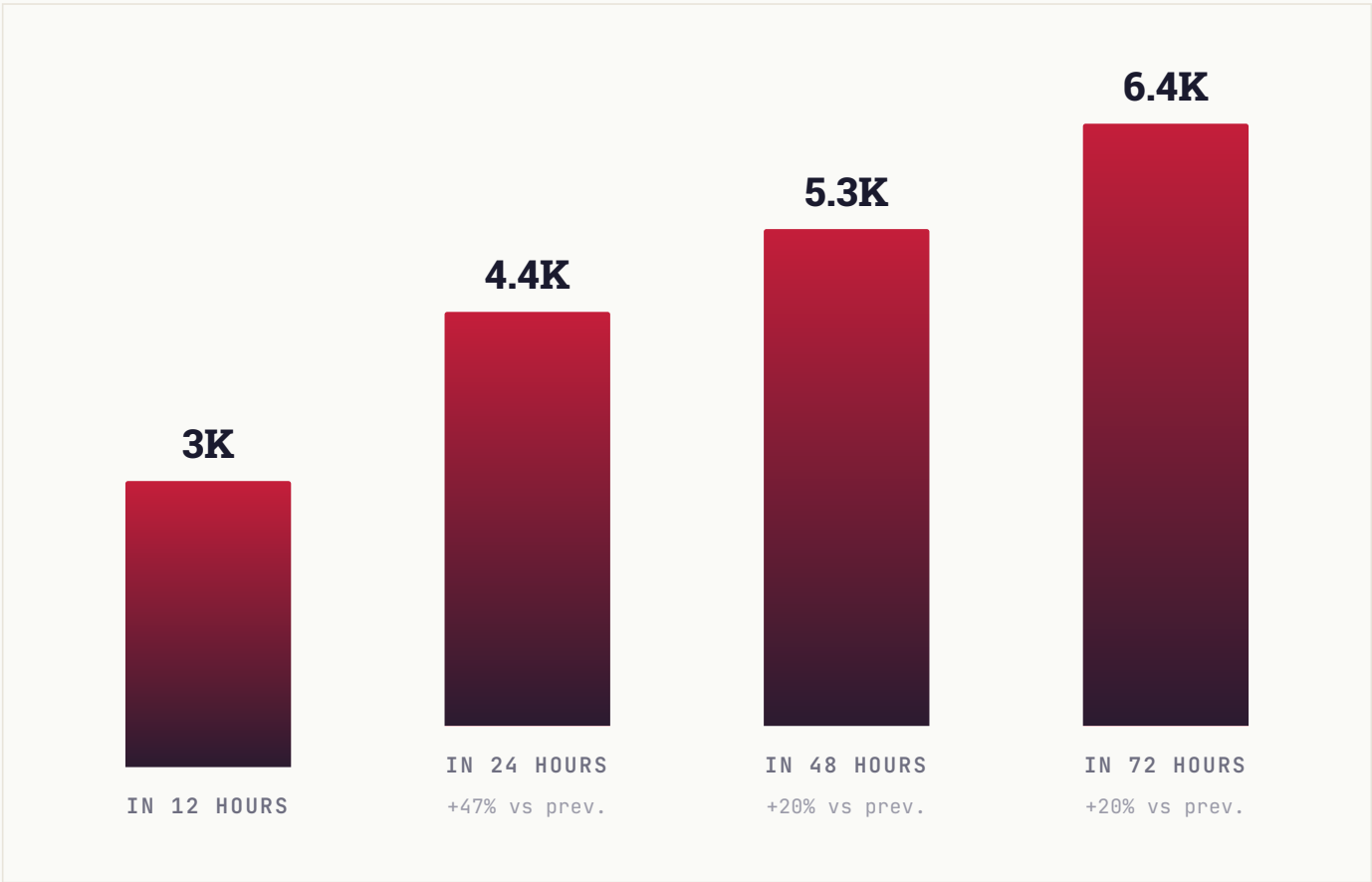
Citation index **73** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **278** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement 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 peers.

CHANNEL	SUBSCRIBERS
CR Cooking Recipes Salads 🤖	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR 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
IS Ivan Urgant & Chef YOU	95.2K

COMPARATIVE INSIGHT

Channel not yet outside top-94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🤖 (995.6K), median top-94: 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions were **62**, they brought **4 238** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	7	6	420	
December 2025	5	5	128	
November 2025	11	9	1 770	
October 2025	7	6	1 251	
September 2025	15	9	169	
August 2025	17	10	500	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
62	6	4 238

Where the channel ranks in its league

SUBSCRIBERS

55% below median

70.4K 95 190 — your channel 567.7K

median 210.3K

AVG REACH / POST

better than 52% of niche

1.3K 11 019 — your channel 51.6K

median 8.7K

CITATION INDEX

94% below median

5 73 — your channel 3.3K

median 1.2K

— 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 4.1 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Saturday
Audience is most active on this day at 12:00 MSK. | EFFECT
Best window for a key 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 lever. | 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 more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager