

PUBLIC PROMTPRESS REPORT

Channel audit

KOMMUNARKA



@kommunarkaby

120 YEARS OF GIVING JOY!

SUBSCRIBERS

2 256

-57 per month

ERR (% SEE POSTS)

71.0%

daily **24.8%**

REACH/POST

1.5K

ad reach **560**/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 2 256 —	 SUBS REACH 68.28% avg % subs see post	 VIEWS/POST 1.5K median 1.7K · 27 days	 POSTS/WEEK 1.8 over period
 7D TREND — no data for period	 REACTS/POST 26.1 183 reactions, 49 reposts, 5 comments	 POST LENGTH 337 chars median 330 · 27 days	 POSTS ANALYZED 7 27 days
 AD REACH 560 24h avg	 CHURN / MONTH -57 last month	 CITATION RATE 2 citation index · 14 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 12.03.2022

AI EDITOR SUMMARY

Channel «KOMMUNARKA» — 2 256 subs. Each post avg views 1.5K people (68% of subs), wide reach for channel this size. Publishes 2 posts/week (~0/day) — rare.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts in 27 days.
- 02 Dominant format – Photo (6/7 posts).
- 03 Avg post length – 337 chars (median 330).
- 04 Audience peak – Saturday, 10:00 MSK.
- 05 Top posts get 2x more views than weakest (2K avg top vs 1.1K worst) – among 7 posts in 27 days.
Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº101.05 · 07:21PHOTO (post without caption – photo)	VIEWS	REACTS
	2 199	34
	REP.	ER
	—	97.5%
Nº208.05 · 07:36PHOTO New from Kommunarka factory! 🍫 Introducing Dubai chocolate – smooth milk chocolate with a delicate cream filling...	VIEWS	REACTS
	1 843	42
	REP.	ER
	26	81.7%
Nº309.05 · 07:39PHOTO (post without caption – photo)	VIEWS	REACTS
	1 839	45
	REP.	ER
	—	81.5%

Nº4 14.05 · 12:54 TEXT For your convenience, we've prepared a special bot where you can leave feedback on confectionery products...	VIEWS 1 740 REP. —	REACTS 19 ER 77.1%
Nº5 14.05 · 11:22 PHOTO Raspberry & cactus candies, also cherry & chili in NEW, delicate glaze! 🍷🍷 We always strive to hear you, our beloved...	VIEWS 1 607 REP. 8	REACTS 28 ER 71.2%

|

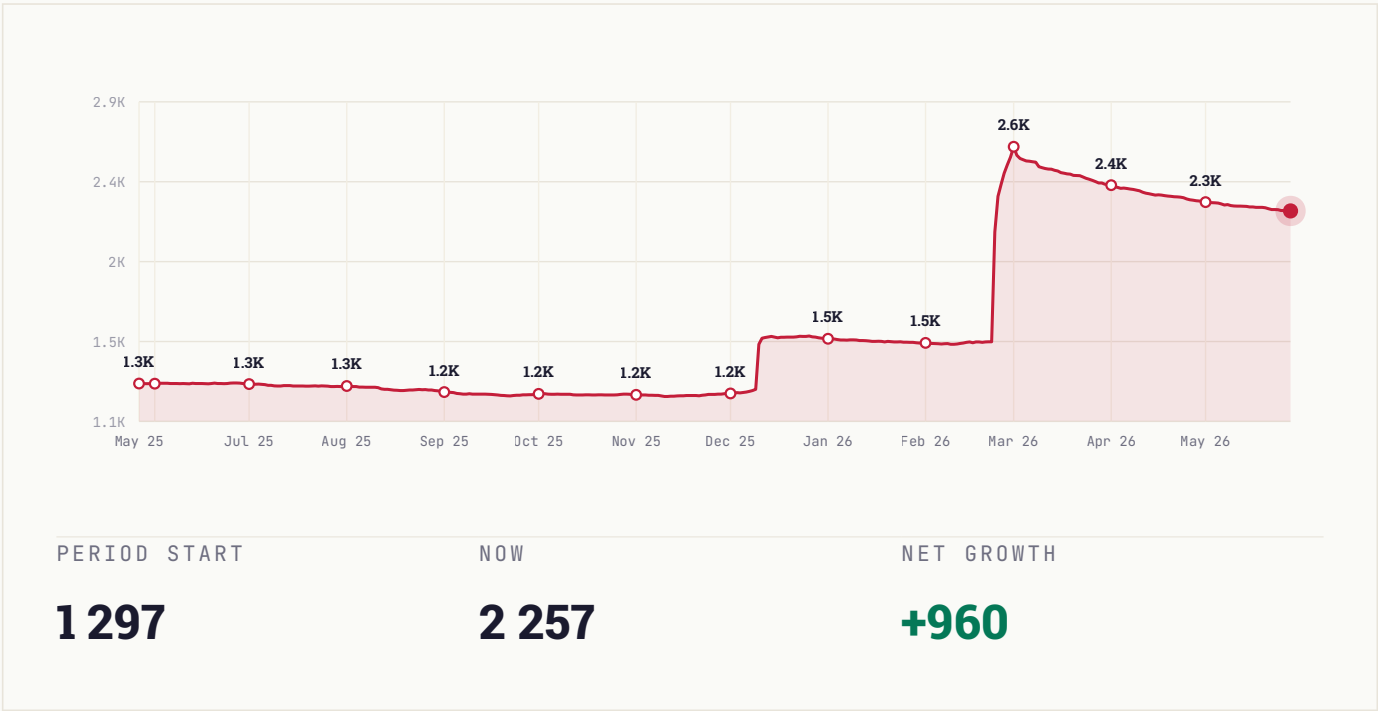
WORST 3

↓ 14.05 · 11:22 PHOTO Raspberry & cactus candies, also cherry & chili in NEW, delicate glaze! 🍷🍷 We always strive to hear you, our beloved...	VIEWS 1 607 REP. 8	REACTS 28 ER 71.2%
↓ 22.05 · 07:52 PHOTO (post without caption — photo)	VIEWS 1 062 REP. 11	REACTS 9 ER 47.1%
↓ 28.05 · 08:04 PHOTO 🍷 Meet the NEW item in our lineup - "CHARGE UP" bar with salted caramel, pecan nut and roasted peanuts in milk chocolate! 🍷 This...	VIEWS 492 REP. 4	REACTS 6 ER 21.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

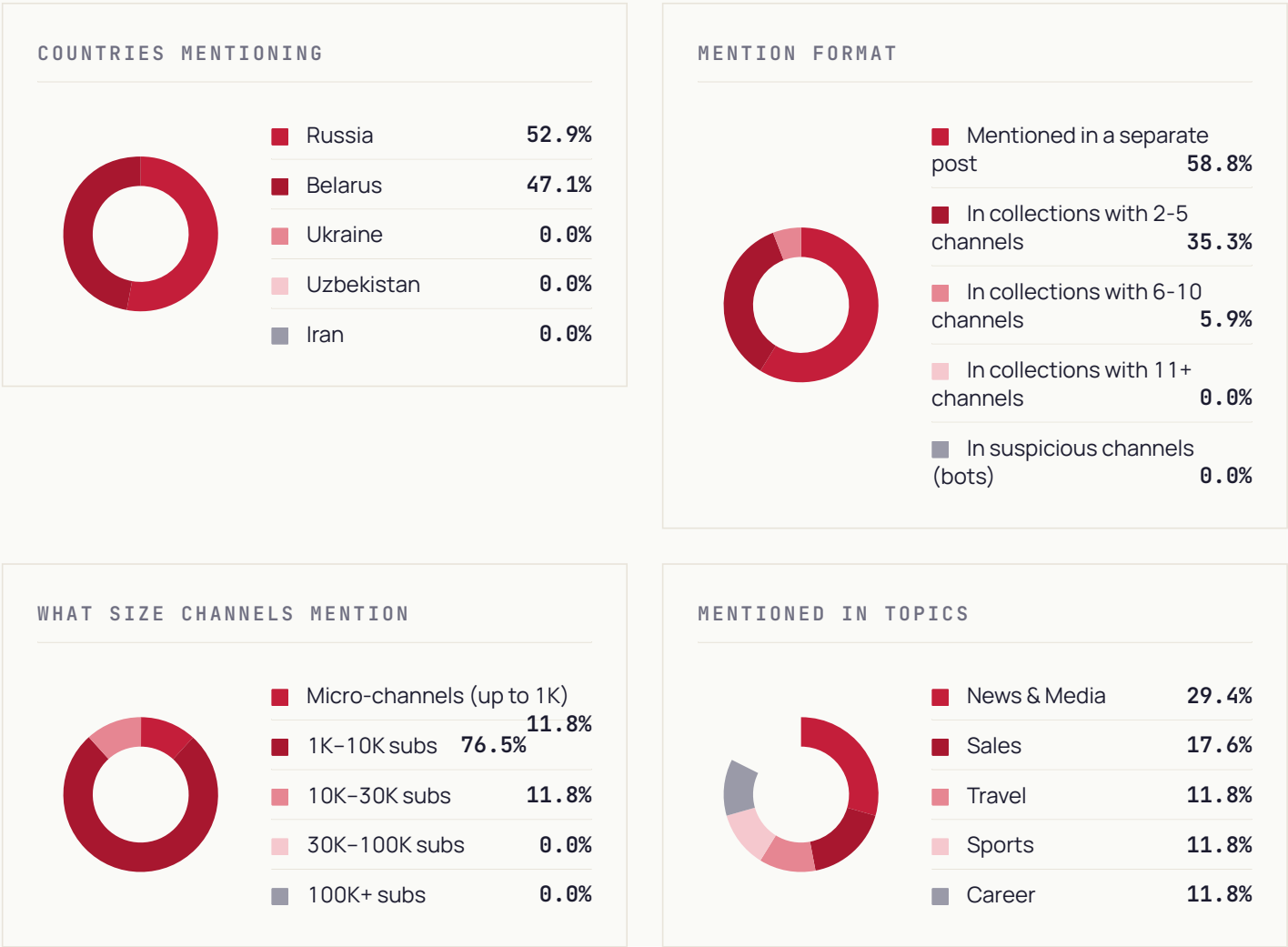
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

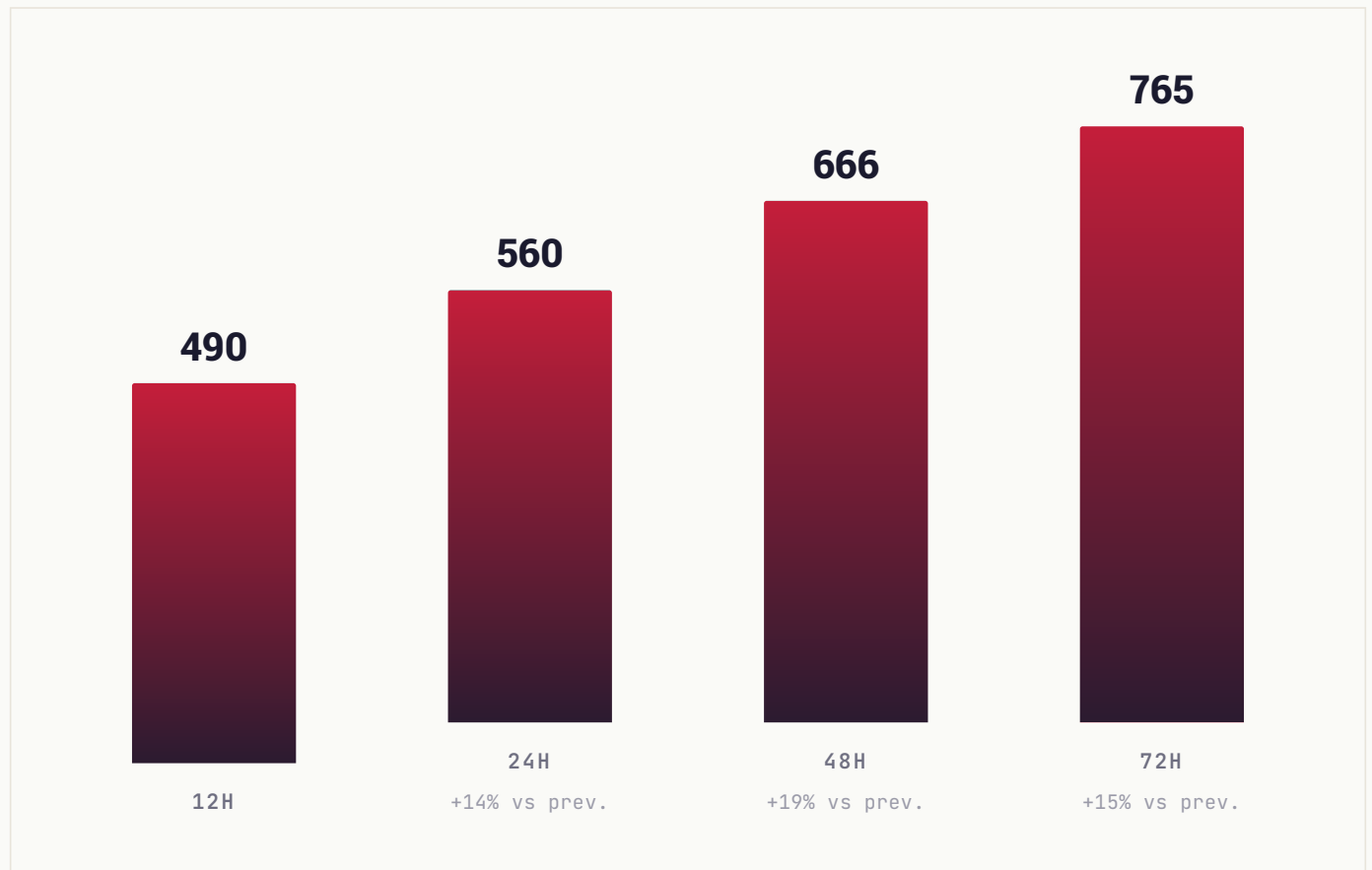
Citation index 2 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **14** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



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
KR Cooking Recipes Salads 🍴🍴	994.1K
FR Pyaterochka	734.8K
🇲🇻 🍴 Mom's Recipes 😊	686.7K
TH Simple Recipes	589.9K
A Air Fryer Recipes	587.9K
KR Recipe book	563K
CN Kitchen Inside Out	533.3K
CI CHIZHIK	493.9K
VI Tasty & cheap 🍴	493.1K
SU Daily recipes	465.2K
CO KOMMUNARKA YOU	2.3K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top-94 — early growth stage. Niche leader — Cooking Recipes Salads 🍴🍴 (994.1K), median top-94: 216.3K. First goal — enter top-94 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **71** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
November 2025	0	0	17	
October 2025	0	0	11	
September 2025	2	2	11	
August 2025	0	0	8	
July 2025	0	0	10	
June 2025	0	0	14	
TOTAL MENTIONS	2	MONTHS OF DATA	6	ACQUIRED SUBS
			71	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Food & cooking» (Russia) and saw how your channel compares. 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 1.8 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Regularity
beats volume |
| 02 | Top post of the week — on Saturday
Audience is most active on this day at 10:00 MSK. | EFFECT
Best window
for an
important post |
| 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 retains
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 usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want 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>

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