

PUBLIC REPORT BY PROMTPRESS

Channel audit

Мультиварочка | Рецепты



@kuhnya_recepti_kulinariaa

✓ Applications accepted instantly Feedback: @trader_admTG

SUBSCRIBERS

113 026

-785 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 2.5%

REACH/POST

4.2K

ad reach 2.8K/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 113 026 —	 SUBS REACH 3.73% avg % of subs see a post	 VIEWS/POST 4.2K median 4.3K · 29 days	 POSTS/WEEK 37.8 over period
 7D TREND -7.1% vs previous week	 REACTIONS/POST 20.9 only 3,364 reactions, 8,776 reposts, 0 comments	 POST LENGTH 247 chars median 222 · 29 days	 POSTS ANALYZED 161 29 days
 AD REACH 2.8K 24h average	 CHURN / MONTH -785 last month	 CITATION RATE 800 citation index · 752 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 20.01.2023

AI EDITOR SUMMARY

Channel «Мультиварочка | Рецепты» — 113 026 subs. Each post averages 4.2K people (4% from subs), reach is low — consider expanding audience. Publishes 38 posts per week (~5/day) — active posting. For the week of June 29 — July 5, reach dropped by -7.1% to week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **161** posts over 29 days.
- 02 Dominant format – **Video** (155/161 posts).
- 03 Avg post length – **247** chars (median 222).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts get **2×** more views than the weakest (5.4K avg top vs 3.1K worst) – among 161 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 20:15 VIDEO Безумно вкусные "Ленивые голубцы" с пекинской капусты Ингредиенты  ♦ Рис - 130 гр ♦ Лук - 1 шт ♦ Пекинская капуста - 300 гр ♦ Мясной фарш -...	VIEWS 5 688 REPOSTS 170	REACTIONS 33 ER 5.0%
Nº2 14.06 · 15:00 VIDEO Chicken and rice in a sleeve Ingredients  ♦ Chicken legs – 1 kg ♦ Rice – 1 cup ♦ Carrot – 1 pc ♦ Onion – 1 pc ♦ Salt ♦ Turmeric – 1 tsp ♦ Water – 2...	VIEWS 5 326 REPOSTS 128	REACTIONS 26 ER 4.7%
Nº3 20.06 · 20:15 VIDEO Forgotten childhood recipe Ingredients  ♦ Sausages - 400 g ♦ Onion - 1 pc ♦ Carrot - 1 pc ♦ Flour - 1 tbsp ♦ Tomato paste - 1...	VIEWS 5 310 REPOSTS 82	REACTIONS 28 ER 4.7%

Nº4 15.06 · 20:15 VIDEO Pork tenderloin in a slow cooker Ingredients ↱ ♦ Pork tenderloin 1 kg ♦ Water 1 cup ♦ Red wine 3/4 cup ♦ Minced garlic 3 tbsp...	VIEWS 5 252 REPOSTS 31	REACTIONS 16 ER 4.6%
Nº5 17.06 · 19:45 VIDEO Chicken with buckwheat in soy sauce in a slow cooker Ingredients ↱ ♦ Chicken drumstick 750 g ♦ Buckwheat groats 280 g ♦ Water 640 ml...	VIEWS 5 246 REPOSTS 91	REACTIONS 22 ER 4.6%

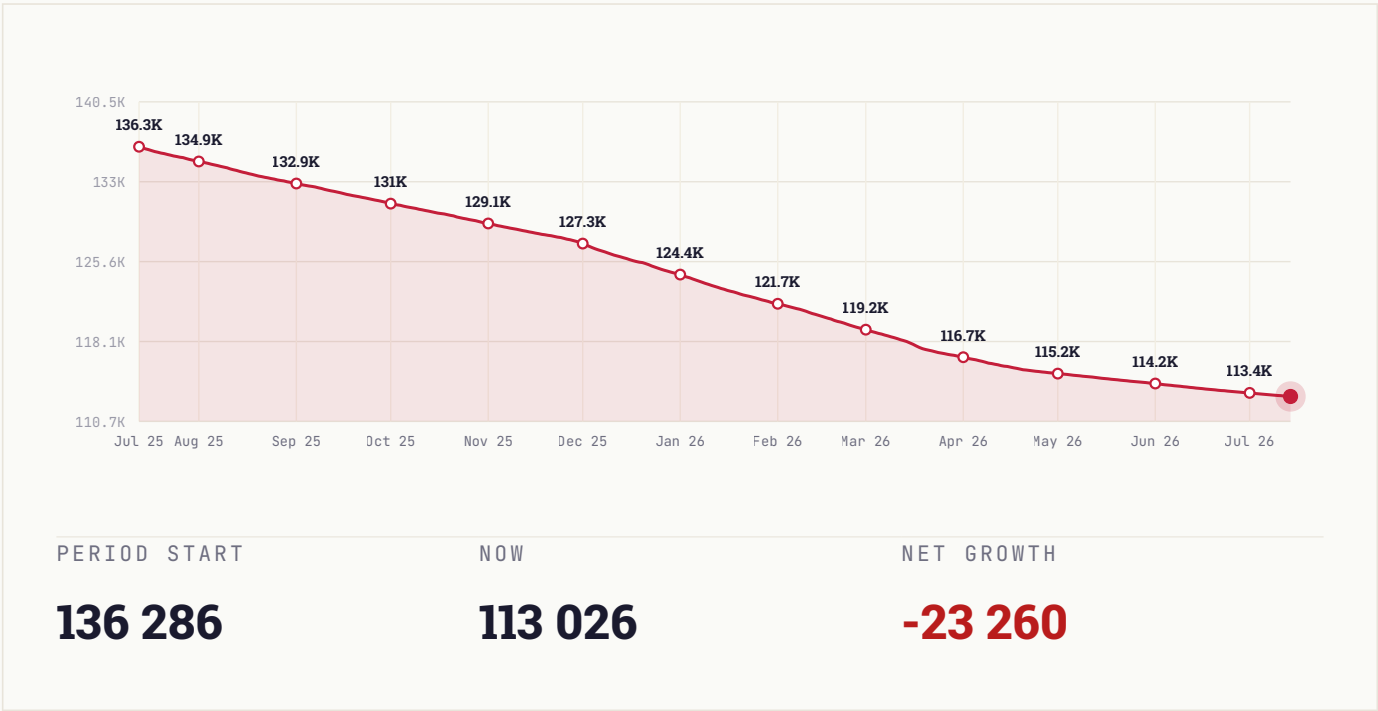
WORST 3

↓ 11.07 · 07:00 PHOTO Crab Omelet Ingredients ↱ ♦ Eggs - 6 pcs ♦ Crab sticks - 200 g ♦ Milk - 90 ml ♦ Dill - 1 tbsp ♦ Cheese - 40 g ♦ Salt...	VIEWS 3 332 REPOSTS 33	REACTIONS 16 ER 2.9%
↓ 10.07 · 13:40 VIDEO Zucchini appetizer with cheese and tomatoes Ingredients ↱ ♦ Zucchini – 1 pc ♦ Eggs – 3 pcs ♦ Breadcrumbs – for coating ♦ Flour – for...	VIEWS 3 038 REPOSTS 58	REACTIONS 16 ER 2.7%
↓ 10.07 · 12:15 VIDEO Shrimp & cheese soup in slow cooker Ingredients ↱ ♦ Shrimp - 200 g ♦ Processed cheese - 150 g ♦ Butter - 20 g ♦ Potato...	VIEWS 2 962 REPOSTS 36	REACTIONS 15 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

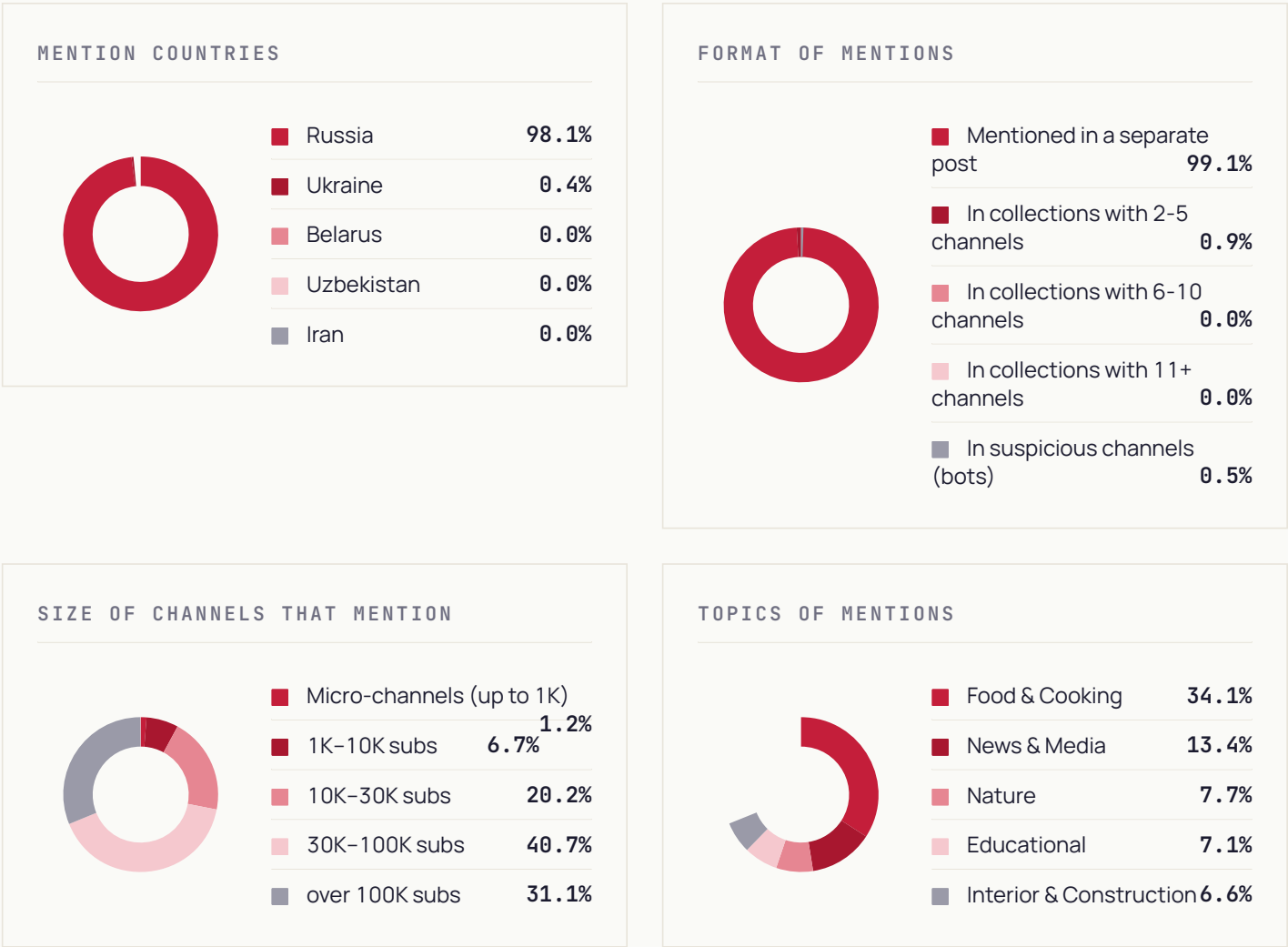
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

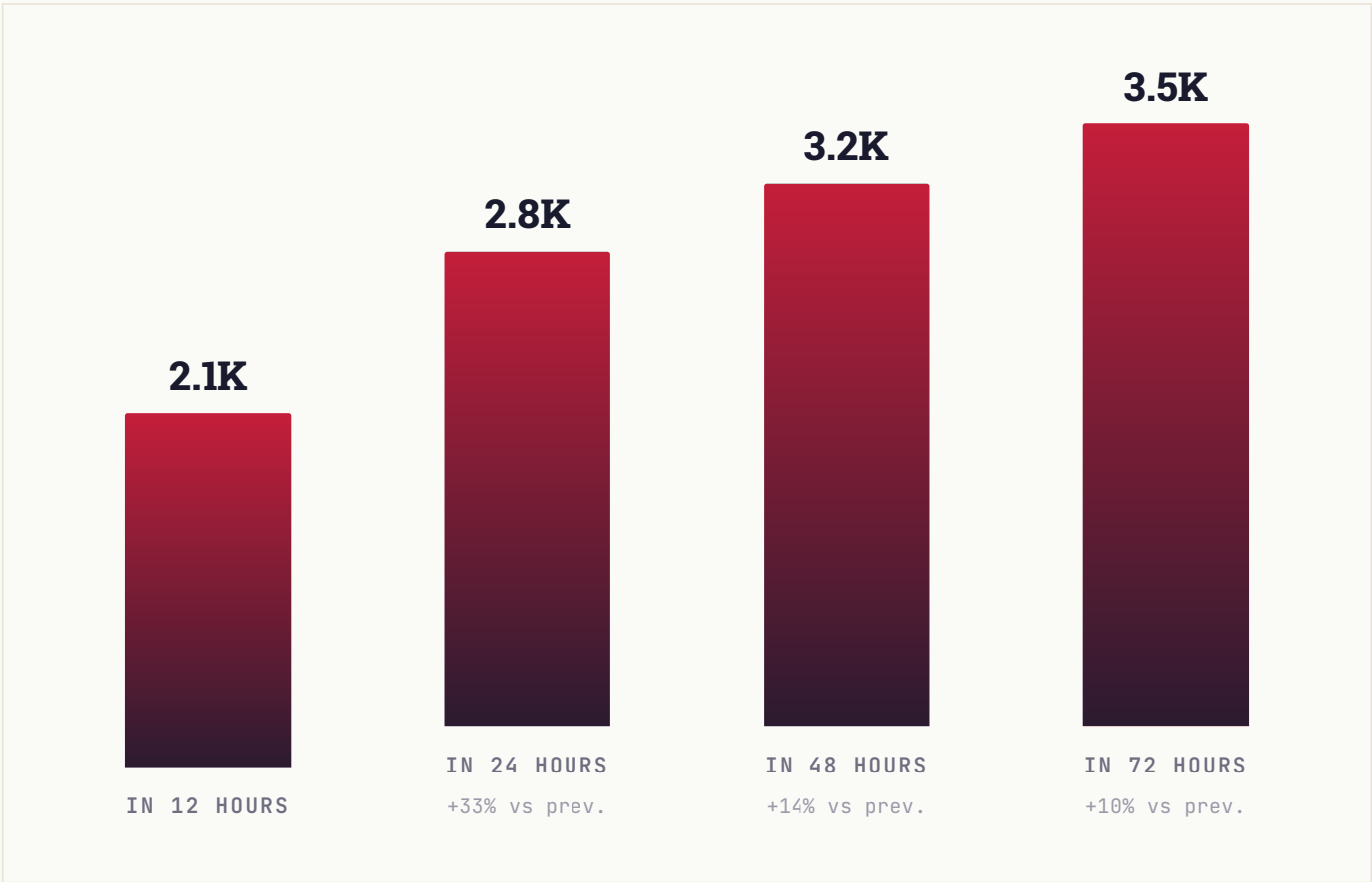
Citation index **800** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **752** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
IT 1win Token	3.3M
KR Cooking Recipes Salads 🍴👩🍳	997K
FR Pyatyorochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Аэрогриль Рецепты	594K
TH Simple Recipes	586.5K
KR Recipe book	558.3K
CN Kitchen Inside Out	532.8K
VI Tasty & cheap 🍳	487.1K
CI CHIZHIK	483.8K
M Мультиварочка Рецепты YOU	113K

COMPARATIVE INSIGHT

Channel not yet outside top-96 niche — early growth stage. Niche leader — 1win Token (3.3M), median top-96: 223.1K. First goal — enter top-96 through systematic work with traffic and content.

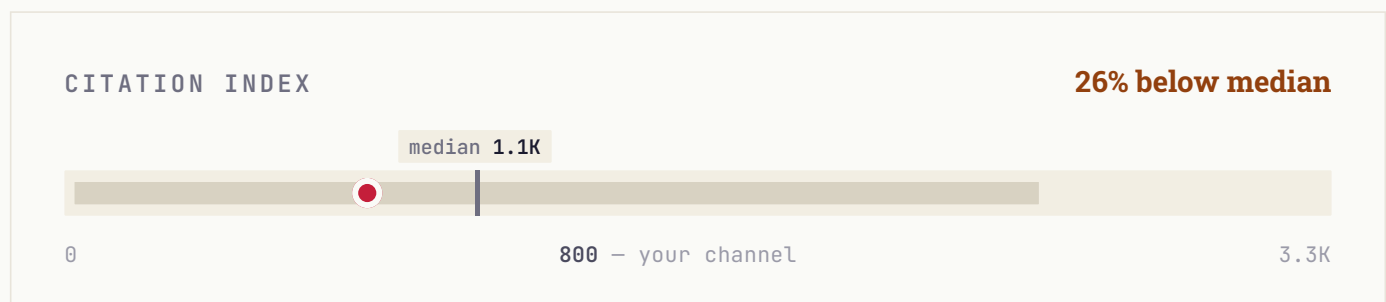
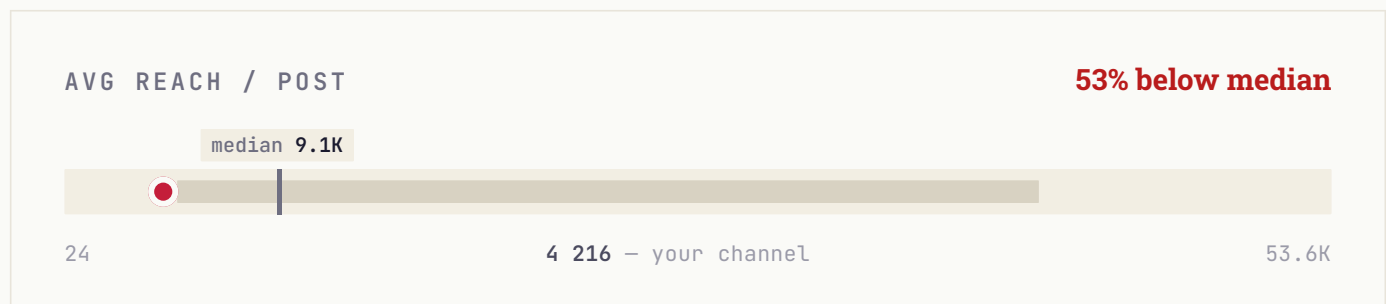
Where channel stands in its league

SUBSCRIBERS

50% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the range from 76K to 602.1K. A vertical line marks the median at 226.5K. A red dot is placed on the bar at the 113,026 subscriber mark, which is labeled '113 026 - your channel'.

Metric	Value
Channel Subscribers	113 026
Median	226.5K
Range Start	76K
Range End	602.1K



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Top post of the week — on Monday

Audience most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.73% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+5.3pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects 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 win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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