

PUBLIC REPORT BY PROMTPRESS

Channel audit

LAZY COOK

@leniviy_kulinar



@kulinar_leniviy

«Ленивый кулинар» - авторские миксы специй от Оли и Лены!
Уникальные рецептуры и высшее качество! А еще мы создаем
классные видео рецепты, тематические сборники и видеокурсы
👍 Все только на...

SUBSCRIBERS

125 510

-339 per month

ERR (% SEE POSTS)

12.0%

per day 5.5%

REACH/POST

14.9K

ad reach 6.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 125 510 —	 SUBSCRIBER REACH 11.84% avg % of subs see post	 VIEWS/POST 14.9K median 15.5K · 29 days	 POSTS/WEEK 12.3 for the period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 286.4 total 14,604 reactions, 3,908 reposts, 697 comments	 POST LENGTH 495 chars median 479 · 29 days	 POSTS ANALYZED 51 29 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH -339 last month	 CITATION RATE 6 citation index · 36 channels mentioned over all time	 CHANNEL AGE 6 years 2 months created 15.04.2020

AI EDITOR SUMMARY

Channel «LAZY COOK @leniviy_kulinar» – 125 510 subs. Each post averages 14.9K people (12% from subs), reach is low – consider expanding audience. Publishes 12 posts per week (~2/day) – regular schedule. For the week of June 22–28, reach stable (-3.8% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 51 posts over 29 days.
- 02 Dominant format — Video (41/51 posts).
- 03 Avg post length — 495 chars (median 479).
- 04 Audience peak activity — Saturday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (19.1K avg for top vs 10.5K for worst) — among 51 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 11:17 VIDEO Not lemonade, but it refreshes just as well in the heat! Try our version of cold soup 🍷 We add a couple of non-standard ingredients and the taste becomes...	VIEWS 19 231 REP. 147	REACTIONS 393 ER 15.3%
Nº2 11.06 · 05:19 VIDEO That's why we drink coffee with gingerbread mix on Thursdays and recommend it to you 😊 On other days we just drink coffee with gingerbread mix...	VIEWS 19 069 REP. 3	REACTIONS 288 ER 15.2%
Nº3 10.06 · 10:10 VIDEO Another great summer idea ☀️🕶️🍹. Absolutely stunning! First, «steam» the veggies in a pan with a little...	VIEWS 18 902 REP. 229	REACTIONS 483 ER 15.1%

Nº4 21.06 • 09:44 VIDEO Our mom and her honest reaction to the pickling mix 🔥 In short, we made a deal! We provide the mix, mom provides the jars for winter! In our opinion, the deal...	VIEWS 18 534 REP. 1 REACTIONS 314 ER 14.8%
Nº5 10.06 • 14:00 PHOTO See! We told you he's super versatile 👍	VIEWS 17 997 REP. 2 REACTIONS 160 ER 14.3%

WORST 3

↓ 05.07 • 06:41 VIDEO New travel mix member 💪 Usually everyone brings gingerbread, but this pickled one traveled so far 😊😊😊	VIEWS 10 829 REP. 1 REACTIONS 87 ER 8.6%
↓ 06.07 • 08:14 VIDEO Need your advice! Initially we released a batch of Pickling Mix and thought it would be enough for everyone! Since the mix is seasonal...	VIEWS 10 433 REP. 1 REACTIONS 218 ER 8.3%
↓ 06.07 • 13:23 VIDEO Seasonal joys: baking with summer fruits, iced coffee and hot sun ☀️🕶️ Mix 100 g butter, 100 g sour cream, 2 eggs ...	VIEWS 10 312 REP. 279 REACTIONS 385 ER 8.2%

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 and which it lost subs.



START OF PERIOD

129 712

NOW

125 512

NET GROWTH

-4 200

SECTION 04 • MENTIONS

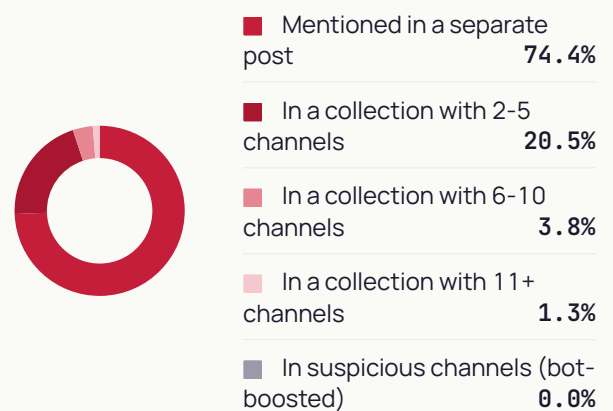
Who mentions the channel and how

Citation index **6** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **36** different channels.

COUNTRIES MENTIONING YOU



MENTION FORMAT



WHAT SIZE CHANNELS MENTION YOU



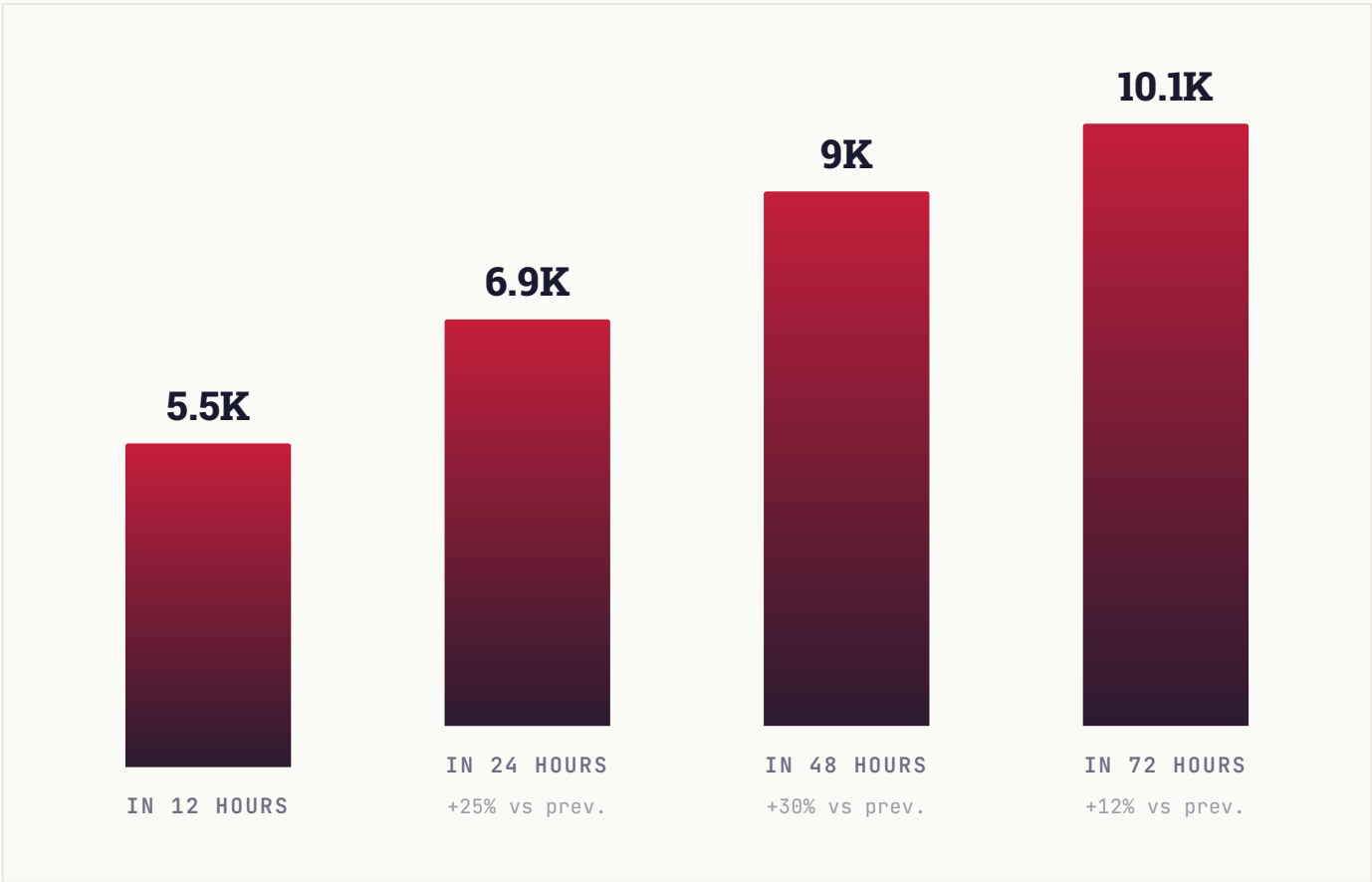
MENTIONED IN WHICH TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates 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 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 Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
SU Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
TH Daily recipes	461.5K
LC LAZY COOK @leniviy_kulinar YOU	125.5K

COMPARATIVE INSIGHT

Channel not yet outside top-94 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 DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **5 062** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	777
December 2025	0	0	463
Nov 2025	1	1	950
Oct 2025	2	2	593
September 2025	1	1	2 065
August 2025	0	0	214

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
4	6	5 062

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Food & Cooking» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Saturday
Audience is most active on this day at 14:00 MSK.

EFFECT
**Best window
for a key post**
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with channels in the same segment 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 us to do it PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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