

PROMTPRESS PUBLIC REPORT

Channel audit

Кулинария Рецепты Салаты



@kulinariya_retsept

Best loved recipes for you! Contact: @khaitbayev Invite link: <https://t.me/+wsrt9bX3G1U3Zjg6> Trusted manager: <https://t.me/+n0qqNRIFhd0wZjZi>

SUBS	ERR (% SEE POSTS)	REACH/POST
996 085	4.0%	32.3K
09.07.2026 ⁺¹³¹² per month	per day ^{1.6%}	ad reach ^{15.7K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/KULINARIYA_RETSEPT		

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Year-over-year growth chart

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche Comparison

Rank in Food & Cooking

08 Strategy

5 priority actions

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.

 SUBS 996 085 —	 SUBSCRIBER REACH 3.25% avg % of subs see post	 VIEWS/POST 32.3K median 31.5K · 28 days	 POSTS/WEEK 14.5 over period
 7D TREND +16.4% vs previous week	 REACTS/POST 85.9 total 5,152 reactions, 3,775 reposts, 0 comments	 POST LENGTH 237 chars median 169 · 28 days	 POSTS ANALYZED 60 28 days
 AD REACH 15.7K 24h avg	 CHURN / MONTH +1312 last month	 CITATION RATE 53 citation index · 166 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 31.03.2022

AI EDITOR SUMMARY

Channel «Кулинария Рецепты Салаты 🍴» — 996 085 subs. Each post averages 32.3K people (3% from subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — regular schedule. For the week of June 22–28, reach grew +16.4% to week Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **60** posts over 28 days.
- 02 Dominant format – **Video** (46/60 posts).
- 03 Avg post length – **237** chars (median 169).
- 04 Audience peak activity – **Wednesday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (46.8K avg for top vs 23.3K for worst) – among 60 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 19:25 VIDEO Avocado Toast with Scramble 👉 Open recipe Cooking & Recipes 🌸 Spring is when breakfast becomes a little ritual...	VIEWS 49 040 REPOSTS 89	REACTS 134 ER 4.9%
Nº2 26.06 · 05:58 VIDEO Homemade Marzipan Open recipe Cooking & Recipes 👤 Recipe Collection 👉 Buy We are on MAH 👉 Subscribe	VIEWS 46 147 REPOSTS 41	REACTS 127 ER 4.6%
Nº3 12.06 · 03:46 VIDEO Potato Boats with Minced Meat + Lightly Salted Cucumbers + Marinated Peppers 👉 Open recipe Cooking & Recipes 🌸 table full of food...	VIEWS 45 096 REPOSTS 71	REACTS 84 ER 4.5%

Nº4 13.06 • 10:39 VIDEO Who said eggs have to be boring? 🍳 Open recipe 🌸 Cooking & Recipes 👨🍳🌿 Spring – when even ordinary eggs become...	VIEWS 44 813 REPOSTS 32 REACTS 139 ER 4.5%
Nº5 19.06 • 06:59 PHOTO 🎁 Today I'm sharing with you for free! ✨ This is one of the most popular recipes on our channel – save so you don't lose it! 🍗❤️🍲 Chicken in...	VIEWS 41 348 REPOSTS 97 REACTS 154 ER 4.2%

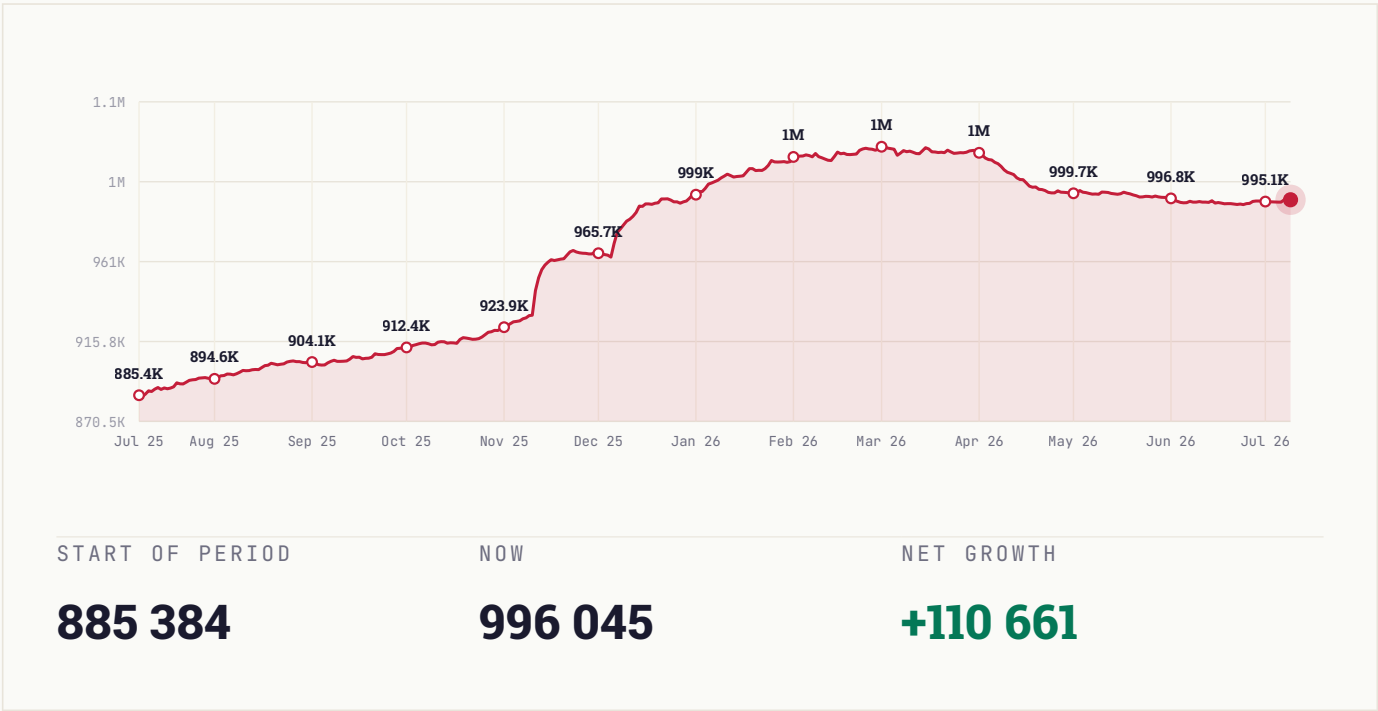
WORST 3

↓ 05.07 • 15:24 TEXT GIVEAWAY FOR OUR SUBS! 🎁 Dear friends ❤️ We're giving away a beautiful KRAFTEGER 54-in-1 BBQ kit 🔥 In...	VIEWS 24 376 REPOSTS 5 REACTS 33 ER 2.4%
↓ 05.07 • 19:39 VIDEO 🍑✨ COTTAGE CHEESE GALETTE WITH APRICOTS Open recipe 🌸 Cooking & Recipes 👨🍳📖 Recipe Collection 🍷 Buy 🟡 We are on MAH 🍷 Subscribe	VIEWS 24 192 REPOSTS 49 REACTS 77 ER 2.4%
↓ 05.07 • 14:23 VIDEO 🔥 Hot Chicken Sandwiches 🍷 Open recipe 🌸 Cooking & Recipes 👨🍳☀️ Warm air, open window, and the smell of hot sandwiches...	VIEWS 21 422 REPOSTS 84 REACTS 58 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

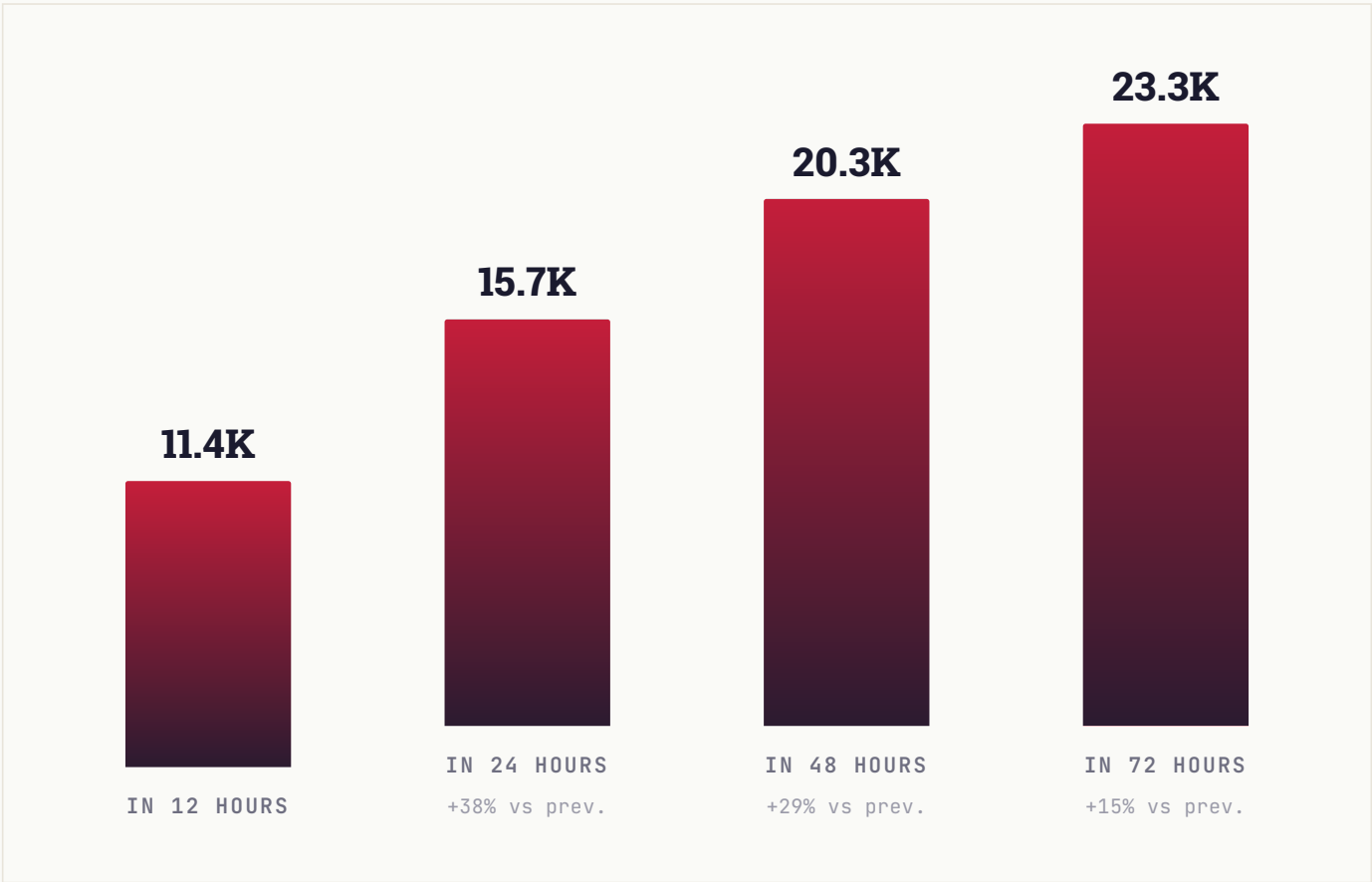
Subscriber growth over the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
Thu Кулинария Рецепты Салаты 🍳 YOU	996.1K
Fri Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Tue Simple Recipes	586.9K
Thu Recipe Book	559K
Mon Kitchen Inside Out	532.5K
VI Tasty & Cheap 🍲	487.7K
CI CHIZHIK	485.1K
RN Everyday Recipes	461.5K
😊E 😊 EatLoseWeight PP Recipes	434K

COMPARATIVE CONCLUSION

Channel in niche top-1 (#1 of 94 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **78**, they brought **146 531** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	16	3	22 830	
Dec 2025	5	4	38 590	
Nov 2025	3	2	46 109	
Oct 2025	4	2	14 096	
September 2025	5	4	12 341	
August 2025	45	5	12 565	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
78	6	146 531

SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

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

#1/100

RANK IN NICHE

Channel in top 1% Food & Cooking Russia

SUBS

better than 90% of niche

median 210.3K

70.4K

996 085 — your channel

1.1M

AVG REACH / POST

better than 80% of niche

median 8.7K

1.3K

32 335 — your channel

51.6K

CITATION INDEX

96% worse than median

median 1.2K

5

53 — your channel

3.3K

— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|----|---|--|
| 01 | Top post of the week — on Wednesday
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 3.25% vs norm 9.0%. Try polls & interactive formats. | EFFECT
+5.8pp ER |
| 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-niche channels once a quarter.
2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from
relevant
audience |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target 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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