

PUBLIC PROMTPRESS REPORT

Channel audit

Kuper



@kuper_ru

Kuper — your shopping assistant. Order delivery in Kuper now directly in Telegram: http://t.me/kuper_miniapp_bot/kuper List of RKN:...

SUBS

185 835

-2313 per month

ERR (% SEE POSTS)

6.0%

per day 2.3%

REACH/POST

9.3K

ad reach 4.2K/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 was calculated for.

 SUBS 185 835 —	 SUB REACH 4.99% avg % subs see post	 VIEWS/POST 9.3K median 9.4K · 28 days	 POSTS/WEEK 8.5 over period
 7D TREND -1.1% vs previous week	 REACTS/POST 43.7 only 1,486 reactions, 274 reposts, 0 comments	 POST LENGTH 231 chars median 188 · 28 days	 POSTS ANALYZED 34 28 days
 AD REACH 4.2K 24h avg	 CHURN / MONTH -2313 last month	 MENTION RATE 985 citation index · 1,427 channels mentioned ever	 CHANNEL AGE 5 years 6 months created 16.12.2020

AI EDITOR SUMMARY

Channel «Kuper» – 185 835 subs. Each post gets ~ 9.3K people (5% from subs), reach is low – consider growing audience. Publishes 8 posts/week (~1/day) – regular schedule. Week Jun 29 – Jul 5 reach stable (-1.1% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **34** posts over 28 days.
- 02 Dominant format — **Photo** (23/34 posts).
- 03 Avg post length — **231** chars (median 188).
- 04 Peak audience activity — **Friday, 12:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (13.4K avg for top vs 7.4K for worst) — among 34 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 09:05 PHOTO POV: you after a routine grocery haul for the week. Lasted a whole two days. Then Restomania stepped in 🍔 June 12–13 use...	VIEWS 14 152 REPOSTS 14	REACTS 37 ER 7.6%
Nº2 13.06 · 09:32 PHOTO Your cat 0.001 sec after eating. Lucky it's Paw Day today. Treat your pet to something tasty or squeaky. Or...	VIEWS 13 381 REPOSTS 10	REACTS 41 ER 7.2%
Nº3 11.06 · 12:30 PHOTO Wisdom of the day: Thursday is like Friday, only Thursday. That's how much 🍷 is left until the weekend. Let them be barbecue-filled. I'm responsible for that...	VIEWS 12 552 REPOSTS 3	REACTS 26 ER 6.8%

Nº4 16.06 • 13:50 **TEXT**
Channel photo greened

VIEWS
12 349
REPOSTS
3
REACTS
152
ER
6.6%

Nº5 24.06 • 15:16 **PHOTO**
Hey, pssst! Need answers? Here, check yourself 🗨️ React with:
🔥 – all correct ❤️ – only one mistake 🤔 – I'll give it a try...

VIEWS
11 268
REPOSTS
2
REACTS
153
ER
6.1%

WORST 3

↓ 24.06 • 12:36 **POLL**
(post without caption – poll)

VIEWS
7 812
REPOSTS
3
REACTS
27
ER
4.2%

↓ 24.06 • 11:46 **POLL**
(post without caption – poll)

VIEWS
7 321
REPOSTS
1
REACTS
36
ER
3.9%

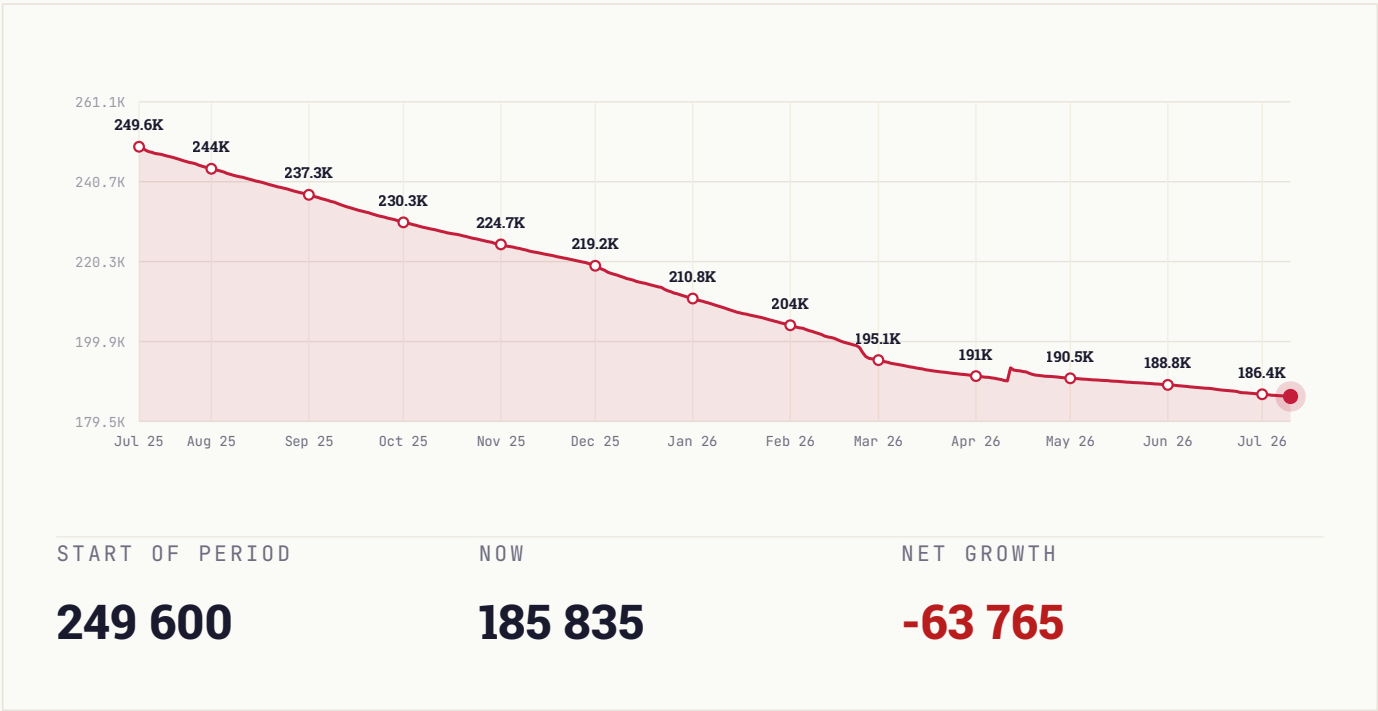
↓ 06.07 • 10:04 **VIDEO**
Didn't coordinate with photosynthesis. We both just decided
that my birthday is a great reason to become even greener 🌱

VIEWS
6 968
REPOSTS
23
REACTS
57
ER
3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

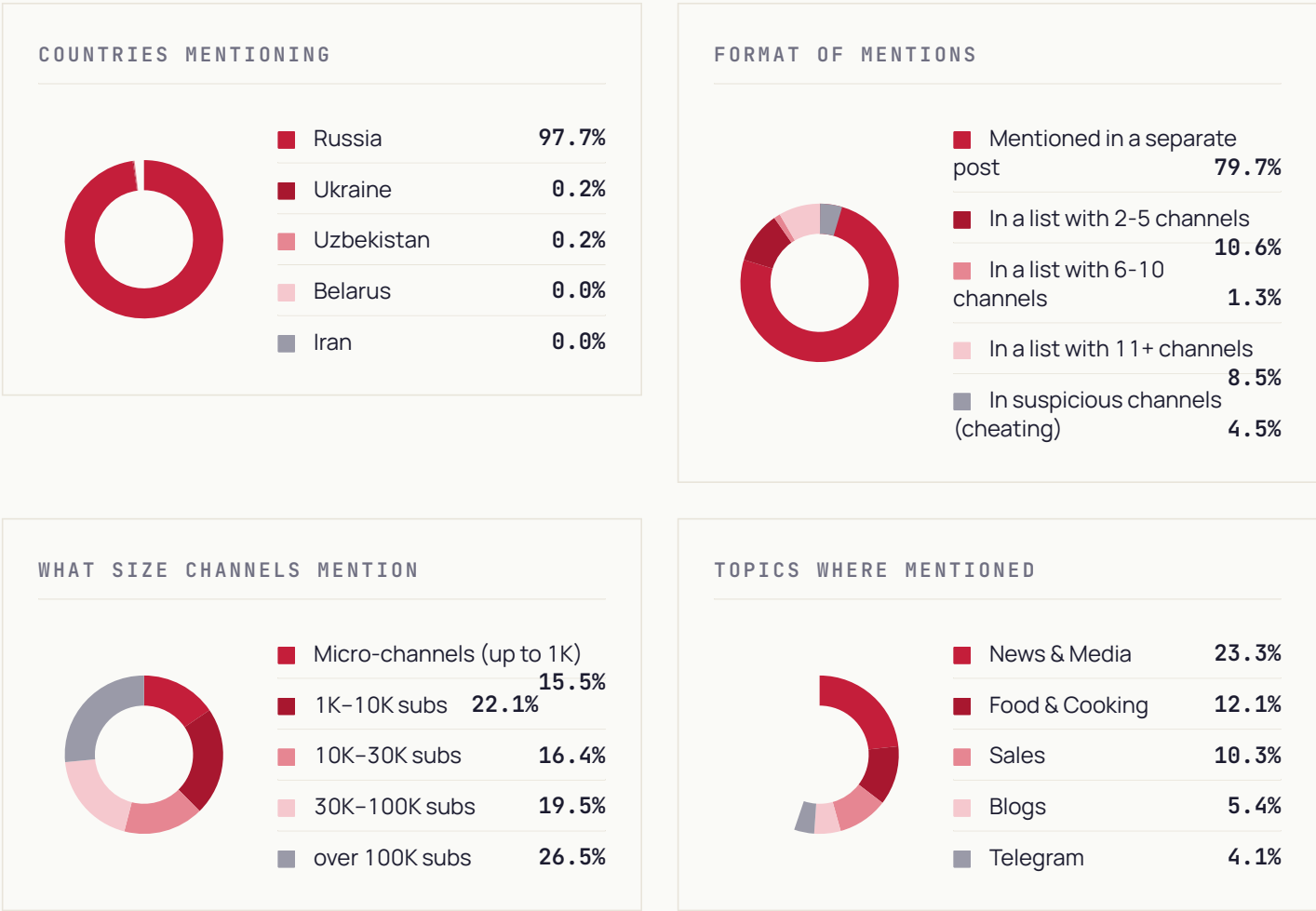
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

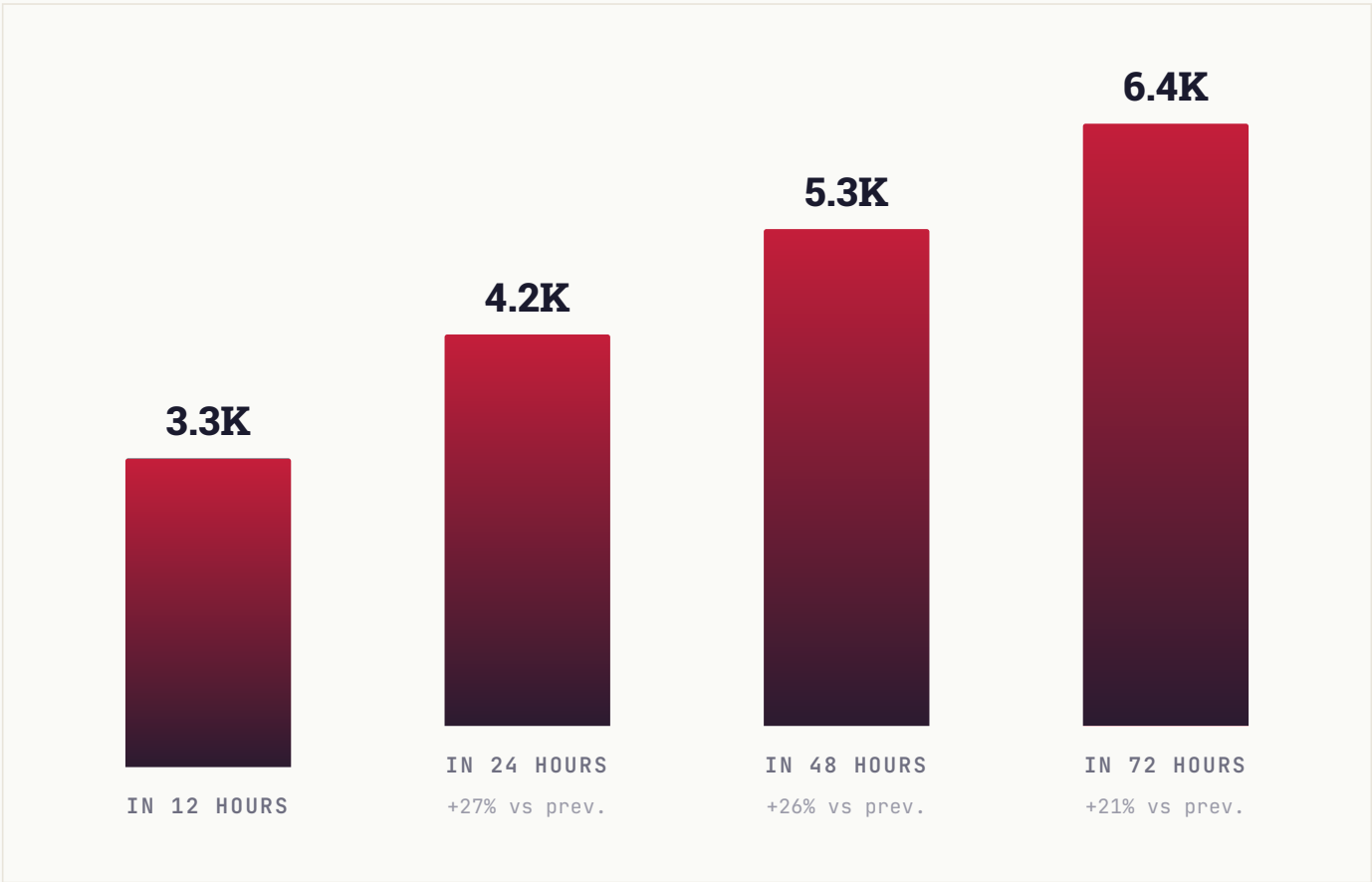
Citation index **985** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 427** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty and cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Everyday Recipes	461.5K
KU Kuper YOU	185.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#66 of 94). Niche median — 205K subs.
First KPI target — reach the median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

— SECTION 07 • 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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#66

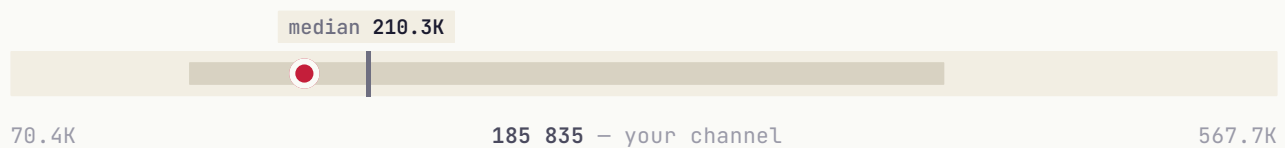
/100

RANK IN NICHE

Channel in the bottom half of the ranking

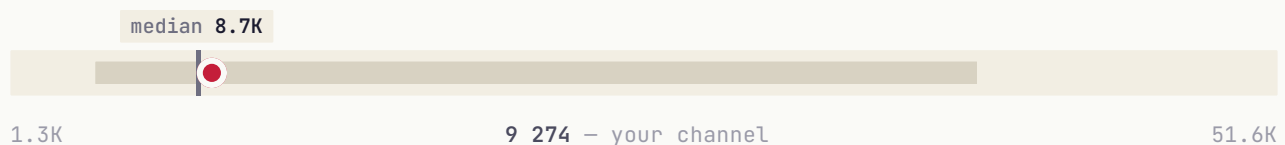
SUBS

12% below median



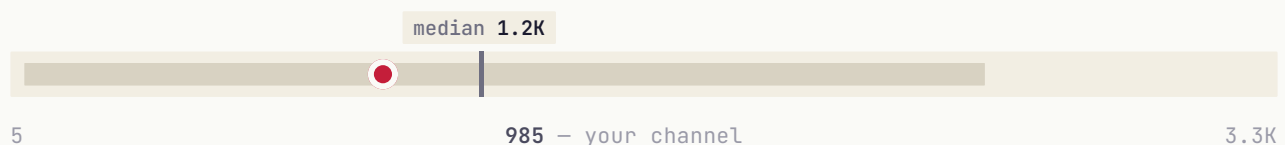
AVG REACH / POST

better than 50% of niche



CITATION INDEX

21% below median



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day at 12:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 4.99% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+4.0pp ER

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 typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager