

PUBLIC REPORT BY PROMTPRESS

Channel audit

Max Galishnikov



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Professional chef • Cooking club 'With the Chef' [https://paywall.pw/culinaryclub?](https://paywall.pw/culinaryclub?utm_source=TELEGRAM&utm_medium=MAKS&utm_campaign=sentyabr)

[utm_source=TELEGRAM&utm_medium=MAKS&utm_campaign=sentyabr](https://paywall.pw/culinaryclub?utm_source=TELEGRAM&utm_medium=MAKS&utm_campaign=sentyabr)

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SUBSCRIBERS

81 388

+11318 per month

ERR (% SEE POSTS)

11.0%

daily 5.2%

REACH/POST

8.5K

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 covers.

SUBSCRIBERS 81 388 —	SUBSCRIBER REACH 10.39% avg % subs see post	VIEWS/POST 8.5K median 8.8K · 29 days	POSTS/WEEK 14.4 over period
7D TREND -6.9% vs previous week	REACTIONS/POST 72.4 total 4,414 reactions, 6,111 reposts, 0 comments	POST LENGTH 775 chars median 852 · 29 days	POSTS ANALYZED 61 29 days
AD REACH 4.2K 24h avg	CHURN / MONTH +11318 last month	CITATION RATE 5 citation index · 19 channels mentioned ever	CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Max Galishnikov» — 81 388 subs. Each post avg views 8.5K people (10% from subs), reach low — expand audience. Publishes 14 posts/week (~2/day) — regular. Week Jul 6–12 reach dropped -6.9% to week Jun 29 — Jul 5 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **61** posts in 29 days.
- 02 Dominant format – **Video** (29/61 posts).
- 03 Avg post length – **775** chars (median 852).
- 04 Peak audience activity – **Sunday**, 20:00 MSK.
- 05 Top posts get **1x** more views than weakest (top avg 10.2K vs worst 7.3K) – among 61 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 17:20 PHOTO Stracciatella soup Ingredients: Chicken broth – 800 ml Eggs – 2 Grated Parmesan – 45 g Flour – 15 g Fresh parsley – 10 g Salt and...	VIEWS 10 583 REP. 196	REACTIONS 97 ER 13.0%
Nº2 22.06 · 16:02 VIDEO Adjarian khachapuri Dough recipe Ingredients: Flour – 400 g Warm water – 250 g Salt – 10 g Sugar – 15 g Dry yeast – 6...	VIEWS 10 047 REP. 455	REACTIONS 115 ER 12.3%
Nº3 23.06 · 18:28 VIDEO 7 simple & tasty breakfasts 🍳 1 Fluffy French-style omelet Ingredients: Eggs – 5 Cheese – 30g Water – 20g Salt...	VIEWS 9 886 REP. 294	REACTIONS 104 ER 12.1%

Nº4 27.06 • 16:02 PHOTO "In the club you can find answers to any task: prep, basic dishes, and tricky ones *" #interview_club_members When you read such...	VIEWS 9 863 REACTIONS 35 REP. 1 ER 12.1%
Nº5 20.06 • 16:02 PHOTO ONE DAY OF PREP – COVERS THE WHOLE WEEK The prep system is based on: – basic broths and sauces – blanched or roasted vegetables –...	VIEWS 9 837 REACTIONS 42 REP. 5 ER 12.1%

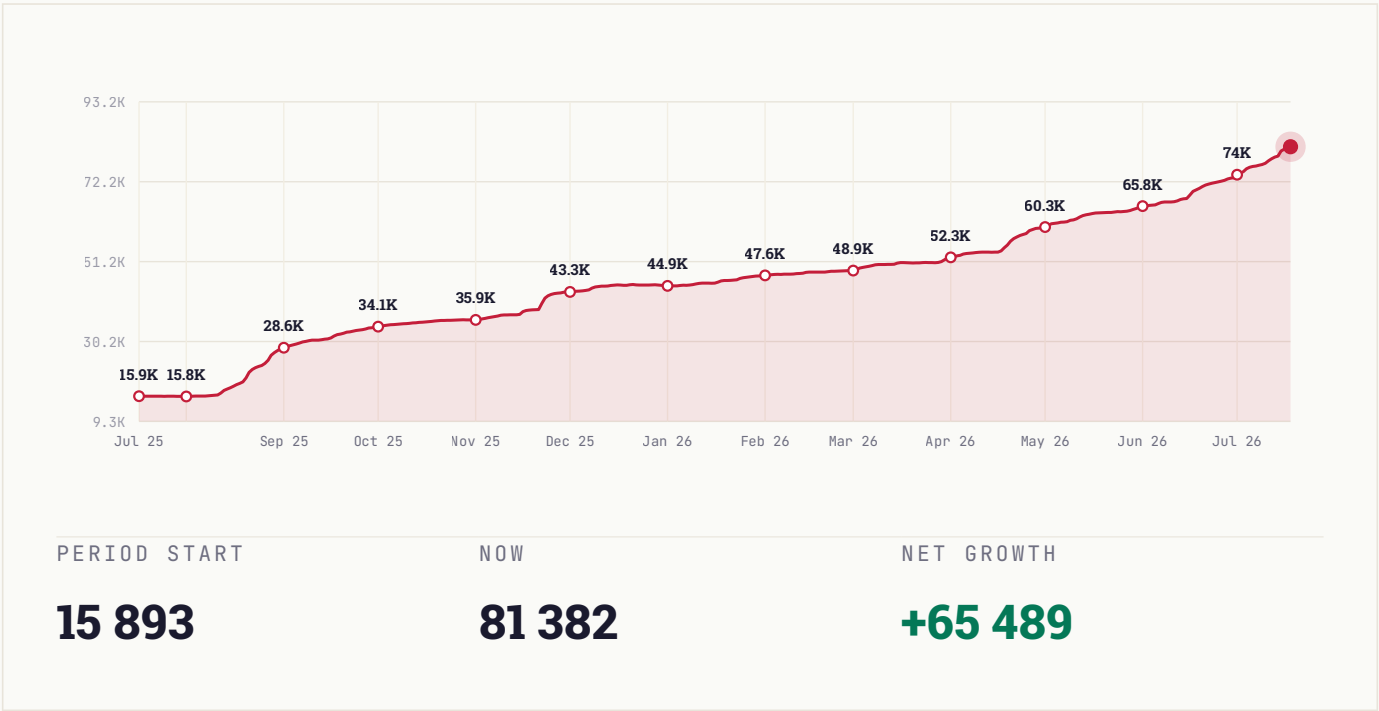
WORST 3

↓ 14.07 • 16:02 VIDEO Japanese curry with udon In the bag: Chicken thigh – 180 g Udon (boiled frozen) – 180–200 g Carrot – 50 g Onion – 50 g Green onion...	VIEWS 7 534 REACTIONS 85 REP. 143 ER 9.3%
↓ 14.07 • 07:11 PHOTO Your freezer can be your personal sous-chef. In the 'With the Chef' club I break down such everyday yet important techniques: storage, freezing...	VIEWS 7 455 REACTIONS 57 REP. 40 ER 9.2%
↓ 15.07 • 07:01 TEXT WHY CHEFS COAT CHEESE IN STARCH BEFORE FRYING #chefhacks Many think it's enough to just put cheese in the pan. But...	VIEWS 6 938 REACTIONS 107 REP. 39 ER 8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

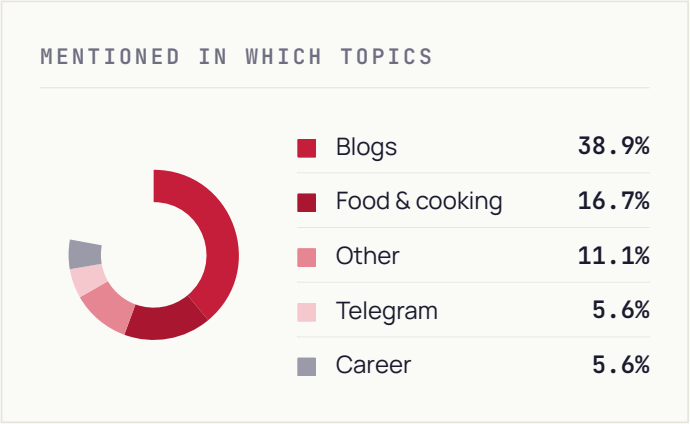
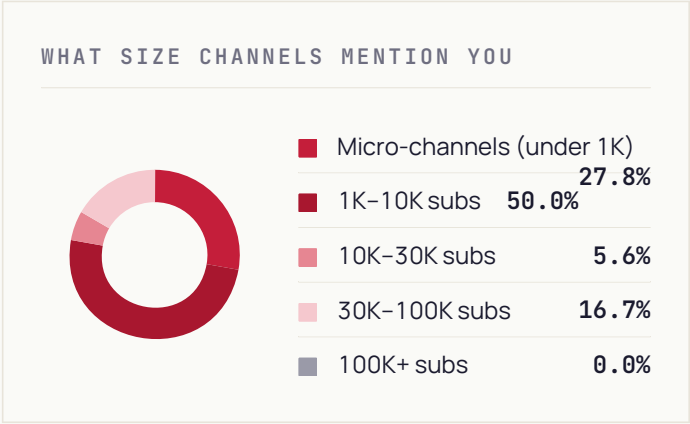
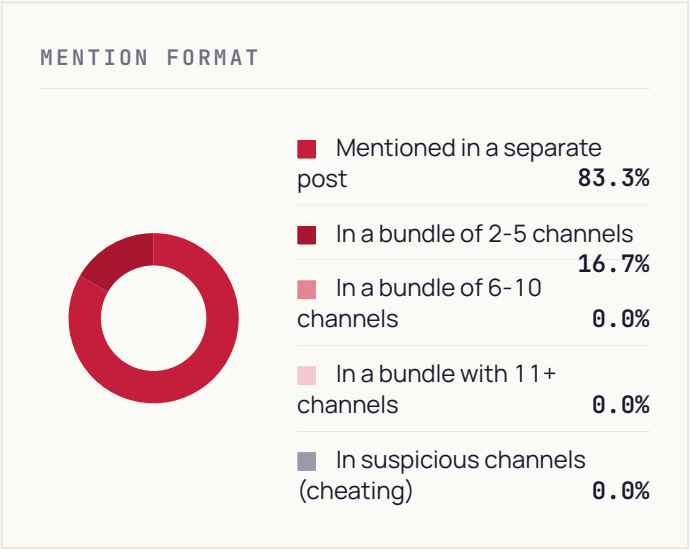
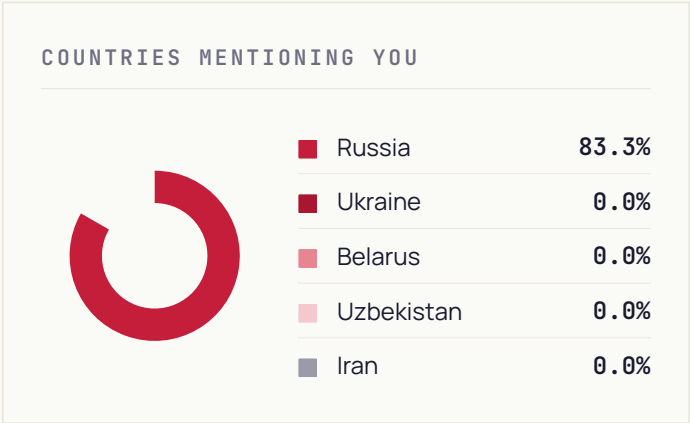
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

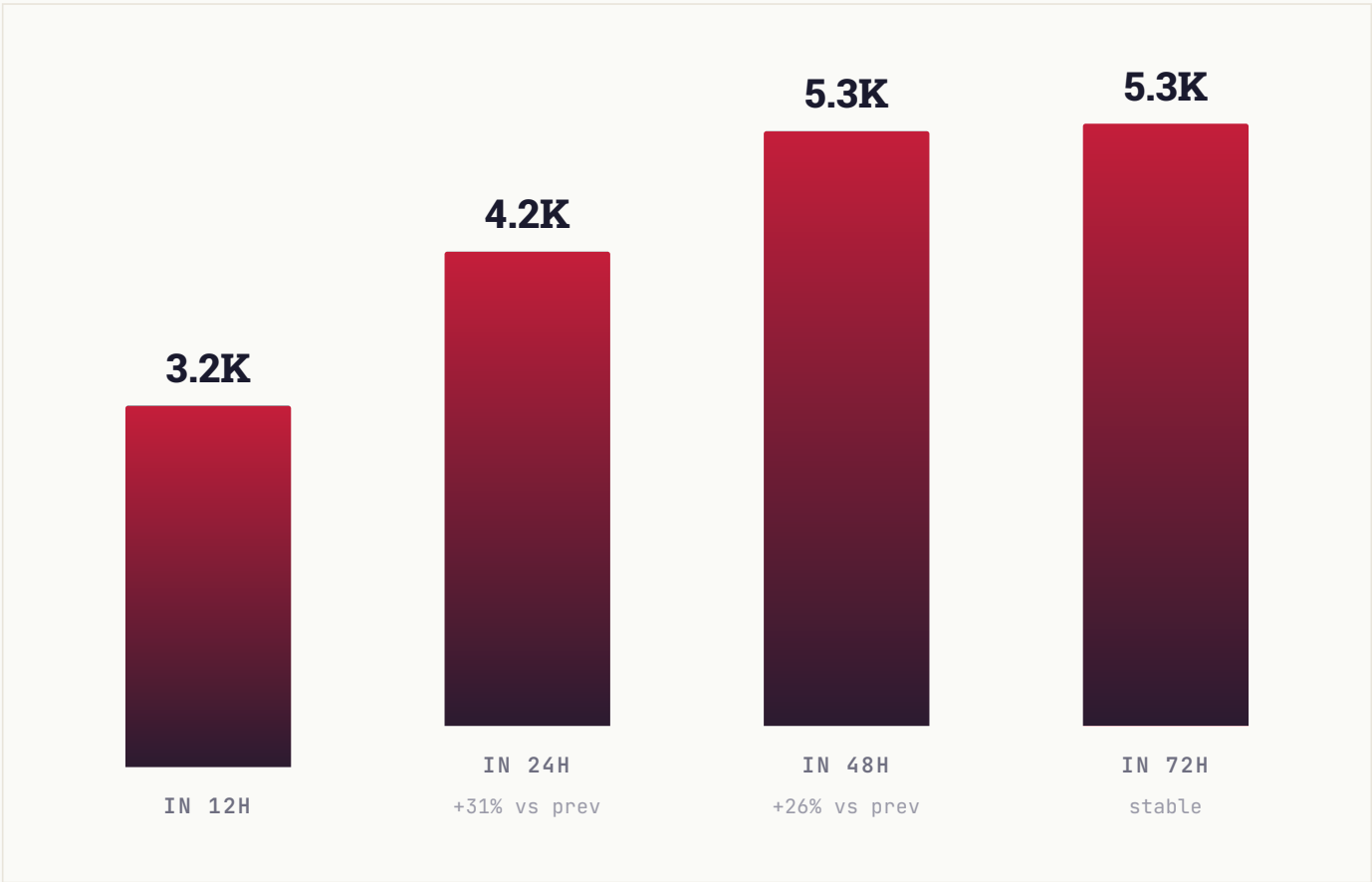
Citation index 5 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 19 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a 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
IT lwin Token	3.3M
CR Cooking Recipes Salads 🍳🥗	997.5K
SA Pyatyorochka	772.7K
🍰M 🍰 Mom's Recipes 😊	679.3K
A Air Fryer Recipes	594.4K
FR Simple Recipes	586.1K
CR Recipe book	557.9K
CN Inside-out kitchen	532.9K
VI Tasty and cheap 🍲	486.4K
CR CHIZHIK	482.9K
MG Max Galishnikov YOU	81.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 96 — early growth stage. Niche leader — lwin Token (3.3M), top-96 median: 224.1K. First goal — enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **32 405** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	2 727
December 2025	0	0	2 134
November 2025	1	1	7 387
October 2025	0	0	2 005
Sep 2025	2	2	5 639
August 2025	0	0	12 513

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3	6	32 405

SECTION 08 • NICHE COMPARISON

Where the channel ranks 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 vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Sunday
On this day at 20:00 MSK audience is most active.

EFFECT
Best window for an important 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 & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

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
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ 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 plan in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
