

PUBLIC REPORT PROMTPRESS

Channel audit

Mom's Recipes



@mama_recepti

Simple Recipes every day 🍰🍳 Fast 🥞 Simple 🍷 Delicious 🥗
 Healthy Subscribe 🙏 For friends: <https://t.me/+SAjl3IWwRa5ph9e3>
 @admK07 Exchange: <https://telega.in/c/+SAjl3IWwRa5ph9e3> RKN:...

SUBSCRIBERS

680 442

-5447 per month

ERR (% SEE POSTS)

4.0%

daily 1.9%

REACH/POST

24.6K

ad reach 13.2K/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 680 442 —	 SUBS REACH 3.61% avg % subs see post	 VIEWS/POST 24.6K median 25.4K · 29 days	 POSTS/WEEK 27.9 for the period
 7D TREND -1.5% vs previous week	 REACTIONS/POST 129.1 total 15 107 reactions, 45 366 reposts, 0 comments	 POST LENGTH 308 chars median 289 · 29 days	 POSTS ANALYZED 117 29 days
 AD REACH 13.2K 24h avg	 CHURN / MONTH -5447 last month	 CITATION RATE 4 270 citation index · 4 382 channels mentioned ever	 CHANNEL AGE 5 years 7 months created 30.11.2020

AI EDITOR SUMMARY

Channel « 🍰 Mom's Recipes 😊 » — 680 442 subs. Each post averages 24.6K people (4% from subs), reach is low — consider growing audience. Publishes 28 posts/week (~4/day) — active publishing. For week Jun 22–28 reach stable (-1.5% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 117 posts over 29 days.
- 02 Dominant format – Video (116/117 posts).
- 03 Avg post length – 308 chars (median 289).
- 04 Peak audience activity – Saturday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (top avg 29.1K vs worst 18.9K) – among 117 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 14:08 VIDEO Homemade mayonnaise Ingredients: boiled eggs – 4 pcs water – 100 g vegetable oil – 80 g vinegar 9% – 1 tbsp salt – 0.5...	VIEWS	REACTIONS
	29 726	188
Nº2 10.06 · 20:05 VIDEO Captain's Chicken Ingredients: Potatoes Vegetable oil Chicken breast Salt, black pepper, paprika, dried basil...	REP.	ER
	945	4.4%
Nº3 13.06 · 19:39 VIDEO Turkey cutlets 🥰 Ingredients: Minced meat - 500 g Bread - 2 slices Milk - 50-70 ml Egg - 1 pc Hard cheese Salt, pepper - to...	VIEWS	REACTIONS
	28 832	137
Nº3 13.06 · 19:39 VIDEO Turkey cutlets 🥰 Ingredients: Minced meat - 500 g Bread - 2 slices Milk - 50-70 ml Egg - 1 pc Hard cheese Salt, pepper - to...	REP.	ER
	432	4.2%
Nº3 13.06 · 19:39 VIDEO Turkey cutlets 🥰 Ingredients: Minced meat - 500 g Bread - 2 slices Milk - 50-70 ml Egg - 1 pc Hard cheese Salt, pepper - to...	VIEWS	REACTIONS
	28 657	142
Nº3 13.06 · 19:39 VIDEO Turkey cutlets 🥰 Ingredients: Minced meat - 500 g Bread - 2 slices Milk - 50-70 ml Egg - 1 pc Hard cheese Salt, pepper - to...	REP.	ER
	255	4.2%

Nº4 11.06 · 13:08 VIDEO Now I only cook sausages this way 🔥 Ingredients: Wheat flour - 1 cup Sausages - 500 g Milk - 0.5 Egg - 1 Salt - 0.5 tsp Sugar...	VIEWS 28 613 REP. 467	REACTIONS 139 ER 4.2%
Nº5 16.06 · 18:20 VIDEO Everyone will love this buckwheat 😊 Ingredients Chicken thighs - 6 pcs Onion - 2 large Buckwheat - 1.5 cups Garlic - 4...	VIEWS 28 503 REP. 448	REACTIONS 177 ER 4.2%

|

WORST 3

↓ 06.07 · 07:51 VIDEO Tartar sauce 😊 Ingredients: - mayo - 100 g - pickled cucumbers - 2 pcs - garlic - 3 cloves - dill - bunch Perfect with...	VIEWS 19 285 REP. 592	REACTIONS 159 ER 2.8%
↓ 06.07 · 14:26 VIDEO Cooking meat Ingredients: Steaks (pork neck) - 1.5 kg. Garlic - 3 large cloves Onion - 3 pcs. Butter - 80 g Soy sauce -...	VIEWS 18 840 REP. 339	REACTIONS 113 ER 2.8%
↓ 06.07 · 18:27 VIDEO Lightly salted red fish 😊 Ingredients: - red fish fillet - 1 kg - salt - 50 g - sugar - 25 g - bay leaf - pepper...	VIEWS 18 523 REP. 388	REACTIONS 129 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

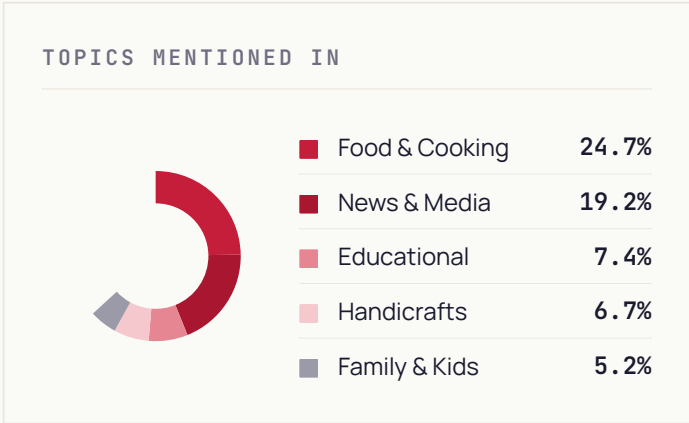
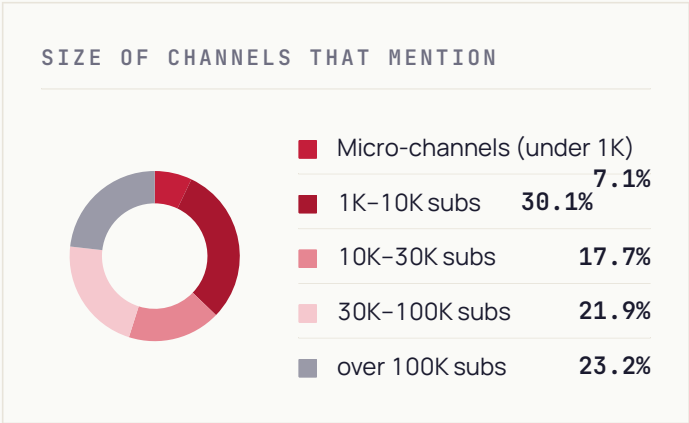
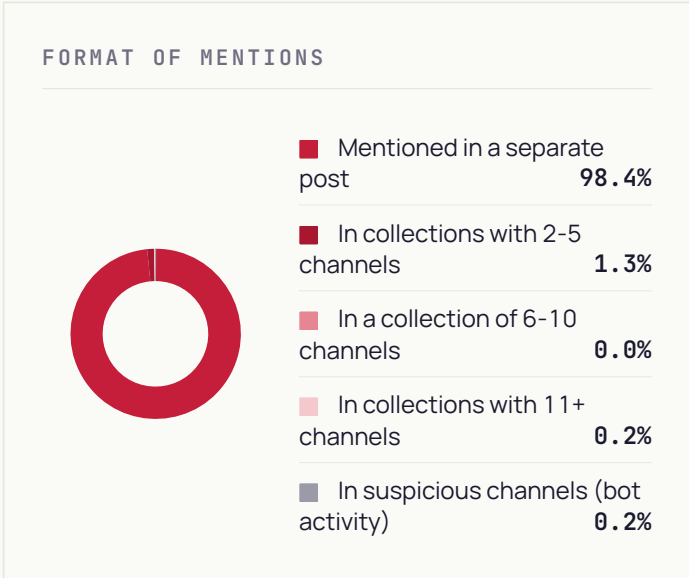
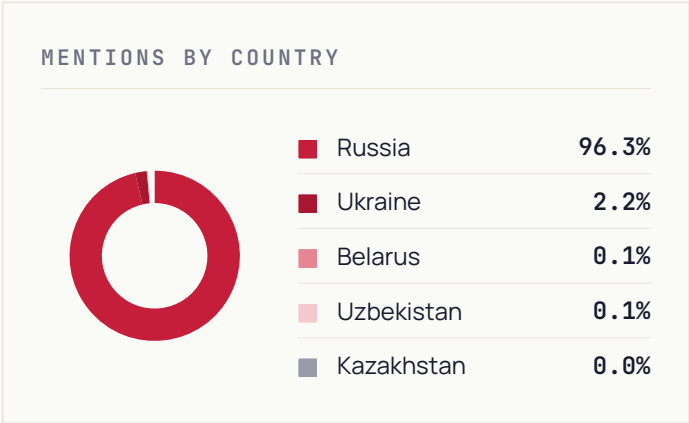
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

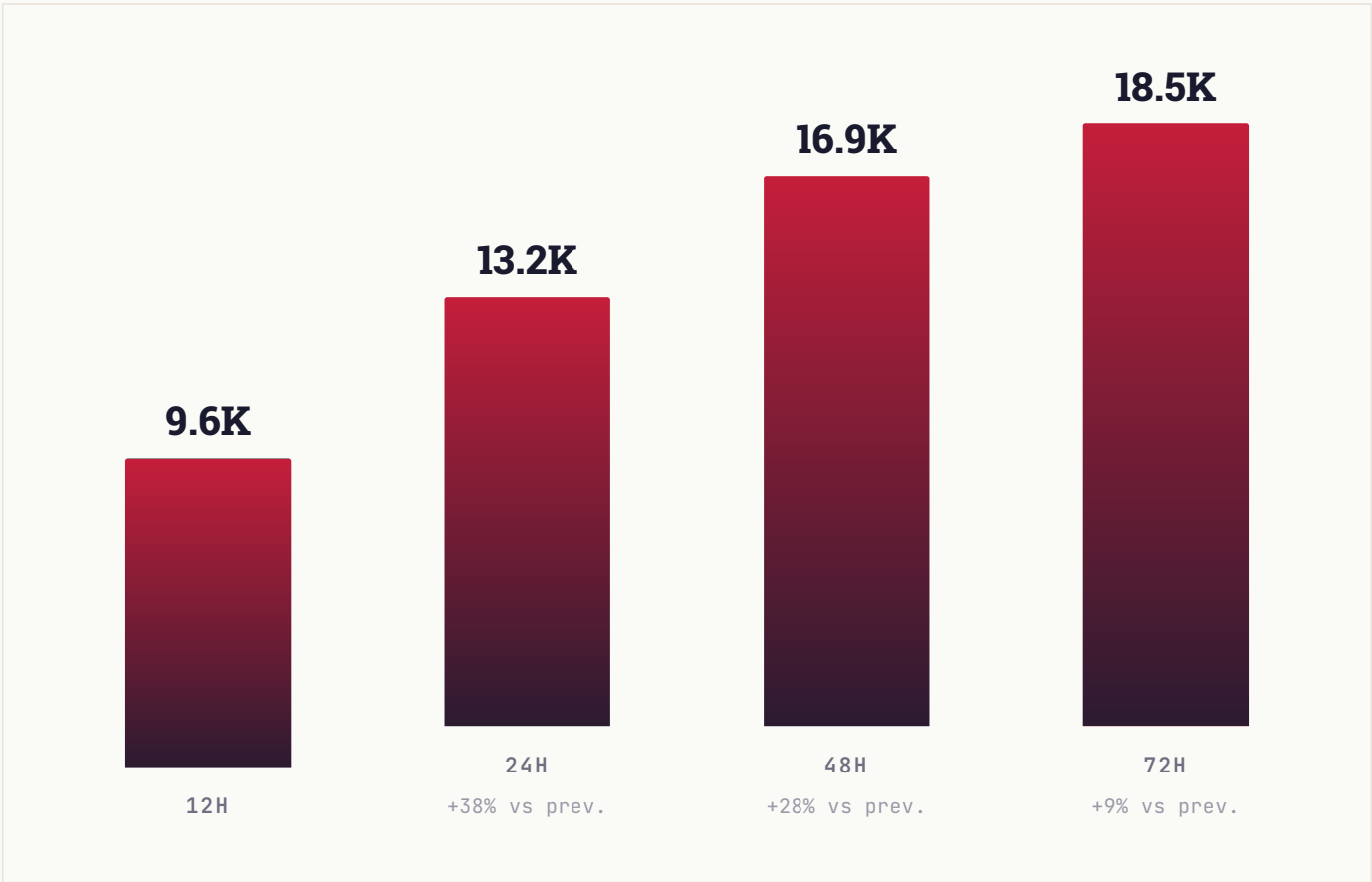
Citation index **4 270** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **4 382** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
CR Cooking Recipes Salads 🥗	995.6K
FR Pyaterochka	776.5K
M Mom's Recipes 😊 YOU	680.4K
AJ Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
CR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍲	487.7K
CI CHIZHIK	485.1K
SU Everyday Recipes	461.5K
E 😊 EatLose PP Recipes	434K

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 94 channels in category). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **962**, they brought **75 789** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	22	17	212
December 2025	537	299	30 863
Nov 2025	40	40	10 479
Oct 2025	216	187	24 894
Sep 2025	133	132	1 577
August 2025	14	7	7 764
TOTAL MENTIONS			962
MONTHS IN DATA			6
ATTRACTED SUBS			75 789

SECTION 08 · NICHE COMPARISON

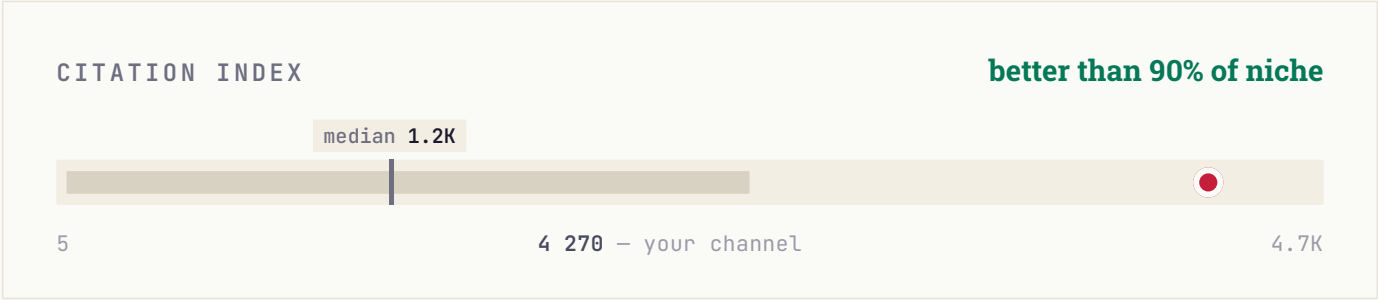
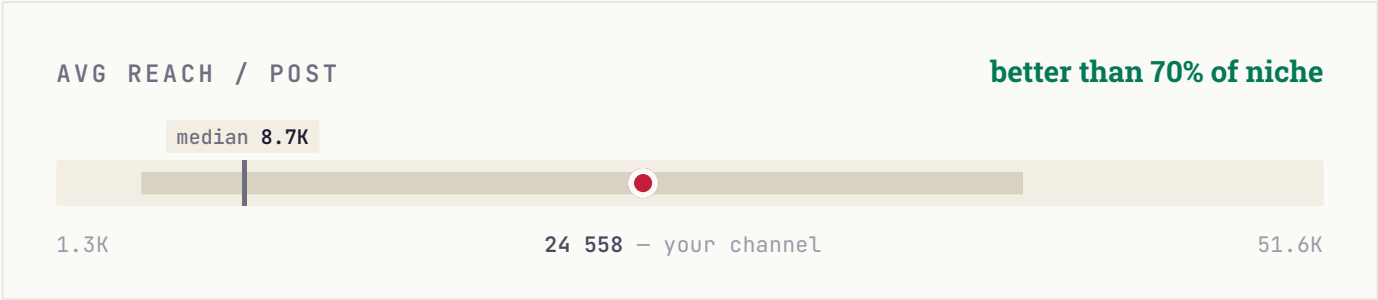
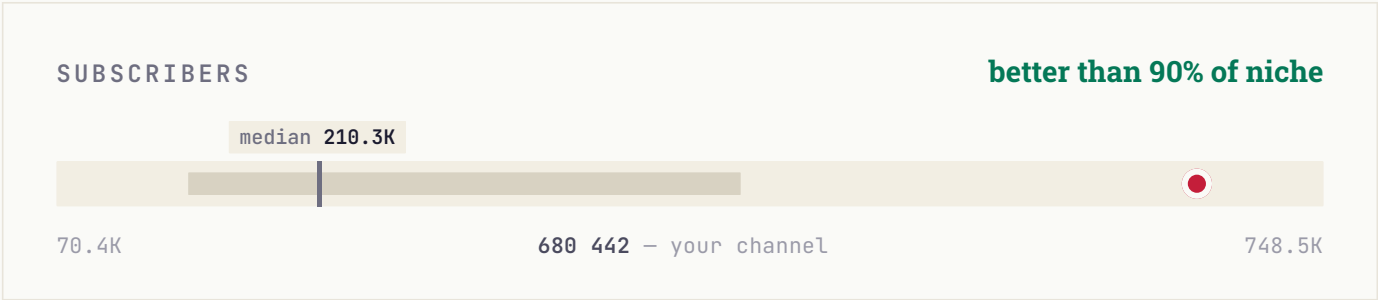
Where the channel ranks in its league

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

#3/100

POSITION IN NICHE

Channel in top 3% Food & Cooking Russia



— SECTION 09 · 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 Saturday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.61% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+5.4pp ER

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager