

PUBLIC REPORT BY PROMTPRESS

Channel audit

MASHA.STORIES



@mashastories1

Happiness loves silence, and also loves tasty breakfasts, here
Collaboration @ek_arutyunyan <https://gosuslugi.ru/snet/679736e058ab2221b0e79fd2>

SUBSCRIBERS

121 839

-1140 per month

ERR (% SEE POSTS)

25.0%

per day 11.4%

REACH/POST

30K

ad reach 13.8K/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 121 839 —	 SUBSCRIBER REACH 24.62% avg % of subs see post	 VIEWS/POST 30K median 31K · 26 days	 POSTS/WEEK 7.8 over period
 7D TREND -6.5% vs previous week	 REACTIONS/POST 782.7 total 22,698 reactions, 1,182 reposts, 186 comments	 POST LENGTH 328 chars median 212 · 26 days	 POSTS ANALYZED 29 26 days
 AD REACH 13.8K 24h avg	 CHURN / MONTH -1140 last month	 CITATION RATE 36 citation index · 135 channels mentioned all time	 CHANNEL AGE 7 years 2 months created 05.05.2019

AI EDITOR SUMMARY

Channel «MASHA.STORIZ» — 121 839 subs. Each post averages 30K people (25% of subs), average reach — room to grow. Publishes 8 posts per week (~1/day) — regular schedule. Week Jun 22–28 reach dropped -6.5% by week Jun 15–21 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 29 posts in 26 days.
- 02 Dominant format – Photo (14/29 posts).
- 03 Avg post length – 328 chars (median 212).
- 04 Audience peak activity – Thu, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (40.4K avg top vs 25K worst) – across 29 posts in 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 11:45 PHOTO My older one is going through the terrible twos It feels like being yelled at for 2 hours for nothing, then you recover for an hour, and then it starts all over again...	VIEWS 43 549 REP. 29	REACTIONS 1 499 ER 35.7%
Nº2 25.06 · 13:43 VIDEO I love tanning, especially in summer ☀️ But don't forget how important it is to protect your skin from UV rays So for me the perfect...	VIEWS 39 488 REP. 33	REACTIONS 290 ER 32.4%
Nº3 15.06 · 13:49 PHOTO Running to wash clothes, load dishwasher, clean, cook, load dishwasher, order groceries and post absolutely...	VIEWS 38 138 REP. 7	REACTIONS 1 146 ER 31.3%

Nº4 19.06 · 13:27 PHOTO For me, the most reliable way to get a simple makeup with a great complexion is definitely the right skincare before it. I generally love skincare...	VIEWS 37 744 REP. 15	REACTIONS 230 ER 31.0%
Nº5 16.06 · 18:11 VIDEO Made for breakfast 🥦🍜🍅🥔 Fish soup: Potatoes Zucchini Broccoli Tomato all diced and simmered on low heat. In...	VIEWS 37 208 REP. 248	REACTIONS 800 ER 30.5%

|

WORST 3

↓ 03.07 · 08:14 VIDEO July Weekdays in a forest cabin 🌲	VIEWS 25 959 REP. 18	REACTIONS 733 ER 21.3%
↓ 30.06 · 07:00 TEXT next I'll show holiday photos 💙	VIEWS 24 831 REP. 1	REACTIONS 643 ER 20.4%
↓ 30.06 · 06:59 PHOTO (post without caption – photo)	VIEWS 24 292 REP. 2	REACTIONS 619 ER 19.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

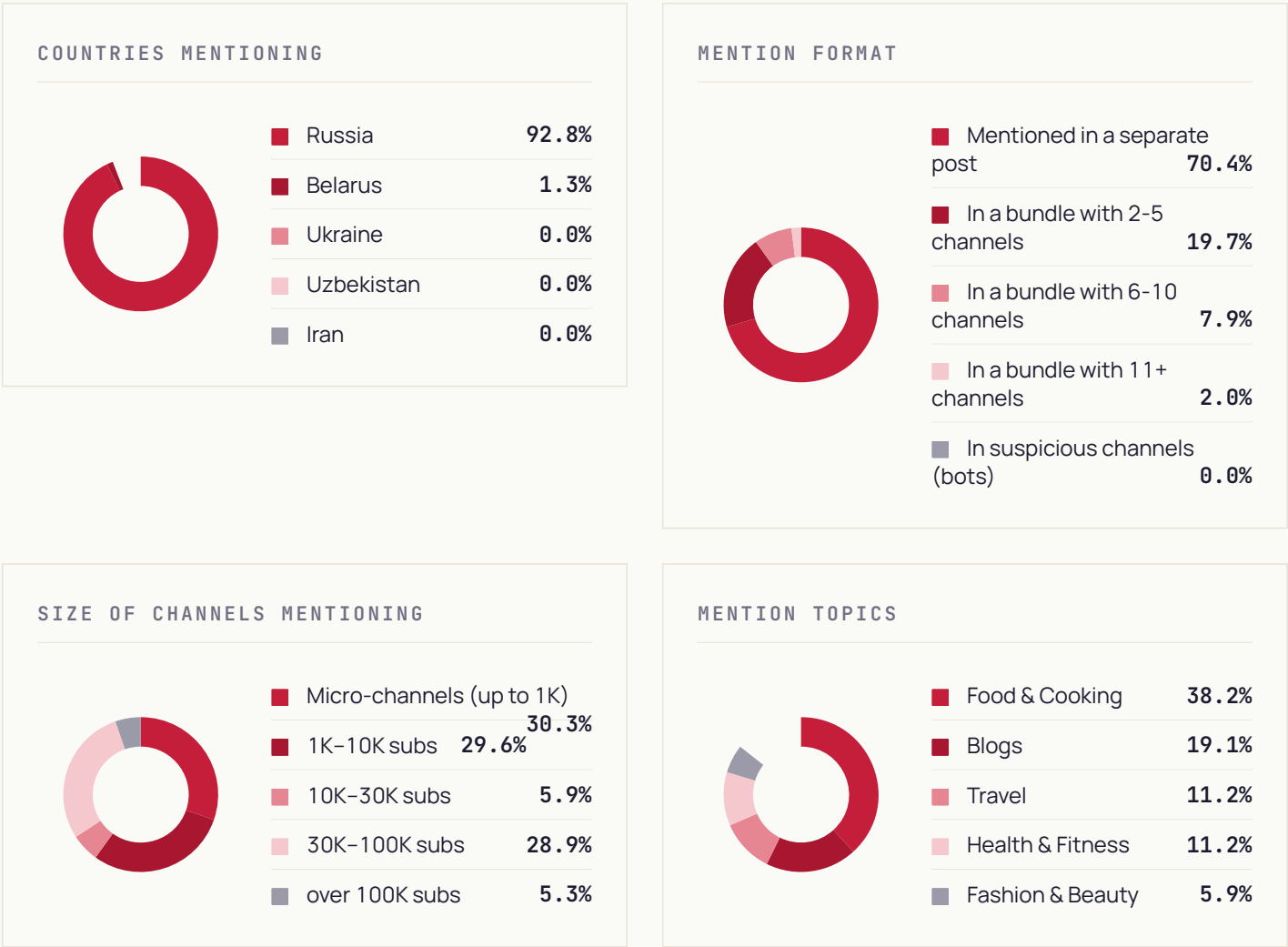
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

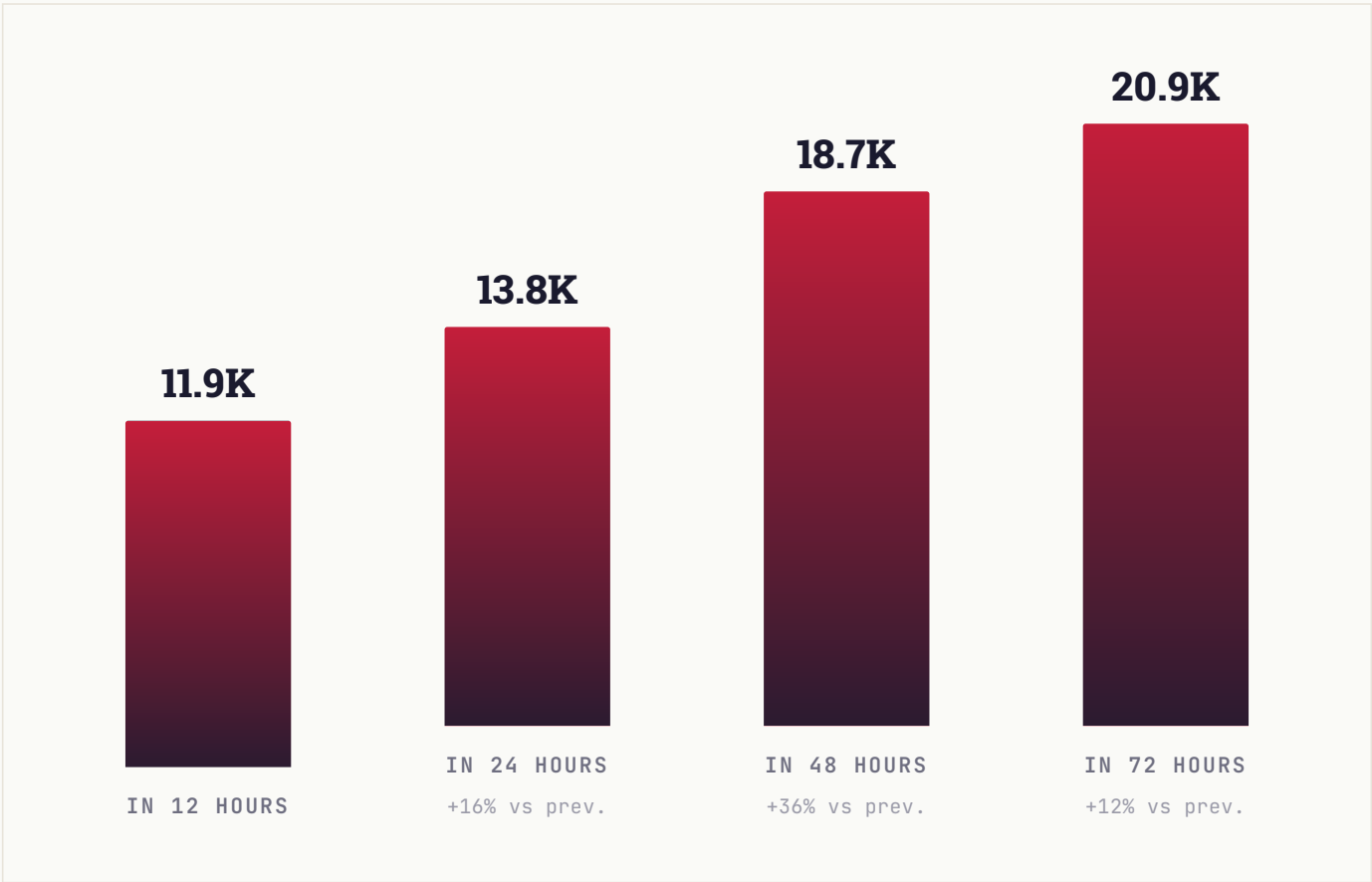
Citation index **36** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **135** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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 rank among niche peers.

CHANNEL	SUBSCRIBERS
CR Cooking Recipes Salads 🤖	995.6K
FR Pyaterochka	776.5K
M Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes	586.9K
CR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
TH Everyday recipes	461.5K
MA MASHA.STORIES YOU	121.8K

COMPARATIVE INSIGHT

Channel not yet outside top-94 niche — early growth stage. Niche leader — Cooking Recipes Salads 🤖 (995.6K), median top-94: 205K. First goal — enter top-94 through systematic traffic and content work.

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 **15**, they brought **11 168** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	2 626	
December 2025	0	0	746	
November 2025	1	1	91	
October 2025	4	3	2 358	
September 2025	7	3	4 049	
August 2025	2	1	1 298	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
15	6	11 168

Where the channel stands in its league

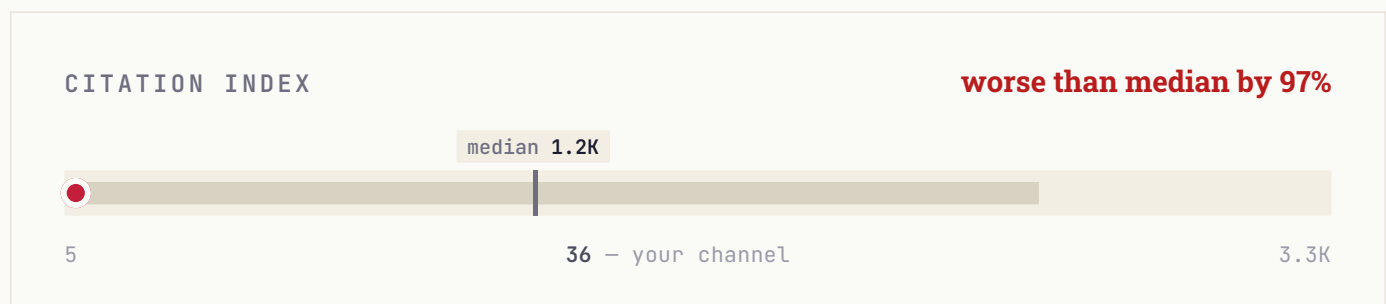
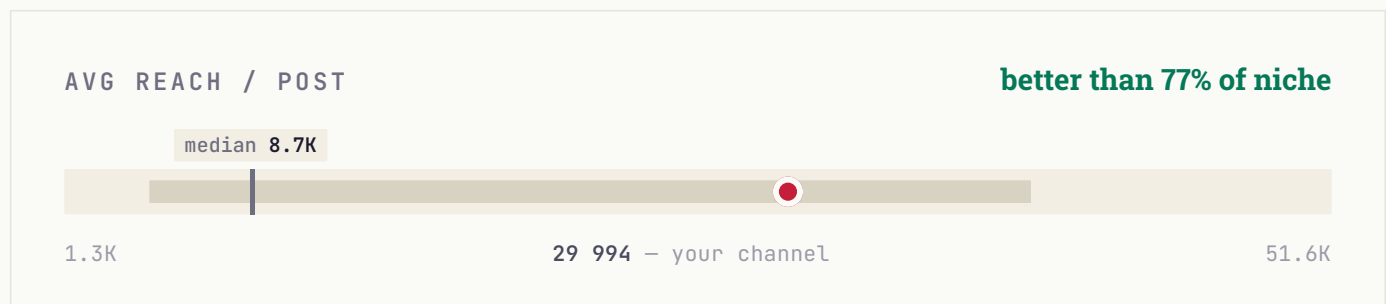
SUBSCRIBERS

worse than median by 42%

median 210.3K

70.4K 121 839 – your channel 567.7K

Metric	Value
Channel Subscribers	121 839
Median Subscribers	210.3K



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post of the week – on Thursday

Audience is most active on this day at 16:00 MSK.

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). PromptPress 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 is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts 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**

★ NEXT STEPS

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 ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager