

PUBLIC PROMTPRESS REPORT

Channel audit

Kitchen Inside Out



@min2ru

Author's channel! Recipes without rules. Easy navigation! For collaboration @kn_fan Collections: @postnaiznanku, @bankanaiznanku, @polezno_kn,...

SUBSCRIBERS

532 539

-526 per month

ERR (% SEE POSTS)

18.0%

per day 7.0%

REACH/POST

98.7K

ad reach 37.5K/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 532 539 —	 SUBSCRIBER REACH 18.54% avg % subs see post	 VIEWS/POST 98.7K median 103.8K · 29 days	 POSTS/WEEK 8.2 for the period
 7D TREND -20.7% vs previous week	 REACTIONS/POST 1868.7 total 65,405 reactions, 58,580 reposts, 3,127 comments	 POST LENGTH 731 chars median 851 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 37.5K 24h avg	 CHURN / MONTH -526 last month	 CITATION RATE 36 citation index · 181 channels mentioned it ever	 CHANNEL AGE 5 years 1 month created 24.05.2021

AI EDITOR SUMMARY

Channel «Kitchen Inside Out» — 532 539 subs. Each post gets avg 98.7K people (19% of subs), this is average reach — room to grow. Publishes 8 posts per week (~1/day) — consistent. For week 22–28 Jun reach dropped -20.7% to week 15–21 Jun — worth investigating.

SECTION 02 • CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **35** posts in 29 days.
- 02 Dominant format — **Video** (28/35 posts).
- 03 Avg post length — **731** chars (median 851).
- 04 Audience peak activity — **Thu**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (139.9K avg for top vs 66.1K for bottom) — across 35 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 • 15:56 VIDEO NO special cookware and NO oven! Delicious no-bake cake! I often make it at the dacha when expecting guests. For the cake: •...	VIEWS 144 383 REP. 2 140	REACTIONS 2 054 ER 27.1%
Nº2 17.06 • 14:01 VIDEO Here's a recipe with Chili ketchup. My mom's recipe. PROVEN many many times! Reposting for those who were looking for it 🍷 • Cucumbers...	VIEWS 140 617 REP. 3 049	REACTIONS 1 832 ER 26.4%
Nº3 19.06 • 13:41 VIDEO Just added mustard to tomatoes and left for an hour: now a favorite recipe Quick lightly salted tomatoes • Tomatoes - 6-7 pcs. •...	VIEWS 134 725 REP. 2 839	REACTIONS 2 336 ER 25.3%

Nº4 20.06 · 16:00 VIDEO In 5 minutes I make dough, press berries in, and bake Cherry pie Very tasty, soft and tender, with a sweet-sour taste...	VIEWS 130 898 REP. 3 652	REACTIONS 2 575 ER 24.6%
Nº5 15.06 · 04:55 PHOTO Today is a good Monday! Do what you've been putting off - everything will work out as you want! Don't ask where I'm from...	VIEWS 124 398 REP. 51	REACTIONS 3 301 ER 23.4%

|

WORST 3

↓ 02.07 · 17:18 PHOTO #Q&A for "Salted Eggplants with Tomatoes" How much of each? Specify amounts. What's the ratio? Never anything...	VIEWS 69 527 REP. 209	REACTIONS 1 184 ER 13.1%
↓ 05.07 · 11:06 VIDEO Fried potatoes with eggplant – I make it not only in summer! In the video I showed how I prep this dish, check it out 👉 Believe me...	VIEWS 65 769 REP. 758	REACTIONS 1 585 ER 12.4%
↓ 02.07 · 13:49 VIDEO ADJIKA from... zucchini!!! Made it as a test, immediately canned 12 more jars, then another 10. And five more from leftover zucchini in fall...	VIEWS 63 143 REP. 1 904	REACTIONS 1 521 ER 11.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

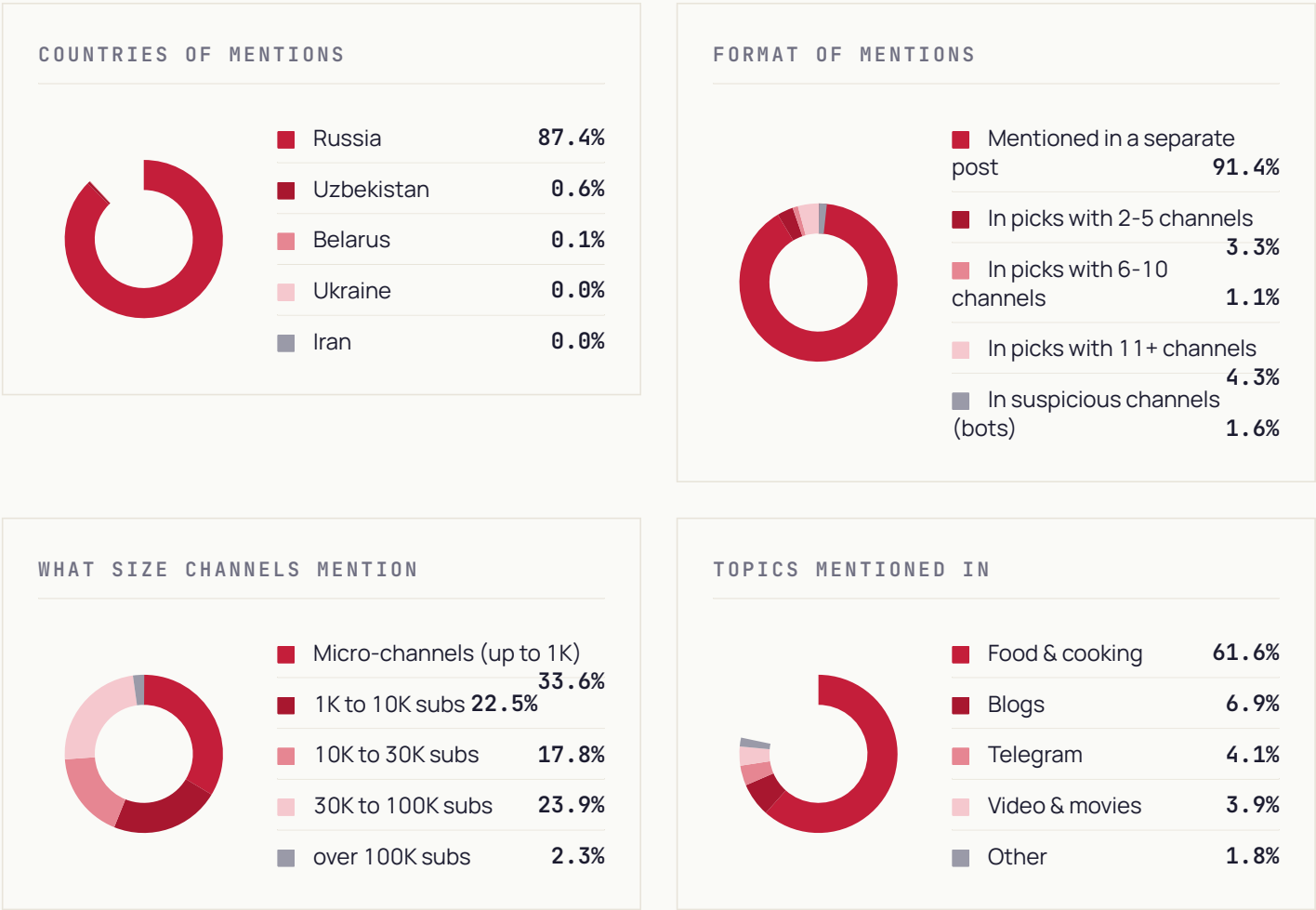
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

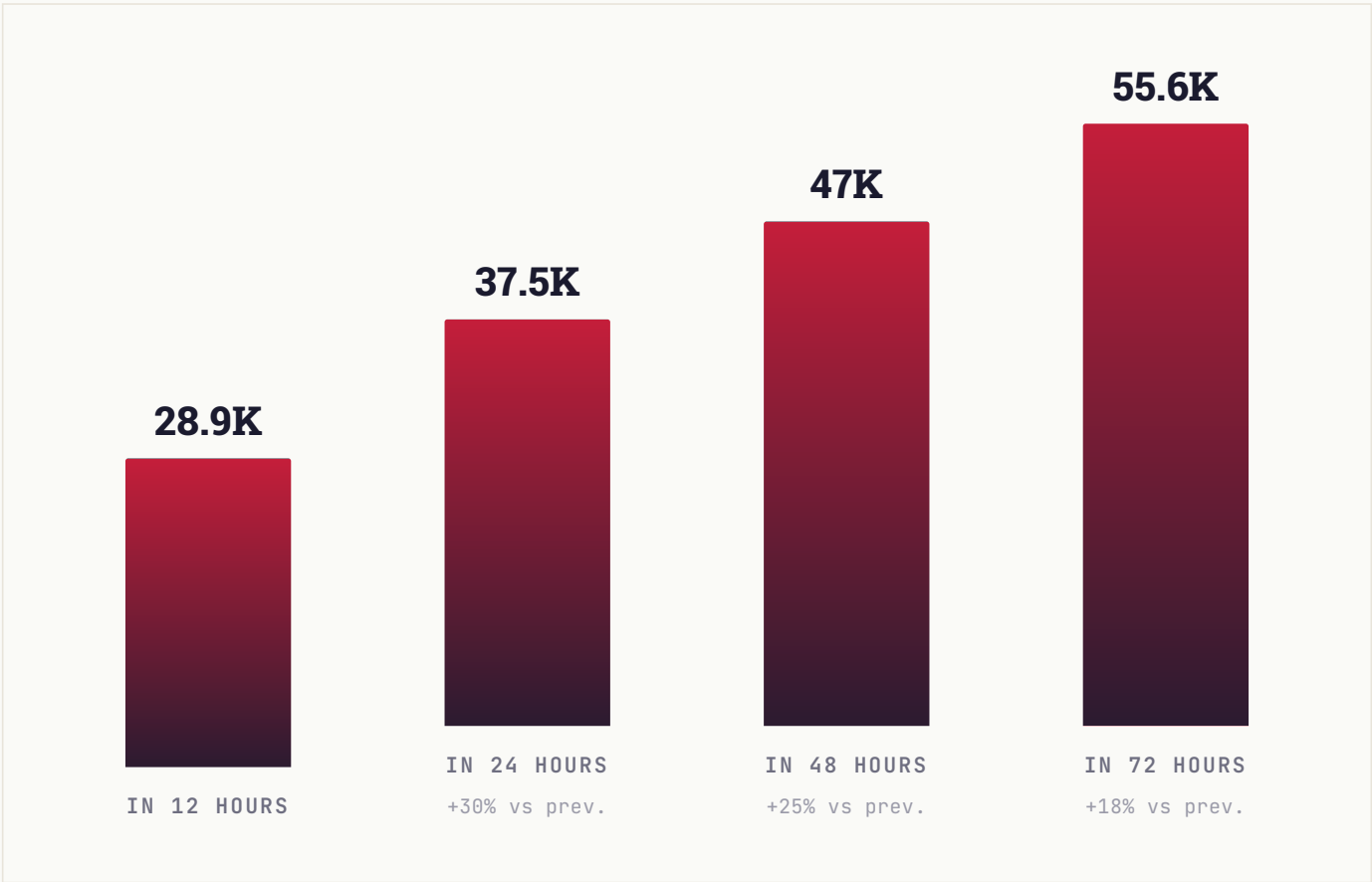
Citation index **36** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **181** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.3M
ER Topor. Economy.	1.2M
RE Russian economy	1M
AL Alfa-Bank	1M
BB Ruthless Bankster	991.1K
MU Multiplier	759.6K
AL Alfa-Investments	728.8K
Sat Sber	712.3K
BC More than economy	602.6K
OG Olga Gogaladze	586.5K
CN Kitchen Inside Out YOU	532.5K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 178.2K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **79**, they brought **66 165** new subs.

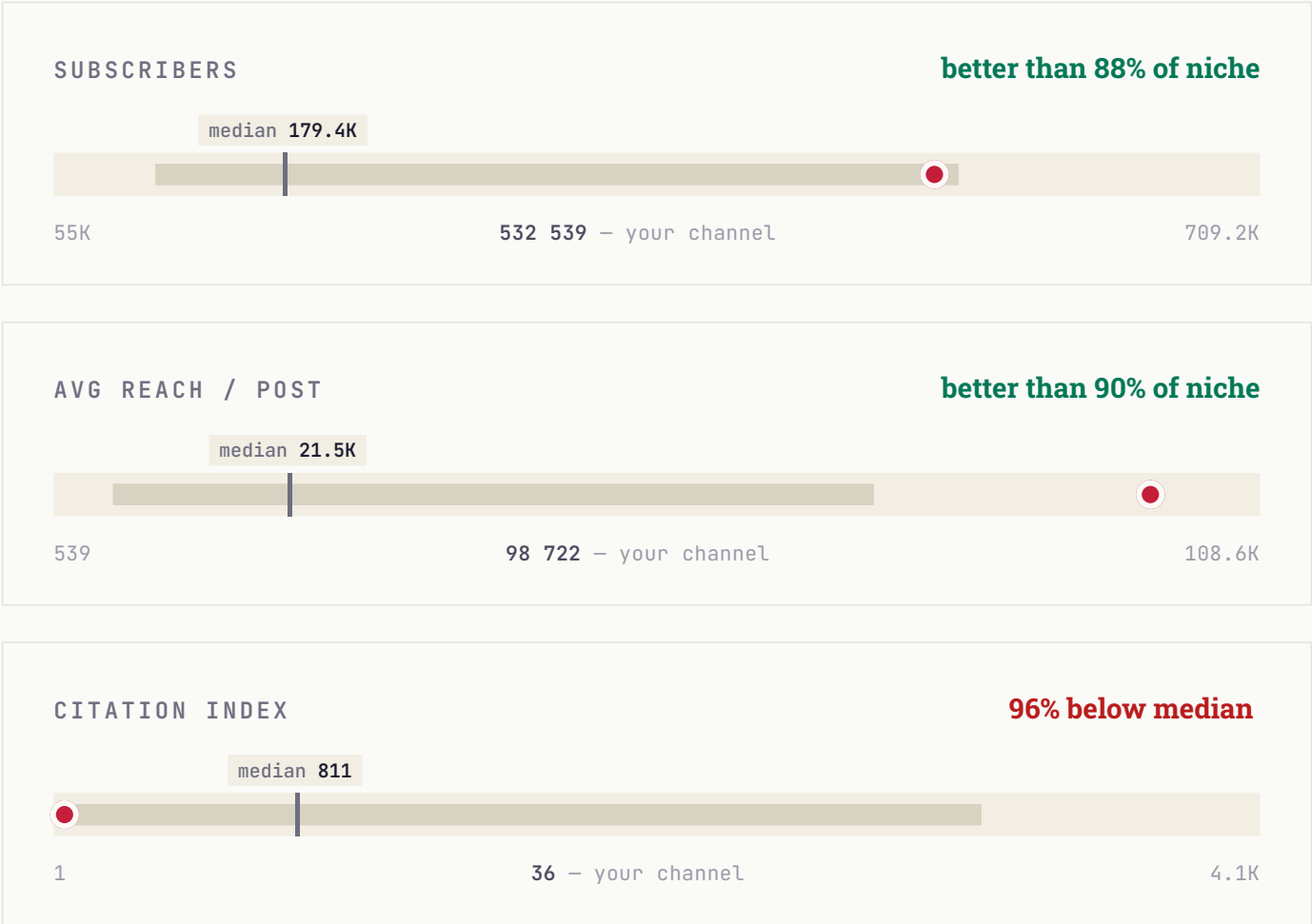
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	9	7	5 909	
December 2025	15	8	7 875	
November 2025	19	19	4 740	
October 2025	11	6	9 369	
September 2025	6	5	13 375	
August 2025	19	12	24 897	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
79	6	66 165

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Main post of the week — on Thursday

Audience is most active on this day at 18:00 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 and 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

04

Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. 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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
