

PUBLIC REPORT BY PROMTPRESS

Channel audit

Много лосося



@mnogo_lososya

We write with pleasure about what you love! Rolls, giveaways, promos, events, and many reasons to smile. Pleasure is with Много лосося. Rolls here: <https://trk.mail.ru/c/w88v24> ...

SUBSCRIBERS

108 846

+3271 per month

ERR (% SEE POSTS)

10.0%

per day 3.4%

REACH/POST

11.2K

ad reach 3.7K/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 108 846 —	 SUBSCRIBER REACH 10.24% avg % subs see post	 VIEWS/POST 11.2K median 11K · 28 days	 POSTS/WEEK 6.5 for the period
 7D TREND -23.1% vs previous week	 REACTIONS/POST 124.3 only 3,356 reactions, 864 reposts, 917 comments	 POST LENGTH 386 chars median 315 · 28 days	 POSTS ANALYZED 27 28 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +3271 last month	 QUOTE RATE 164 citation index · 442 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 03.03.2022

AI EDITOR SUMMARY

Channel «Much Salmon» — 108 846 subs. Each post averages 11.2K people (10% from subs), reach is low — should grow audience. Publishes 6 posts per week (~1/day) — infrequent. For week Jun 29 – Jul 5, reach dropped -23.1% to week of Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 27 posts in 28 days.
- 02 Dominant format — Photo (18/27 posts).
- 03 Avg post length — 386 chars (median 315).
- 04 Peak audience activity — Friday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (19.2K avg for top vs 9.3K for worst) — among 27 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 12:58 PHOTO Basins, ladles, kettles... Every summer the same 😞 But we and Onlinetours Premium have a solution for you. A tour to Kamchatka with...	VIEWS 28 655 REPOSTS 250	REACTIONS 419 ER 26.3%
Nº2 10.06 · 11:56 POLL (captionless post — poll)	VIEWS 15 289 REPOSTS 2	REACTIONS 88 ER 14.0%
Nº3 10.06 · 11:55 PHOTO 😋 So tasty. Yet so different. Today we invite you to spare no vote to cast it for your favorite! Choose...	VIEWS 13 785 REPOSTS 3	REACTIONS 91 ER 12.7%

Nº4 20.06 • 18:05 PHOTO Finishing strong! Today was sunny, musical, loud, bright, yuuuum! Glad to see and feed everyone 🍰🍷 if you were at the Picnic...	VIEWS 12 929 REPOSTS 8 REACTIONS 143 ER 11.9%
Nº5 24.06 • 12:07 PHOTO Congratulations to the winners 🎉👑 1) Sania Sania @Wheresania (ID: 977401507) 🗨️ https://t.me/c/1548388305/141501 2) Mansur Temirgaziev...	VIEWS 12 026 REPOSTS 27 REACTIONS 121 ER 11.0%

WORST 3

↓ 27.06 • 12:14 VIDEO (captionless post – video)	VIEWS 10 064 REPOSTS 4 REACTIONS 76 ER 9.2%
↓ 27.06 • 12:14 TEXT Weather is no reason to stay without pleasure! If you're also at ÖMANKO DAY, come to us. We'll feed you, cheer you up, and warm you in the embrace of our...	VIEWS 9 819 REPOSTS 2 REACTIONS 63 ER 9.0%
↓ 05.07 • 10:00 VIDEO We don't know about you, but we're shocked! 😱 Shocked that the first summer month is already behind us! To remember it for sure, we suggest you...	VIEWS 8 024 REPOSTS 8 REACTIONS 73 ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

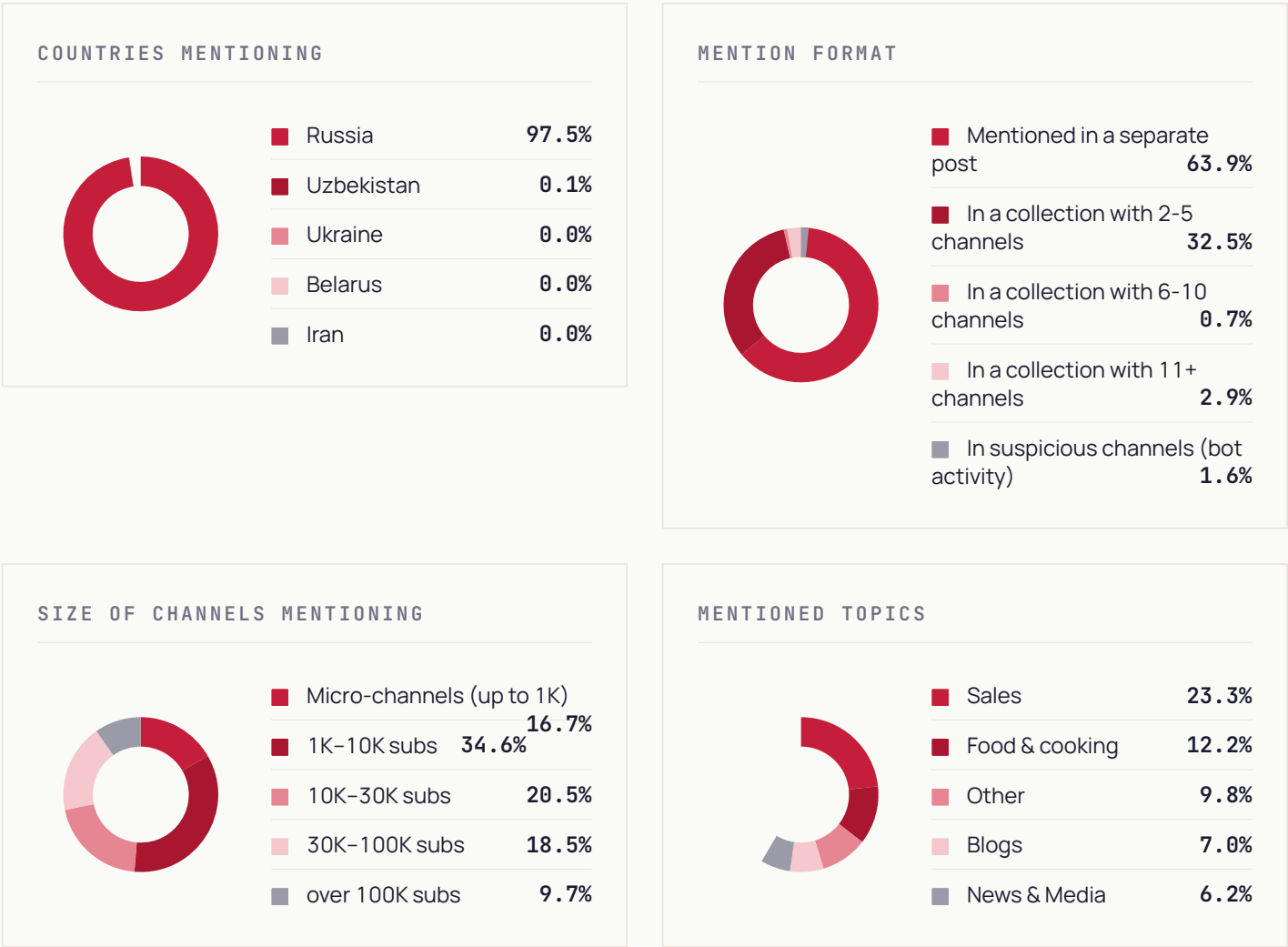
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

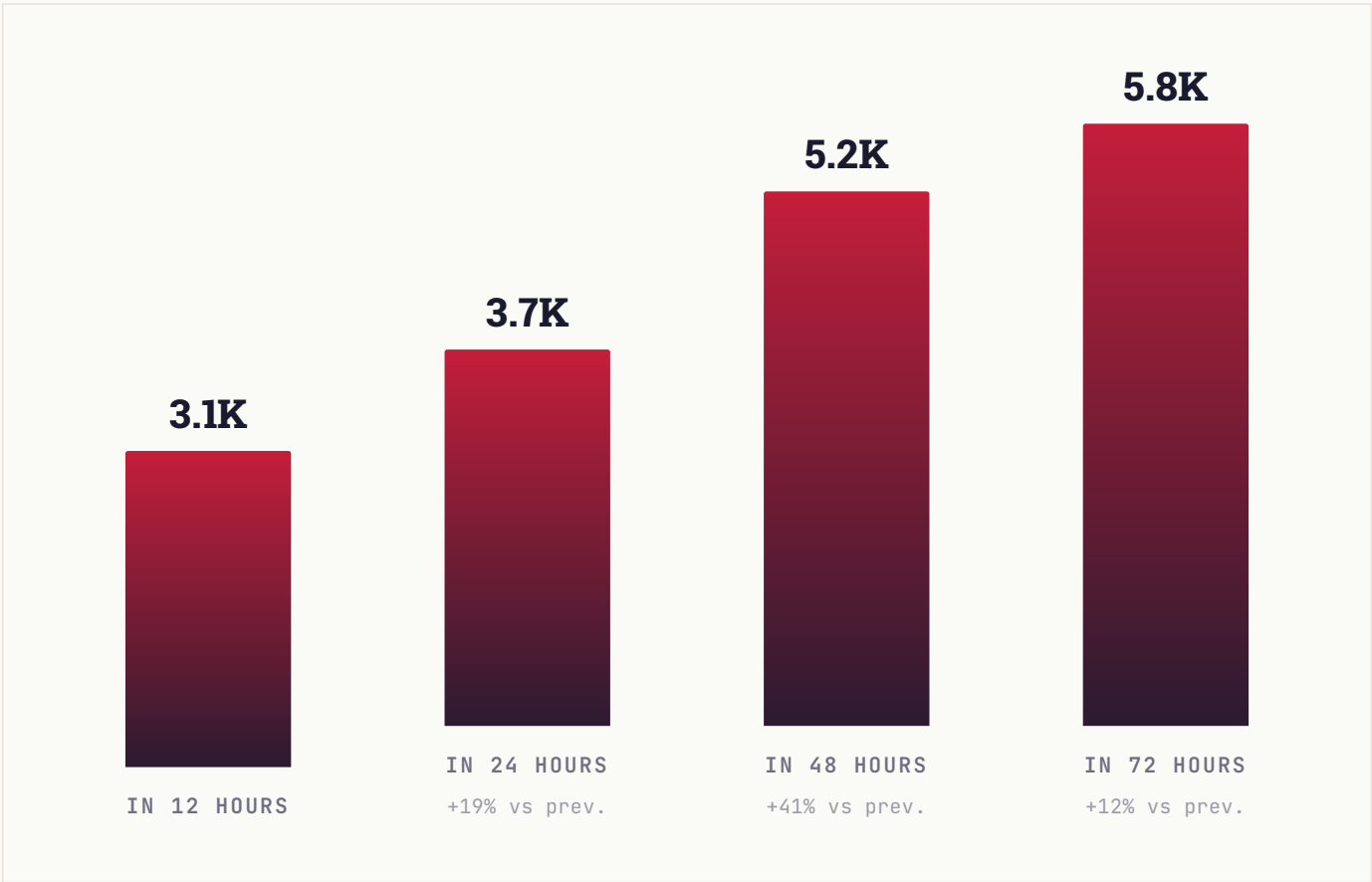
Citation index **164** — channel popularity score based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **442** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyatyorochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
TH Daily recipes	461.5K
ML Много лосося YOU	108.8K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

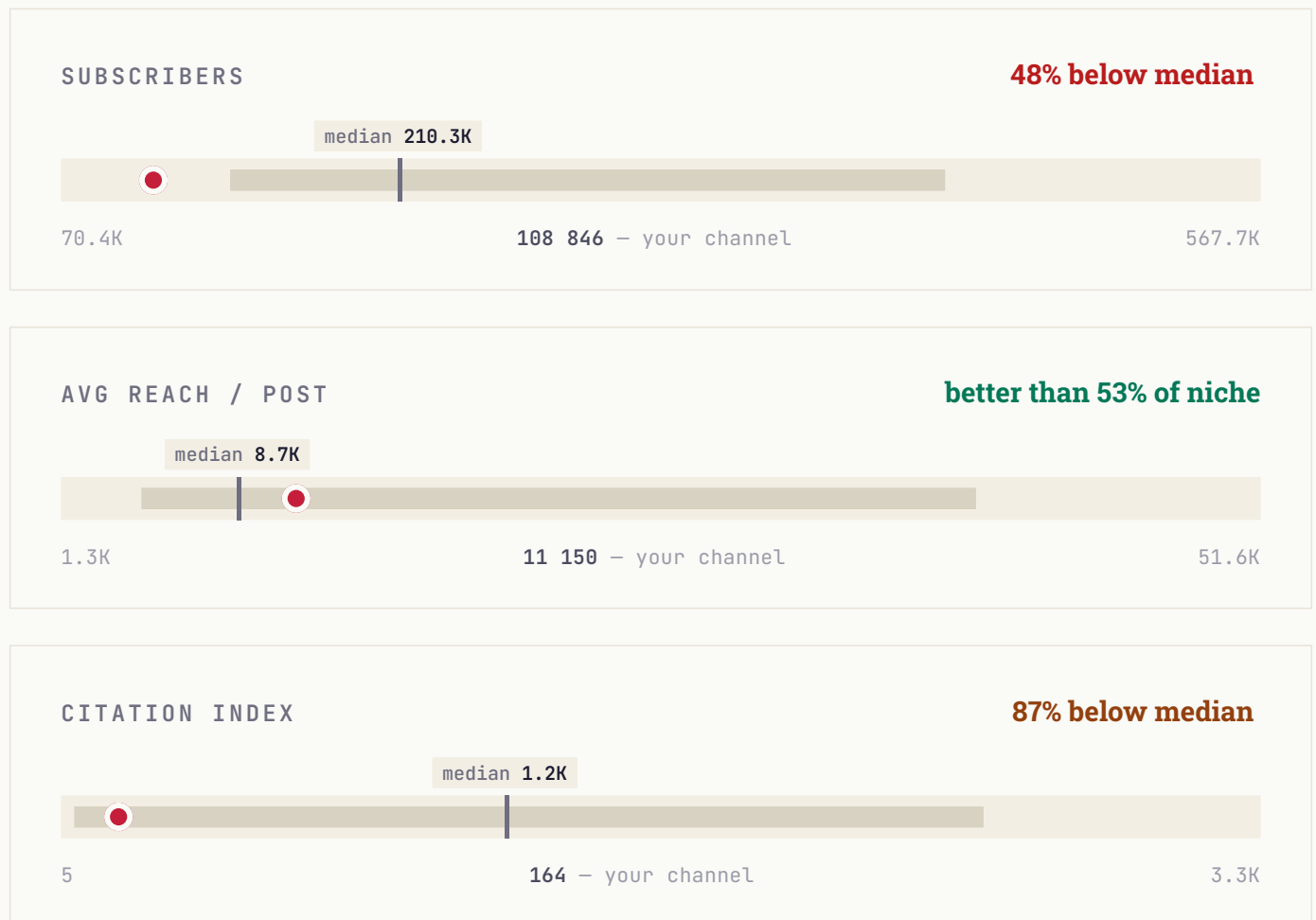
Each month we track posts in other channels that mention yours. Over the last **6 months** mentions count **60**, they brought **128 565** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	19 310
December 2025	22	19	49 561
November 2025	4	4	485
October 2025	13	13	414
September 2025	16	15	1 150
August 2025	4	4	57 645
TOTAL MENTIONS			
60			
MONTHS OF DATA			
6			
ATTRACTED SUBSCRIBERS			
128 565			

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 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

Top post of the week — on Friday
Audience is most active on this day at 15:00 MSK.

EFFECT
Best window for a key 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 weekly poll on a hot topic is an 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 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 us to do this **PromptPress?**

This audit — what we can do in minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
