

PUBLIC PROMTPRESS REPORT

Channel audit

mrgrittaa |

рецепты




@mrgrittaa

Collaboration: @mrgrittaaa TikTok: <https://www.tiktok.com/@mrgrittaa>
 @mrgrittaa Instagram: @mrgrittaa YouTube: <https://youtube.com/@mrgrittaaa>
 @mrgrittaaa Invite link: t.me/mrgrittaa

SUBSCRIBERS

13 312

-225 per month

ERR (% SEE POSTS)

28.0%

Last day **11.7%**

REACH/POST

3.8K

Ad reach **1.6K/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 13 312 —	 SUBS REACH 28.79% Avg % subs see post	 VIEWS/POST 3.8K Median 4.2K · 28 days	 POSTS/WEEK 4.2 Period
 7D TREND -20.4% vs previous week	 REACTIONS/POST 100.9 1,716 reactions, 419 reposts, 4 comments	 POST LENGTH 357 chars Median 214 · 28 days	 POSTS ANALYZED 17 28 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -225 Last month	 CITATION RATE 3 Citation index · 13 channels mentioned all time	 CHANNEL AGE 1 year 9 months Created 19.09.2024

AI EDITOR SUMMARY

Channel «mrgrittaa | recipes 🍳» — 13 312 subs. Each post averages 3.8K people (29% From subs), good reach. Posts 4 posts/week (~1/day) — rare. Week Jun 29 – Jul 5 reach dropped -20.4% Week 22–28 Jun — worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 28 days.
- 02 Dominant format — Video (9/17 posts).
- 03 Avg post length — 357 chars (median 214).
- 04 Peak audience activity — Saturday, 19:00 MSK.
- 05 Top posts get by 1x more views than the weakest (4.7K avg for top vs 3.3K for worst) — among 17 posts over 28 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 16:12 VIDEO That's basically how I learned to cook 😊	VIEWS 4 918 REPOSTS 14	REACTIONS 226 ER 36.9%
Nº2 20.06 · 09:12 VIDEO Sun on rooftops, summer in the city🌞🌞🌞	VIEWS 4 531 REPOSTS 3	REACTIONS 128 ER 34.0%
Nº3 25.06 · 14:48 VIDEO Caramelized peach salad🍑🥗+1 awesome summer salad combo, super easy and tasty🌞 Ingredients: •...	VIEWS 4 524 REPOSTS 36	REACTIONS 60 ER 34.0%

Nº4 13.06 • 13:47 VIDEO One of my favorite summer desserts with strawberries 🍓🍓 Super easy to make, looks beautiful, and the combo of whipped cream and strawberries is...	VIEWS 4 451 REPOSTS 87 REACTIONS 64 ER 33.4%
Nº5 16.06 • 14:19 VIDEO Looks like no PP dinners this summer 😞 A couple days ago I made my favorite baked hot dogs. Always a lifesaver when you want something...	VIEWS 4 385 REPOSTS 47 REACTIONS 63 ER 32.9%

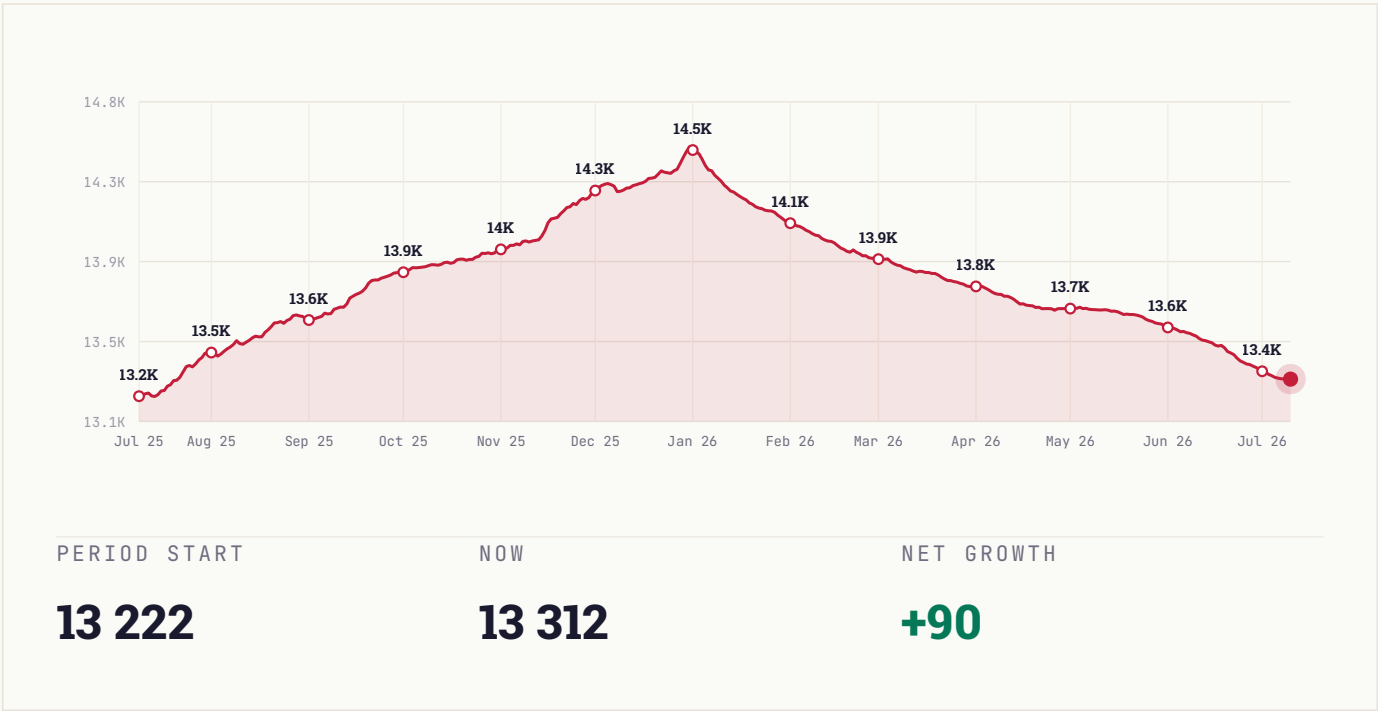
WORST 3

↓ 25.06 • 12:22 PHOTO A childhood dream came true — Belarus released this 🥰 Ice cream with "Snezhok" flavor, I used to...	VIEWS 3 556 REPOSTS 14 REACTIONS 83 ER 26.7%
↓ 03.07 • 08:23 PHOTO June felt like one long vacation that flew by in 5 minutes 🥳🍓 Feels like I forgot how to film my recipes, so I...	VIEWS 3 262 REPOSTS 1 REACTIONS 117 ER 24.5%
↓ 05.07 • 12:47 VIDEO Slowly getting back to filming recipes and cooking 🧑🍳 Recently made air fryer sandwiches for breakfast, recipe I saw from...	VIEWS 3 046 REPOSTS 17 REACTIONS 46 ER 22.9%

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 grew and which it lost subs.



SECTION 04 • MENTIONS

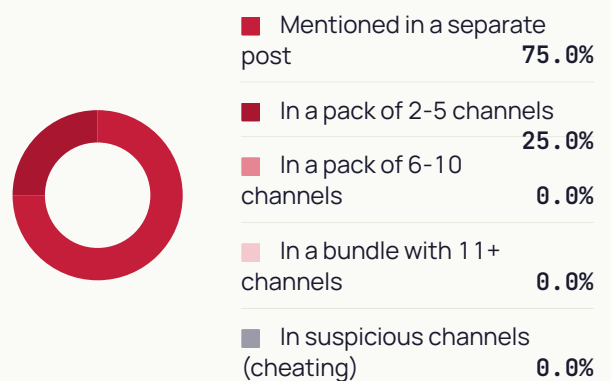
Who and how mentions the channel

Citation index **3** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **13** different channels.

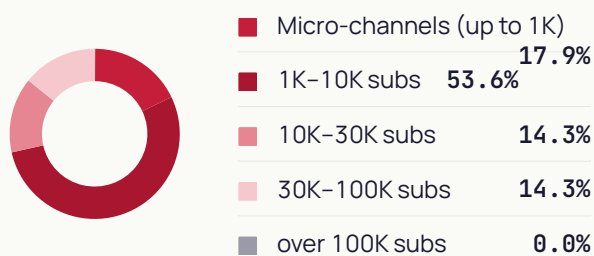
COUNTRIES MENTIONING



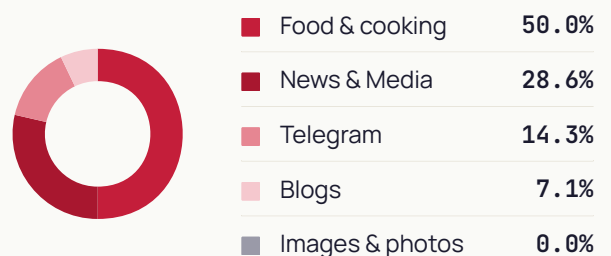
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



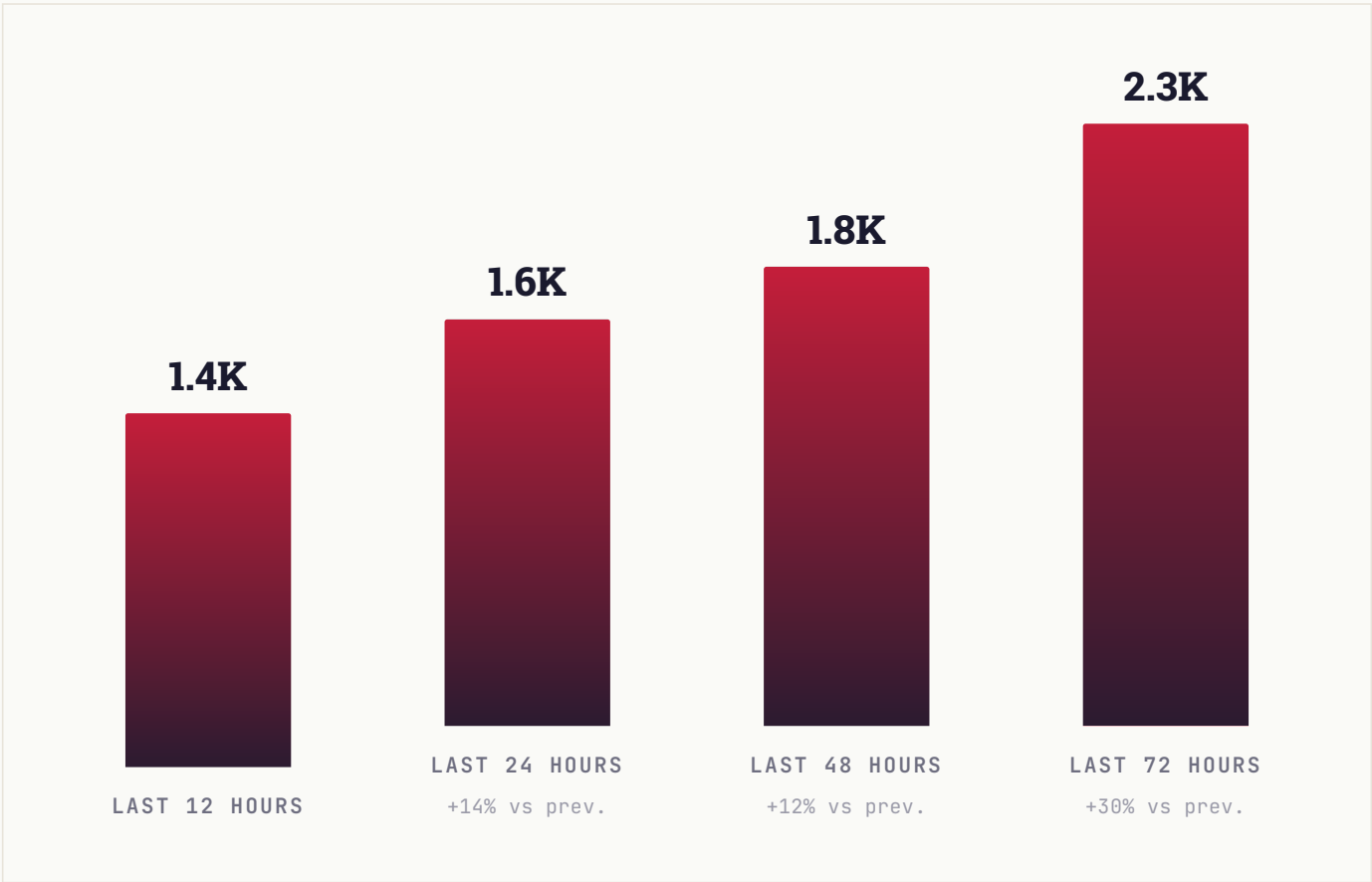
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its position among niche neighbors.

CHANNEL	SUBSCRIBERS
K COUPONS 🍔 DEALS in Belarus	29.8K
G Groszyk Deals Finds Gifts	25.2K
S- Neighbors – store chain	17.1K
SM Santa store chain	14.9K
O- OBZOR.BY – ЕДА, ГОРОД, ШОПИНГ	13.4K
M mrgrittaa рецепты 🍳 YOU	13.3K
V VARKA coffee chain in Belarus	12.5K
GV Go to BK: Burger King channel in Belarus	10.8K
Ch Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#6 of 50). Strong position. Niche leader: COUPONS | 🍔 | DEALS in Belarus (29.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **9**, they brought **1 271** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	7	4	0	
December 2025	2	1	297	
November 2025	0	0	318	
October 2025	0	0	144	
September 2025	0	0	261	
August 2025	0	0	251	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
9	6	1 271

SECTION 08 · NICHE COMPARISON

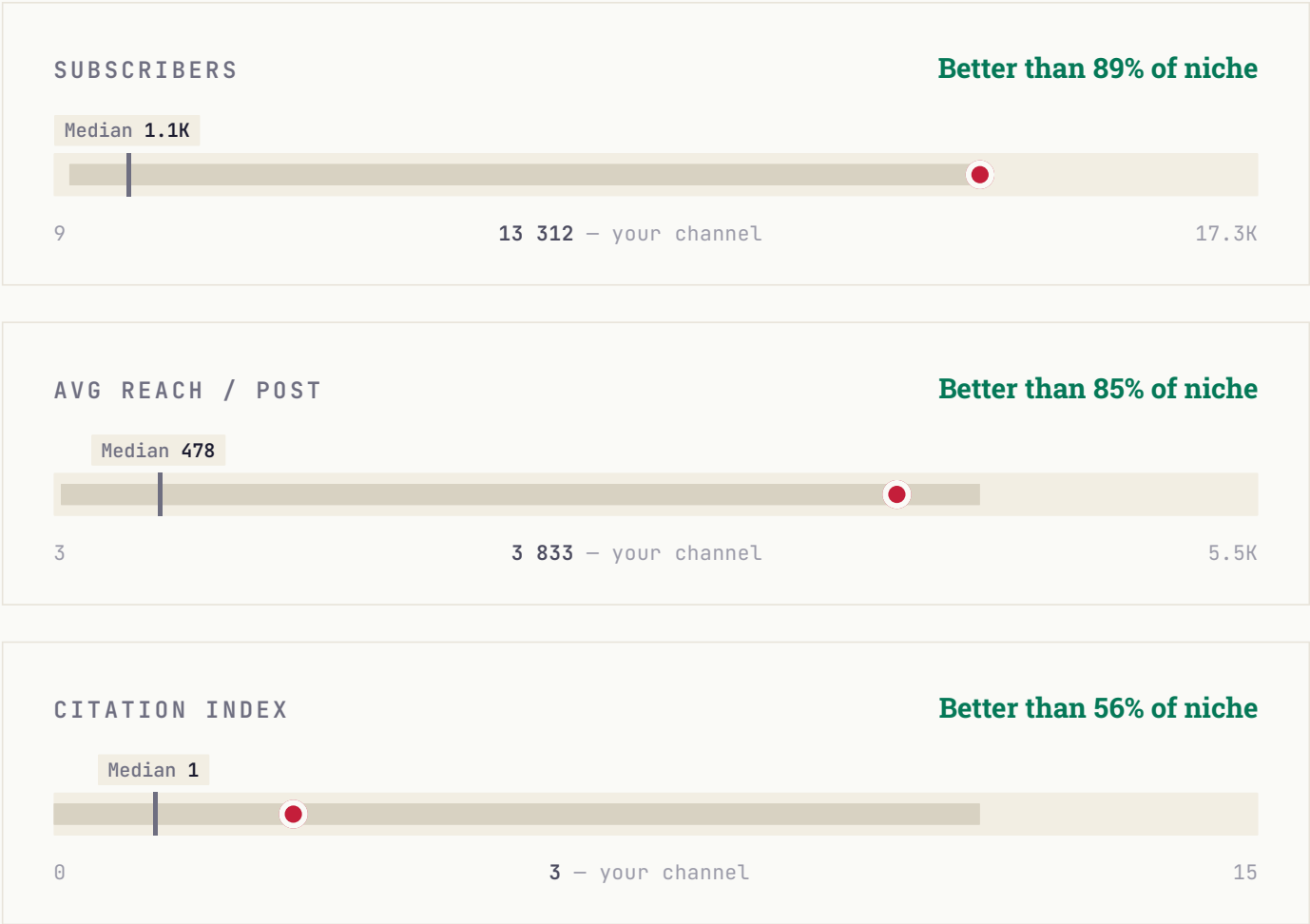
Where channel stands in its league

Took top-50 Channels in category "Food & cooking» (Belarus) and compared your channel against them. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#6/50

RANK IN NICHE

Channel in top 12% – strong position



— 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

Increase posting frequency

Now 4.2 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Saturday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

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**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week 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 us to do this **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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