

PROMTPRESS PUBLIC REPORT

# Channel audit

## MUSSI



@mussicafe

Site: <https://mussicafe.ru> Cafe: Nizhnyaya Krasnoselskaya 35, s50  
 !! Pickup: ul. Akademika Koroleva, 13, bldg. 1 📍 Cafe hours: Mon-Sun 9:30-21:30

SUBSCRIBERS

**20 942**

-223 per month

ERR (% SEE POSTS)

**61.0%**

per day 10.1%

REACH/POST

**10.1K**

ad reach 2.1K/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.

|                                                                                                                                                     |                                                                                                                                                                                        |                                                                                                                                                                                      |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>20 942</div> <div>—</div>             | <div> SUBS REACH</div> <div>48.04%</div> <div>avg % subs see post</div>                               | <div> VIEWS/POST</div> <div>10.1K</div> <div>median 4.6K · 28 days</div>                            | <div> POSTS/WEEK</div> <div>8.0</div> <div>over period</div>                        |
| <div> 7D TREND</div> <div>-71.8%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>143.3</div> <div>only 4,729 reactions, 902 reposts, 66 comments</div> | <div> POST LENGTH</div> <div>308 chars</div> <div>median 206 · 28 days</div>                        | <div> POSTS ANALYZED</div> <div>33</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>2.1K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-223</div> <div>last month</div>                                     | <div> QUOTABILITY</div> <div>43</div> <div>citation index · 107 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>2 years 3 months</div> <div>created 28.03.2024</div> |

AI EDITOR SUMMARY

Channel «MUSSI» — 20 942 subs. Each post avg views 10.1K people (48% from subs), wide reach for channel this size. Publishes 8 posts/week (~1/day) — regular pace. Week Jun 22–28 reach dropped -71.8% to week Jun 15–21 — worth analyzing causes.

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 33 posts in 28 days.
- 02 Dominant format – Photo (17/33 posts).
- 03 Avg post length – 308 chars (median 206).
- 04 Audience peak – Monday, 15:00 MSK.
- 05 Top posts get 21x more views than weakest (66.1K avg top vs 3.2K worst) – among 33 posts in 28 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                   |                                                                      |                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>15.06 · 12:10</div><div>VIDEO</div></div> <div>Remember we told you about that cool collab?? Time to spill the beans🥥🥥🥥💖MANGO-CHIA SMOOTHIE – 650₽ if summer could be...</div>            | <div>VIEWS</div> <div>72 347</div> <div>REPOSTS</div> <div>49</div>  | <div>REACTIONS</div> <div>97</div> <div>ER</div> <div>345.5%</div>  |
| <div><div>Nº2</div><div>04.07 · 11:50</div><div>VIDEO</div></div> <div>UBE CLOUD SERIES DRINKS☁️ with a light cloud of creamy foam based on natural ube powder with subtle notes of nuts and vanilla💖Ube...</div> | <div>VIEWS</div> <div>64 014</div> <div>REPOSTS</div> <div>192</div> | <div>REACTIONS</div> <div>109</div> <div>ER</div> <div>305.7%</div> |
| <div><div>Nº3</div><div>03.07 · 13:13</div><div>PHOTO</div></div> <div>Liza brought UBE, so meet our VERY special specials💖💖UBE PUDDING – 390₽/550₽ Mom, we're trending! UBE pudding with...</div>                | <div>VIEWS</div> <div>61 862</div> <div>REPOSTS</div> <div>234</div> | <div>REACTIONS</div> <div>153</div> <div>ER</div> <div>295.4%</div> |

|                                                                                                                                                                                         |                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 16.06 • 11:47 <b>PHOTO</b><br>🌸💖 MUSSI MENU 💖🌸 Presenting to your attention the newly designed MUSSI menu Charlotte pudding is leaving us, and strawberry Raffaello...       | VIEWS<br><b>6 354</b><br>REPOSTS<br><b>77</b><br>REACTIONS<br><b>107</b><br>ER<br><b>30.3%</b> |
| <b>Nº5</b> 20.06 • 14:13 <b>PHOTO</b><br>They wrote us from «Mussi». This is a small vegan cafe by Lisa Madrid with a vibe of «1000000/10». We saw vegan ice cream «Chistaya Liniya»... | VIEWS<br><b>5 601</b><br>REPOSTS<br><b>6</b><br>REACTIONS<br><b>210</b><br>ER<br><b>26.7%</b>  |

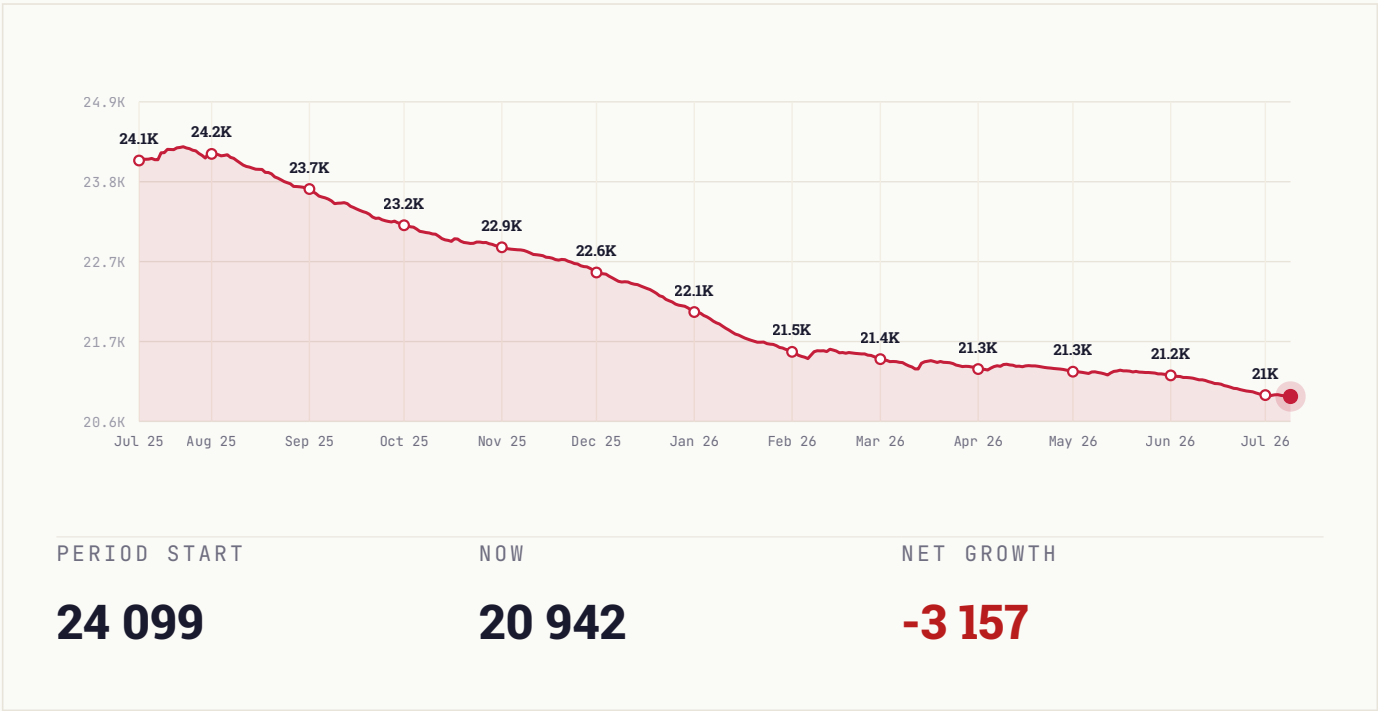
## WORST 3

|                                                                                                                                  |                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| ↓ 06.07 • 10:33 <b>VIDEO</b><br>(video post without caption)                                                                     | VIEWS<br><b>3 485</b><br>REPOSTS<br><b>8</b><br>REACTIONS<br><b>201</b><br>ER<br><b>16.6%</b>  |
| ↓ 05.07 • 12:45 <b>VIDEO</b><br>(video post without caption)                                                                     | VIEWS<br><b>3 321</b><br>REPOSTS<br><b>4</b><br>REACTIONS<br><b>119</b><br>ER<br><b>15.9%</b>  |
| ↓ 03.07 • 11:21 <b>PHOTO</b><br>WHAT WHAT WHAT WHAT WHAT WHAT GIRLS I BROUGHT UBE TO RUSSIA WE'LL POST EVERYTHING IN A FEW HOURS | VIEWS<br><b>2 740</b><br>REPOSTS<br><b>26</b><br>REACTIONS<br><b>261</b><br>ER<br><b>13.1%</b> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

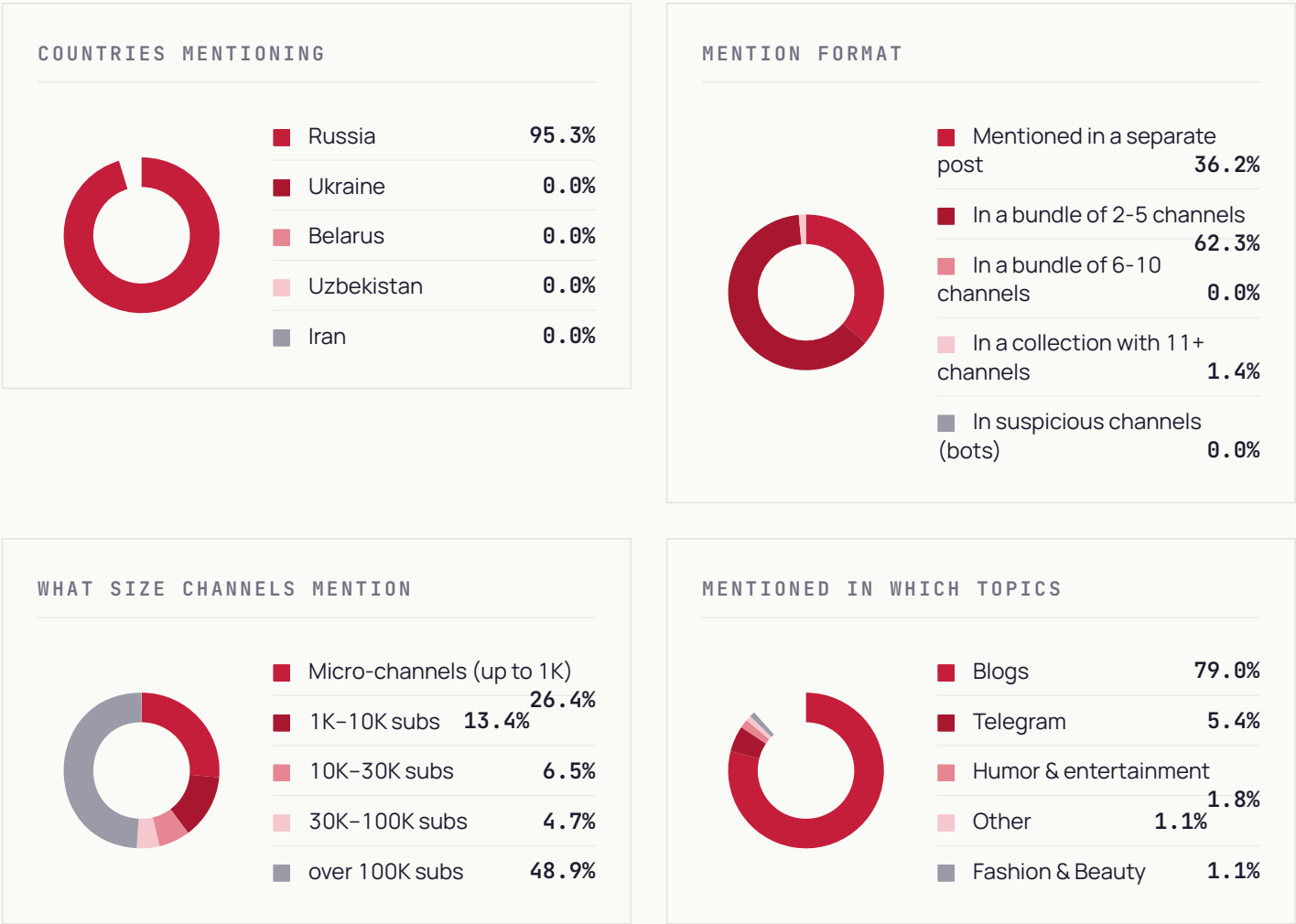
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

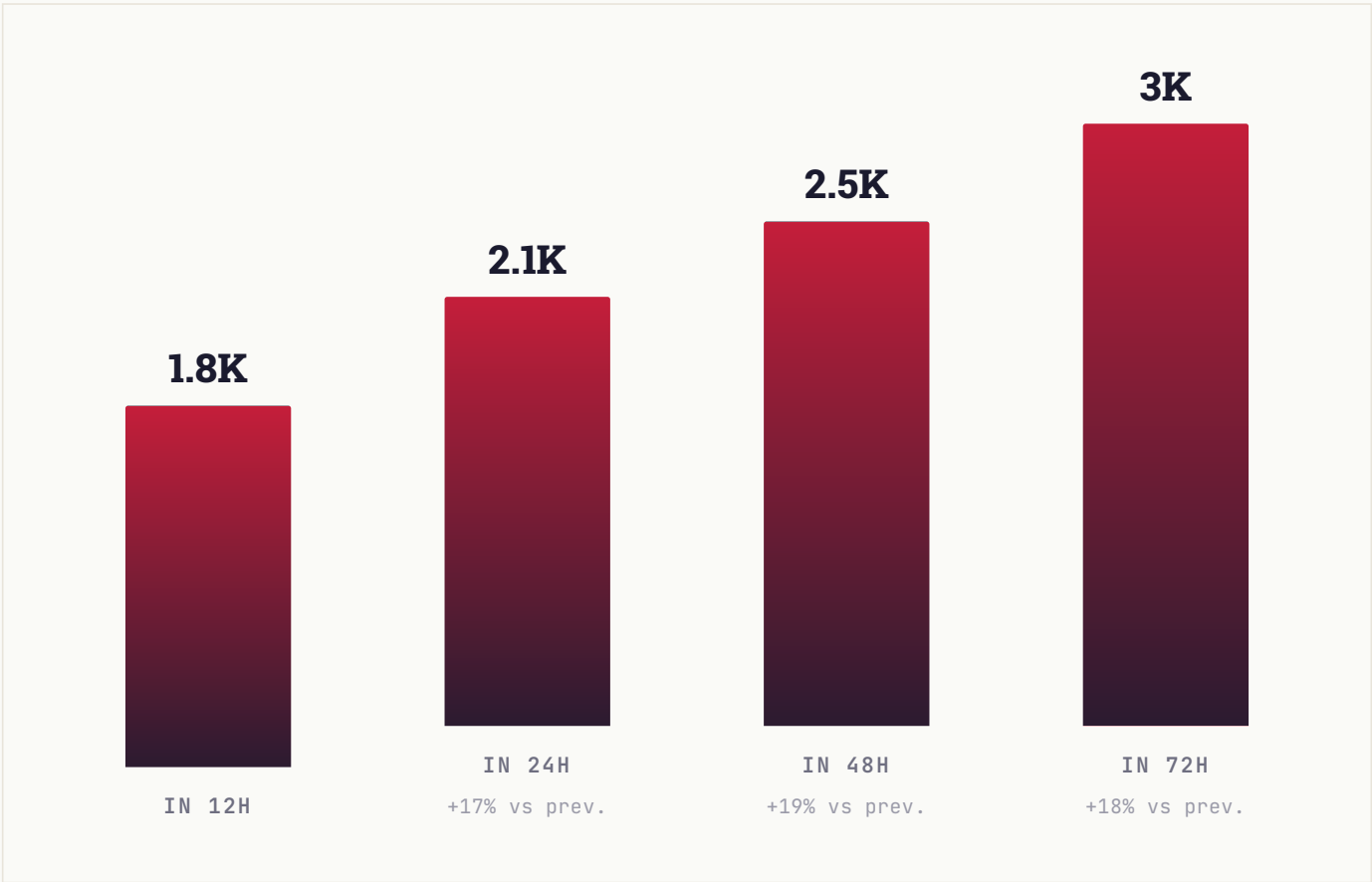
Citation index **43** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **107** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of a promo 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 neighbors.

| CHANNEL                     | SUBSCRIBERS |
|-----------------------------|-------------|
| KR Cooking Recipes Salads 🤖 | 995.6K      |
| Fri Pyaterochka             | 776.5K      |
| M 🍰 Mom's Recipes 😊         | 680.8K      |
| A  Air Fryer   Recipes      | 593.3K      |
| Thu Simple Recipes          | 586.9K      |
| KR Recipe book              | 559K        |
| CN Kitchen inside out       | 532.5K      |
| VI Tasty & cheap 🍪          | 487.7K      |
| CI CHIZHIK                  | 485.1K      |
| Mon Everyday Recipes        | 461.5K      |
| MU MUSSI YOU                | 20.9K       |

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

# 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 **59**, they brought **115** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBS                   |
|----------------|----------|----------|---------|------------------------|
| January 2026   | 4        | 3        | 3       | <div><div></div></div> |
| December 2025  | 10       | 8        | 3       | <div><div></div></div> |
| November 2025  | 9        | 5        | 9       | <div><div></div></div> |
| October 2025   | 12       | 3        | 58      | <div><div></div></div> |
| September 2025 | 8        | 5        | 26      | <div><div></div></div> |
| August 2025    | 16       | 6        | 16      | <div><div></div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 59             | 6              | 115           |

## Where channel stands in its league

**SUBSCRIBERS**

**worse than median by 90%**

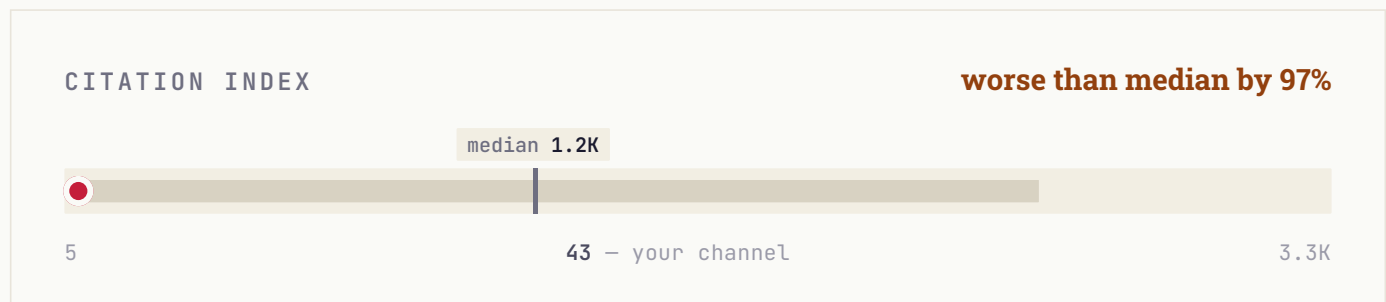
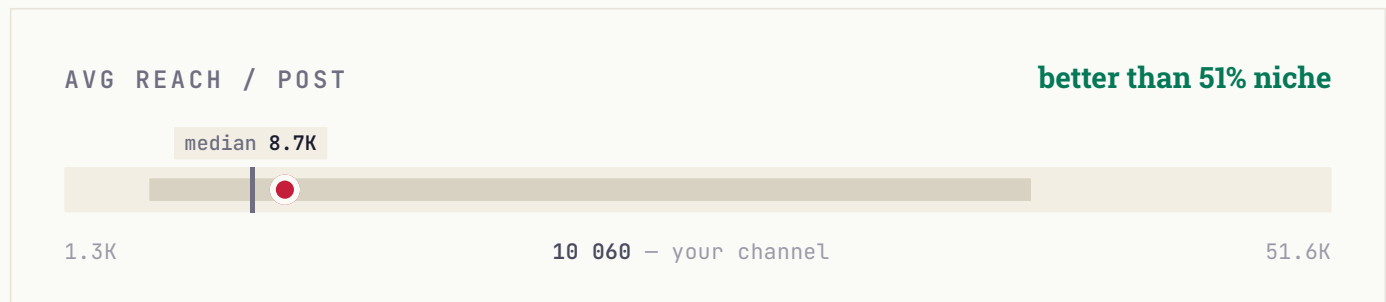
A horizontal bar chart comparing a channel's subscriber count to a median. The median is represented by a vertical line at 210.3K. The channel's count is represented by a red dot at 70.4K. The bar is divided into two segments: a light blue segment from 70.4K to 210.3K and a darker blue segment from 210.3K to 567.7K. The text 'worse than median by 90%' is displayed in red.

| Metric              | Value  |
|---------------------|--------|
| Channel Subscribers | 70.4K  |
| Median              | 210.3K |
| Range End           | 567.7K |

70.4K

210.3K median

567.7K



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                        |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>01</b> | <b>Main post of the week — on Monday</b><br>On this day at 15:00 MSK audience is most active.                                                                                                                         | EFFECT<br><b>Best window<br/>for key posts</b>         |
| <b>02</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress finds sources for your niche. | EFFECT<br><b>+1000-3000<br/>subs</b>                   |
| <b>03</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions typically boost ER by 5-15%.<br>One weekly poll on a hot topic — an easy growth lever.                                                      | EFFECT<br><b>+5-15% ER</b>                             |
| <b>04</b> | <b>Cross-promo with neighboring channels</b><br>Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.                                                               | EFFECT<br><b>Growth from<br/>relevant<br/>audience</b> |
| <b>05</b> | <b>Update channel description for Telegram search</b><br>Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.                                                                    | EFFECT<br><b>Organic traffic<br/>source</b>            |

★ 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 ads in  
Telegram**

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

02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)