

PUBLIC REPORT BY PROMTPRESS

Channel audit

NotRestaurants



@nerestorani

I write about the best street food, bars, markets and cafes that will change your idea of food! 🍷: @AntonFedorin

SUBSCRIBERS

140 459

-1262 per month

ERR (% SEE POSTS)

28.0%

per day 15.3%

REACH/POST

37.9K

ad reach 21.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 140 459 —	 SUBSCRIBER REACH 26.96% avg % of subs see post	 VIEWS/POST 37.9K median 39.6K · 29 days	 POSTS/WEEK 10.1 for the period
 7D TREND -2.4% vs previous week	 REACTIONS/POST 176.4 total 7 410 reactions, 3 081 reposts, 24 comments	 POST LENGTH 813 chars median 940 · 29 days	 POSTS ANALYZED 42 29 days
 AD REACH 21.5K 24h avg	 CHURN / MONTH -1262 last month	 CITATION RATE 245 citation index · 582 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 17.04.2022

AI EDITOR SUMMARY

Channel «NotRestaurants» — 140 459 subs. Each post averages 37.9K people (27% of subs), good reach. Publishes 10 posts per week (~1/day) — regular schedule. For week Jun 22–28 reach stable (-2.4% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 42 posts over 29 days.
- 02 Dominant format – Photo (37/42 posts).
- 03 Avg post length – 813 chars (median 940).
- 04 Peak audience activity – Friday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (42.5K avg for top vs 36.3K for worst) – among 42 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 05:00 PHOTO Full unlimited for 1980₽! And yes, of course, the Chinese did it again! As they say – whatever you do, there is a Chinese who will do...	VIEWS 44 237 REP. 452	REACTIONS 374 ER 31.5%
Nº2 10.06 · 16:00 VIDEO Duckstar's: all menu for 350 ₽, 3 nights of parties and summer terrace 🍸🔥 3 days off ahead - great reason to gather friends at...	VIEWS 41 890 REP. 53	REACTIONS 118 ER 29.8%
Nº3 19.06 · 11:51 PHOTO Promises must be kept! A couple of weeks ago I promised to visit Paulaner on Olympic Avenue – by the way, my favorite in Moscow...	VIEWS 41 489 REP. 109	REACTIONS 262 ER 29.5%

Nº4 17.06 • 13:24 PHOTO Top shawarma, but not quite shawarma Stopped by «Sabz» to try their new shawarma (650₽), but not with spit-roasted meat, with chicken thigh...	VIEWS 41 248 REACTIONS 254 REP. 106 ER 29.4%
Nº5 29.06 • 08:17 VIDEO Stylish free coworking & great coffee! I honestly don't get how this place exists, but it does. As far as I know, Hyundai...	VIEWS 40 904 REACTIONS 311 REP. 93 ER 29.1%

WORST 3

↓ 24.06 • 13:39 PHOTO Save time & book tables via neural network Yep, now you can: Alice AI has a new AI agent «Booking». The other day I...	VIEWS 38 698 REACTIONS 81 REP. 3 ER 27.6%
↓ 10.06 • 12:04 PHOTO IT solution of the month: AI assistant for restaurants Resti editorial team regularly works not only with restaurants but also with services that...	VIEWS 36 186 REACTIONS 76 REP. 7 ER 25.8%
↓ 10.06 • 14:02 PHOTO Sweet buns, we've got news! On «Open Kitchen» site, thematic quizzes are now live. Plans for the coming days: • find out...	VIEWS 34 040 REACTIONS 22 REP. 27 ER 24.2%

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 months subscribers left.

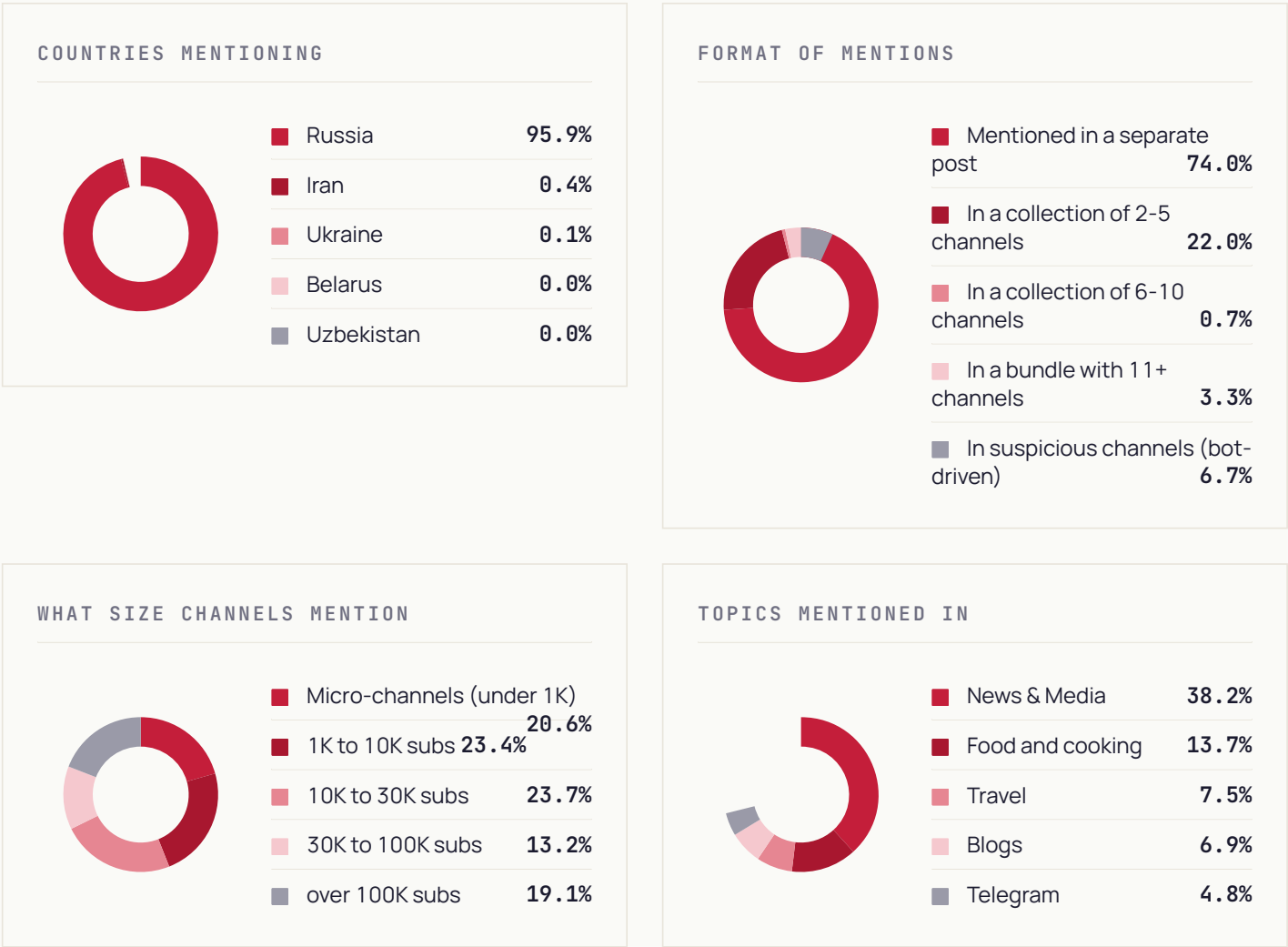


PERIOD START	NOW	NET GROWTH
140 178	140 468	+290

SECTION 04 · MENTIONS

Who and how mentions the channel

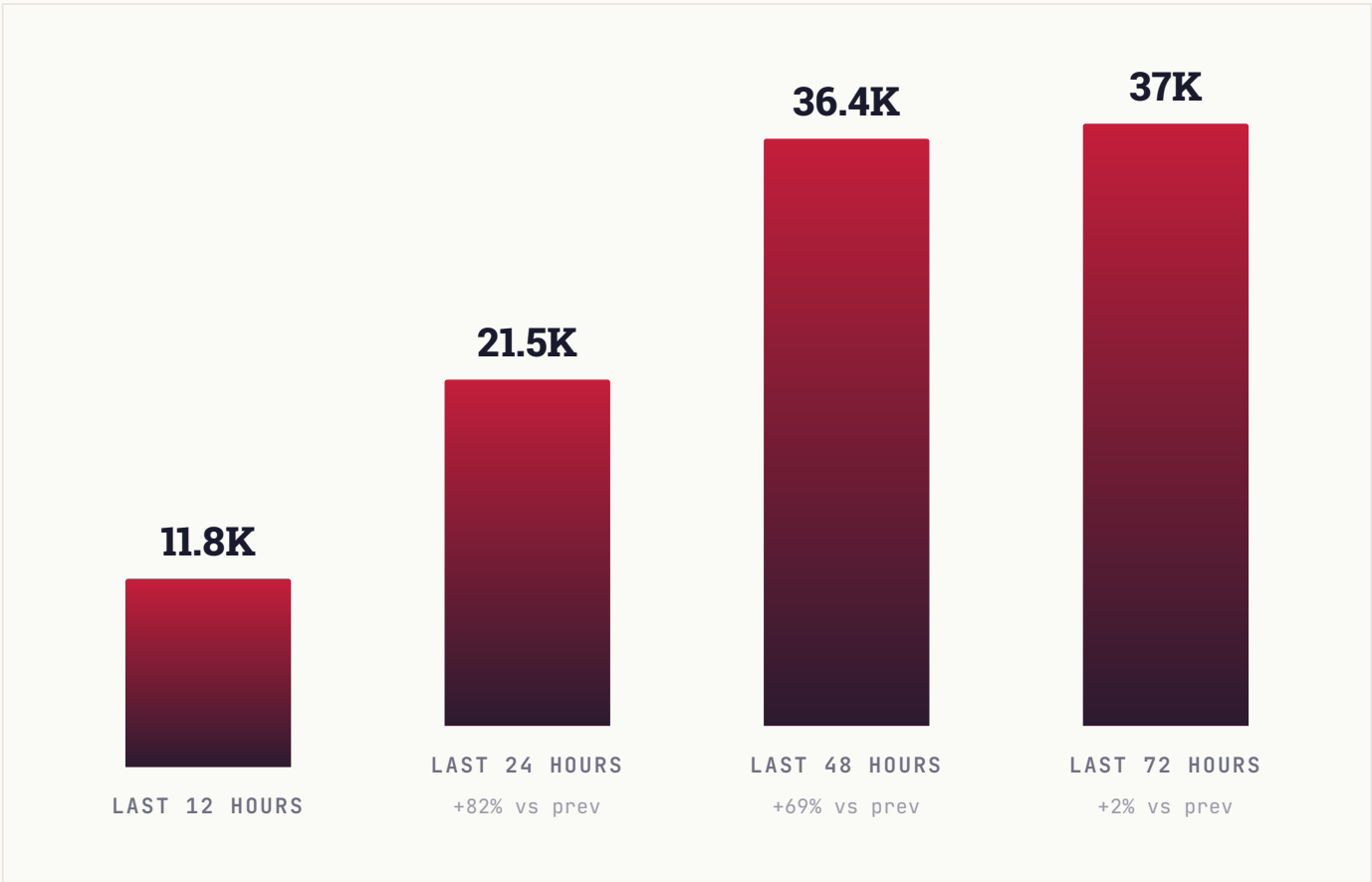
Citation index **245** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **582** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Inside-out kitchen	532.5K
VI Tasty and cheap 🍲	487.7K
CI CHIZHIK	485.1K
TH Everyday Recipes	461.5K
NOT NotRestaurants YOU	140.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 of 94). Niche median — 205K subs.
First KPI: reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

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 **26**, they brought **27 671** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	6	3	3 826
December 2025	11	10	4 976
November 2025	2	2	4 565
October 2025	5	5	8 750
September 2025	0	0	2 986
August 2025	2	2	2 568

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
26	6	27 671

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#90 /100

RANK IN NICHE

Channel in the bottom half of the ranking

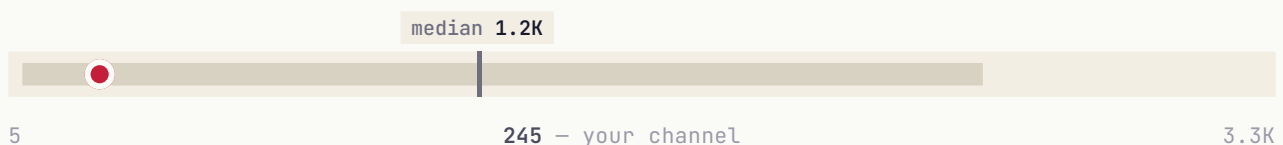
SUBSCRIBERS

33% worse than median

AVG REACH / POST

better than 87% of niche

CITATION INDEX

80% worse than median

— 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 Friday

On this day at 14:00 MSK audience is most active.

EFFECT

Best time to post

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better

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 & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **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 close your growth plan in a month.

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