

PROMTPRESS PUBLIC REPORT

# Channel audit

## KALNINA NATALIA



@nkalnina

I am Kalnina Natalia. Sharing the best affordable and original homemade recipes. w1h1g9ul1g1m4f0 RUTUBE: <https://rutube.ru/channel/23921262> Dzen: <https://dzen.ru/kalnina> VK:...

SUBSCRIBERS

**108 762**

-84 per month

ERR (% SEE POSTS)

**20.0%**

Daily 6.6%

REACH/POST

**20.3K**

Ad reach 7.2K/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><div> SUBSCRIBERS</div><div>108 762</div><div>—</div></div>            | <div><div> SUBSCRIBER REACH</div><div>18.62%</div><div>Avg % subs see post</div></div>                               | <div><div> VIEWS/POST</div><div>20.3K</div><div>Median 19K · 27 days</div></div>                                 | <div><div> POSTS/WEEK</div><div>5.1</div><div>For period</div></div>                             |
| <div><div> 7D TREND</div><div>-18.0%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>476.6</div><div>9,532 reactions,<br/>7,943 reposts, 216<br/>comments</div></div> | <div><div> POST LENGTH</div><div>857 chars</div><div>Median 1,000 · 27<br/>days</div></div>                      | <div><div> POSTS ANALYZED</div><div>20</div><div>27 days</div></div>                             |
| <div><div> AD REACH</div><div>7.2K</div><div>Avg 24h</div></div>          | <div><div> CHURN / MONTH</div><div>-84</div><div>Last month</div></div>                                            | <div><div> CITATION RATE</div><div>1</div><div>Citation index · 23<br/>channels mentioned<br/>ever</div></div> | <div><div> CHANNEL AGE</div><div>2 years 5<br/>months</div><div>Created 09.02.2024</div></div> |

AI EDITOR SUMMARY

Channel «KALNINA NATALIA» — 108 762 subs. Avg views per post: 20.3K people (19% of subs), avg reach — room to grow. Publishes 5 posts/week (~1/day) — rare. Week Jun 22–28 reach dropped -18.0% vs week Jun 15–21 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts over 27 days.
- 02 Dominant format – Video (18/20 posts).
- 03 Avg post length – 857 chars (median 1,000).
- 04 Audience peak – Sunday, 08:00 MSK.
- 05 Top posts get 2x More views than weakest (30K avg top vs 15K worst) – among 20 posts over 27 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

|                 |       |                                                                                                          |        |           |
|-----------------|-------|----------------------------------------------------------------------------------------------------------|--------|-----------|
| №121.06 · 05:25 | PHOTO | PIES   tasty recipe collection (Click the name to go to the recipe) FRIED Sorrel pies Strawberry pies... | VIEWS  | REACTIONS |
|                 |       |                                                                                                          | 34 008 | 538       |
| №212.06 · 06:15 | VIDEO | Quick puff pastry pie 🥧 Any filling works! Great with soup or as a snack. No fuss...                     | REP.   | ER        |
|                 |       |                                                                                                          | 681    | 31.3%     |
| №310.06 · 06:07 | VIDEO | Curd roll in a pan in minutes 🥞 Incredibly tasty, quick and easy: mix everything - and onto the pan...   | VIEWS  | REACTIONS |
|                 |       |                                                                                                          | 29 665 | 636       |
|                 |       |                                                                                                          | REP.   | ER        |
|                 |       |                                                                                                          | 427    | 27.3%     |
|                 |       |                                                                                                          | VIEWS  | REACTIONS |
|                 |       |                                                                                                          | 26 326 | 588       |
|                 |       |                                                                                                          | REP.   | ER        |
|                 |       |                                                                                                          | 486    | 24.2%     |

|                                                                                                                                                                                      |                                                                   |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>11.06 · 06:10</div><div>VIDEO</div></div> <div><div>Kefir pie with crumble 🥧 This tea pie is easy to make, yet very tasty, slightly moist and...</div></div> | <div>VIEWS</div> <div>25 576</div> <div>REP.</div> <div>564</div> | <div>REACTIONS</div> <div>582</div> <div>ER</div> <div>23.5%</div> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|

|                                                                                                                                                                                                                                                  |                                                                   |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº5</div><div>16.06 · 06:05</div><div>VIDEO</div></div> <div><div>Strawberry pies: I'll show you how to make the filling so it doesn't leak when frying 🍓 I'll also show you another favorite dough for pies, or rather...</div></div> | <div>VIEWS</div> <div>23 551</div> <div>REP.</div> <div>435</div> | <div>REACTIONS</div> <div>488</div> <div>ER</div> <div>21.7%</div> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|

WORST 3

|                                                                                                                                                                                              |                                                                   |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>19.06 · 06:20</div><div>VIDEO</div></div> <div><div>Meatballs with gravy 🍲 Very tasty, tender - just begging to be eaten. Sure your family will love it...</div></div> | <div>VIEWS</div> <div>17 449</div> <div>REP.</div> <div>398</div> | <div>REACTIONS</div> <div>513</div> <div>ER</div> <div>16.0%</div> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|

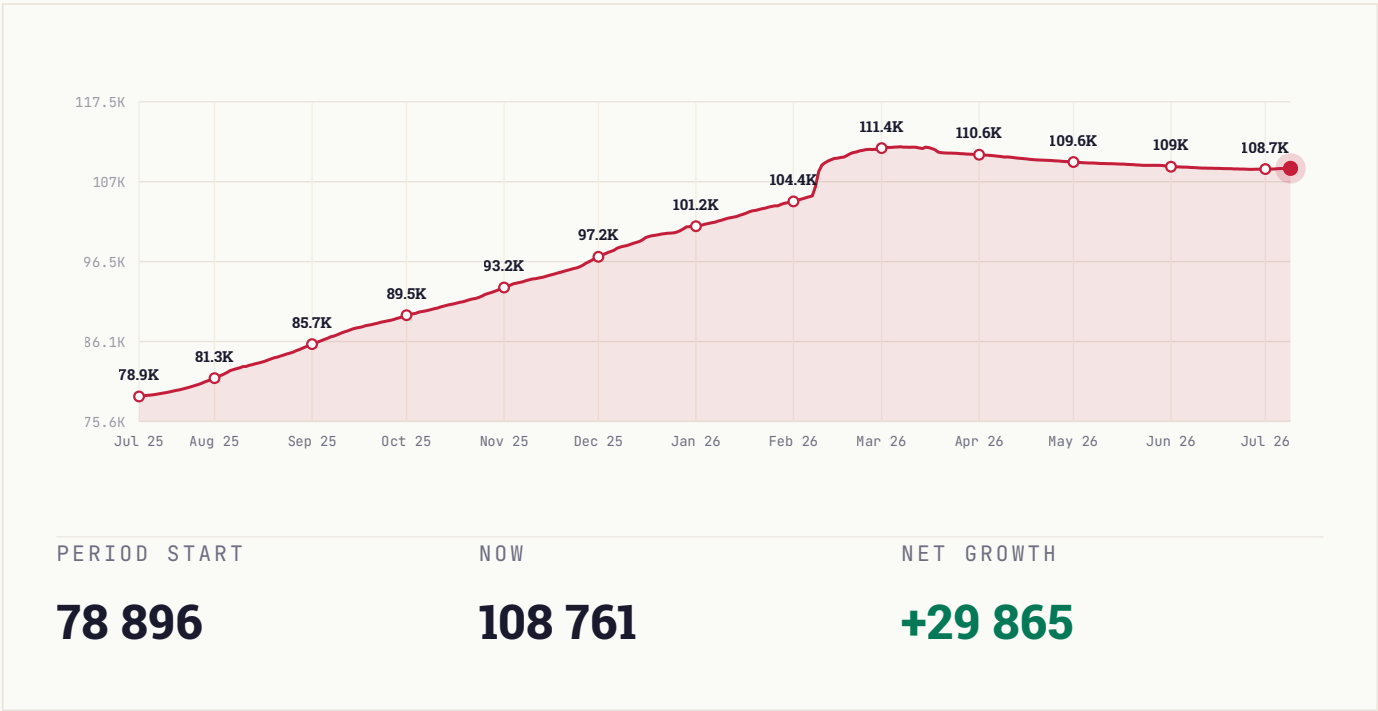
|                                                                                                                                                                                                                       |                                                                   |                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>28.06 · 09:42</div><div>VIDEO</div></div> <div><div>Turkey shashlik 🍗 Today the husband cooks - so it'll be especially tasty!) The meat turns out juicy, tender - finger-licking...</div></div> | <div>VIEWS</div> <div>16 605</div> <div>REP.</div> <div>242</div> | <div>REACTIONS</div> <div>431</div> <div>ER</div> <div>15.3%</div> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|

|                                                                                                                                                                                                             |                                                                   |                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>06.07 · 16:28</div><div>VIDEO</div></div> <div><div>Pie with crispy crumble and berries 🫐 It's incredibly simple, always works, and you can use any berries. Blueberry...</div></div> | <div>VIEWS</div> <div>10 925</div> <div>REP.</div> <div>376</div> | <div>REACTIONS</div> <div>455</div> <div>ER</div> <div>10.0%</div> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

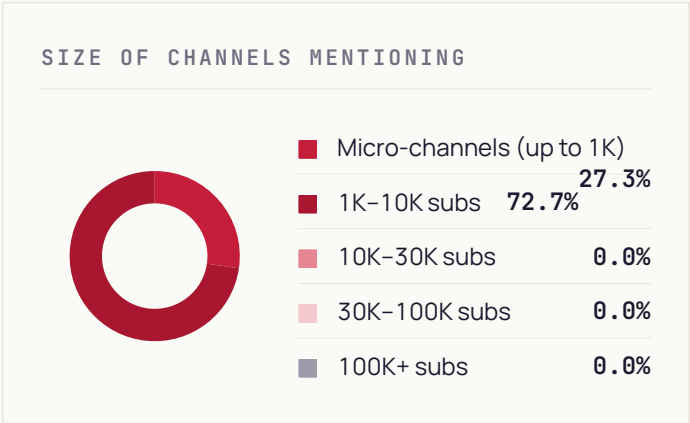
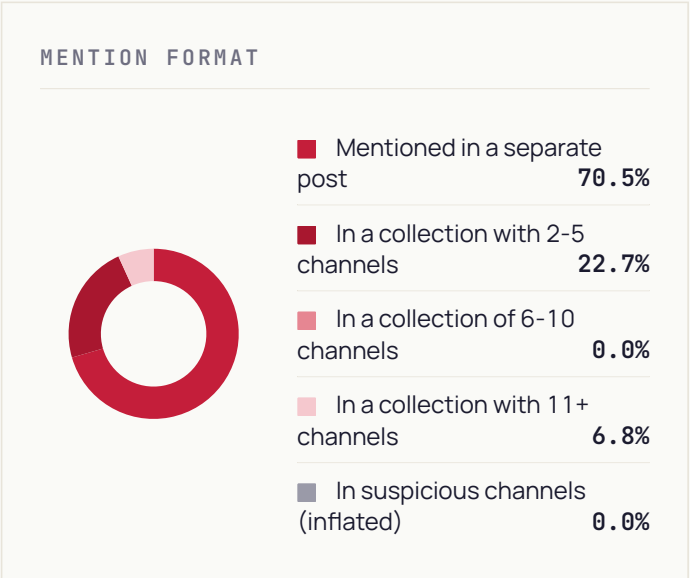
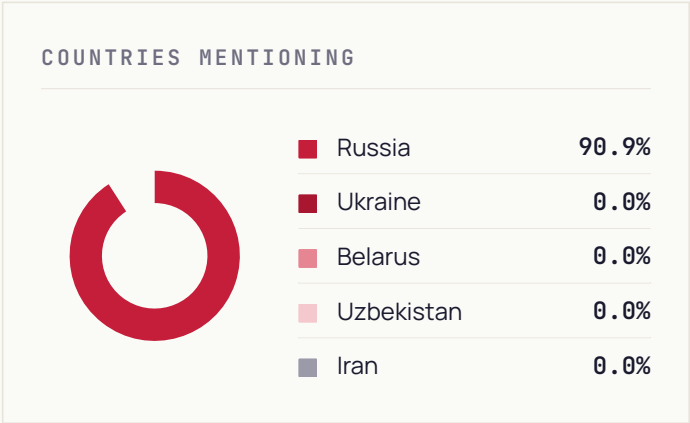
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

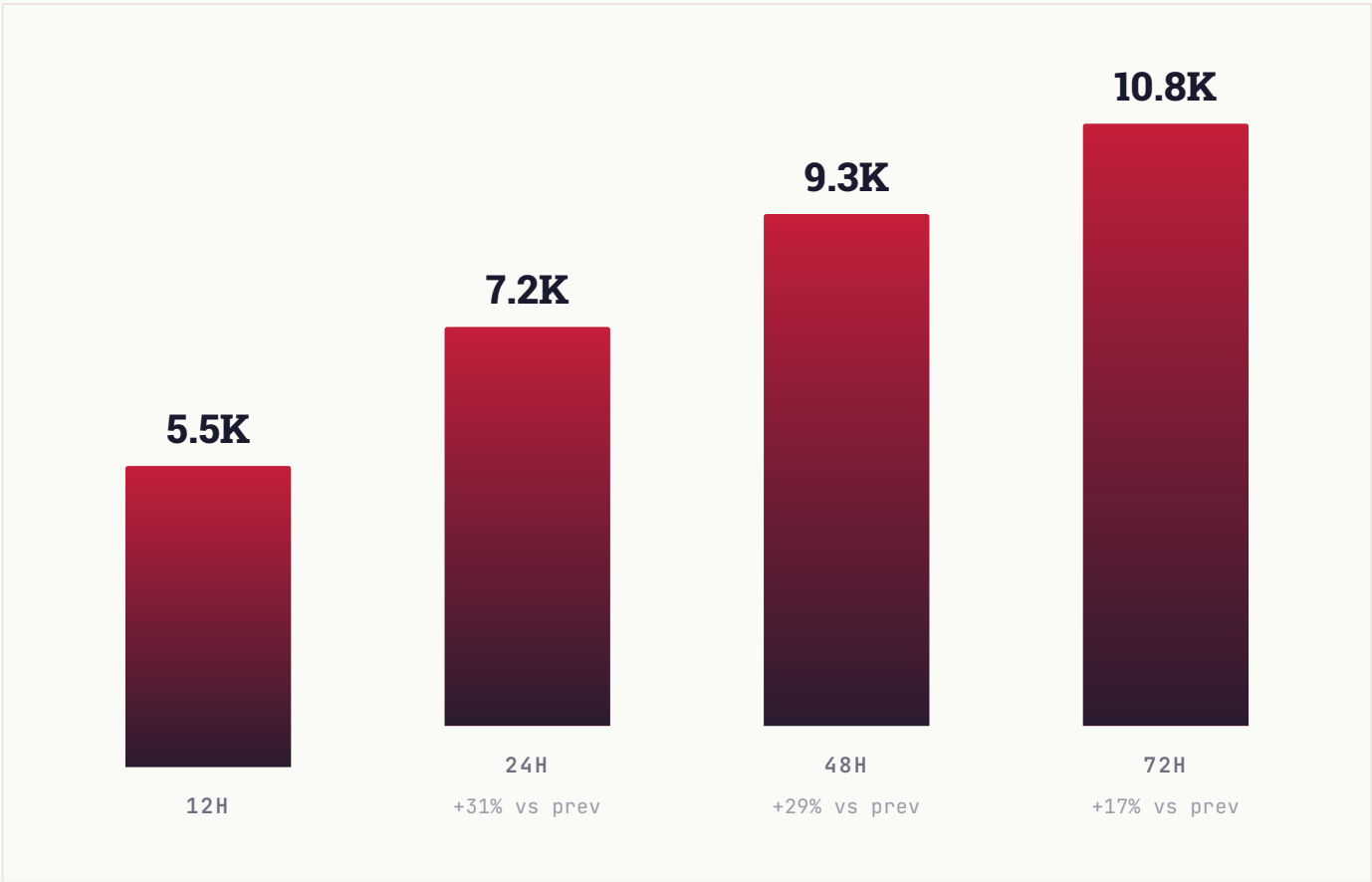
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **23** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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



SECTION 06 · COMPETITORS

# Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

| CHANNEL                     | SUBSCRIBERS |
|-----------------------------|-------------|
| CR Cooking Recipes Salads 🤖 | 995.6K      |
| Fri Pyaterochka             | 776.5K      |
| M 🍰 Mom's Recipes 😊         | 680.8K      |
| A  Air Fryer   Recipes      | 593.3K      |
| PR Simple Recipes           | 586.9K      |
| CR Recipe book              | 559K        |
| CN Inside-out kitchen       | 532.5K      |
| VI Tasty & cheap 🍪          | 487.7K      |
| CI CHIZHIK                  | 485.1K      |
| Thu Daily recipes           | 461.5K      |
| KN KALNINA NATALIA YOU      | 108.8K      |

COMPARATIVE CONCLUSION

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 TRENDS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** Such mentions: **11**, they brought **23 219** New subs.

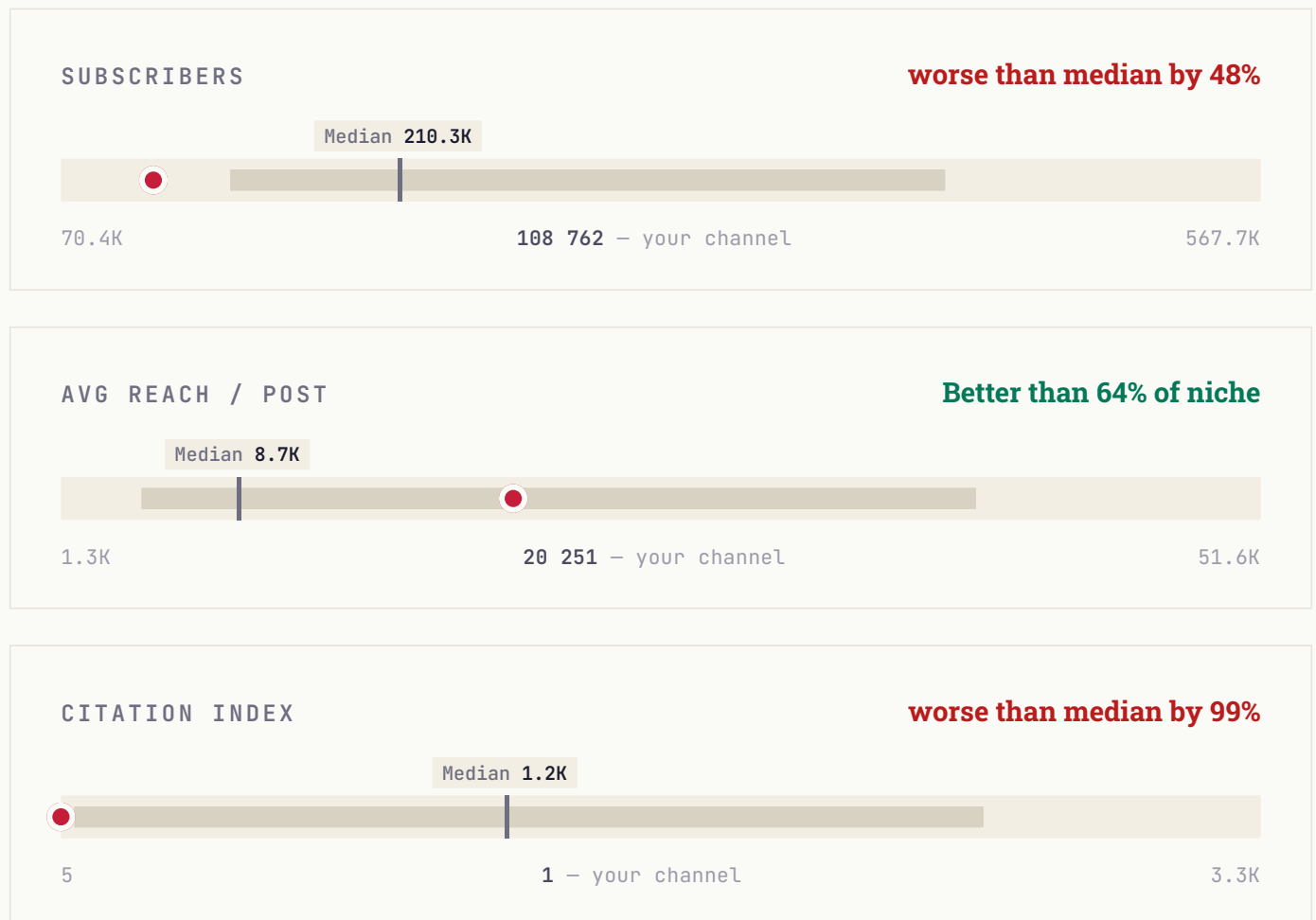
| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| January 2026   | 4        | 1        | 3 211   | <div><div></div></div> |
| December 2025  | 2        | 2        | 4 143   | <div><div></div></div> |
| Nov 2025       | 2        | 2        | 3 971   | <div><div></div></div> |
| Oct 2025       | 1        | 1        | 3 623   | <div><div></div></div> |
| September 2025 | 2        | 2        | 3 803   | <div><div></div></div> |
| August 2025    | 0        | 0        | 4 468   | <div><div></div></div> |

|                |                |                    |
|----------------|----------------|--------------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBSCRIBERS |
| 11             | 6              | 23 219             |

## 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 of 80% of niche channels (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 them off and revisit this report in a month.

01

## Top post of the week — on Sunday

Audience is most active on this day at 08:00 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 & 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 neighboring channels

Exchange posts with same-segment channels 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**

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

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01 **Launch ads on  
Telegram**

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

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02 **Contact manager**

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

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