

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pechenyushki&Co



@pechenuwki

Fashion zeitgeist by Hotaru 🌊💖📢 For all questions @hotaru19
<https://www.gosuslugi.ru/snet/67642bf76aa9672b96f0be60>

SUBSCRIBERS

34 407

+74 per month

ERR (% SEE POSTS)

17.0%

per day **10.7%**

REACH/POST

5.6K

ad reach **3.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Blogs» category

09 Strategy

5 priority actions

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 34 407 —	 SUBSCRIBER REACH 16.41% avg % subs see post	 VIEWS/POST 5.6K median 5K · 29 days	 POSTS/DAY 8.8 ~62 per week
 7D TREND -14.4% vs previous week	 REACTIONS/POST 232.1 total 60,113 reactions, 12,603 reposts, 885 comments	 POST LENGTH 255 chars median 112 · 29 days	 POSTS ANALYZED 259 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +74 last month	 CITATION RATE 942 citation index · 2,781 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 08.04.2020

AI EDITOR SUMMARY

Channel «Pechenyushki&Co» — 34 407 subs. Each post averages 5.6K people (16% from subs), average reach — room to grow. Publishes 62 posts per week (~9/day) — active posting. For week Jun 29 – Jul 5, reach dropped -14.4% to week 22–28 Jun — 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.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **259** posts over 29 days.
- 02 Dominant format — **Photo** (146/259 posts).
- 03 Avg post length — **255** chars (median 112).
- 04 Audience peak activity — **Friday**, 16:00 MSK.
- 05 Top posts get **8x** more views than the weakest (29.9K avg for top vs 3.9K for worst) — among 259 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 12:41 VIDEO Cast bustiers from various materials have existed since 1969.. Random designer in 2026: glad to inspire the House of Schiaparelli 🙏 moving in...	VIEWS 36 500 REPOSTS 83	REACTIONS 399 ER 106.1%
Nº2 26.06 · 13:45 PHOTO Bianca Censori became cover girl of the 666-page second issue of post-internet almanac POSTPOSTPOST (such deep-web veterans...	VIEWS 30 685 REPOSTS 123	REACTIONS 279 ER 89.2%
Nº3 01.07 · 18:48 VIDEO INFINITE AURA: an hour ago a guy and a girl climbed the Empire State Building in NYC and hung a banner from the antenna with...	VIEWS 22 590 REPOSTS 877	REACTIONS 629 ER 65.7%

Nº4 06.07 • 08:28 **VIDEO**
Parrot Kesha is awesome 🦜

VIEWS
19 604
 REPOSTS
109
 REACTIONS
192
 ER
57.0%

Nº5 08.07 • 10:59 **PHOTO**
I'm laughing so hard 😂 @goldchihuahua

VIEWS
18 032
 REPOSTS
97
 REACTIONS
302
 ER
52.4%

WORST 3

↓ 06.07 • 09:15 **PHOTO**
When you try to impress a guy with RGB-lit PC and dual monitors

VIEWS
3 914
 REPOSTS
42
 REACTIONS
227
 ER
11.4%

↓ 06.07 • 08:54 **PHOTO**
We are cheerful jellyfish. We look like watermelons.

VIEWS
3 911
 REPOSTS
14
 REACTIONS
191
 ER
11.4%

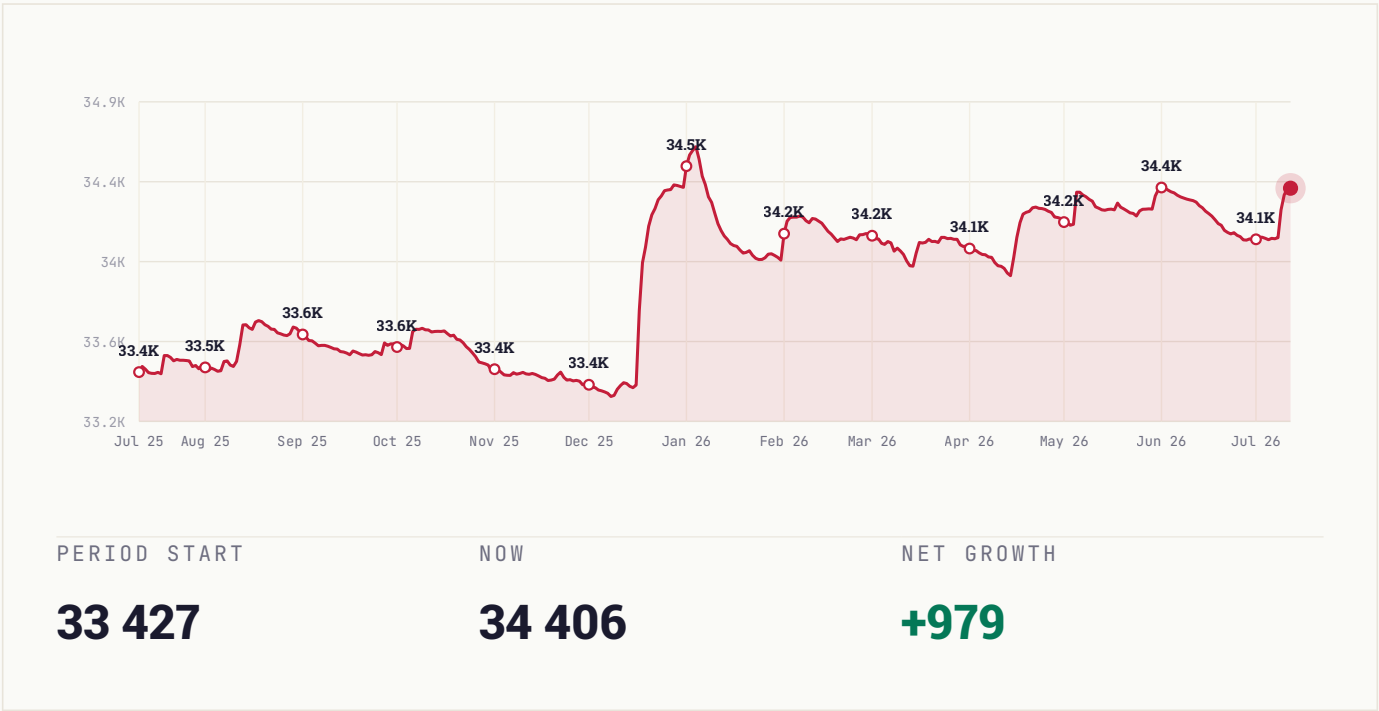
↓ 05.07 • 06:56 **PHOTO**
Laughing at photos from inside Madison Square Garden – why didn't this all go to Mar-a-Lago?

VIEWS
3 890
 REPOSTS
26
 REACTIONS
143
 ER
11.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

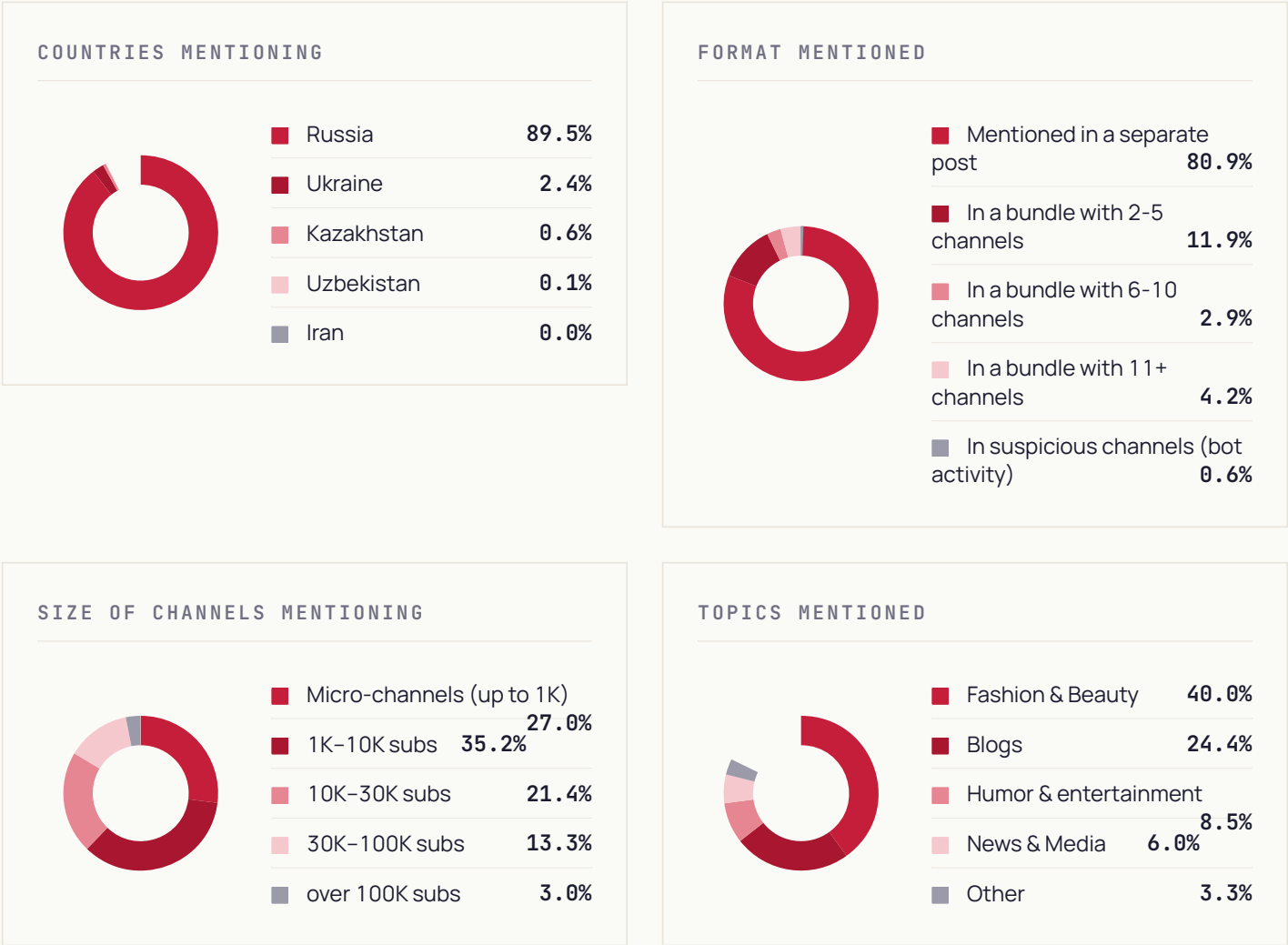
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

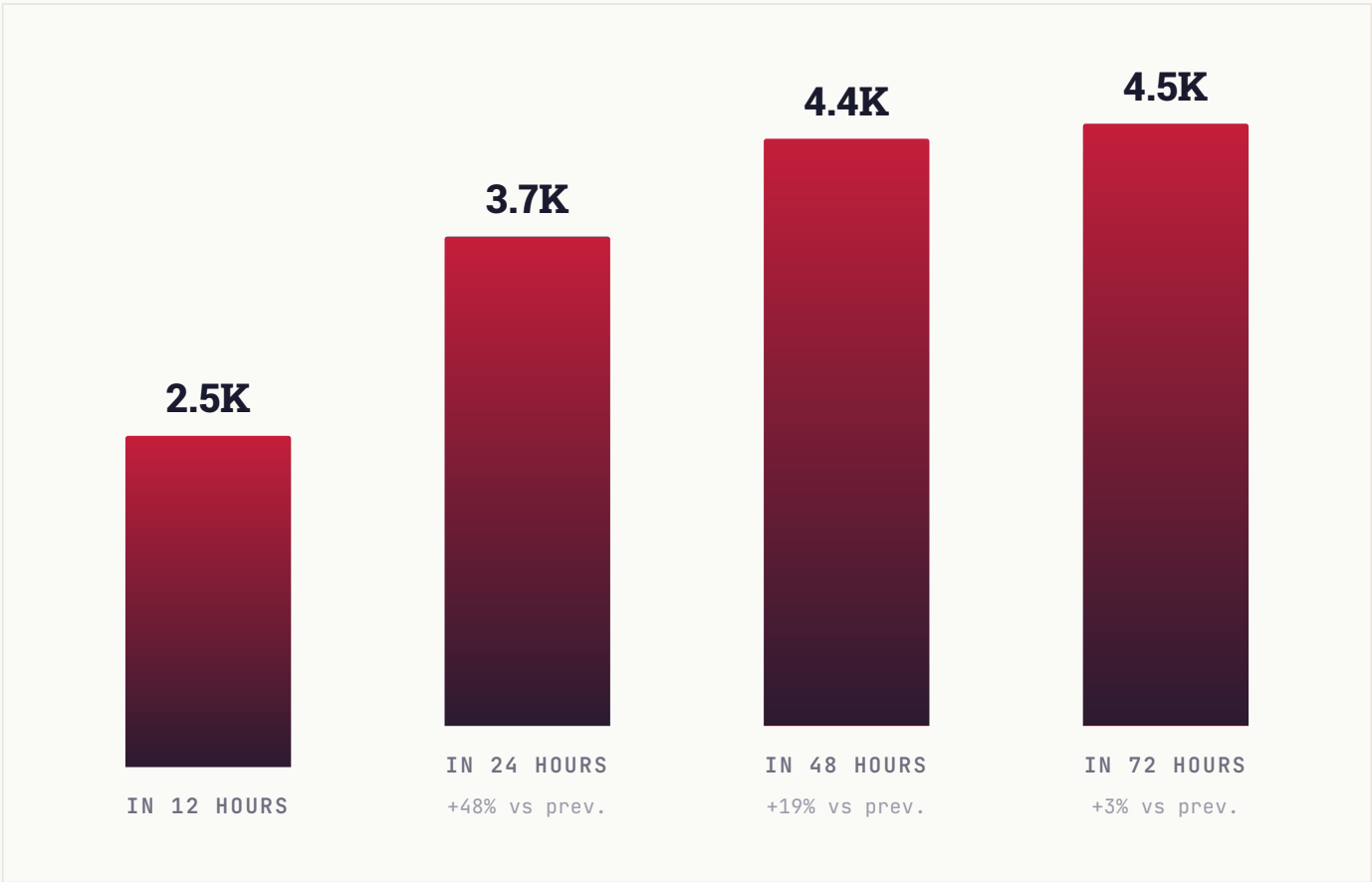
Citation index **942** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **2 781** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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 neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
PE Pechenyushki&Co YOU	34.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 via systematic traffic & content work.

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 were **172**, they brought **2 134** new subs.

PERIOD	MENTIONS	CHANNELS	SUBSCRIBERS ACQUIRED
January 2026	46	31	259
December 2025	36	33	1 153
November 2025	27	23	92
October 2025	24	20	134
September 2025	27	21	113
August 2025	12	11	383

TOTAL MENTIONS	MONTHS OF DATA	SUBSCRIBERS ATTRACTED
172	6	2 134

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel.
Gray band = range for 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 off and revisit next month.

01**Main post of the week — on Friday**

Audience is most active on this day at 16:00 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 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**04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. 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 this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
