

PROMTPRESS PUBLIC REPORT

Channel audit

Crossroads



@perekrestok_store

We share news and promos, inspire with recipes, run awesome contests 🥰 Join us — it's delicious and pleasant 😊 Registered in the RKN list — ...

SUBS

111 754

+17038 this month

ERR (% SEE POSTS)

8.0%

per day 3.1%

REACH/POST

9.1K

ad reach 3.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citations

Who & how mention the channel

05 Advertising potential

Post reach duration

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Food & cooking»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subheading under the number shows for which period it was calculated.

 SUBS 111 754 —	 SUBSCRIBER REACH 8.12% avg % of subs see post	 VIEWS/POST 9.1K median 4.8K · 29 days	 POSTS/WEEK 16.0 for period
 7D TREND -31.9% vs previous week	 REACTS/POST 105.6 total 7 183 react., 2 871 rep., 0 comm.	 POST LENGTH 360 chars median 329 · 29 days	 POSTS ANALYZED 68 29 days
 AD REACH 3.5K avg over 24h	 CHURN / MONTH +17038 last month	 CITATIONS 314 citation index · 866 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Crossroads» – 111 754 subs. Each post on average viewed by 9.1K people (8% from subs), low reach – worth expanding audience. Publishes 16 posts per week (~2 per day) – regular. Over week Aug 10–16 reach dropped by -31.9% by week of Aug 3–9 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – so you can see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **68** posts over 29 days.
- 02 Dominant format – **Photo** (41/68 posts).
- 03 Average post length – **360** chars (median 329).
- 04 Peak audience activity – **Tue, 18:00** MSK.
- 05 Strongest posts get **26 times** more views than the weakest (90.5K avg for top vs 3.5K for worst) – among 68 posts over 29 days. Worth examining what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 28.07 · 15:10 **VIDEO**
(post without caption – video)

VIEWS	REACTS.
200 498	76
REP.	ER
179	179.4%

Nº2 17.08 · 16:11 **PHOTO**
You asked – and we did it! We're giving away the most talked-about and desired box released in support of the new Boulevard Depo drop 🎁 To...

VIEWS	REACTS.
58 394	706
REP.	ER
986	52.3%

Nº3 24.07 · 14:00 **PHOTO**
💰 **GOLD RUSH IS ON!** 💰 We're giving away a **GOLD BOX** packed with everything precious: from mackerel to gold jewelry. Yes, yes...

VIEWS	REACTS.
12 536	950
REP.	ER
235	11.2%

Nº4 06.08 · 14:14 VIDEO

Everything starts with breakfast — morning, productive day, and, of course, our mood! So together with Eggsellent we decided to treat you...

VIEWS
11 425
REP.
405

REACTS.
761
ER
10.2%

Nº5 26.07 · 12:05 VIDEO

Cut soap? Or maybe chop some okroshka? We made a video meditation for the blues. Starring: sous-vide beef and kvass. After...

VIEWS
10 338
REP.
9

REACTS.
97
ER
9.3%

WORST 3



15.08 · 09:01 TEXT



In the game...

VIEWS
3 602
REP.
4

REACTS.
44
ER
3.2%



14.08 · 09:02 PHOTO

Let's ferment the end of summer? ☀️ So you don't miss the departing warmth and sunshine, we've made a discount on kvas from Зелёная Линия. Now the price is 134,99...

VIEWS
3 476
REP.
6

REACTS.
47
ER
3.1%



14.08 · 13:02 PHOTO

Oh, we're living healthy now! Then head to Crossroads 😊 We have everything for balanced and tasty eating. Order healthy meals without...

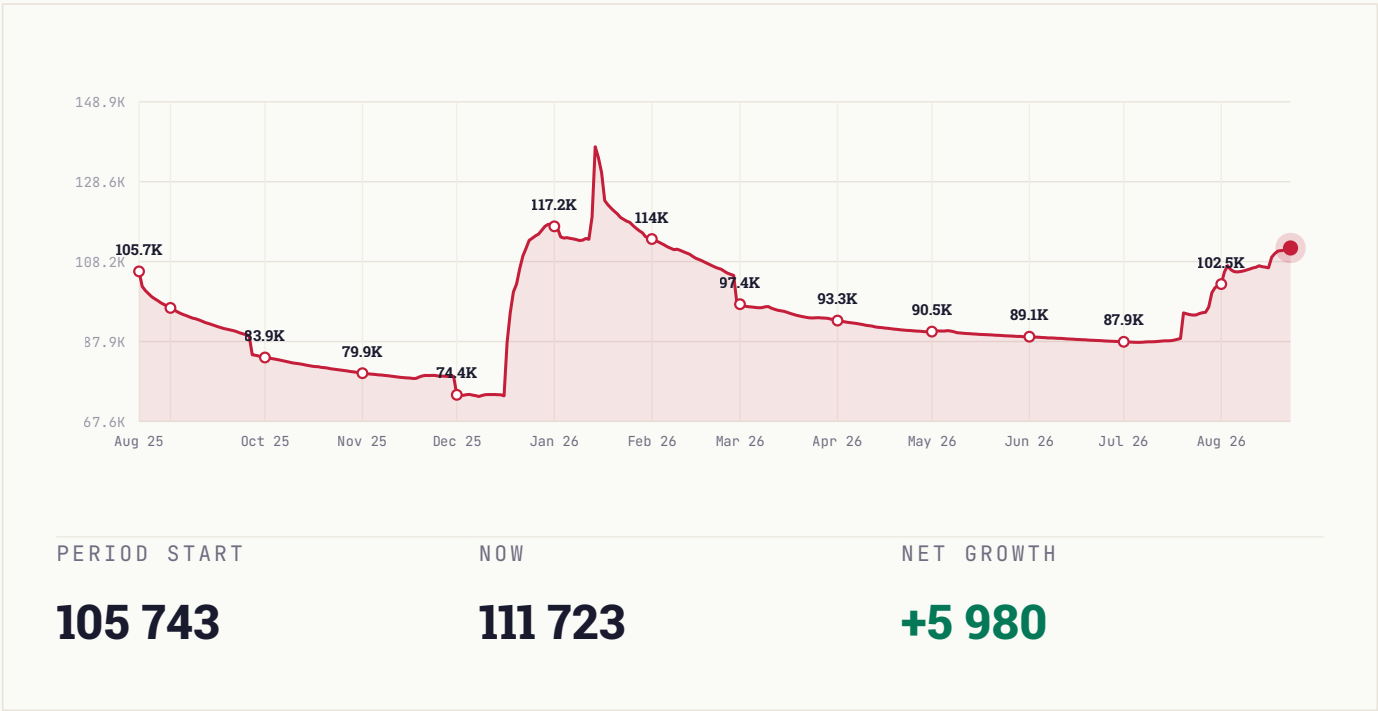
VIEWS
3 460
REP.
5

REACTS.
37
ER
3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. On key months, exact sub counts are shown.
Shows when the channel gained and when subs left.

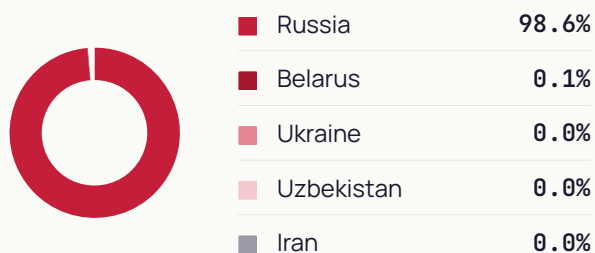


SECTION 04 • CITATIONS

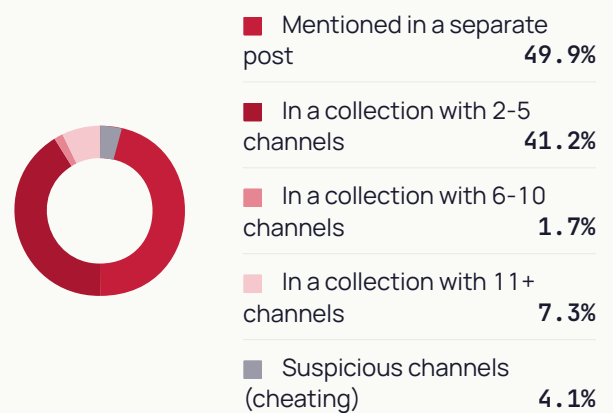
Who and how mention the channel

Citation index **314** — channel popularity rating based on mentions. Factors in both count and mentioner weight: a post by a 100k channel 'weighs' more than one by a 1k channel. The channel has been mentioned **866** different channels.

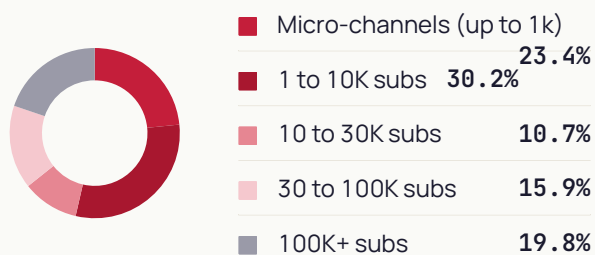
COUNTRIES THAT MENTION YOU



MENTIONED FORMATS



SIZE OF MENTIONING CHANNELS



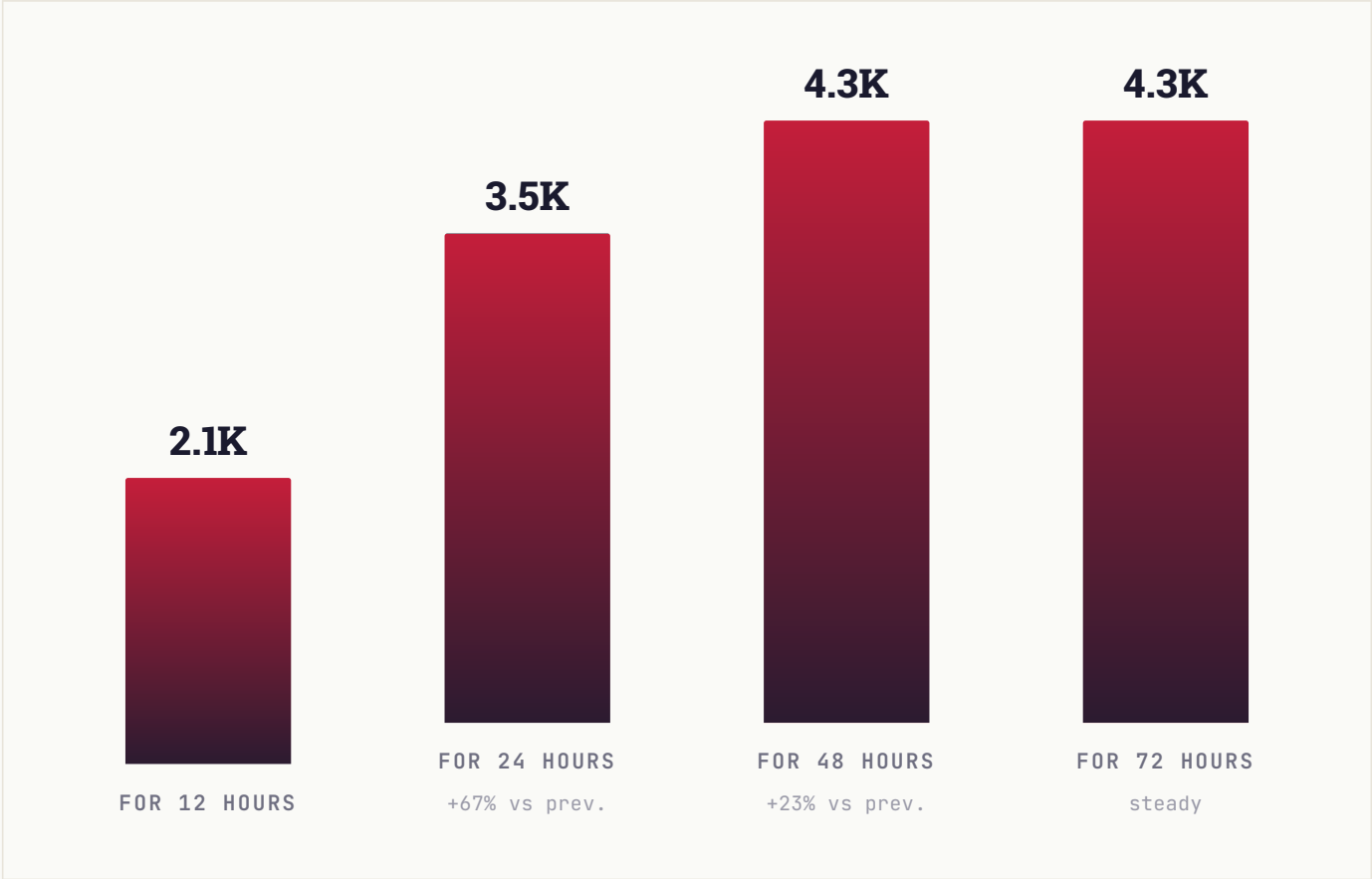
MENTIONED TOPICS



SECTION 05 · ADVERTISING POTENTIAL

Post reach duration

Average reach of an ad post by time since publication. Helps estimate how long it makes sense for a placement to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its place among neighbors in the niche.

CHANNEL	SUBS
Korea Cooking Recipes Salads 🧑🍳	1M
Fri Пятёрочка	794.1K
M 🍰 Mom's Recipes 😊	674K
A Air fryer Recipes	595.4K
Wed Simple Recipes	584.4K
Korea Recipe book	553.9K
China Inside-Out Kitchen	535.7K
Count CountЖИК	484.3K
ER Tasty and cheap 🍲	481.3K
PH Everyday Recipes	456.3K
Mon Crossroads YOU	111.8K

COMPARISON

Channel so far outside niche top-95 — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (1M), top-95 median: 204.3K. First goal — break into top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

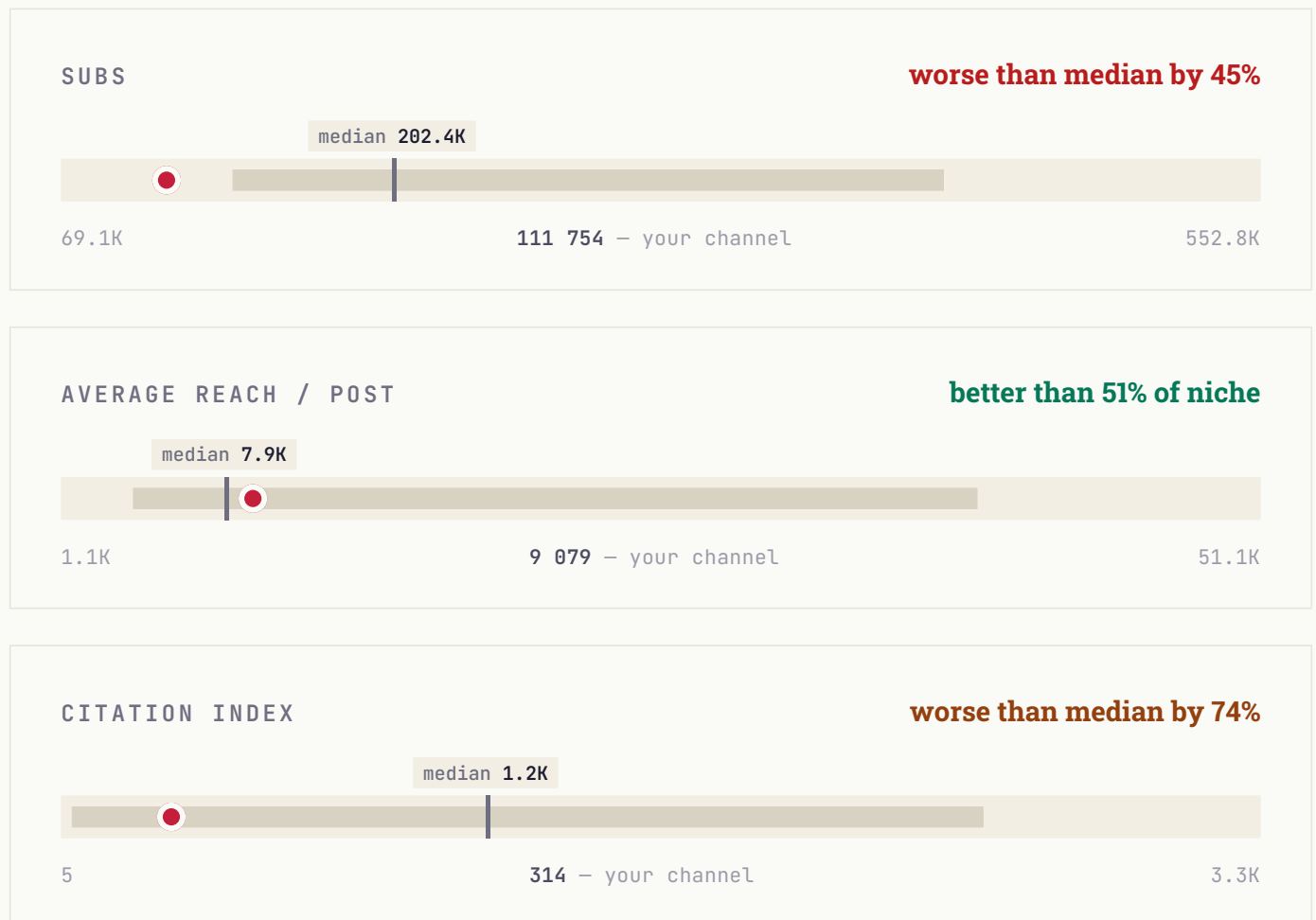
Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **161**, they brought **69 429** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
February 2026	41	33	120	
January 2026	31	27	24 162	
December 2025	50	40	44 348	
November 2025	11	8	799	
October 2025	9	4	0	
September 2025	19	12	0	
TOTAL MENTIONS		MONTHS OF DATA	SUBSCRIBERS GAINED	
161		6	69 429	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «Food & cooking» (Russia) and looked at how the channel performs against them. Gray bar — range covering 80% of niche channels (from 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 like a checklist and revisit this report in a month.

01**Main post of the week — Tuesday**

Most active on this day at 18:00 MSK.

EFFECT

**Best time for
an important
post****02****ER below niche benchmark — revisit formats**

Current ER 8.12% vs norm 9.0%. Worth testing polls and interactive formats.

EFFECT

+0.9pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

Posts with polls/reactions typically add +5-15% to ER. One weekly poll on a 'hot' topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. No need for daily — 2-3 collabs drive relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — something 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 **Run ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
