

PUBLIC PROMTPRESS REPORT

Channel audit

PP Recipes | Healthy Eating



@ppreceptiki

Want to eat tasty and not gain weight? Then come here! 🤖 Ad:
@reklama_kiril Other questions: @ktoktoktoktooo

SUBS

114 995

-847 per month

ERR (% SEE POSTS)

3.0%

daily 1.4%

REACH/POST

2.5K

ad reach 1.6K/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.

 SUBS 114 995 —	 SUBSCRIBER REACH 2.17% avg % subs see a post	 VIEWS/POST 2.5K median 2.6K · 29 days	 POSTS/WEEK 40.8 over period
 7D TREND -7.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 415 chars median 291 · 29 days	 POSTS ANALYZED 174 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -847 last month	 MENTION RATE 1 022 citation index · 1,751 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 09.12.2017

AI EDITOR SUMMARY

Channel «PP Recipes | Healthy Eating» — 114 995 subs. Each post averages 2.5K people (2% from subs), reach is low — consider growing audience. Publishes 41 posts per week (~6/day) — active posting. For the week of Jun 29 — Jul 5, reach dropped -7.2% to the week of Jun 22–28 — worth analyzing the 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 174 posts over 29 days.
- 02 Dominant format – Video (160/174 posts).
- 03 Avg post length – 415 chars (median 291).
- 04 Audience peak – Friday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.4K avg for top vs 1.9K for worst) – among 174 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 16:19 PHOTO  Viral summer salad that's truly 10/10  extremely tasty... a great twist on the classic cucumber salad /...	VIEWS 3 574 REPOSTS 85	REACTIONS — ER 3.1%
Nº2 29.06 · 19:09 PHOTO Starting strawberry season with the tastiest balanced breakfast  Ingredients (1 serving): ♦ Soft cottage cheese or Greek yogurt (I...	VIEWS 3 372 REPOSTS 36	REACTIONS — ER 2.9%
Nº3 21.06 · 17:07 PHOTO Airy PP-casserole  Delicate, light and very airy cottage cheese casserole without extra oil or flour. Support with a like  if...	VIEWS 3 265 REPOSTS 68	REACTIONS — ER 2.8%

Nº4 18.06 · 14:53 VIDEO Crispy chickpeas at 300 kcal🔥 Macros per serving: 300/19.7/1/56🥗 canned chickpeas 250 g🥗 Greek yogurt 30 g🥗 paprika🥗...	VIEWS 3 220 REPOSTS 55	REACTIONS — ER 2.8%
Nº5 22.06 · 16:30 PHOTO Airy PP-casserole❤️ Delicate, light and very airy cottage cheese casserole without extra oil or flour. Support with a like❤️ if...	VIEWS 3 157 REPOSTS 58	REACTIONS — ER 2.7%

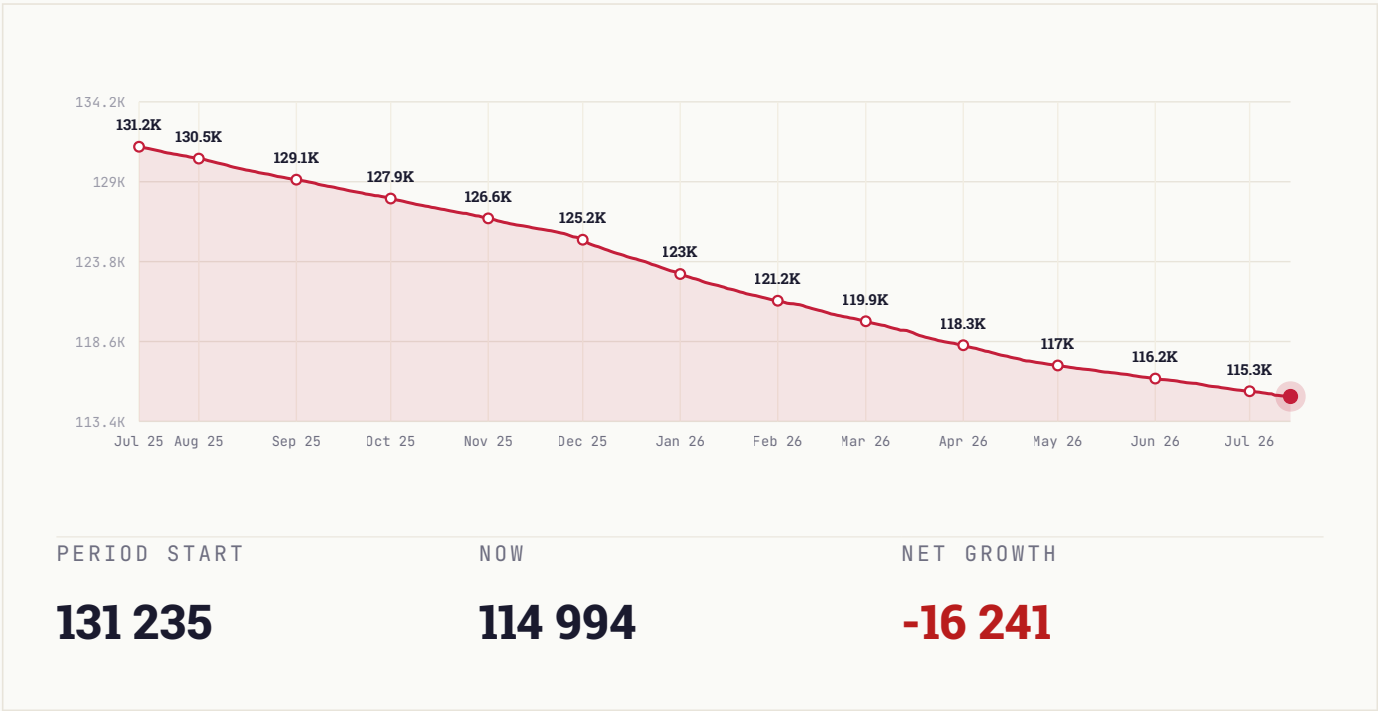
WORST 3

↓ 10.07 · 12:48 VIDEO A tasty diet snack KBJU per 100g: 143.1/6.4/8.3/10.9 Ingredients: - hard-boiled eggs 3 pcs - hummus 60 g -...	VIEWS 1 905 REPOSTS 8	REACTIONS — ER 1.7%
↓ 11.07 · 06:39 VIDEO Poached eggs lazy style Macros per 100 g: 159/12.7/10.9/1.2 Ingredients: - eggs - water - silicone molds @ppreceptiki	VIEWS 1 877 REPOSTS 32	REACTIONS — ER 1.6%
↓ 10.07 · 15:25 VIDEO Protein ice cream🔄 KBJU per 100g 85/13.1/1.4/4.6🥗 300 ml milk🥗 1 egg white🥗 60 g protein🥗 2 g sweetener🥗 0.5 tsp xanthan...	VIEWS 1 832 REPOSTS 12	REACTIONS — ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

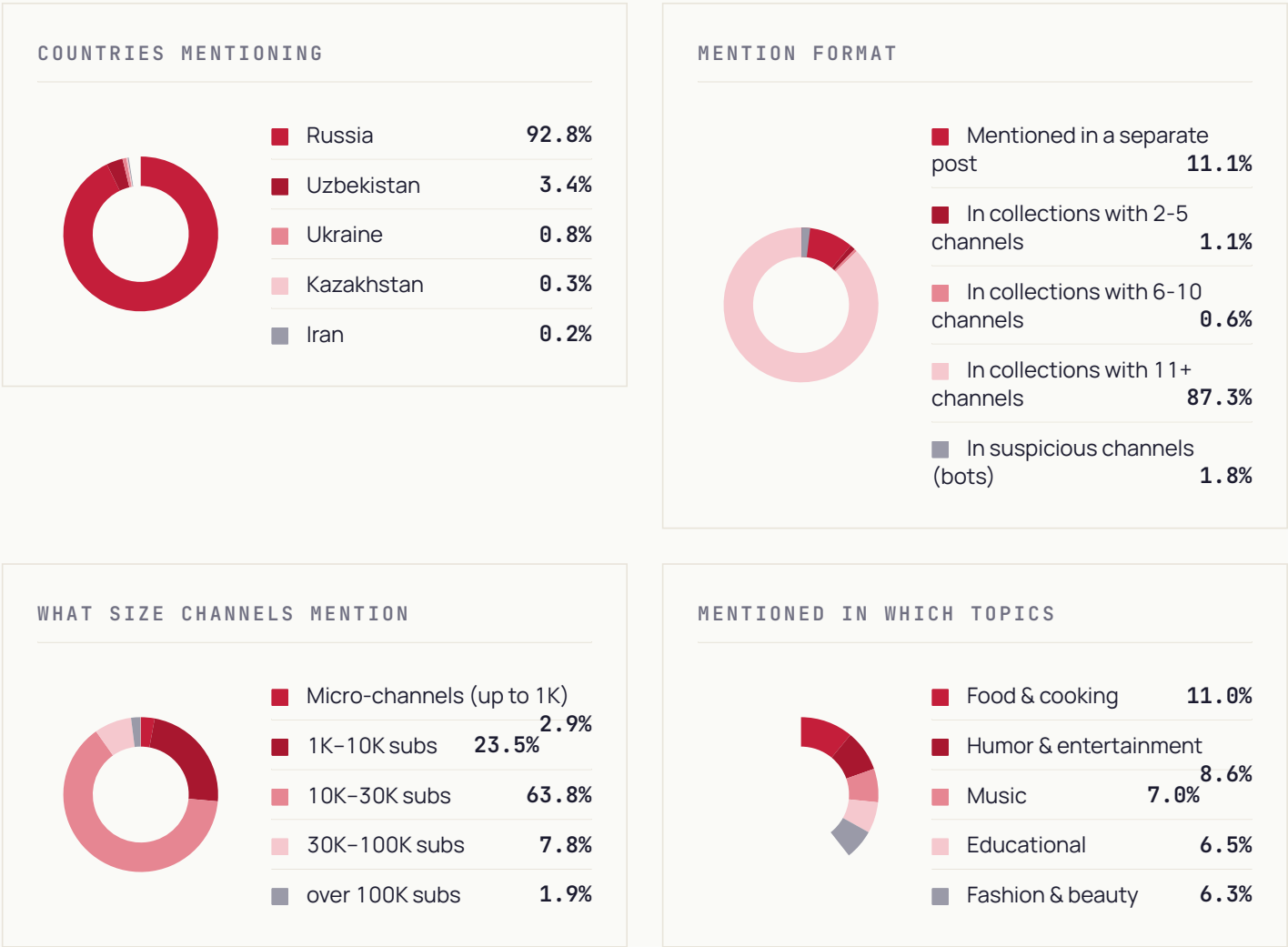
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

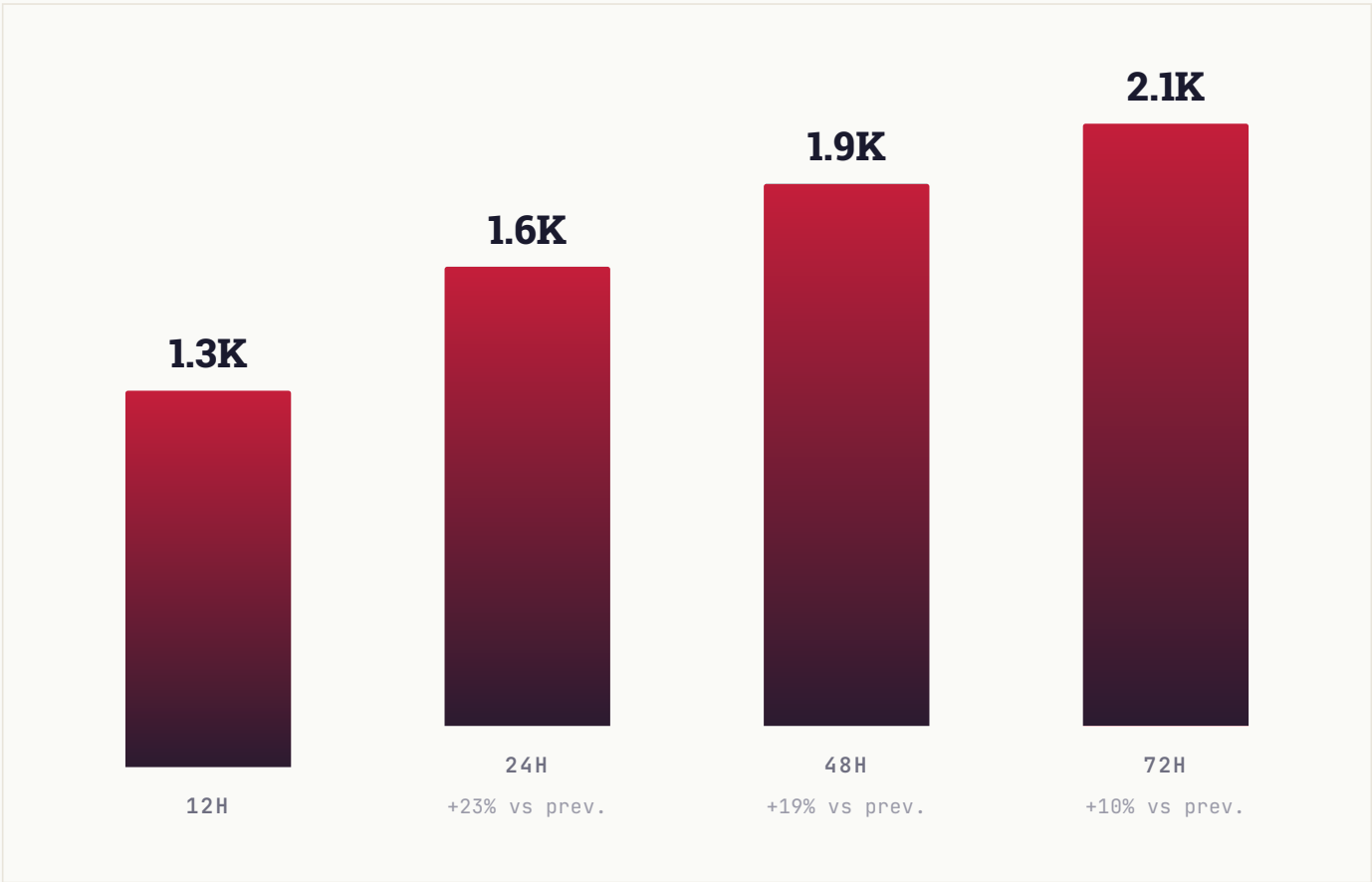
Citation index **1 022** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **1 751** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad 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 and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBS
IT 1win Token	3.3M
KR Cooking Recipes Salads 🍳🥗	997K
Fri Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air Fryer Recipes	594K
Mon Simple Recipes	586.5K
KR Recipe book	558.3K
CN Kitchen inside out	532.8K
VI Tasty & cheap 🍲	487.1K
CI CHIZHIK	483.8K
Mon PP Recipes Healthy Eating YOU	115K

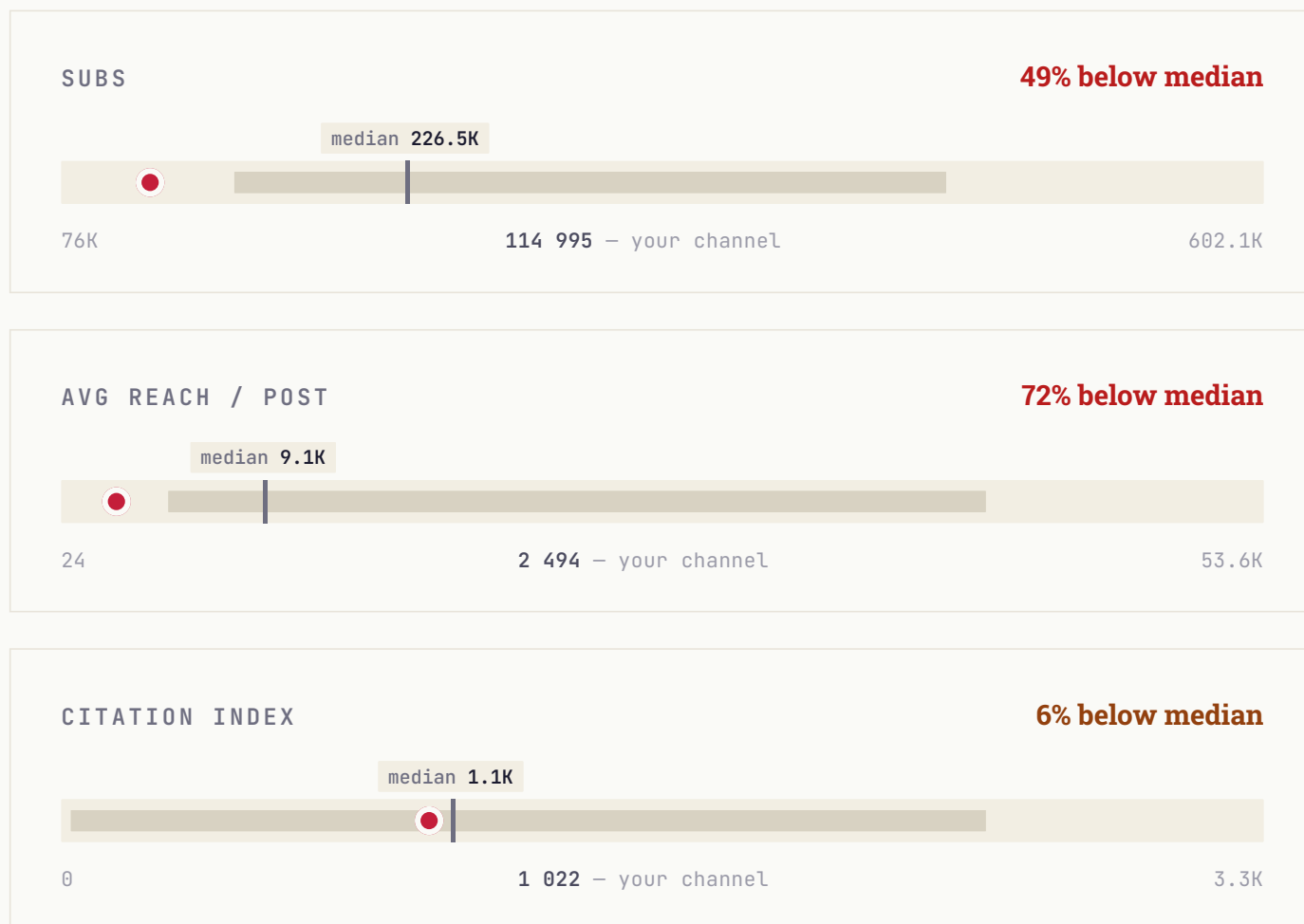
COMPARATIVE INSIGHT

Channel is still outside top 96 of niche — early growth stage. Niche leader — 1win Token (3.3M), top-96 median: 223.1K. First goal — enter top-96 through systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · 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 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.17% vs norm 9.0%. Try polls and interactive formats.

EFFECT

+6.8pp ER**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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

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

Swap posts with same-niche channels once a quarter.
No need 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 minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

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