

PUBLIC REPORT BY PROMTPRESS

Channel audit

Просто Про Пиво



@prostopropivo

[18+] About beer and brewing in simple terms. Chat: <https://t.me/+TtcNSf3ysdYWes4B> Support: <https://pay.cloudtips.ru/p/3d3a2edc>
Write: @shoohurt View: bit.ly/PivoYouTube

SUBSCRIBERS

29 500

-104 per month

ERR (% SEE POSTS)

45.0%

daily 18.3%

REACH/POST

12K

ad reach 5.4K/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.

 SUBSCRIBERS 29 500 —	 SUBS REACH 40.72% avg % subs see post	 VIEWS/POST 12K median 11.9K · 20 days	 POSTS/WEEK 1.7 over period
 7D TREND — no data for period	 REACTIONS/POST 148.4 total 742 reactions, 473 reposts, 75 comments	 POST LENGTH 769 chars median 962 · 20 days	 POSTS ANALYZED 5 20 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -104 last month	 CITATION RATE 71 citation index · 354 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 13.05.2018

AI EDITOR SUMMARY

Channel «Просто Про Пиво» — 29 500 subs. Each post avg views 12K people (41% from subs), wide reach for channel this size. Publishes 2 posts/week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts in 20 days.
- 02 Dominant format — Photo (3/5 posts).
- 03 Avg post length — 769 chars (median 962).
- 04 Peak audience activity — Tue, 10:00 MSK.
- 05 Top posts drive 1x more views than weakest (14.3K avg top vs 9.7K worst) — among 5 posts in 20 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 07:01 VIDEO People fall into three types: those who buy tickets for the beer music festival «DZYNY» in advance, those who do it last minute, and...	VIEWS 16 823 REPOSTS 38	REACTIONS 85 ER 57.0%
Nº2 24.06 · 11:03 PHOTO THIS IS NOT THAT HOFBRAU! News outlets are reporting the bankruptcy of the 'oldest German brewery' — Hofbrauhaus Wolters. And many...	VIEWS 14 158 REPOSTS 116	REACTIONS 208 ER 48.0%
Nº3 22.06 · 11:00 TEXT  Giveaway results:  Winner: 1. Nikita (@nikita_voznyi)  Check results	VIEWS 11 915 REPOSTS 5	REACTIONS 46 ER 40.4%

Nº4 02.07 · 07:14 PHOTO Meanwhile, news channels again dug up a big sensation: NEW GOST FOR BEER LOWERED REQUIREMENTS FOR BEER FOAM – THE MAIN...	VIEWS 10 852 REPOSTS 185	REACTIONS 293 ER 36.8%
Nº5 06.07 · 10:00 PHOTO There's no such thing as too many beer festivals. So here's another reason to get out. August 15 at a Moscow club...	VIEWS 6 315 REPOSTS 129	REACTIONS 110 ER 21.4%

|

WORST 3

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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

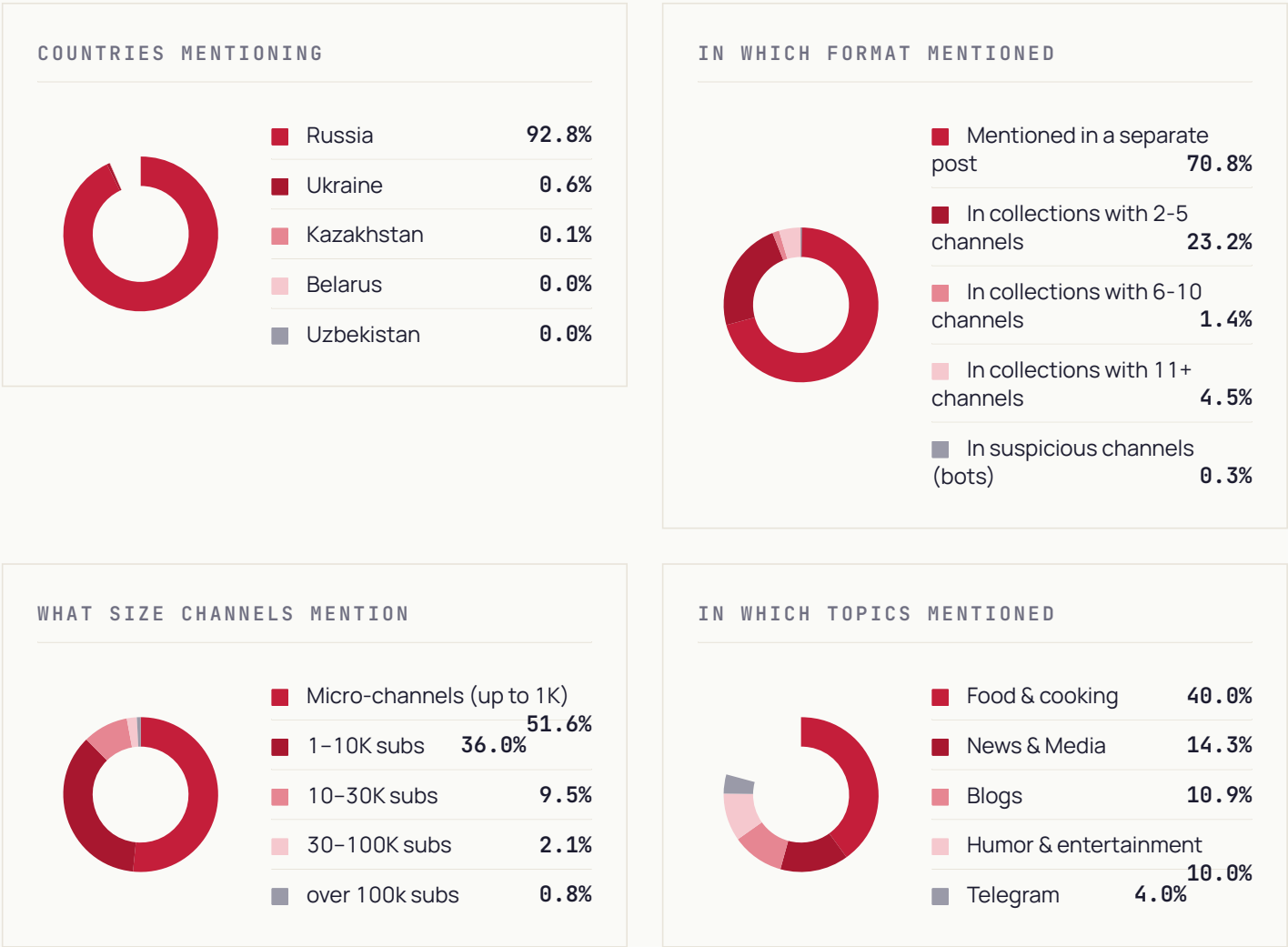
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

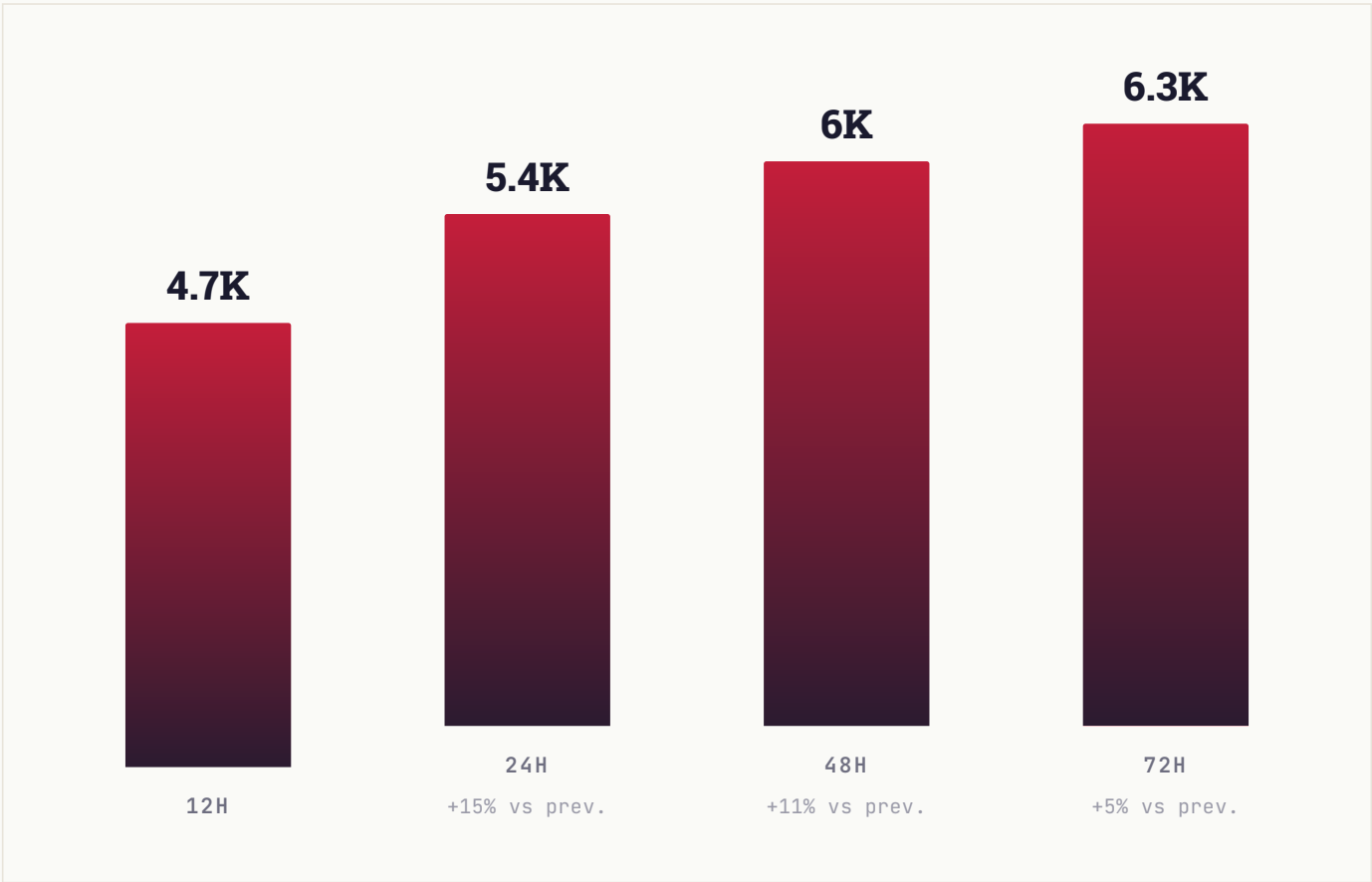
Citation index **71** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **354** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🤖	995.6K
Fri Пятёрочка	776.5K
M Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR Простые Рецепты	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
RN Рецепты на каждый день	461.5K
PP Просто Про Пиво YOU	29.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — Cooking Recipes Salads 🤖 (995.6K), median top-94: 205K. First goal — enter top-94 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **62**, they brought **1 924** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	12	9	24
December 2025	8	6	9
November 2025	2	2	225
October 2025	22	18	362
September 2025	13	12	519
August 2025	5	5	785

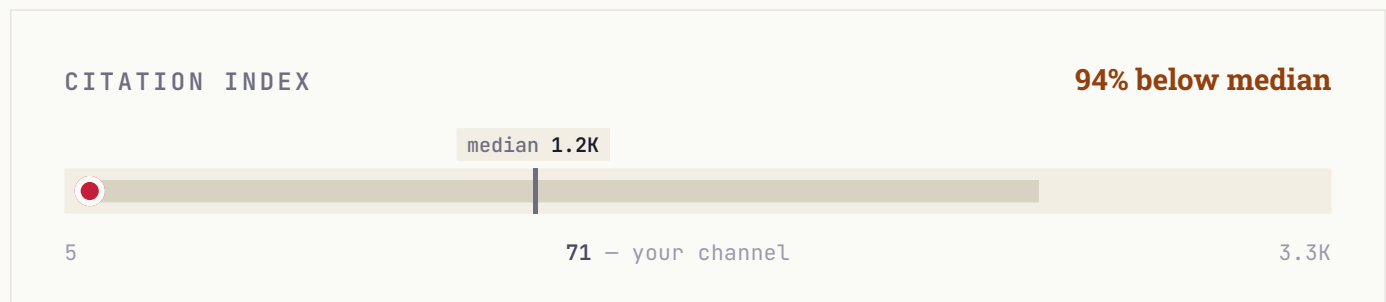
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
62	6	1 924

Where the channel stands in its league

SUBSCRIBERS 86% below median

A horizontal bar chart comparing subscriber counts. The background bar represents a range from 70.4K to 567.7K. A darker bar represents the median at 210.3K. A red dot on the left indicates the current channel's position at 29,500 subscribers, which is 86% below the median.

Metric	Value
Current Channel Subscribers	29 500
Median Subscribers	210.3K
Range Start (Lower Bound)	70.4K
Range End (Upper Bound)	567.7K



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited next month.

01

Increase posting frequency

Now 1.7 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Tuesday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

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

Cross-post with channels in the same niche once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

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

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