

PUBLIC REPORT BY PROMTPRESS

Channel audit

Simple Recipes

**@prostoy_retsept**

Welcome to the group "Simple Recipes" Ads: @Kindly
@memesneverdie1703 Price: @Kindly_media We on exchange:
https://telega.in/c/prostoy_retsept Channel link:...

SUBSCRIBERS

586 934**-2321** per monthERR (% WHO SEE
POSTS)**5.0%**in 24h **3.1%**

REACH/POST

27.5Kad reach **18.5K**/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 586 934 —	 SUBSCRIBER REACH 4.69% avg % subs see post	 VIEWS/POST 27.5K median 29K · 29 days	 POSTS/DAY 9.3 ~65 per week
 7D TREND -4.3% vs previous week	 REACTIONS/POST 130.3 total 36,355 reactions, 100,804 reposts, 0 comments	 POST LENGTH 430 chars median 393 · 29 days	 POSTS ANALYZED 279 29 days
 AD REACH 18.5K 24h avg	 CHURN / MONTH -2321 last month	 CITATION RATE 2 666 citation index · 1,533 channels mentioned ever	 CHANNEL AGE 5 years 8 months created 01.11.2020

AI EDITOR SUMMARY

Channel «Simple Recipes» — 586 934 subs. Each post averages 27.5K people (5% of subs), reach is low — consider expanding audience. Publishes 65 posts per week (~9/day) — active posting. Week of Jun 22–28 reach stable (-4.3% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **279** posts in 29 days.
- 02 Dominant format — **Video** (274/279 posts).
- 03 Avg post length — **430** chars (median 393).
- 04 Peak audience activity — **Sunday**, 22:00 MSK.
- 05 Top posts get **1x** more views than the weakest (33K avg for top vs 22.3K for worst) — among 279 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 19:11 VIDEO  Potato Zrazy with Filling  Ingredients: Mashed potatoes - 500 g Egg - 1 pc Flour - 3 tbsp Sausage - 1 pc Hard cheese - 150...	VIEWS 33 436 REP. 543	REACTIONS 177 ER 5.7%
Nº2 16.06 · 19:11 VIDEO  Chicken Cutlets with Tomatoes & Cheese  Ingredients: Chicken fillet - 300 g Egg - 1 pc Tomatoes - 1.5 pcs Hard cheese - 50 g Sour cream - 2...	VIEWS 32 894 REP. 909	REACTIONS 189 ER 5.6%
Nº3 09.06 · 19:11 VIDEO  Cottage Cheese Galette with Berries  Ingredients: Cottage cheese - 2 bricks Egg - 1 pc Rice/wheat flour - 100 g Greek yogurt (5%)...	VIEWS 32 527 REP. 453	REACTIONS 172 ER 5.5%

Nº4 15.06 · 19:11 VIDEO  Potato Cheesecake with Meat Sauce  Ingredients: Ground chicken - 400 g Onion - 1 pc Carrots - 1 pc Bell pepper - 1...	VIEWS 32 445 REACTIONS 215 REP. 529 ER 5.5%
Nº5 21.06 · 19:11 VIDEO  Simple Fish Soup  Ingredients: Potatoes - 2 pcs Carrots - 1 pc Onion - 1 pc Red fish - 150 g Broccoli Tomato paste - 1...	VIEWS 32 379 REACTIONS 139 REP. 324 ER 5.5%

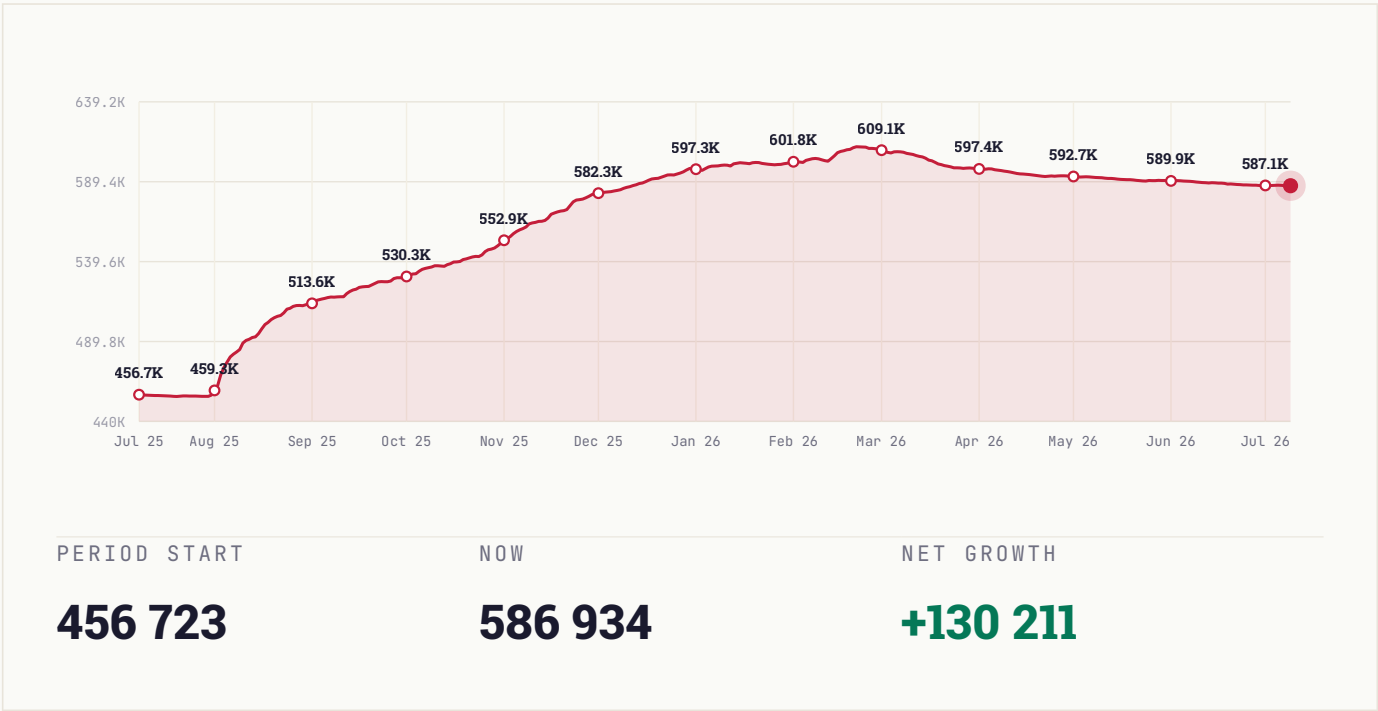
WORST 3

↓ 06.07 · 12:11 VIDEO  Mini Turkey Cutlets  Ingredients: Turkey - 600 g Cheese - 60 g Cherry tomatoes - 100 g Dill Egg - 1 pc Mustard - 1 tbsp Flour - 2...	VIEWS 22 454 REACTIONS 79 REP. 148 ER 3.8%
↓ 06.07 · 09:31 VIDEO  Lavash Pie with Sausage & Cheese  Ingredients: Round lavash - 6 pcs Sausage - 150 g Eggs - 5 pcs Mozzarella - 300 g Salt Pepper...	VIEWS 22 269 REACTIONS 120 REP. 280 ER 3.8%
↓ 06.07 · 13:11 VIDEO  Chicken Baskets with Mushrooms & Cheese  Ingredients: Chicken fillet - 2 pcs Egg - 1 pc Sour cream - 1 tbsp Cheese - 100 g Whole mushrooms - 7-9...	VIEWS 22 099 REACTIONS 97 REP. 228 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

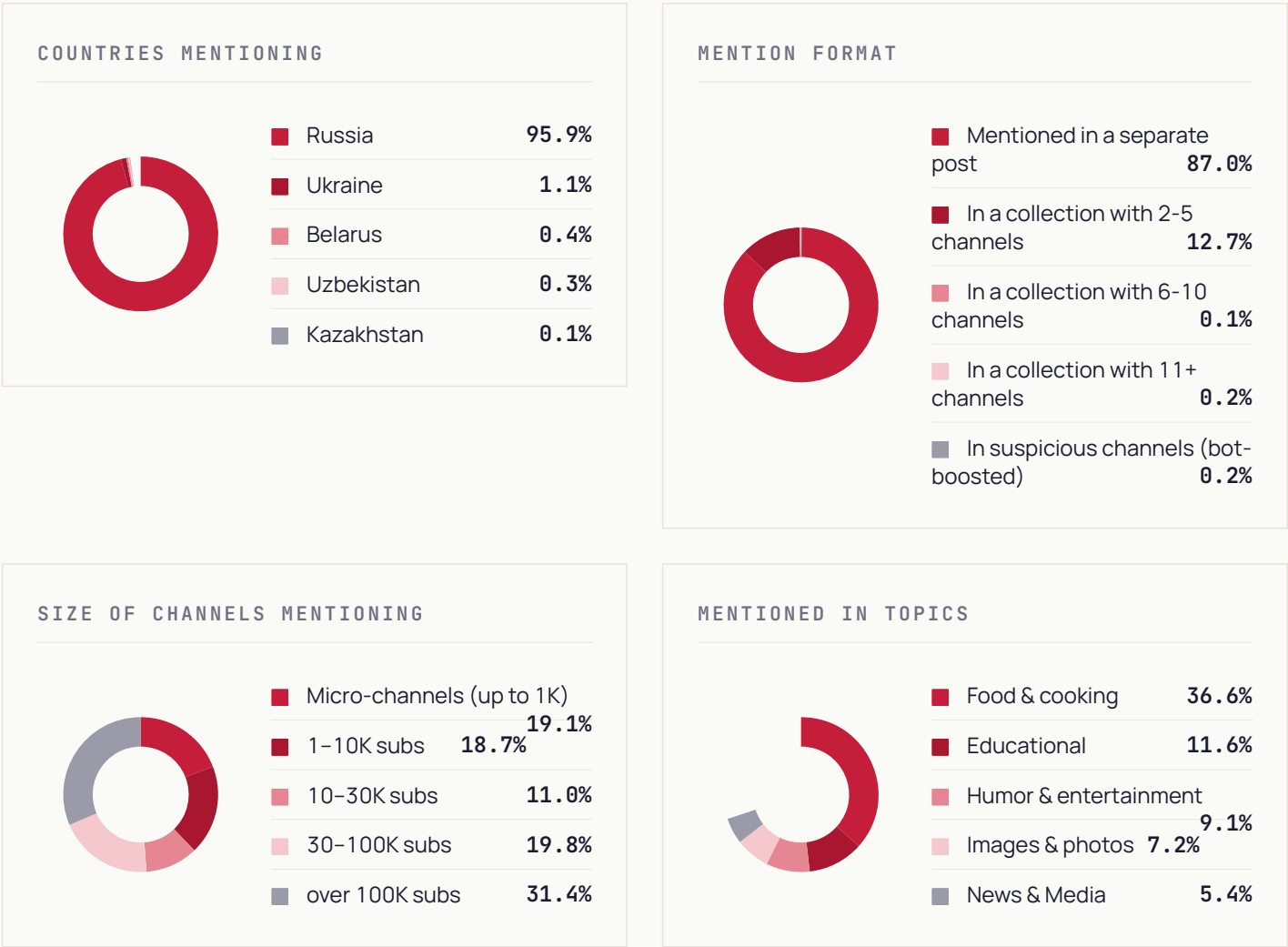
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

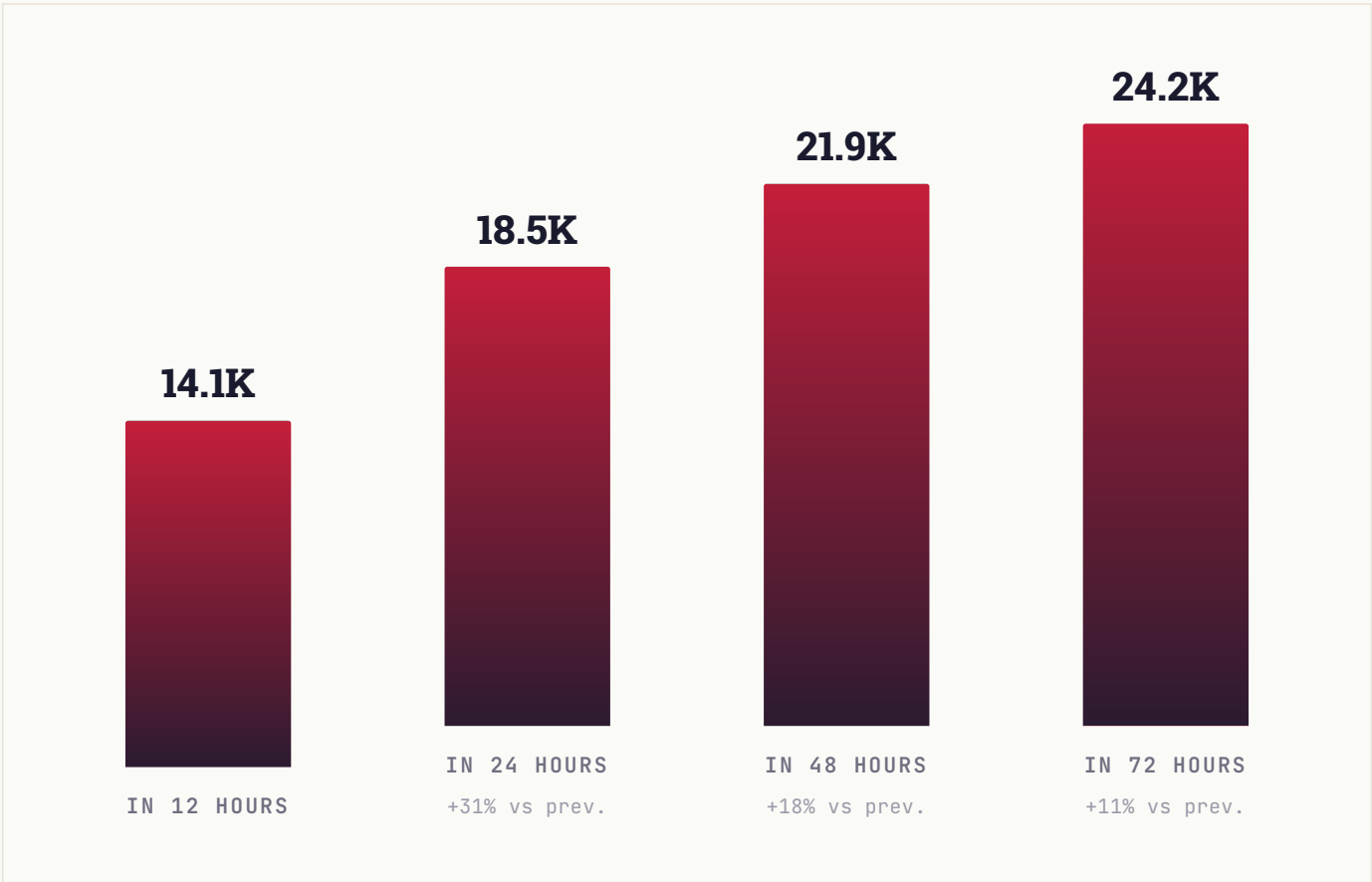
Citation index **2 666** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 533** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
CR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes YOU	586.9K
CR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
TH Daily recipes	461.5K
😊E 😊 Eat&Lose PP Recipes	434K

COMPARATIVE SUMMARY

Channel in top 10 niche (#5 of 94). Strong position. Niche leader: **Cooking Recipes Salads 🧑🍳** (995.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

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 **4 130**, they brought **149 883** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	616	168	7 550
December 2025	546	204	15 853
Nov 2025	781	395	31 006
Oct 2025	755	292	21 999
September 2025	608	215	16 264
August 2025	824	405	57 211
TOTAL MENTIONS			4 130
MONTHS IN DATA			6
ATTRACTED SUBSCRIBERS			149 883

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#5/100

RANK IN NICHE

Channel in top 5% Food & Cooking Russia



— SECTION 09 · 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 Sunday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.69% vs norm 9.0%. Try polls and interactive formats.

EFFECT

+4.3pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
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 daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in 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