

PROMTPRESS PUBLIC REPORT

Channel audit

Puzakov



@puzakovilya

Food, recipes, dancing 🕺 For ads - @Olga6809 RKN registration - <https://gosuslugi.ru/snet/67a3541001234b698822e3e3>

SUBS

68 023

-428 per month

ERR (% SEE POSTS)

16.0%

in 24 hours 6.7%

REACH/POST

9.9K

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 68 023 —	 SUBSCRIBER REACH 14.53% avg % of subs see post	 VIEWS/POST 9.9K median 10.4K · 28 days	 POSTS/WEEK 11.2 over period
 7D TREND -18.6% vs previous week	 REACTS/POST 346.6 total 15,595 reactions, 2,243 reposts, 421 comments	 POST LENGTH 345 chars. median 168 · 28 days	 POSTS ANALYZED 45 28 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH -428 last month	 CITATION RATE 12 citation index · 31 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 09.12.2018

AI EDITOR SUMMARY

Channel «Puzakov» — 68 023 subs. Each post averages 9.9K people (15% from subs), reach is low — consider expanding audience. Publishes 11 posts per week (~2/day) — regular schedule. For the week of June 29 – July 5, reach dropped by -18.6% by week of June 22–28 — worth analyzing 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 45 posts in 28 days.
- 02 Dominant format – Video (29/45 posts).
- 03 Avg post length – 345 chars (median 168).
- 04 Peak audience activity – Tuesday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (13.8K avg for top vs 8K for worst) – among 45 posts over 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 09:40 VIDEO Murmansk – a place that will definitely stay in memory forever ❤️ For the first time in my life I went fishing, tried incredibly fresh...	VIEWS 14 333 REPOSTS 9	REACTS 461 ER 21.1%
Nº2 13.06 · 13:45 VIDEO Salad dressing Ingredients: * Cucumbers – 2 pcs. * Tomatoes – 2 pcs. * Red onion – 1/2 pc. * Parsley – small bunch * Dill –...	VIEWS 14 177 REPOSTS 152	REACTS 510 ER 20.8%
Nº3 23.06 · 13:25 PHOTO Home dinner 🍲 Olya cooked very tasty and homestyle 👩🍳 Chicken thighs with potatoes 🍗 1.Chicken thighs - 4 pcs 2.Ketchup - 2 tbsp...	VIEWS 13 028 REPOSTS 128	REACTS 374 ER 19.2%

Nº4 16.06 · 07:05 **PHOTO**
 Hi everyone from Murmansk 🙋

VIEWS
12 775
 REPOSTS
5
 REACTS
379
 ER
18.8%

Nº5 16.06 · 10:05 **VIDEO**
 Got frozen walking to the cabin But filmed a room tour of a Murmansk luxury suite 🔥

VIEWS
12 663
 REPOSTS
11
 REACTS
360
 ER
18.6%

WORST 3

↓ 02.07 · 09:06 **PHOTO**
 Love getting surprise gifts like this. 📺 Recently @pragmayandex sent me a cool set: beautiful plates, two...

VIEWS
8 452
 REPOSTS
2
 REACTS
239
 ER
12.4%

↓ 02.07 · 09:41 **PHOTO**
 Saw an olive & feta spread recipe online today. Decided to make it right away and check if it's really that...

VIEWS
8 026
 REPOSTS
15
 REACTS
220
 ER
11.8%

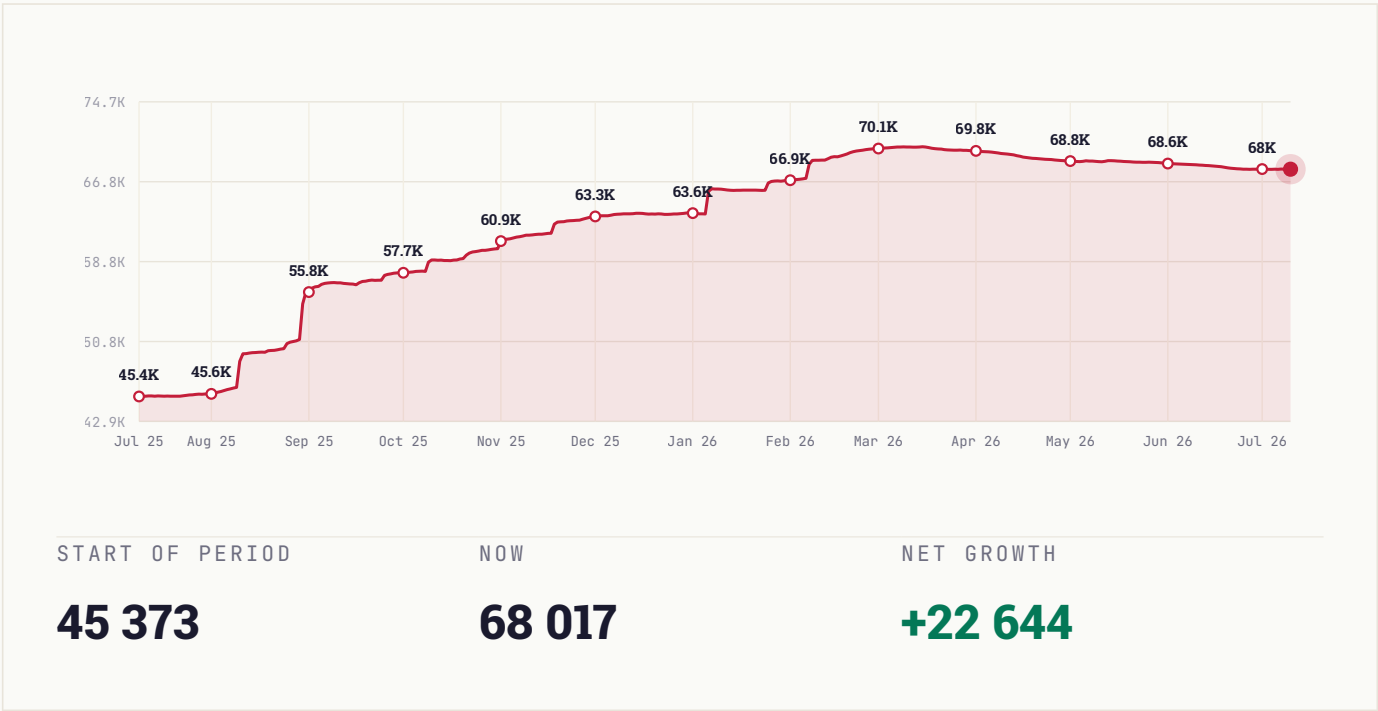
↓ 05.07 · 09:40 **VIDEO**
 Good day, my dears! Today I'll share a light and very simple recipe for those days when you don't want to stand at the stove for long, and...

VIEWS
7 604
 REPOSTS
26
 REACTS
251
 ER
11.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

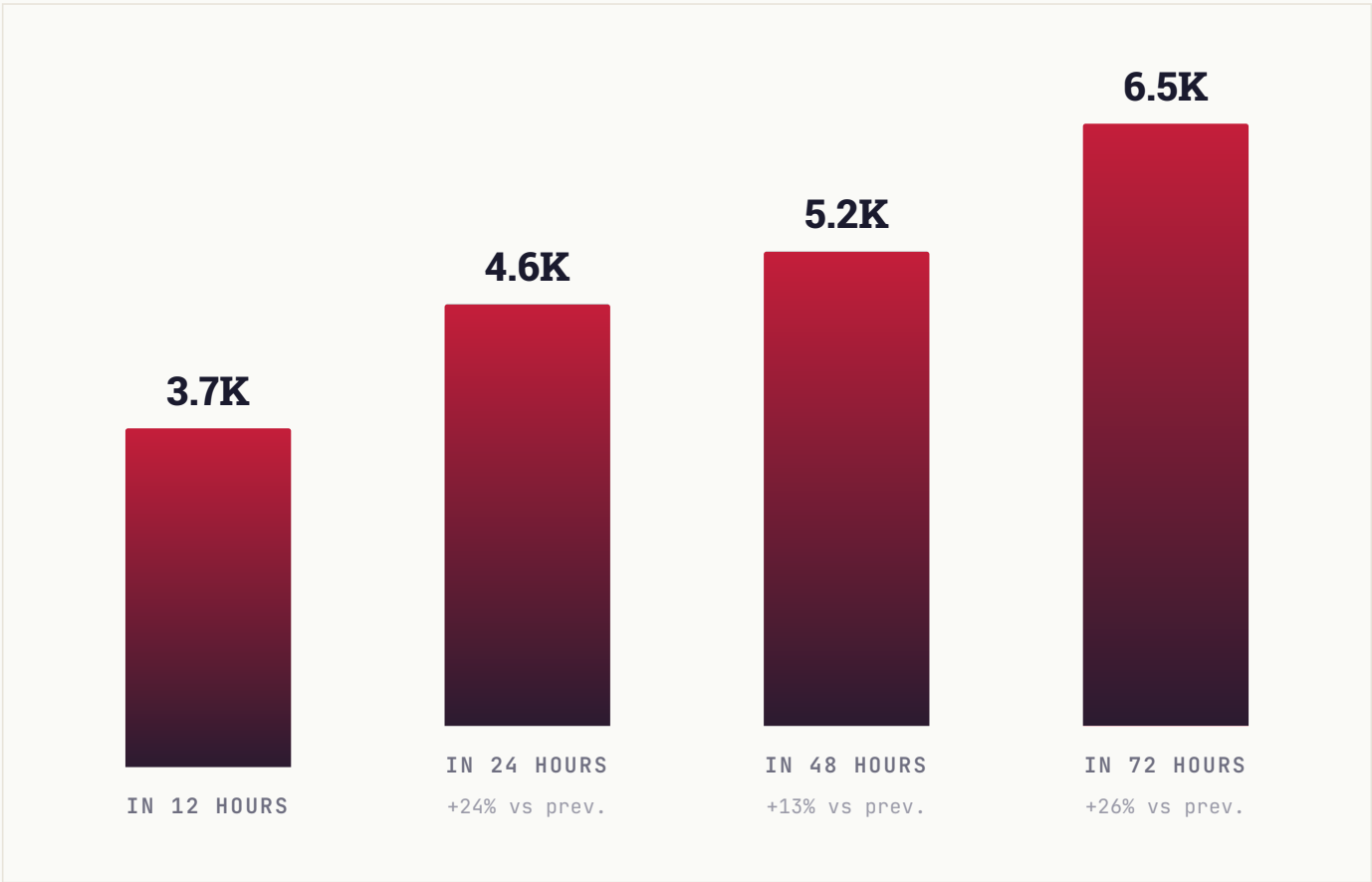
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



— SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBS
CR Cooking Recipes Salads 🧑🍳	995.6K
PY Pyatyorochka	776.5K
M Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR Simple Recipes	586.9K
CR Recipe book	559K
ER Kitchen inside out	532.5K
VI Tasty & Cheap 🍪	487.7K
CI CHIZHIK	485.1K
RN Everyday Recipes	461.5K
PU Puzakov YOU	68K

COMPARATIVE CONCLUSION

Channel is not yet outside top 94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), top-94 median: 205K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · 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 **8**, they brought **22 102** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1	1	3 541
December 2025	0	0	547
November 2025	0	0	3 171
October 2025	1	1	2 526
September 2025	3	2	2 195
August 2025	3	3	10 122

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
8	6	22 102

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Food & cooking» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (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 next month.

- 01

Top post of the week — on Tuesday

Audience most active on this day at 10:00 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 finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

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
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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