

PUBLIC PROMTPRESS REPORT

Channel audit

ITOGO: SCHINAYA



@ratingfood

A+ RKN: <https://clck.ru/3Fiq5Y> | Grilkov | Top-3 Collaboration:
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SUBSCRIBERS

86 625

+266 per month

ERR (% SEE POSTS)

51.0%

last day **21.3%**

REACH/POST

47K

ad reach **18.4K**/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 was calculated for.

 SUBSCRIBERS 86 625 —	 SUBS REACH 54.21% avg % subs see post	 VIEWS/POST 47K median 49.7K · 18 days	 POSTS/WEEK 1.6 for the period
 7D TREND — no data for period	 REACTIONS/POST 362.2 total 1,449 reactions, 272 reposts, 0 comments	 POST LENGTH 653 chars median 650 · 18 days	 POSTS ANALYZED 4 18 days
 AD REACH 18.4K 24h avg	 CHURN / MONTH +266 last month	 CITATION RATE 7 citation index · 17 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 31.03.2024

AI EDITOR SUMMARY

Channel «ITOGO:SCHNAYA» — 86 625 subs. Each post averages 47K people (54% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 18 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Avg post length – 653 chars (median 650).
- 04 Peak audience activity – Thursday, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (53.5K avg for top vs 42.2K for worst) – among 4 posts in 18 days. Worth analyzing what the top ones share: topic, format, timing.

TOP 4 POSTS

Nº1 11.06 · 07:43 PHOTO TOP-8: BBQ time (June) Review date: 10.06.2026 Video:  Youtube: https://youtu.be/C0Lvp576phE  ...	VIEWS 61 174 REPOSTS 58	REACTIONS 340 ER 70.6%
Nº2 17.06 · 15:39 PHOTO TOP-9: Weird marinades Review date: 17.06.2026 Video:  Youtube: https://youtu.be/Dtc--0oCPK0  ...	VIEWS 52 753 REPOSTS 91	REACTIONS 437 ER 60.9%
Nº3 22.06 · 08:00 PHOTO TOP-7: New store items (June) Review date: 21.06.2026 Video:   Youtube: https://youtu.be/4peaa3cKHl8  ...	VIEWS 46 642 REPOSTS 74	REACTIONS 363 ER 53.8%

Nº4 29.06 · 08:33 PHOTO TOP-5: Chip dips Review date: 29.06.2026 Video: Youtube: https://youtu.be/8SZkAYFKdxY ...	VIEWS	REACTIONS
	27 280	309
	REPOSTS	ER
	49	31.5%

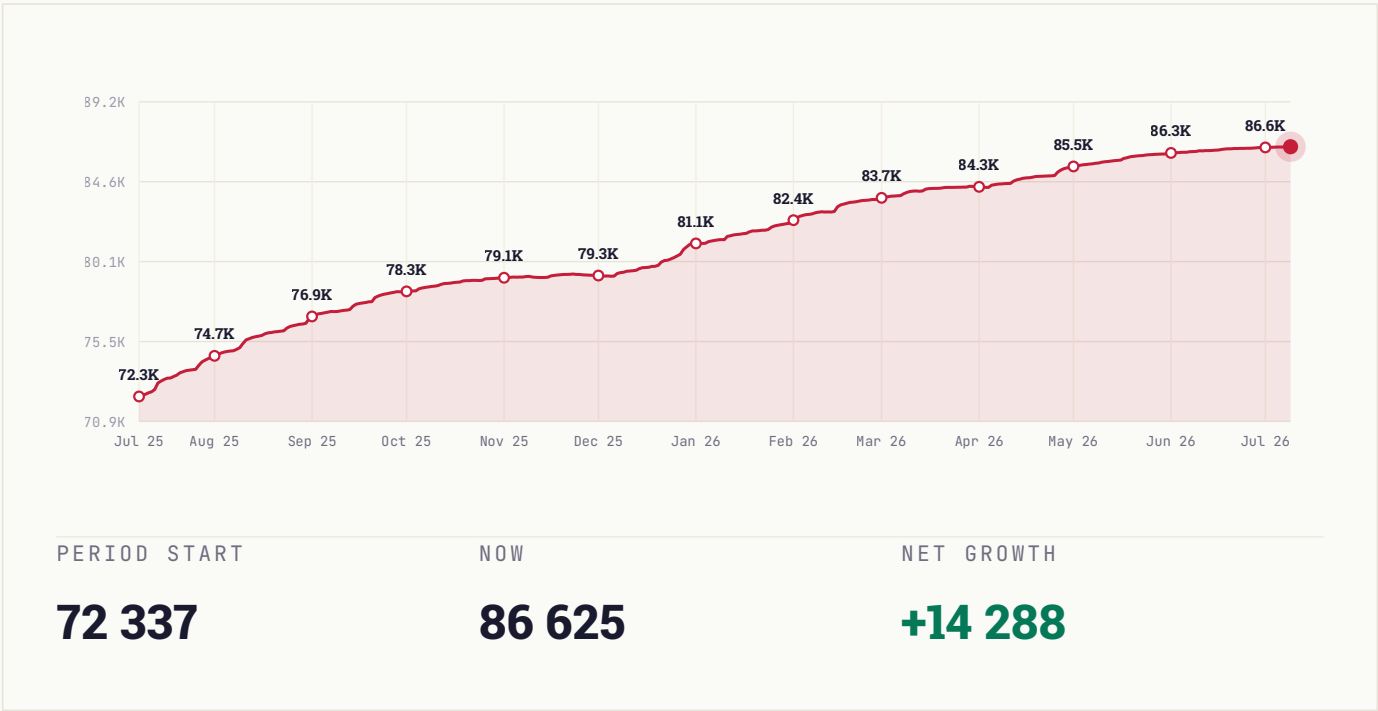
WORST 3

↓ 17.06 · 15:39 PHOTO TOP-9: Weird marinades Review date: 17.06.2026 Video: Youtube: https://youtu.be/Dtc--0oCPK0 ...	VIEWS	REACTIONS
	52 753	437
	REPOSTS	ER
	91	60.9%
↓ 22.06 · 08:00 PHOTO TOP-7: New store items (June) Review date: 21.06.2026 Video: Youtube: https://youtu.be/4peaa3cKHl8 ...	VIEWS	REACTIONS
	46 642	363
	REPOSTS	ER
	74	53.8%
↓ 29.06 · 08:33 PHOTO TOP-5: Chip dips Review date: 29.06.2026 Video: Youtube: https://youtu.be/8SZkAYFKdxY ...	VIEWS	REACTIONS
	27 280	309
	REPOSTS	ER
	49	31.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

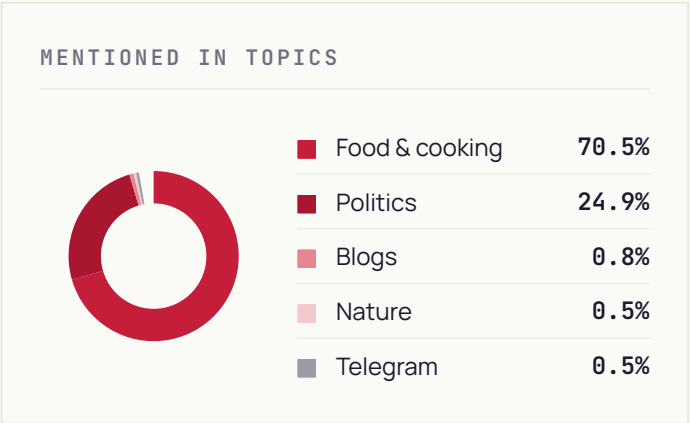
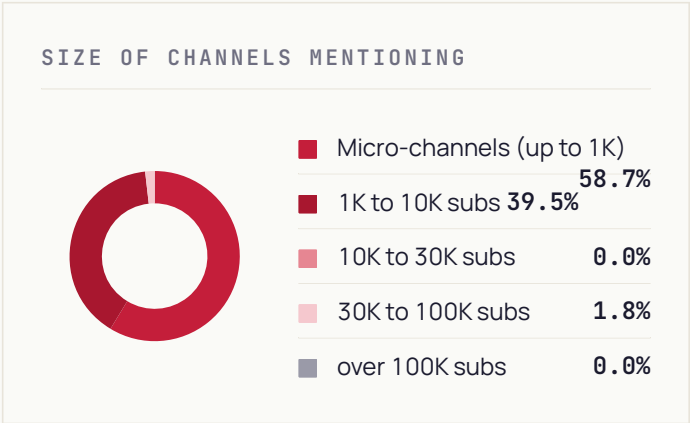
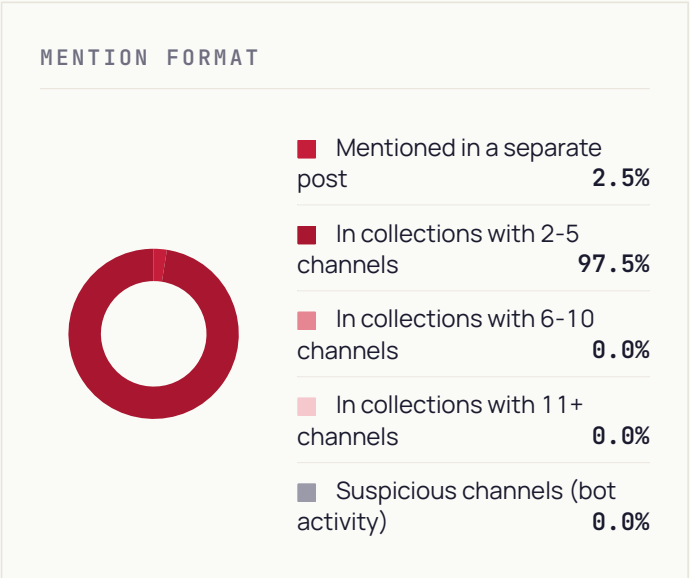
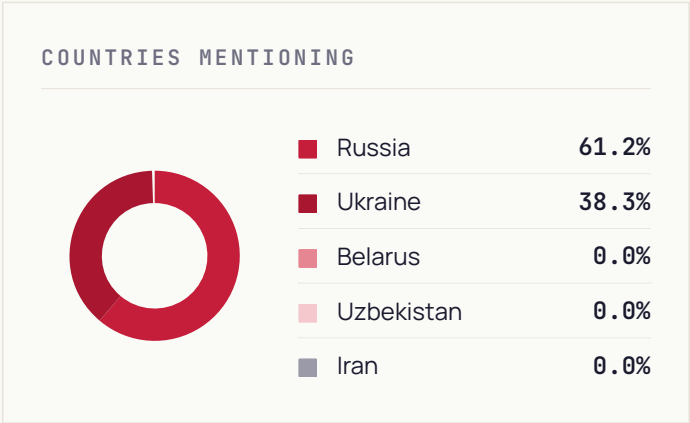
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

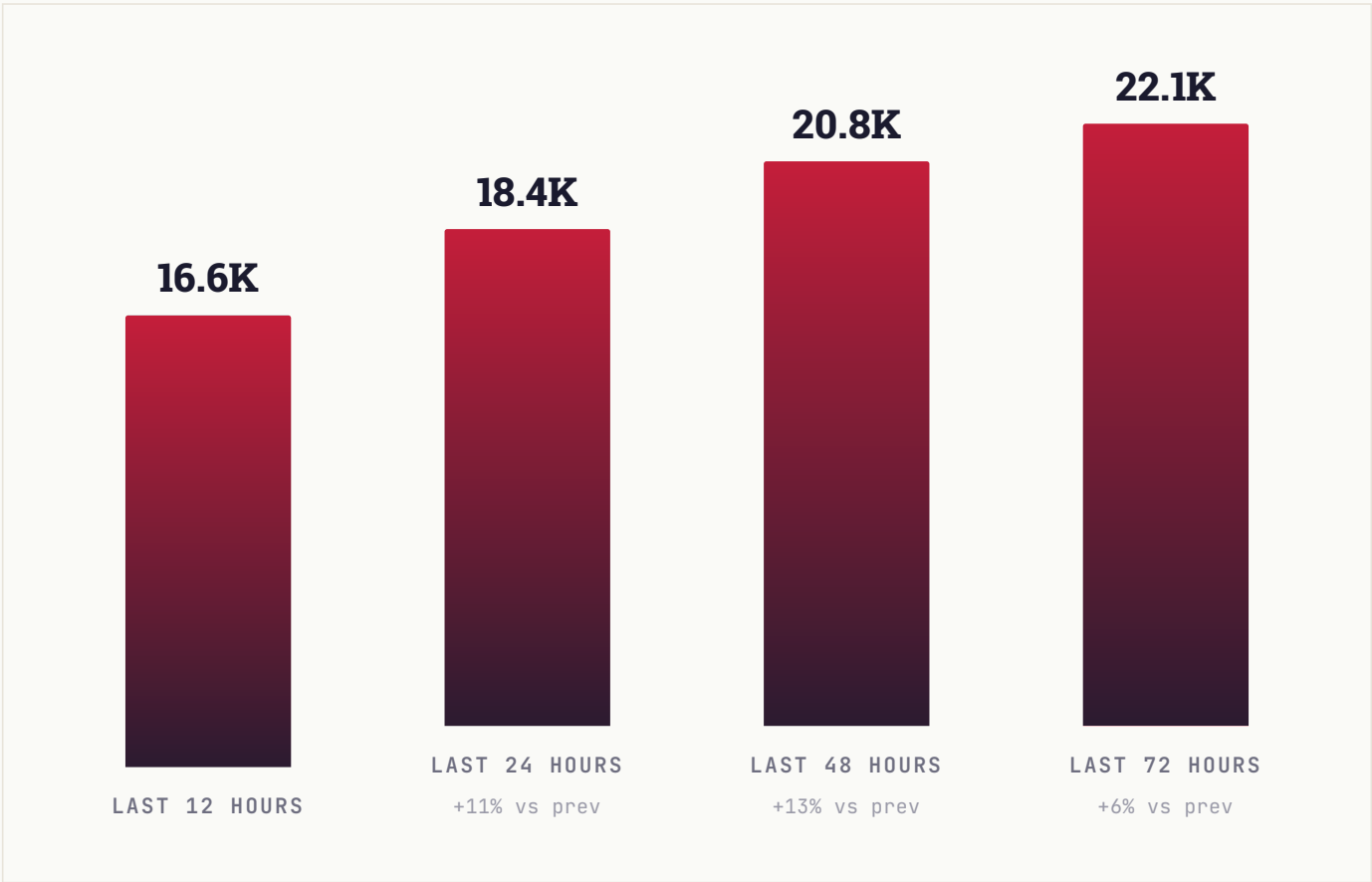
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions: 17 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🤖	995.6K
FR Pyaterochka	776.5K
M Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍲	487.7K
CI CHIZHIK	485.1K
SU Everyday Recipes	461.5K
IT ITOGO:SCHNAYA YOU	86.6K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niches — 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 07 · MENTION TRENDS

How often the channel is mentioned

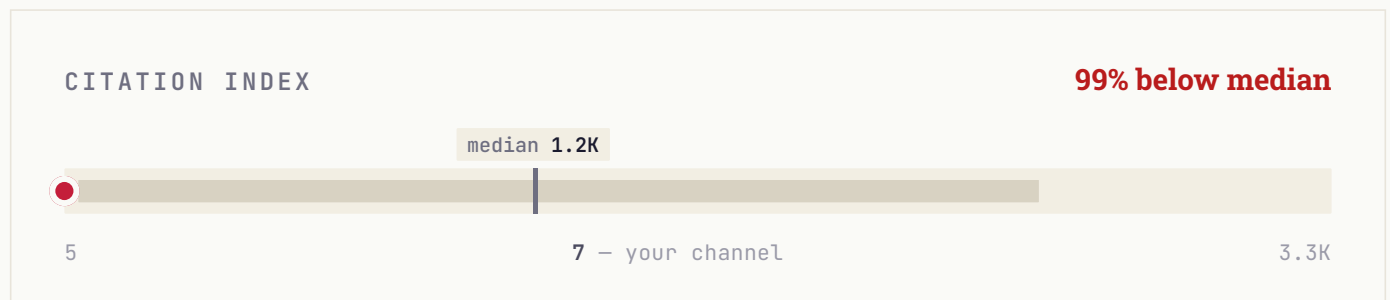
Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **64**, they brought **7 919** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	8	2	1 162
December 2025	16	5	1 900
Nov 2025	9	2	302
Oct 2025	9	2	799
September 2025	12	3	1 574
August 2025	10	2	2 182

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
64	6	7 919

Where the channel stands in its league

Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|----|--|--|
| 01 | Increase posting frequency
Now 1.6 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency > volume |
| 02 | Best post day — Thursday
Audience is most active on this day at 10:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing the share to 15-25%. | EFFECT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromtPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | 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 |

★ WHAT'S NEXT

Want us to do it 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 target in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
