

PROMTPRESS PUBLIC REPORT

Channel audit

Recipe Book



@receptok

Great recipe channel 😊 @receptOK — channel link @redcat — ads
t.me/redcatmedia/35 — price list (commercial) We're on exchange:
telega.in/c/+XU2iywbT2nA4ZDA6 We're on BF: clck.ru/3SsJii RKN:...

SUBSCRIBERS

558 815

-3668 per month

ERR (% SEE POSTS)

4.0%

per day 2.4%

REACH/POST

21.1K

ad reach 13.3K/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.

 SUBSCRIBERS 558 815 —	 SUBS REACH 3.78% avg % of subs see post	 VIEWS/POST 21.1K median 21.9K · 29 days	 POSTS/WEEK 37.3 for the period
 7D TREND -4.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 85 chars. median 70 · 29 days	 POSTS ANALYZED 157 29 days
 AD REACH 13.3K 24h avg	 CHURN / MONTH -3668 last month	 CITATION RATE 2 728 citation index · 1,590 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 29.03.2020

AI EDITOR SUMMARY

Channel «Recipe Book» — 558 815 subs. Each post averages 21.1K people (4% from subs), reach is low — consider expanding audience. Posts 37 posts per week (~5/day) — active posting. For week Jun 22–28, reach stable (-4.3% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 157 posts over 29 days.
- 02 Dominant format – Video (153/157 posts).
- 03 Avg post length – 85 chars (median 70).
- 04 Peak audience activity – Friday, 18:00 MSK.
- 05 Top posts get 1× more views than the weakest (25.9K avg top vs 17.6K worst) – among 157 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 08:13 VIDEO Homemade pesto sauce 🌿 Open ingredients #snack We're on MAX	VIEWS 26 120 REPOSTS 341	REACTIONS — ER 4.7%
Nº2 11.06 · 07:05 VIDEO Incredible Egg Recipe 🍳 Open ingredients #snack Recipe Book	VIEWS 25 936 REPOSTS 283	REACTIONS — ER 4.6%
Nº3 12.06 · 08:28 VIDEO Trendy triangle in a higher-protein version 😊 Open ingredients #breakfast We at MAX	VIEWS 25 655 REPOSTS 563	REACTIONS — ER 4.6%

Nº4 10.06 · 16:50 VIDEO Ice Cream with Canned Peaches 🍑 Open ingredients #desserts Recipe Book	VIEWS 25 546 REPOSTS 308	REACTIONS — ER 4.6%
Nº5 12.06 · 15:46 VIDEO Broken radish! 🥕 Open ingredients #snack We in MAX	VIEWS 25 526 REPOSTS 457	REACTIONS — ER 4.6%

|

WORST 3

↓ 06.07 · 16:28 VIDEO Summer Lemonade with Blackberries 🍋 Open ingredients #drinks Recipe Book	VIEWS 17 663 REPOSTS 65	REACTIONS — ER 3.2%
↓ 06.07 · 10:51 VIDEO Trendy zucchini appetizer salad 🌸 Open ingredients #salads Recipe Book	VIEWS 17 613 REPOSTS 421	REACTIONS — ER 3.2%
↓ 06.07 · 13:53 VIDEO Khachapuri 😊 Open ingredients #hot We at MAX	VIEWS 17 586 REPOSTS 342	REACTIONS — ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

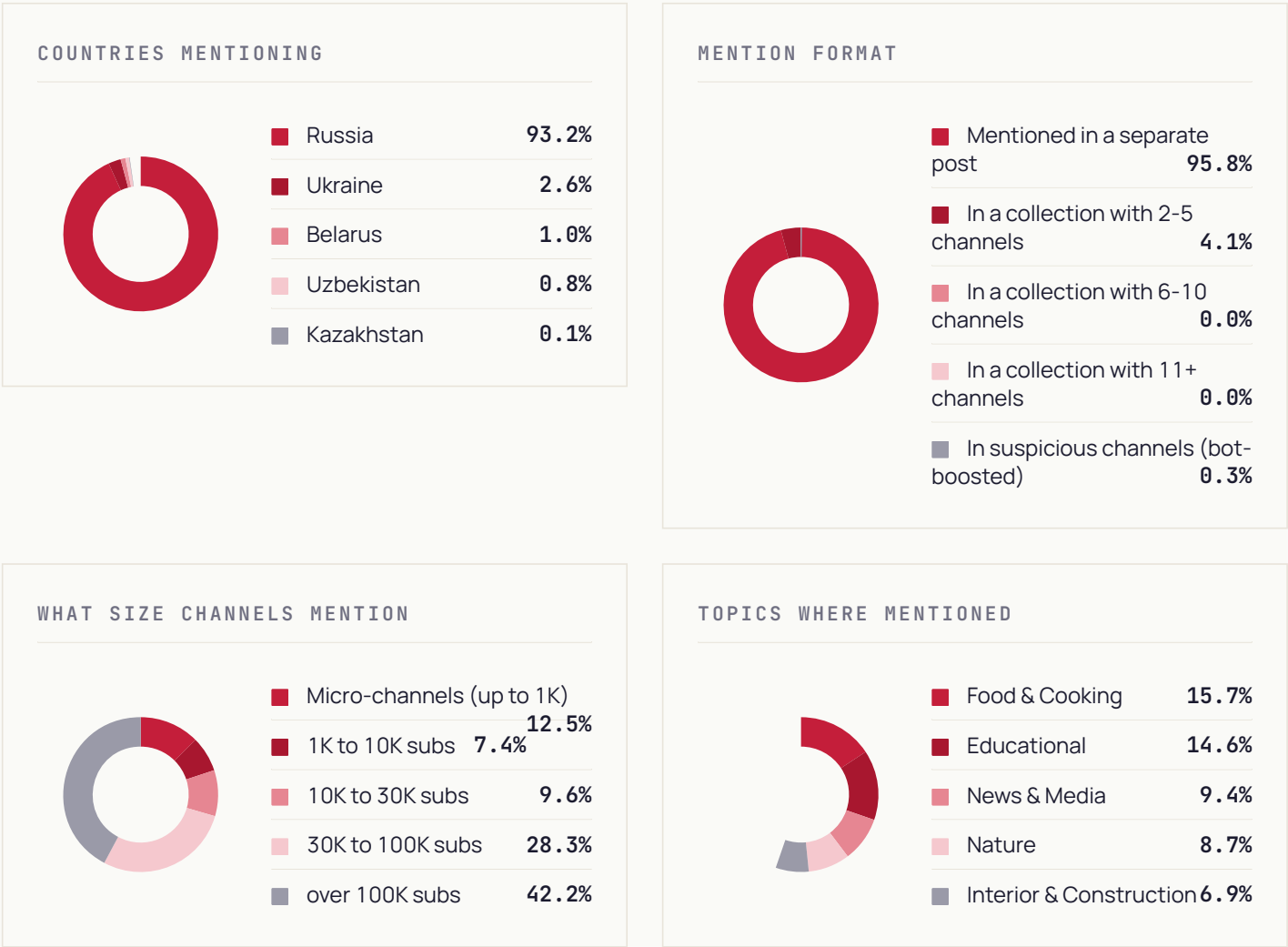
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

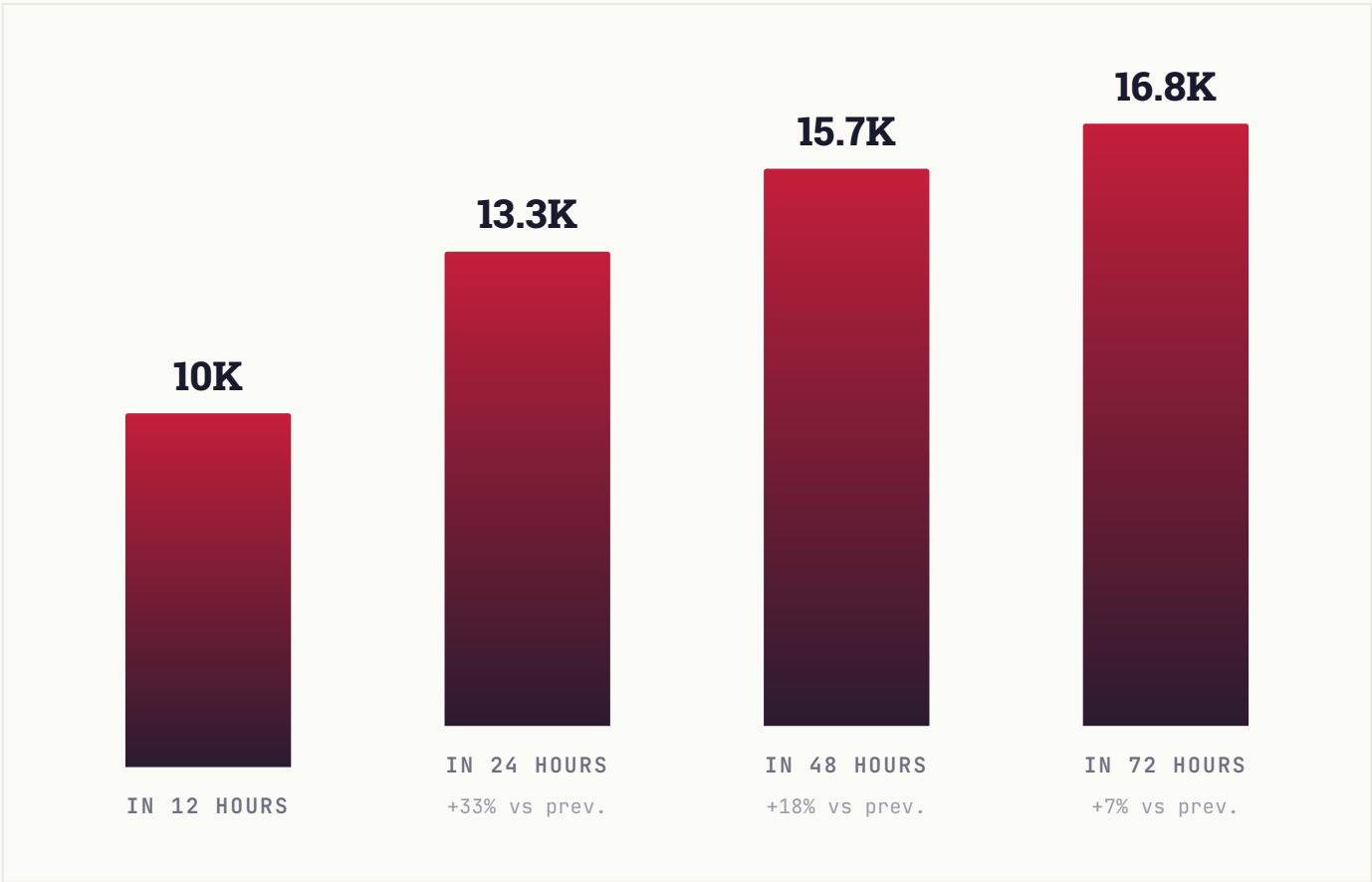
Citation index **2 728** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **1 590** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

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 YOU	558.8K
KN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
SU Everyday Recipes	461.5K
😊E 😊 EatLose PP Recipes	434K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#6 of 94). Strong position. Niche leader — **Cooking Recipes Salads 🧑🍳** (995.6K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · 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 **514**, they brought **39 091** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	67	50	355
December 2025	189	126	5 162
November 2025	15	6	0
October 2025	49	34	10 655
September 2025	169	115	22 919
August 2025	25	7	0
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
514	6	39 091	

SECTION 08 · NICHE COMPARISON

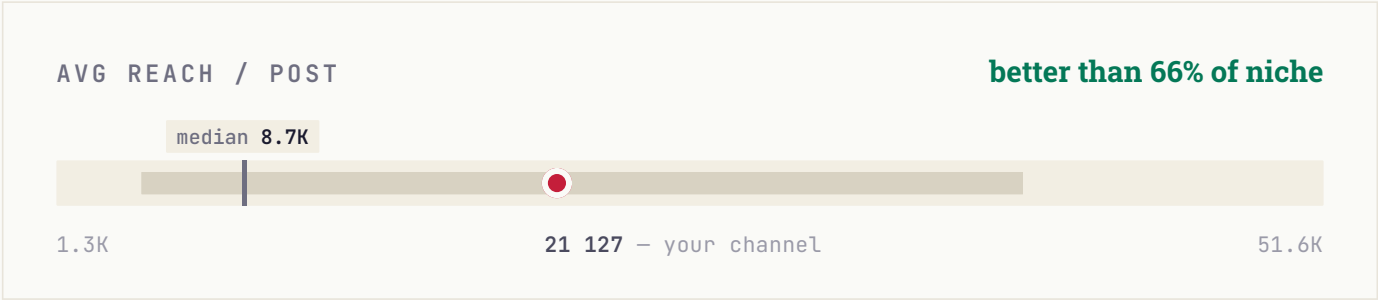
Where channel stands in its league

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.

#6/100

RANK IN NICHE

Channel in top 6% 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

Top post of the week — on Friday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.78% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+5.2pp 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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 with us & close your growth plan in a month.

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

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