

PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow

Restaurant Scene



@restaurantmoscow

News, not everything but a lot — about Moscow restaurants and other pleasures. Collaboration: @cooperation_mr_bot Website: <https://moscowrestaurant.ru/> RKN: <https://clck.ru/3FRBDR> MAX:...

SUBSCRIBERS

67 475

-250 per month

ERR (% SEE POSTS)

7.0%

per day 4.6%

REACH/POST

4.9K

ad reach 3.1K/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 67 475 —	 SUBSCRIBER REACH 7.29% avg % subs see post	 VIEWS/POST 4.9K median 5K · 28 days	 POSTS/WEEK 13.8 for period
 7D TREND +1.1% vs previous week	 REACTIONS/POST 31.7 total 1,805 reactions, 1,856 reposts, 37 comments	 POST LENGTH 438 chars. median 403 · 28 days	 POSTS ANALYZED 57 28 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH -250 last month	 CITATION RATE 743 citation index · 1,185 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 15.07.2022

AI EDITOR SUMMARY

Channel «Moscow Restaurant» – 67 475 subs. Each post averages 4.9K people (7% from subs), reach is low – consider expanding audience. Publishes 14 posts per week (~2/day) – consistent. For week Jun 29 – Jul 5 reach stable (+1.1% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 57 posts in 28 days.
- 02 Dominant format — Photo (37/57 posts).
- 03 Avg post length — 438 chars (median 403).
- 04 Audience peak activity — Sunday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.2K avg top vs 3.8K worst) — among 57 posts in 28 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 16:45 VIDEO Ksenia Sobchak said her favorite Moscow restaurant is Semifredo Lebedev complains the restaurant is in the courtyard of Yandex office, but...	VIEWS 6 429 REPOSTS 50	REACTIONS 58 ER 9.5%
Nº2 21.06 · 13:50 TEXT Muscovites, today is an important holiday: Sergei Sobyenin's birthday! The channel's editors express huge gratitude for everything that...	VIEWS 6 219 REPOSTS 32	REACTIONS 145 ER 9.2%
Nº3 15.06 · 14:15 PHOTO Fine dining at Sheremetyevo before your flight For Sber Private Banking and SberFirst clients, the premium...	VIEWS 6 078 REPOSTS 28	REACTIONS 27 ER 9.0%

Nº4 15.06 • 17:01 PHOTO Brasserie 2.0 on Krasnaya Presnya launches a series of beer tastings First beer tasting dedicated to Flemish ales. Format designed...	VIEWS 5 964 REPOSTS 67 REACTIONS 18 ER 8.8%
Nº5 26.06 • 16:08 PHOTO Going on a date? A date restaurant doesn't have to look like a Valentine's card. Good food, drinks, no shouting...	VIEWS 5 929 REPOSTS 70 REACTIONS 14 ER 8.8%

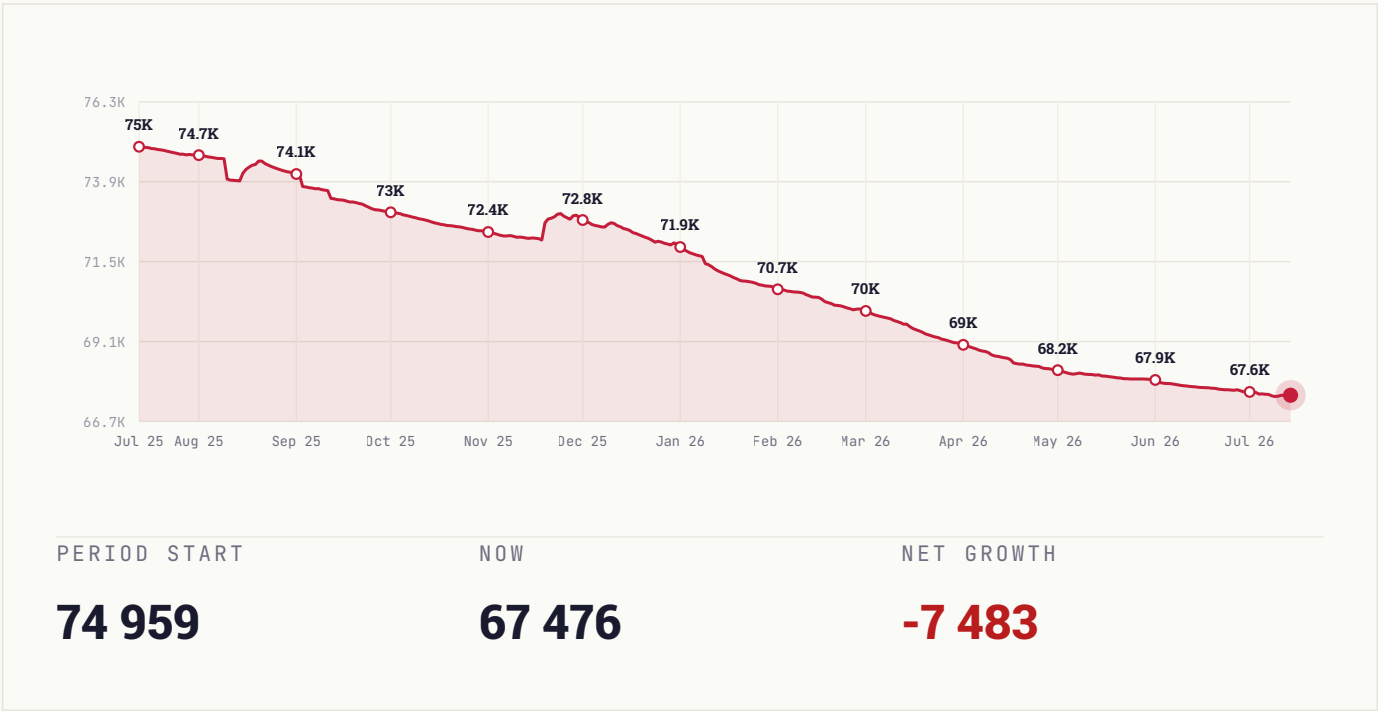
WORST 3

↓ 07.07 • 18:54 PHOTO And if you missed the #валютныепродукты рубрика, here you go – a sea bass steak for 12k RUB from Dorogomilovsky market	VIEWS 4 107 REPOSTS 24 REACTIONS 37 ER 6.1%
↓ 09.07 • 09:51 PHOTO How beautiful! Lucky Group updated the seasonal menu at Londri: now they make risotto, homemade pasta, pizza and young...	VIEWS 3 724 REPOSTS 18 REACTIONS 7 ER 5.5%
↓ 11.07 • 07:25 PHOTO Drink of the week was found at Mates Until July 23, all Mates venues are running a collab with zolla, inspired by the 'Urban...' collection	VIEWS 3 548 REPOSTS 28 REACTIONS 8 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

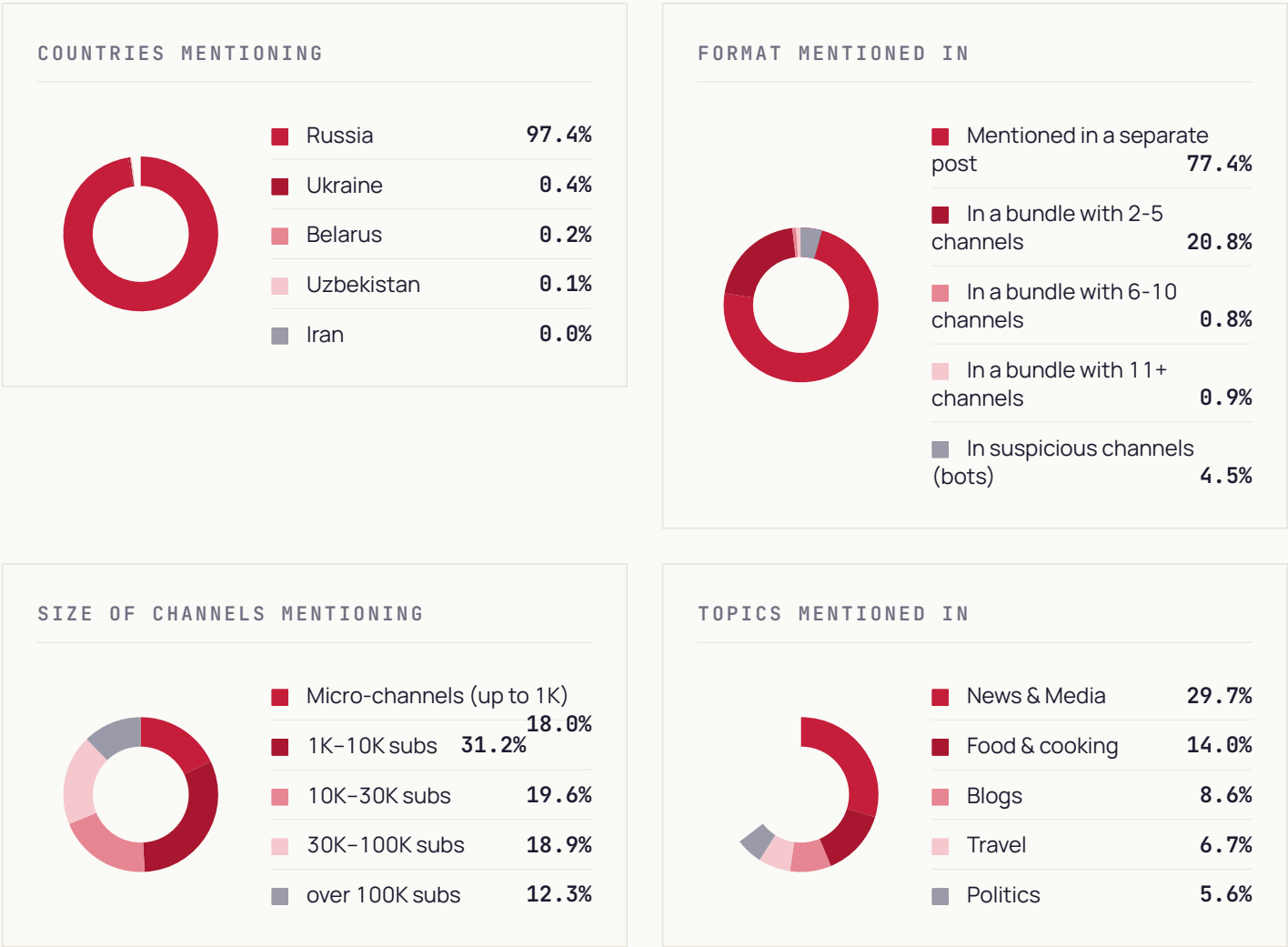
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

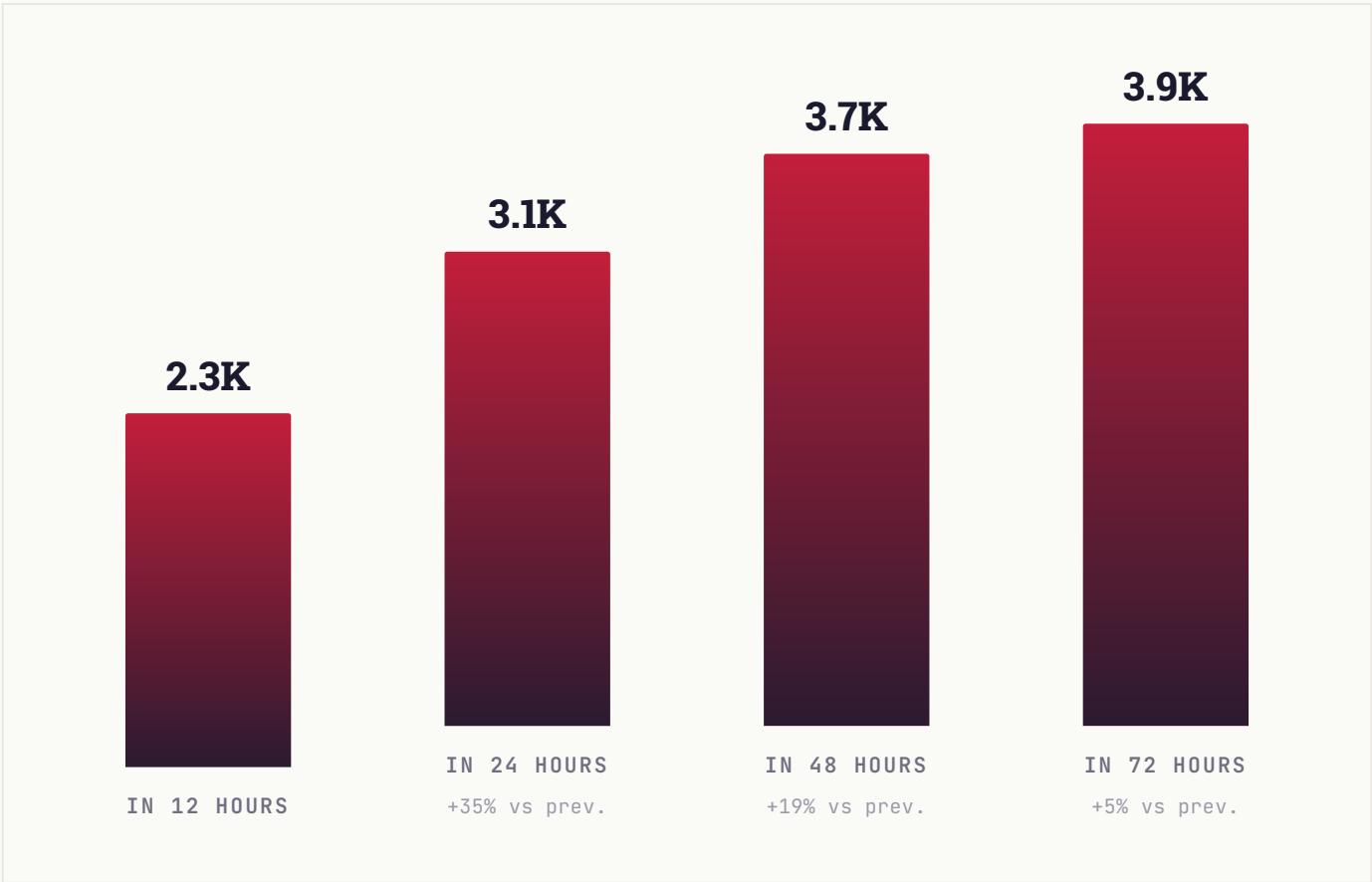
Citation index **743** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 185** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
IT lwin Token	3.3M
KR Cooking Recipes Salads 🧑🍳	997K
FR Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air Fryer Recipes	594K
PR Simple Recipes	586.5K
KR Recipe book	558.3K
CN Kitchen Inside Out	532.8K
VI Tasty & cheap 🍪	487.1K
CI CHIZHIK	483.8K
MR Moscow Restaurant Scene YOU	67.5K

COMPARATIVE INSIGHT

Channel not yet outside top 96 in niche — early growth stage. Niche leader — lwin Token (3.3M), top-96 median: 223.1K. First goal: enter top-96 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **121**, they brought **1 767** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	17	14	0	
December 2025	27	20	216	
November 2025	22	14	944	
October 2025	15	13	1	
September 2025	12	7	5	
August 2025	28	25	601	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
121	6	1 767

SECTION 08 • NICHE COMPARISON

Where the channel ranks 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.



— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01**Top post of the week — on Sunday**

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 7.29% vs norm 9.0%. Try polls and interactive formats.

EFFECT

+1.7pp 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
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 Telegram ads** <https://panel.promptpress.com/register>

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