

PROMTPRESS PUBLIC REPORT

Channel audit

Resto_ray | Рецепты от шефа



@resto_ray

Anna Ray - chef and food blogger Cooking at home like in a restaurant 🍷 #N2AZY Collaboration: @pevneva_anuta

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
97 554	12.0%	11.5K
-279 per month 10.07.2026	daily 5.7%	ad reach 5.6K/24h HTTPS://PROMTPRESS.COM/AUDIT/RESTO_RAY

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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 97 554 —	 SUBSCRIBER REACH 11.77% avg % of subs see post	 VIEWS/POST 11.5K median 10.1K · 28 days	 POSTS/WEEK 7.7 for period
 7D TREND -24.1% vs previous week	 REACTIONS/POST 394.3 total 12,224 reactions, 1,386 reposts, 299 comments	 POST LENGTH 434 chars median 412 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH -279 last month	 CITATION RATE 6 citation index · 37 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 24.02.2022

AI EDITOR SUMMARY

Channel «Resto_ray | Recipes from the chef» — 97 554 subs. Each post averages 11.5K people (12% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5, reach dropped -24.1% to week Jun 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts in 28 days.
- 02 Dominant format – Video (23/31 posts).
- 03 Avg post length – 434 chars (median 412).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (18.4K avg top vs 7.7K worst) – among 31 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 12:55 PHOTO Happy Russia Day, friends! All these photos were taken by me personally, and every time I explore a new corner of our beautiful, so vast...	VIEWS 21 571 REP. 3	REACTIONS 543 ER 22.1%
Nº2 13.06 · 15:43 VIDEO Carp is a great fish! 🐟 It's tasty, fatty, and very juicy. But a couple of things! 1. Carp can smell like mud. If you buy...	VIEWS 16 918 REP. 143	REACTIONS 418 ER 17.3%
Nº3 18.06 · 15:25 VIDEO Summer is the time for healthy, beautiful, and vibrant food. All dishes from my 'Tasty Summer' collection are just that. 🍷 Salads, appetizers...	VIEWS 16 601 REP. 128	REACTIONS 330 ER 17.0%

Nº4 19.06 · 14:05 VIDEO I invite you to hang out with me in Roshchino! :) WATCH IN MAX	VIEWS 15 955 REP. 8	REACTIONS 359 ER 16.4%
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Nº5 11.06 · 10:50 VIDEO I love country life! And now, more than ever, I understand those who have been writing comments about their love for dachas, gardens, and life in their own...	VIEWS 15 712 REP. 1	REACTIONS 419 ER 16.1%
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WORST 3

↓ 05.07 · 12:20 VIDEO What to consider when cooking for a home party? Sharing practical tips to make prep efficient and...	VIEWS 8 418 REP. 26	REACTIONS 447 ER 8.6%
↓ 06.07 · 15:19 VIDEO So, here's the story! ❤️ My friend and I are at a roadside cafe filming a review for you. Then this incredibly nice woman walks in... with...	VIEWS 7 501 REP. 5	REACTIONS 492 ER 7.7%
↓ 06.07 · 09:41 PHOTO Obviously, you see a set of farm products in the photo. What might you think? Ordered on recommendation, found a farmer via...	VIEWS 7 275 REP. 1	REACTIONS 209 ER 7.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

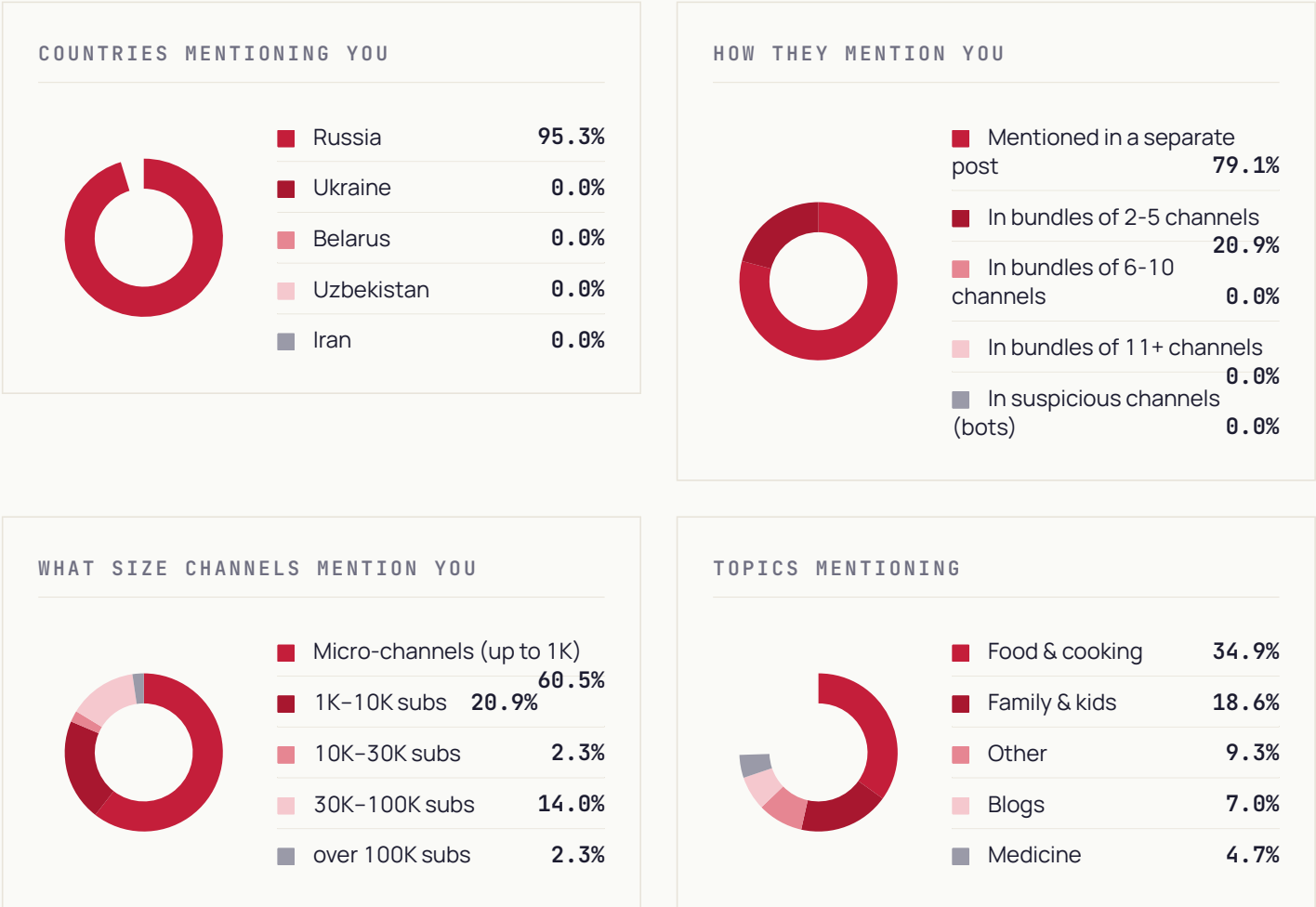
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

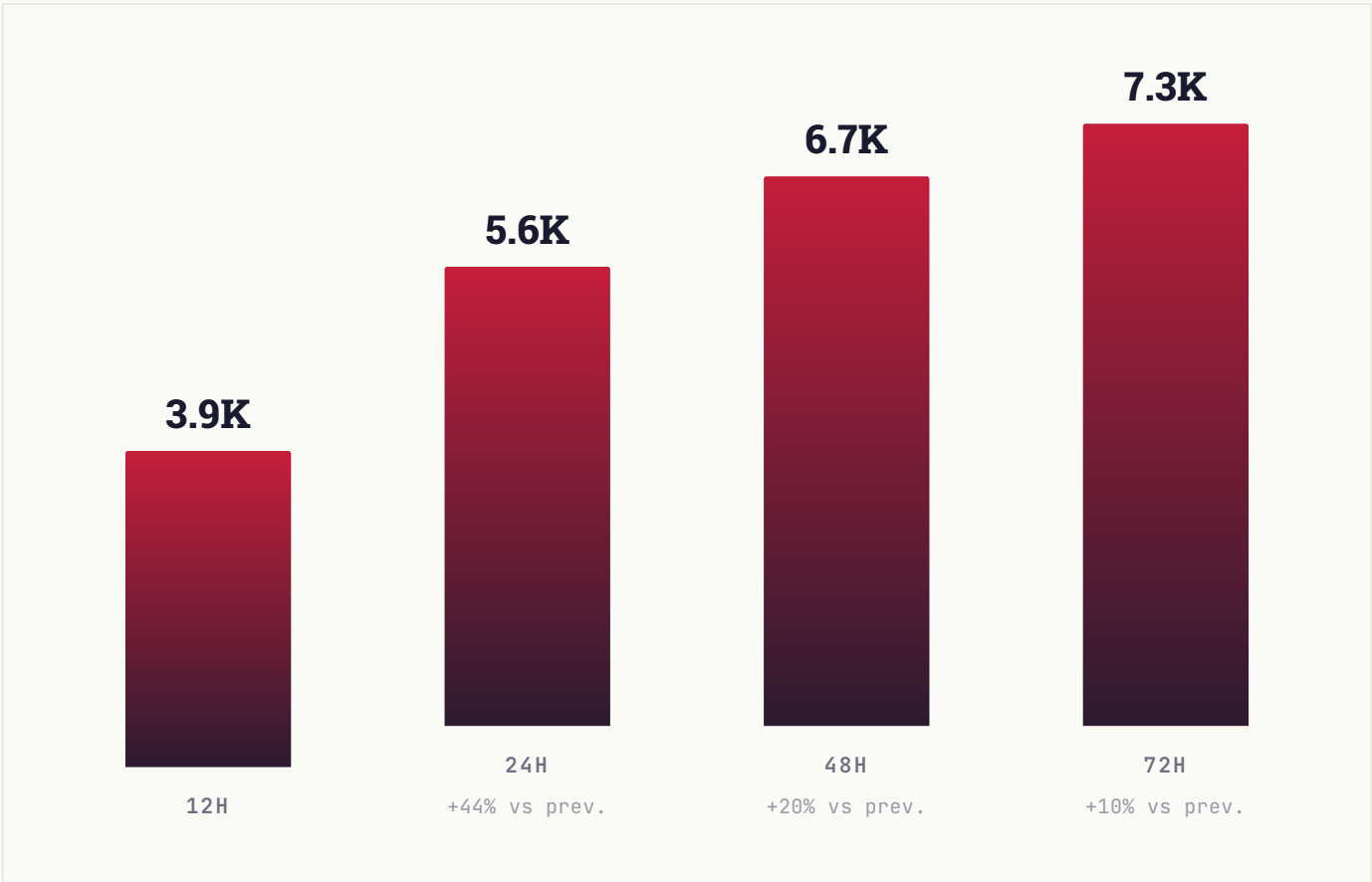
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions 37 different channels.



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 peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Everyday recipes	461.5K
R Resto_ray Рецепты от шефа YOU	97.6K

COMPARATIVE CONCLUSION

Channel 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 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

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 **5**, they brought **1 941** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	78	
December 2025	1	1	1 322	
November 2025	0	0	0	
October 2025	0	0	395	
September 2025	4	3	66	
August 2025	0	0	80	

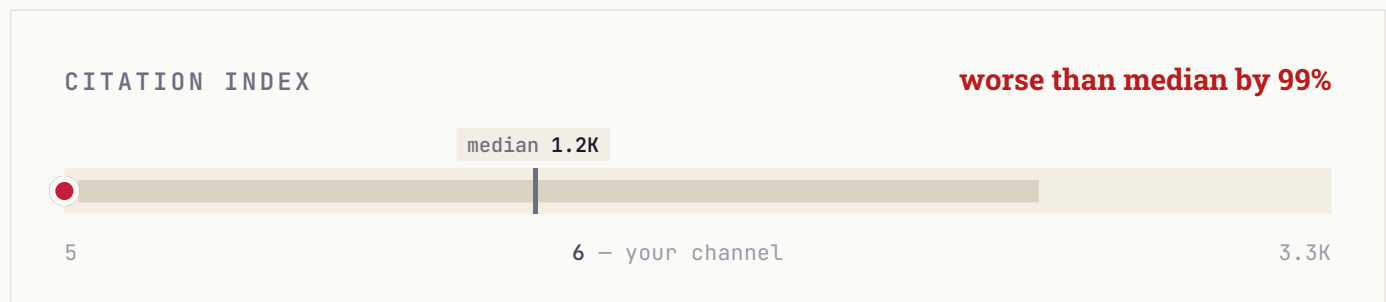
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
5	6	1 941

Where the channel stands in its league

SUBSCRIBERS

worse than median by 54%

Metric	Value
Median	210.3K
Channel Count	70.4K
Channel Rank	97 554 - your channel
Range End	567.7K



— 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**Post of the week — on Friday**

Audience is most active on this day at 15:00 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch a Telegram
ad**

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

02 **Contact manager**

t.me/PromptPress_manager
