

PUBLIC REPORT BY PROMTPRESS

Channel audit

Retail Kitchen



@retail_kitchen

We write about retail, marketplaces, and e-commerce.

Collaboration: @alfapolo Suggest news: @Retailuser_bot

Assistant: @alivian On exchange: https://telega.in/c/retail_kitchen

We partner with...

SUBSCRIBERS

68 474

-1297 per month

ERR (% SEE POSTS)

6.0%

per day 3.4%

REACH/POST

3.8K

ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 68 474 —	 SUBSCRIBER REACH 5.57% avg % subs see post	 VIEWS/POST 3.8K median 3.9K · 29 days	 POSTS/DAY 8.5 ~60 per week
 7D TREND -8.2% vs previous week	 REACTIONS/POST 29.5 total 7,409 reactions, 6,048 reposts, 664 comments	 POST LENGTH 321 chars median 163 · 29 days	 POSTS ANALYZED 251 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -1297 last month	 CITATION RATE 1 990 citation index · 3,531 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 19.01.2022

AI EDITOR SUMMARY

Channel «Retail Kitchen» — 68 474 subs. Each post averages 3.8K people (6% from subs), reach is low — need to grow audience. Publishes 60 posts per week (~9/day) — active posting. For week June 1–7, reach dropped -8.2% by week of May 25–31 — worth analyzing why.

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 251 posts in 29 days.
- 02 Dominant format — Photo (173/251 posts).
- 03 Avg post length — 321 chars (median 163).
- 04 Audience activity peak — Saturday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.2K avg for top vs 2.9K for worst) — among 251 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 17:43 VIDEO Samokat courier proposed during shift — colleagues came to support.	VIEWS 5 671 REPOSTS 45	REACTIONS 85 ER 8.3%
Nº2 16.05 · 06:14 PHOTO Is it okay to throw food on the street? Courier delivered the order "to the door", but there's a catch...	VIEWS 5 026 REPOSTS 32	REACTIONS 100 ER 7.3%
Nº3 30.05 · 16:58 PHOTO «Балберис», «ВТБ», «вайбер»... Users shared how their relatives call their favorite marketplace.	VIEWS 4 883 REPOSTS 44	REACTIONS 31 ER 7.1%

Nº4 16.05 • 10:36 **PHOTO**

We're sure they'll succeed.

VIEWS
4 877

REACTIONS
63

REPOSTS
50

ER
7.1%

Nº5 16.05 • 17:26 **VIDEO**

Epic footage of some items' journey to pickup points went viral.

VIEWS
4 855

REACTIONS
38

REPOSTS
33

ER
7.1%

WORST 3

↓ 09.06 • 12:21 **PHOTO**

Buyers shared the strangest locations of chain stores.

VIEWS
3 002

REACTIONS
12

REPOSTS
13

ER
4.4%

↓ 09.06 • 13:46 **VIDEO**

Basically we're all women, I'll change right here... A pickup point employee told how a drunk customer decided to...

VIEWS
2 955

REACTIONS
12

REPOSTS
15

ER
4.3%

↓ 09.06 • 15:16 **PHOTO**

First call mom, dad, etc., ask for money. Nothing unusual – just a guide to paying via self-checkout for zoomers.

VIEWS
2 819

REACTIONS
23

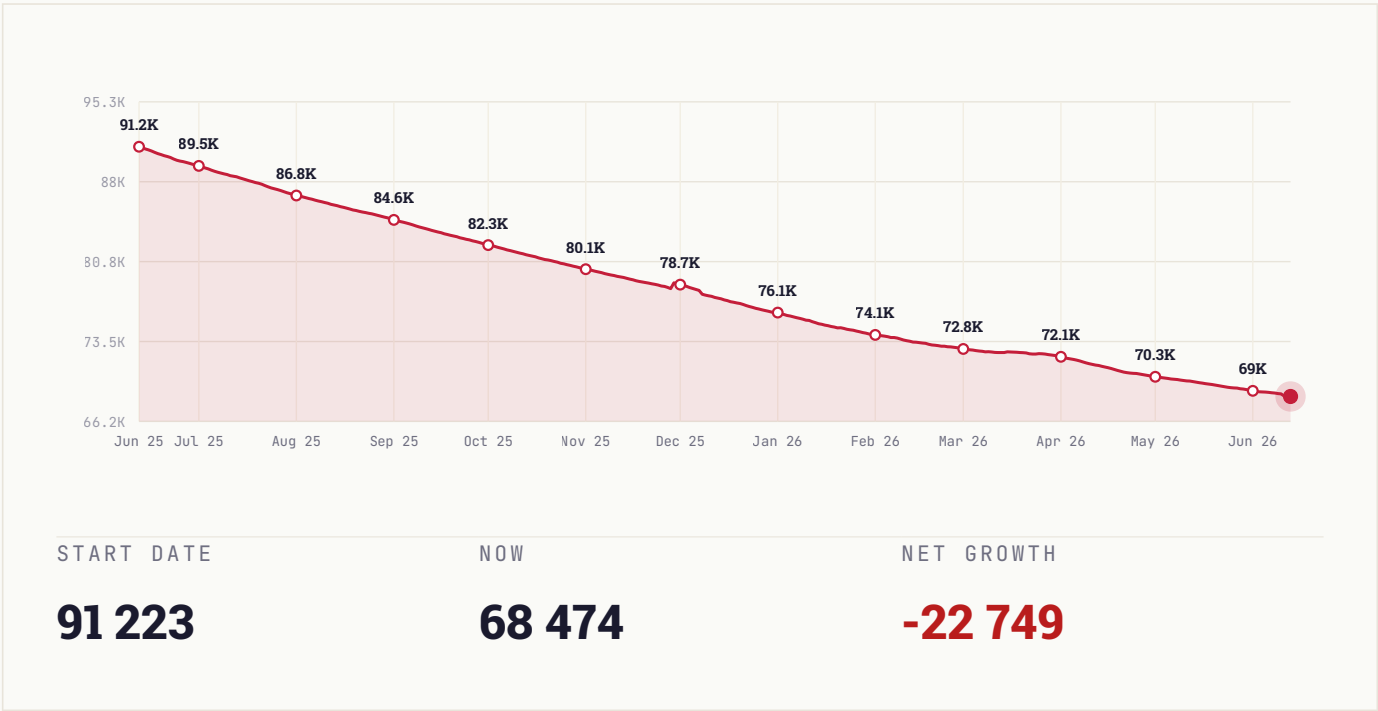
REPOSTS
18

ER
4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

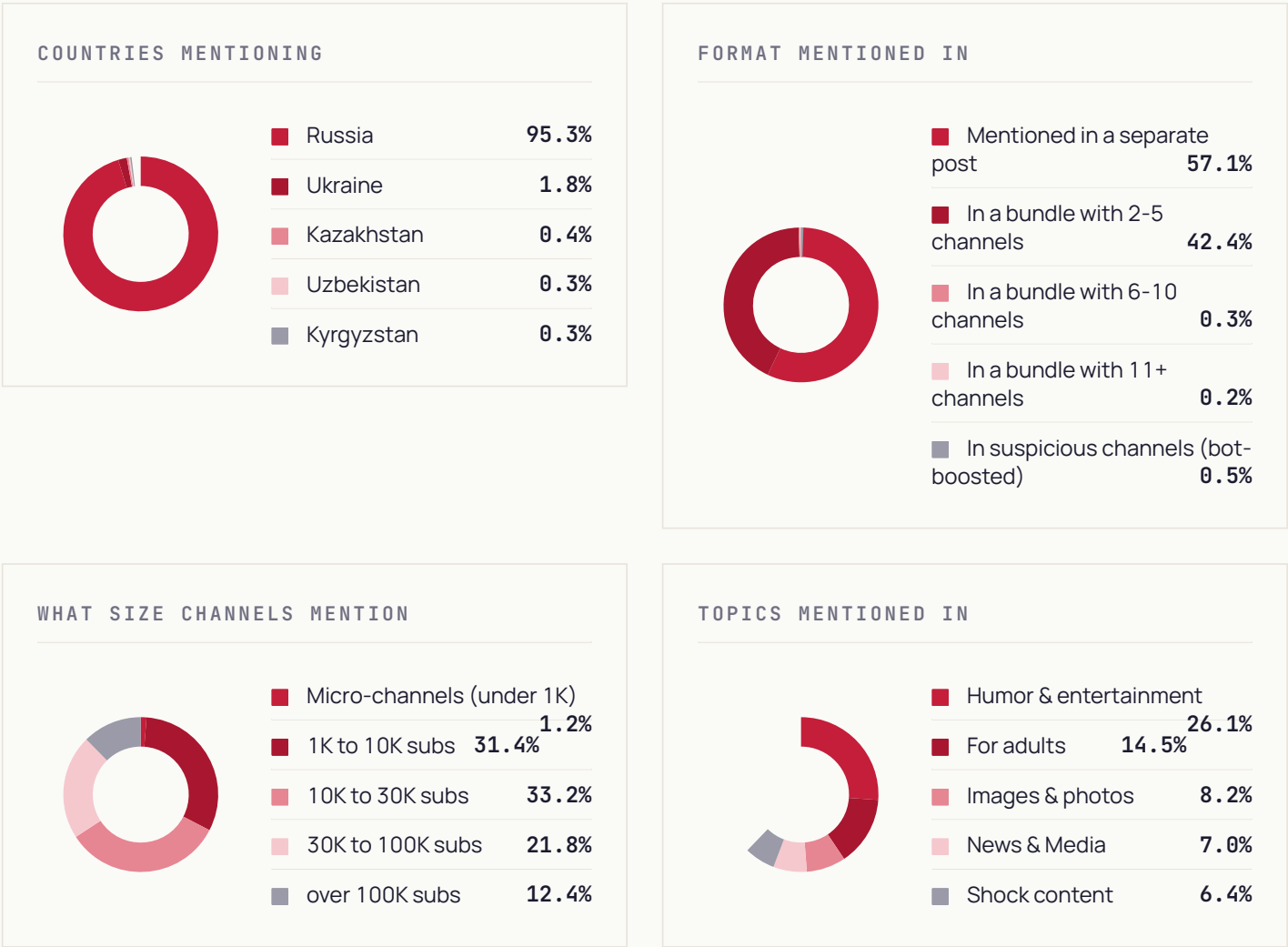
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

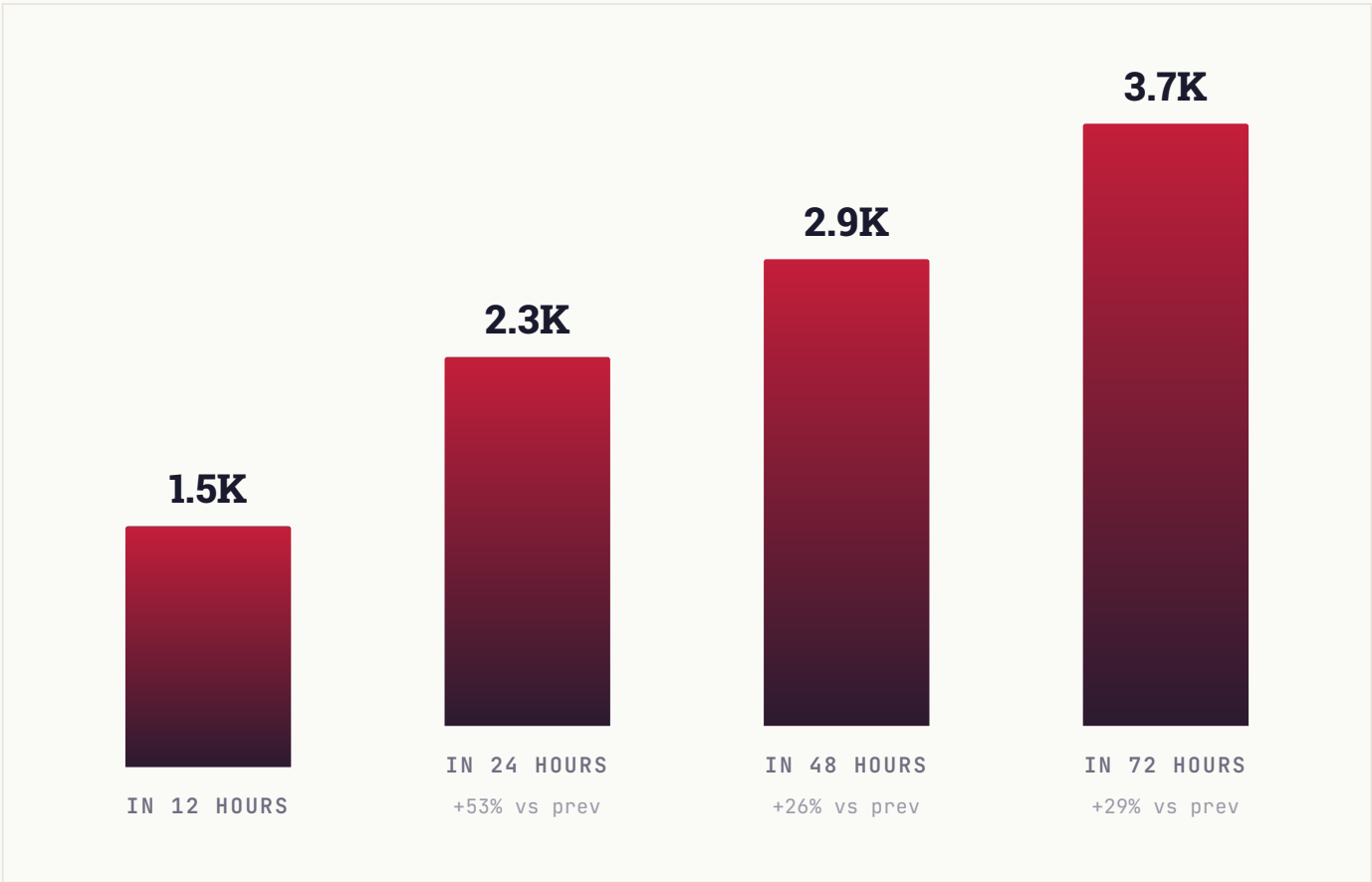
Citation index **1 990** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 531** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



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
MO Moscow Business	966.6K
CN Books for Millions business blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Russia Business DNA	297.3K
RR Russian Retail & Business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
KR Retail Kitchen YOU	68.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#79 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **533** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
Nov 2025	0	0	533	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS	
0	6		533	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category "Business & Startups» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

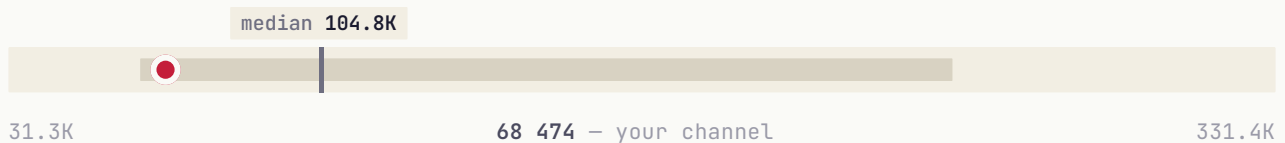
#79 /100

POSITION IN NICHE

Channel in the lower half of the ranking

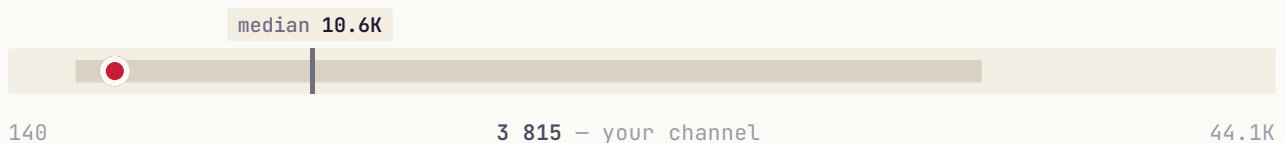
SUBSCRIBERS

worse than median by 35%



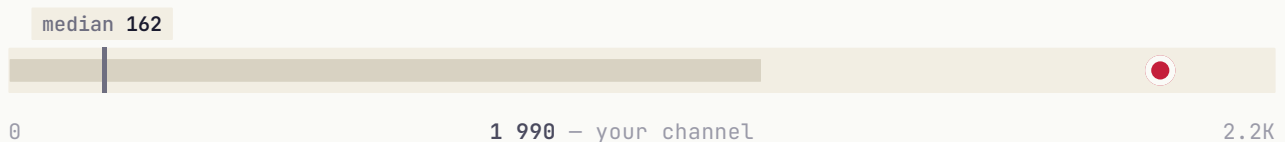
AVG REACH / POST

worse than median by 64%



CITATION INDEX

better than 90% of niche



— 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 Saturday

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

EFFECT

**Best window
for important
posts**

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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Exchange posts with similar channels once a quarter. 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 minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact Manager t.me/PromptPress_manager
