

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lozhka - Recipes



@retsepty4

Best recipes every day! Ads: @irina_froLovaa Admin is not responsible for ads. Stay alert! Managers: @Spiral_Miya, @KrisPROTG, @Richrussianniks

SUBSCRIBERS

86 150

-608 per month

ERR (% WHO SEE
POSTS)

7.0%

daily **3.4%**

REACH/POST

5.1K

ad reach **2.9K**/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 86 150 —	 SUBSCRIBER REACH 5.9% avg % subs see post	 VIEWS/POST 5.1K median 5.2K · 29 days	 POSTS/WEEK 29.2 for the period
 7D TREND -12.3% vs previous week	 REACTS/POST 26.4 3,303 reactions, 12,239 reposts, 0 comments	 POST LENGTH 633 chars median 641 · 29 days	 POSTS ANALYZED 125 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -608 last month	 CITATION RATE 896 citation index · 622 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 20.04.2022

AI EDITOR SUMMARY

Channel «Lozhka - Recipes» — 86 150 subs. Avg post views 5.1K people (6% of subs), low reach — expand audience. Publishes 29 posts/week (~4/day) — active. Week Jun 29–Jul 5 reach down -12.3% to week Jun 22–28 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 125 posts in 29 days.
- 02 Dominant format — Video (110/125 posts).
- 03 Avg post length — 633 chars (median 641).
- 04 Peak audience activity — Saturday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.3K avg for top vs 4.1K for worst) — among 125 posts over 29 days. Analyze what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 08:00 PHOTO Collected 9 proven marinades. 1 ONION (1–2 h) — lots of onion rings, oil, a spoon of vinegar, salt, pepper. Classic that...		VIEWS 7 695	REACTS 48
REP. 339		ER 8.9%	
Nº2 23.06 · 04:23 PHOTO Tired of okroshka? These cold soups are a perfect replacement! ❤️ lozhka #супы		VIEWS 7 194	REACTS 35
REP. 228		ER 8.4%	
Nº3 14.06 · 07:23 PHOTO Take note! lozhka		VIEWS 7 007	REACTS 41
REP. 187		ER 8.1%	

Nº4

23.06 · 16:22

PHOTO

4 proven ways to salt lard in one carousel. ✓ Dry salting Lard, salt, garlic, bay leaf, spices. ✓ Brine salting Water...

VIEWS

6 859

REACTS

41

REP.

183

ER

8.0%

Nº5

14.06 · 13:59

VIDEO

Potato Gratin with Béchamel Sauce Ingredients: ▶ potatoes – 6-7 pcs. ▶ garlic – 1-2 cloves ▶ butter – 80 g ▶ milk...

VIEWS

6 664

REACTS

32

REP.

92

ER

7.7%

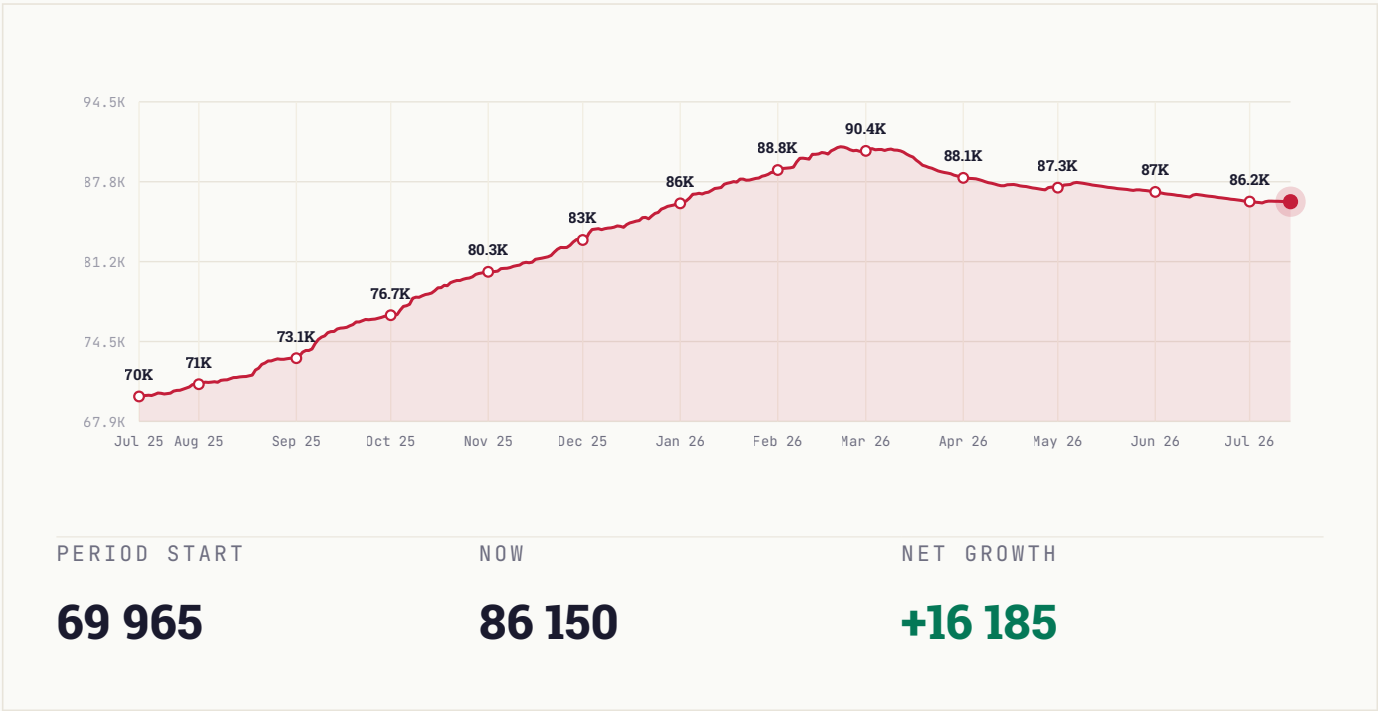
WORST 3

↓ 08.07 · 07:59 VIDEO Chicken Liver Pâté with Baked Pear & Cranberry Sauce Ingredients: ▶ chicken liver – 500 g ▶ carrot – 1 pc. ▶ pear – ...	VIEWS 4 276 REACTS 23 REP. 55 ER 5.0%
↓ 10.07 · 04:23 VIDEO Chicken Breast with Chanterelles Ingredients: ▶ chicken breast – 300-400 g ▶ onion – 1 medium ▶ chanterelles – 150 g ▶ pasta – 200 g ▶ ...	VIEWS 4 067 REACTS 22 REP. 52 ER 4.7%
↓ 08.07 · 13:59 VIDEO Orange Cake Ingredients: ▶ orange – 1 pc. ▶ eggs – 3 pcs. ▶ sugar – 150 g ▶ butter – 80 g ▶ flour – 200 g ▶ ...	VIEWS 4 001 REACTS 21 REP. 104 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

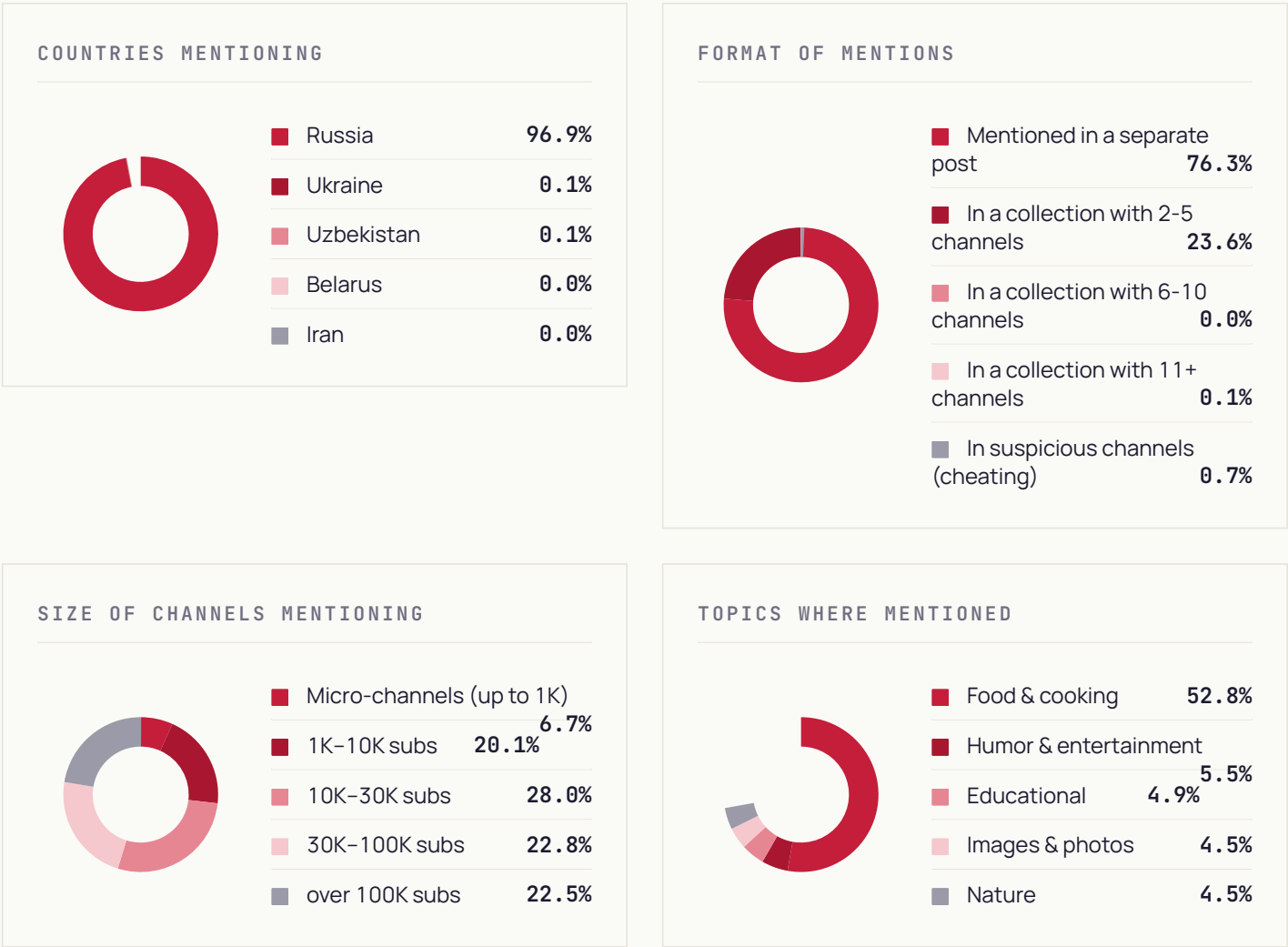
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

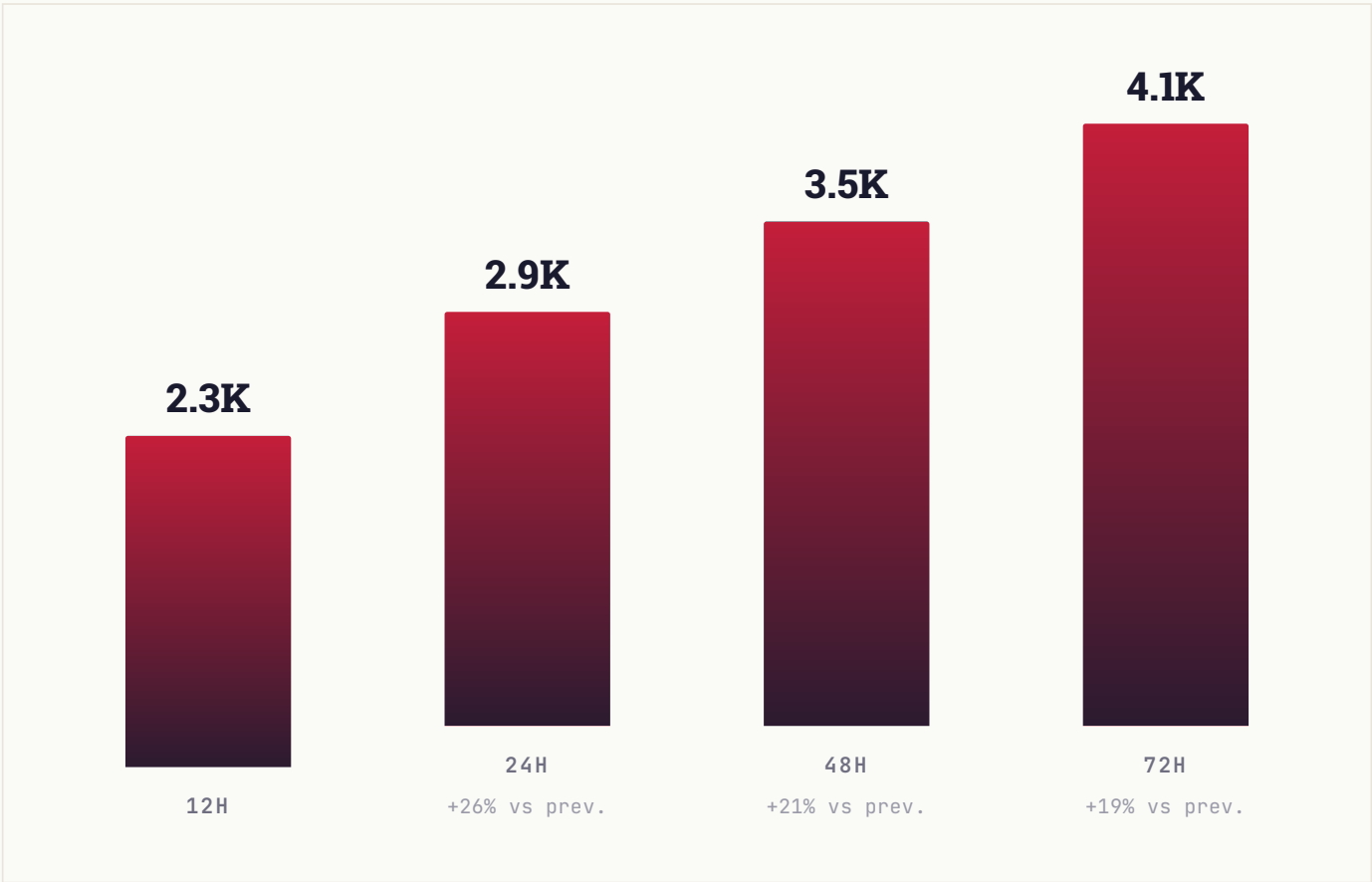
Citation index **896** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **622** different channels.



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

CHANNEL	SUBSCRIBERS
IT 1win Token	3.3M
KR Cooking Recipes Salads 🍳👨🍳	997K
Fri Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air fryer Recipes	594K
Mon Simple Recipes	586.5K
KR Recipe book	558.3K
CN Kitchen inside out	532.8K
VI Tasty & cheap 🍷	487.1K
CI CHIZHIK	483.8K
L- Lozhka - Recipes YOU	86.2K

COMPARATIVE INSIGHT

Channel not yet outside top-96 niche — early growth stage. Niche leader — 1win Token (3.3M), top-96 median: 223.1K. First goal: break into top-96 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **471**, they brought **18 449** new subs.

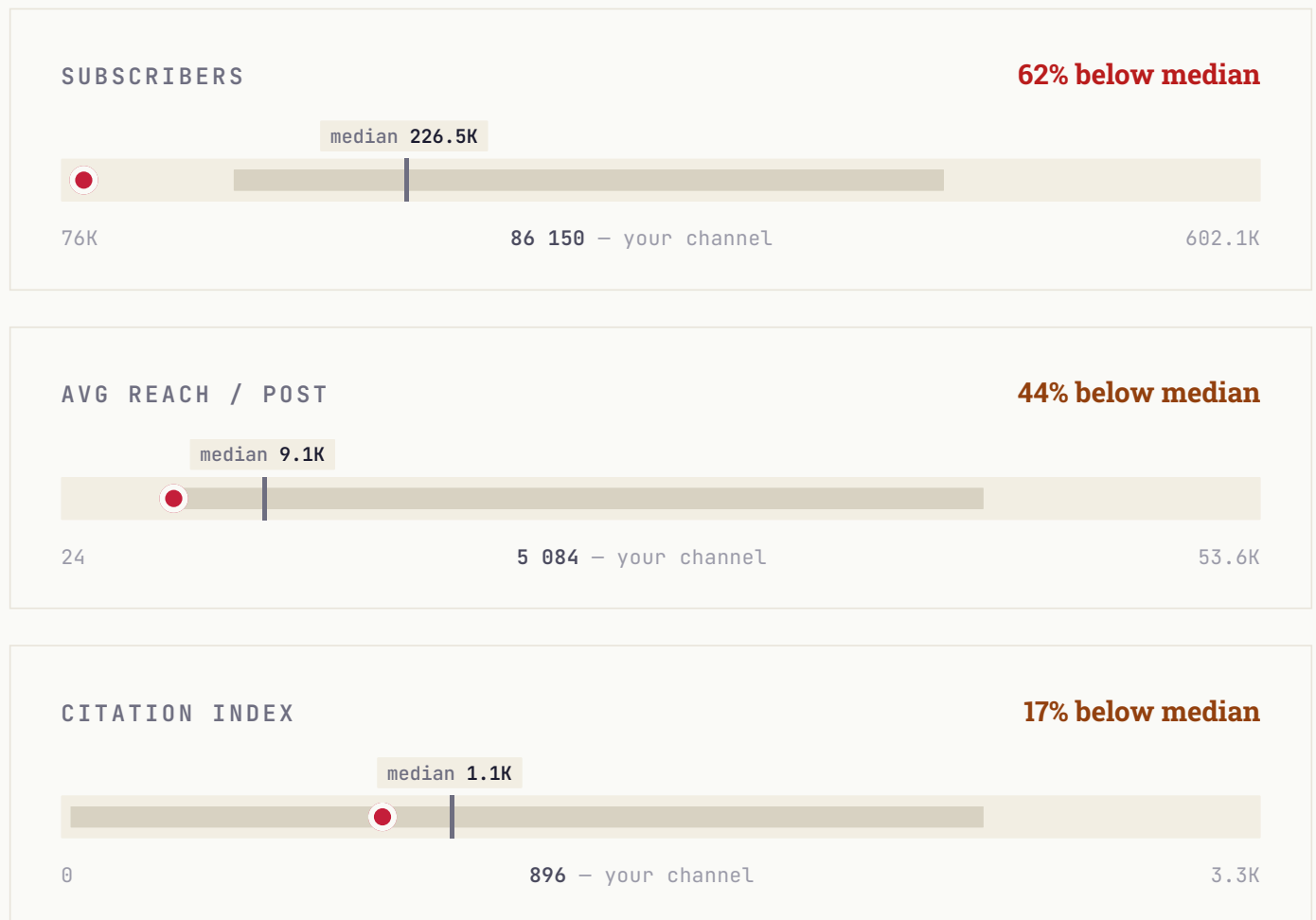
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	119	83	2 787
December 2025	85	77	3 346
November 2025	74	67	2 819
October 2025	70	57	3 703
Sep 2025	76	63	3 517
August 2025	47	44	2 277

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
471	6	18 449

SECTION 08 • NICHE COMPARISON

Where the 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.



— 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 14:00 MSK.

EFFECT

**Best window
for a key post****02****ER below niche benchmark — rethink formats**

Current ER 5.9% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+3.1pp 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 is an easy win.

EFFECT

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

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
