

PUBLIC REPORT BY PROMTPRESS

Channel audit

Tasty & Cheap



@retsepty_kulinaria_salaty

Cooking simple, tasty, and affordable! Ads: @vsob63 If no reply:
@serejka63 RKN: <https://vk.cc/cTnuEb> Manager: @Spiral_Miya
#WAYRK

SUBSCRIBERS

487 567

-4771 this month

ERR (% SEE POSTS)

5.0%

Per day **2.1%**

REACH/POST

21.8K

Ad reach **10.4K/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 487 567 —	 SUBSCRIBER REACH 4.47% Avg % subs see post	 VIEWS/POST 21.8K Median 23.3K · 29 days	 POSTS/WEEK 22.9 For period
 7D TREND -11.0% vs previous week	 REACTIONS/POST 99.2 Total 9,528 reactions, 23,360 reposts, 0 comments	 POST LENGTH 408 chars. Median 316 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 10.4K 24h avg	 CHURN / MONTH -4771 Last month	 CITATION RATE 2 436 Citation index · 3,796 channels mentioned all time	 CHANNEL AGE 1 year 11 months Created 15.07.2024

AI EDITOR SUMMARY

Channel «Tasty & Cheap 🍲» — 487 567 subs. Each post avg views 21.8K people (4% from subs), reach is low — expand audience. Publishes 23 posts/week (~3/day) — active publishing. For week 22–28 Jun reach dropped -11.0% To week 15–21 Jun — analyze reasons.

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 SHARE

- 01 Analysis based on 96 posts in 29 days.
- 02 Dominant format — Video (94/96 posts).
- 03 Avg post length — 408 chars (median 316).
- 04 Audience peak activity — Monday, 18:00 MSK.
- 05 Top posts get 2x More views than the weakest (28.1K avg top vs 13.7K worst) — among 96 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 05:00 VIDEO #breakfast 🥞 Stuffed flatbread for breakfast 📌 Ingredients: Tortilla or lavash - 1 Boiled potatoes - 2 Sausages - 3 Cheese...	VIEWS 28 420 REACTIONS 98 REP. 197 ER 5.8%
Nº2 10.06 · 14:00 VIDEO #dinner 🐟 Pollock in creamy mustard sauce with green onions 📌 Ingredients: Pollock blocks - 400 g Cream (20%) - 250 ml Mustard - 1...	VIEWS 28 352 REACTIONS 118 REP. 408 ER 5.8%
Nº3 10.06 · 05:00 VIDEO #breakfast 😊 Cool breakfast idea 📌 Ingredients: Bread - 4 slices Crab or crab sticks - 100 g Egg - 2 Cream cheese - 1...	VIEWS 27 679 REACTIONS 112 REP. 187 ER 5.7%

Nº4 12.06 · 14:00 VIDEO #fortea Best apple pie ever 🍏🍏🍏 Ingredients: • Apples (slightly tart) – 4-5 medium • Sour cream (20%+) – 250 g •...	VIEWS 27 602 REACTIONS 146 REP. 605 ER 5.7%
Nº5 14.06 · 09:00 VIDEO #snack 🍗 Nuggets in 30 min 🍗🍗 Ingredients: Chicken fillet - 400 g Parmesan - 150 g Olive oil - 4 tbsp Salt Plain yogurt -...	VIEWS 27 404 REACTIONS 85 REP. 235 ER 5.6%
WORST 3	
↓ 06.07 · 09:00 VIDEO #dessert 🍩 Crispy churros 🍩🍩 Ingredients: Water - 150 ml Salt - 1 pinch Sugar - 1 tbsp Butter - 50 g Flour - 100 g Egg - 2...	VIEWS 14 603 REACTIONS 96 REP. 210 ER 3.0%
↓ 06.07 · 08:00 VIDEO #dessert 🍩 Fluffy & tasty donuts 🍩🍩 Ingredients: Warm milk - 350 ml Yeast - 7 g Sugar - 80 g Salt 0.5 tsp Egg - 1 Flour -...	VIEWS 13 370 REACTIONS 61 REP. 127 ER 2.7%
↓ 06.07 · 07:02 PHOTO 🔥METABOLIC WEIGHT LOSS NOW AVAILABLE FOR EVERYONE! 🔥 Very soon, on JULY 8, the updated free 5-day marathon "Lose Weight with..." begins	VIEWS 13 043 REACTIONS 16 REP. 4 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

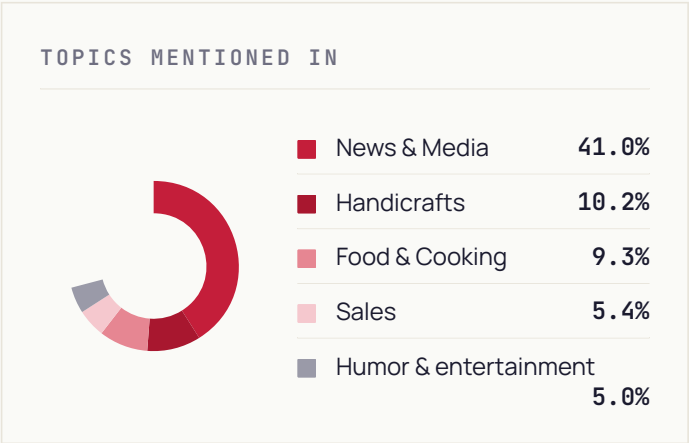
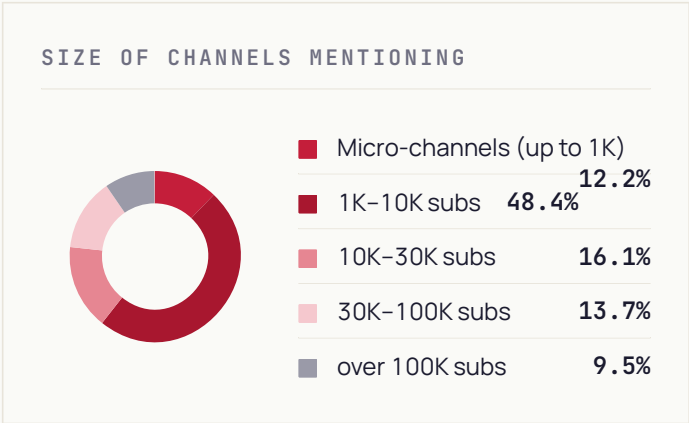
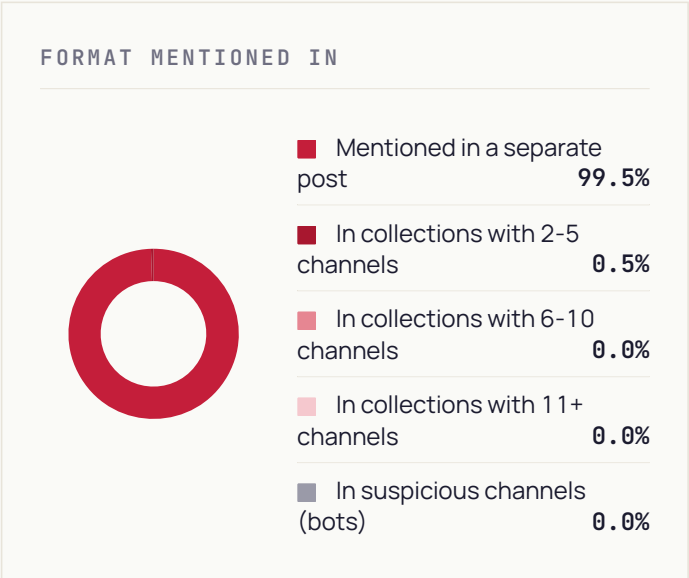
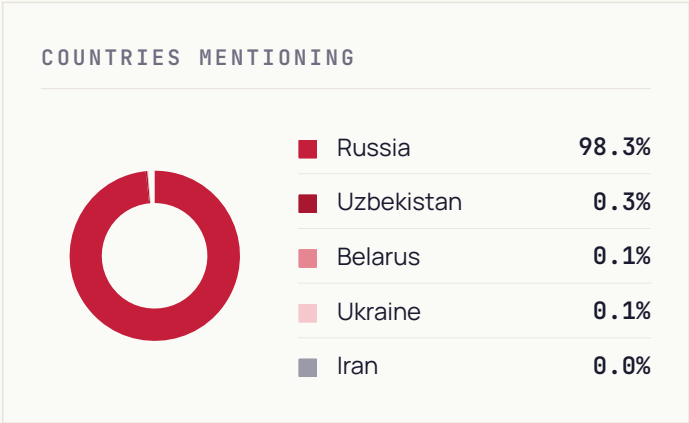
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

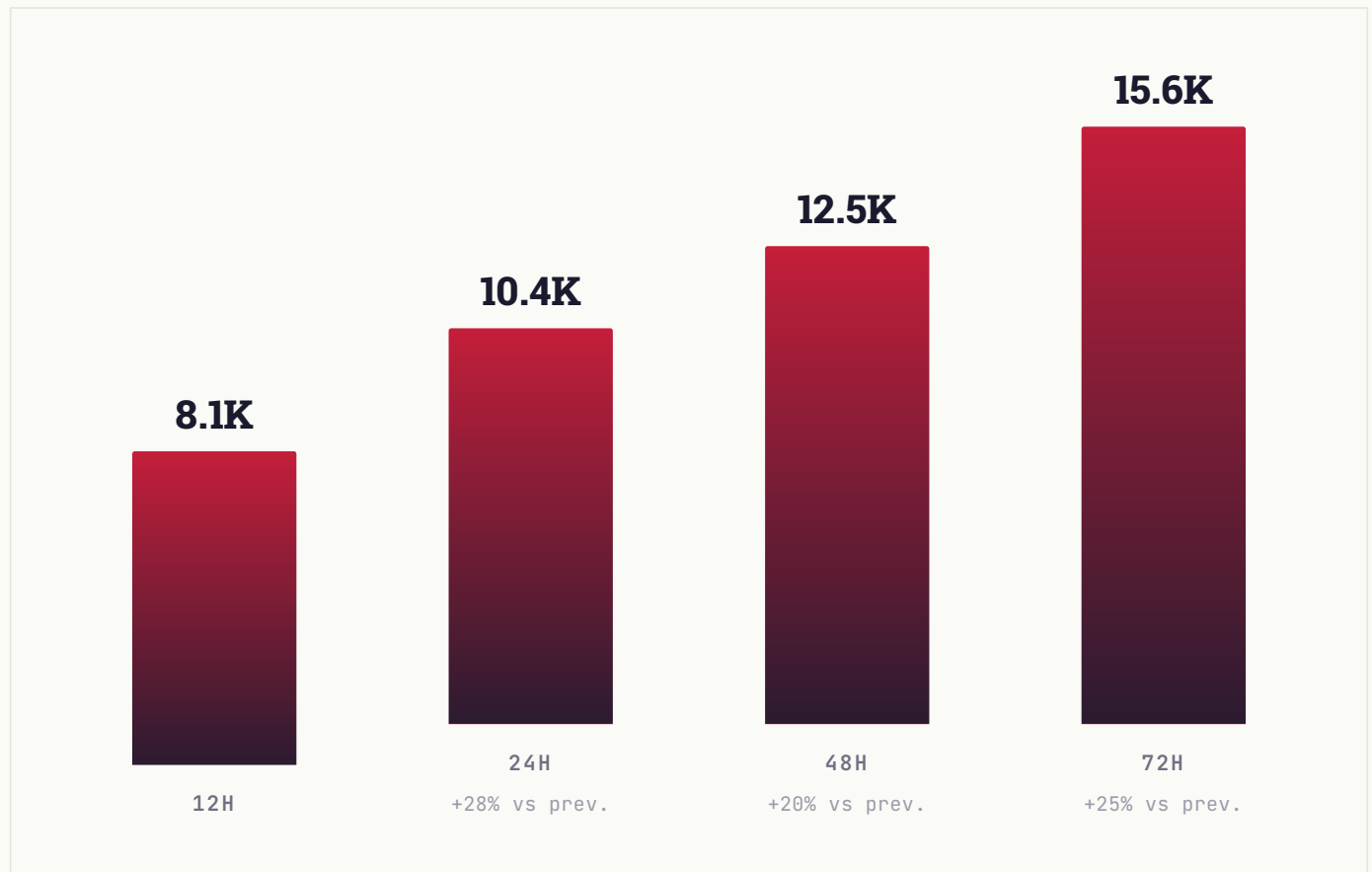
Citation index **2 436** — channel popularity rating based on mentions. Considers both count & weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel was mentioned **3 796** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a 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
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 🍲 YOU	487.6K
CI CHIZHIK	485.1K
Sun Everyday recipes	461.5K
😊 E 😊 EatLose PP Recipes	434K

COMPARATIVE INSIGHT

Channel in top 10 niche (#8 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 TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 732**, they brought **217 475** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	99	12	0	
December 2025	67	25	4 171	
Nov 2025	446	410	68 922	
Oct 2025	135	59	13 584	
September 2025	957	770	44 919	
August 2025	1 028	603	85 879	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
2 732		6	217 475	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 Channels in category «Food & Cooking» (Russia) and compared your channel against them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#8/100

RANK IN NICHE

Channel in top 8% Food & Cooking Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & return to this report in a month.

01**Main post of the week — on Monday**

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

EFFECT

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

Current ER 4.47% vs norm 9.0%. Try polls and interactive formats.

EFFECT

+4.5pp 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 weekly poll on a hot topic — easy growth lever.

EFFECT

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

Swap posts quarterly with same-segment channels. 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 a few minutes from public data.
To go further — run ads through us and hit your growth plan in a
month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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