

PROMTPRESS PUBLIC REPORT

Channel audit

ROSTIC'S



@rosticsru

🍴 = ❤️ Official channel of ROSTIC'S restaurant chain We're on VK
https://vk.com/rostics_official We're on TikTok https://www.tiktok.com/@rostics_russia We're on MAX https://max.ru/rostics_official № 4955881645

SUBSCRIBERS

71 874

+6996 per month

ERR (% SEE POSTS)

19.0%

daily 10.4%

REACH/POST

13.2K

ad reach 7.5K/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 71 874 —	 SUBS REACH 18.36% avg % subs see post	 VIEWS/POST 13.2K median 13.1K · 29 days	 POSTS/WEEK 13.2 for period
 7D TREND +4.4% vs previous week	 REACTS/POST 127.7 7,021 reactions, 6,007 reposts, 11,466 comments	 POST LENGTH 275 chars median 237 · 29 days	 POSTS ANALYZED 55 29 days
 AD REACH 7.5K 24h avg	 CHURN / MONTH +6996 last month	 CITATION RATE 140 citation index · 405 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 13.04.2023

AI EDITOR SUMMARY

Channel «ROSTIC'S» — 71 874 subs. Each post avg views 13.2K people (18% of subs), average reach — room to grow. Publishes 13 posts/week (~2/day) — consistent. Week Jun 29 – Jul 5 reach stable (+4.4% vs week of 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 from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 55 posts over 29 days.
- 02 Dominant format — Photo (26/55 posts).
- 03 Avg post length — 275 chars (median 237).
- 04 Peak audience activity — Monday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (21.1K avg top vs 11.9K worst) — among 55 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 08:00 PHOTO We've been brainstorming future collabs and realized we can't do it without you 😭 So we're delegating! Which media personality would you like to see...	VIEWS 25 094 REP. 354	REACTS 342 ER 34.9%
Nº2 06.07 · 09:15 VIDEO It's so hard to keep this secret... And the Minions agree! They're ready to jump out early and spill everything. Hang tight...	VIEWS 20 492 REP. 1 086	REACTS 574 ER 28.5%
Nº3 04.07 · 08:04 PHOTO Easiest quiz ever 😎 Seriously, who can lose? Swipe, guess wings, bites, strips, legs. Then...	VIEWS 17 791 REP. 10	REACTS 97 ER 24.8%

Nº4 03.07 · 14:02 PHOTO Stepped away for a snack — missed a goal! ⚽ Don't do that. For the FIFA World Cup, Yandex Eats and Delivery launched a Combo...	VIEWS 15 806 REP. 27	REACTS 72 ER 22.0%
Nº5 11.06 · 13:02 TEXT May posts done, June posts ready 🍗 Drop a reaction and we'll share a promo code here. Score a deal on chicken...	VIEWS 15 751 REP. 5	REACTS 310 ER 21.9%

|

WORST 3

↓ 19.06 · 08:04 VIDEO Ice, ice, baby 🧊 Getting a bit hot, huh? Refresh with the perfect summer drink: Ice Coffee Halva with ice and milk foam. Drop by...	VIEWS 12 145 REP. 19	REACTS 66 ER 16.9%
↓ 23.06 · 10:31 TEXT We've wrapped up the giveaway for boat tour tickets in St. Petersburg 🚢 Tap to see results. If you're the winner...	VIEWS 12 056 REP. 10	REACTS 44 ER 16.8%
↓ 17.06 · 11:04 VIDEO (post without caption — video)	VIEWS 11 623 REP. 14	REACTS 66 ER 16.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

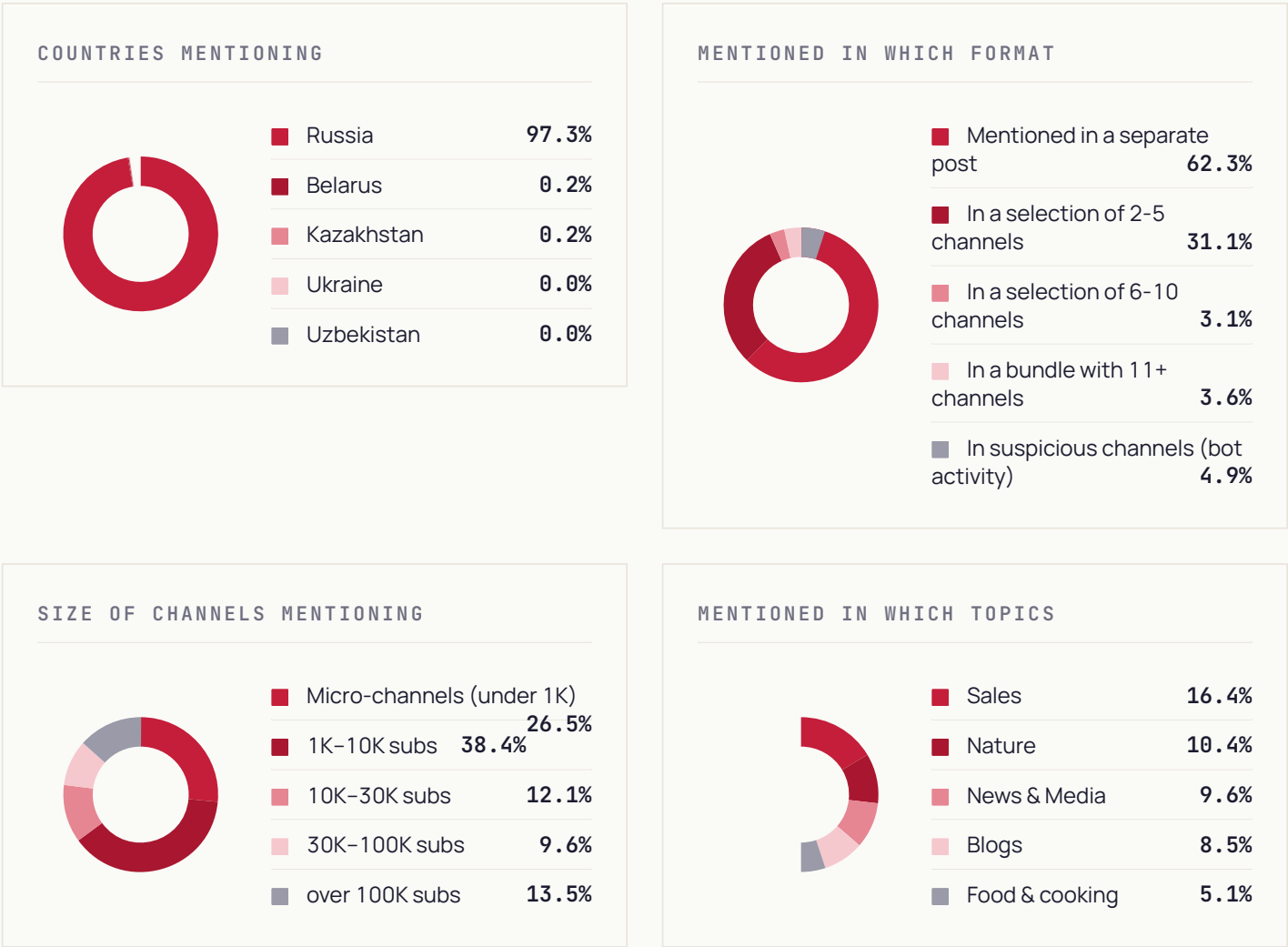
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

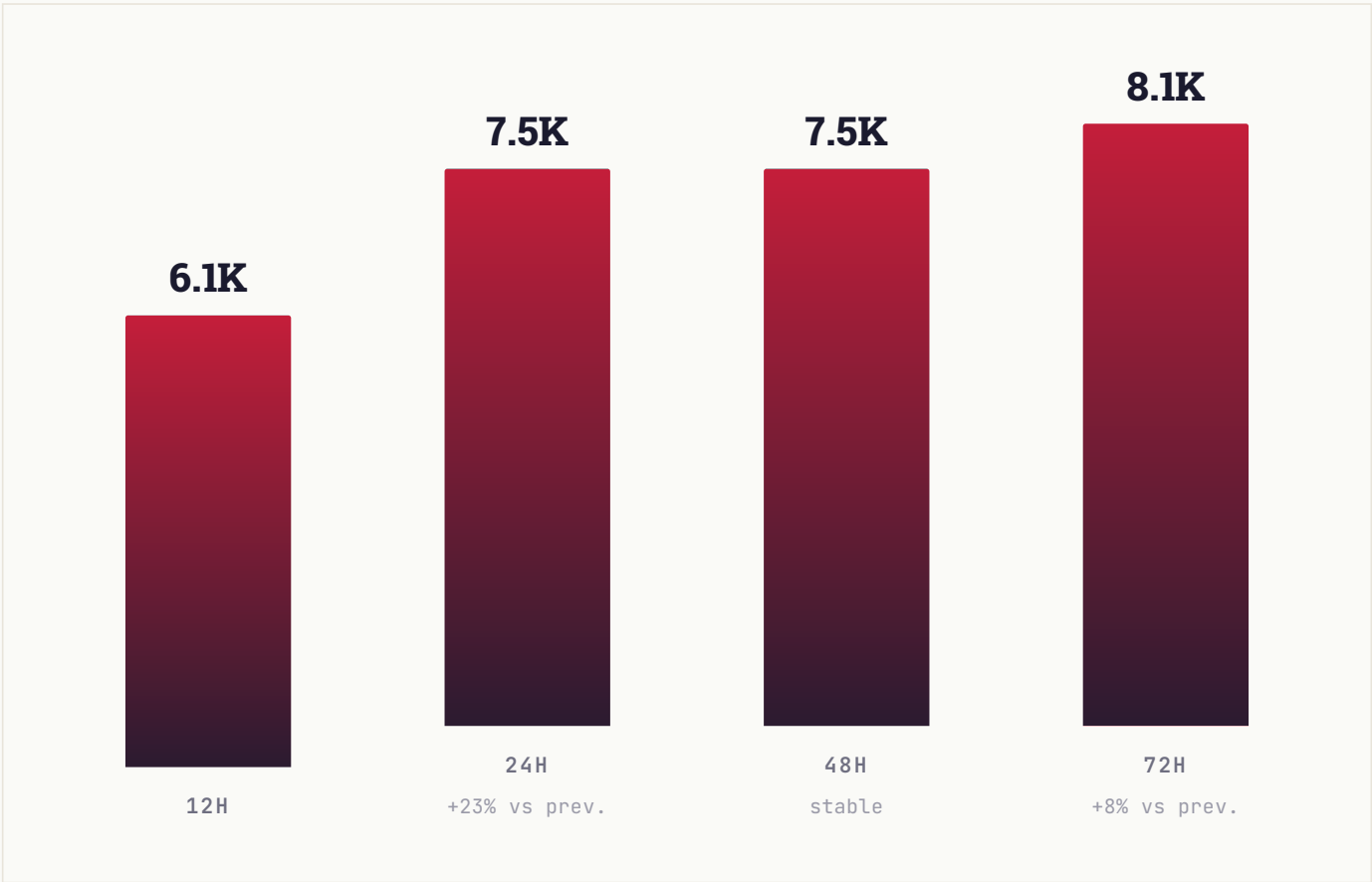
Citation index **140** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **405** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
CR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes	586.9K
CR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
SU Everyday recipes	461.5K
RO ROSTIC'S YOU	71.9K

COMPARATIVE INSIGHT

Channel not yet outside top-94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median top-94: 205K. First goal — enter top-94 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **122**, they brought **28 777** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Jan 2026	16	15	4 262
December 2025	57	50	20 884
Nov 2025	12	9	2 082
Oct 2025	10	9	233
Sep 2025	17	12	1 148
August 2025	10	8	168

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
122	6	28 777

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range from minimum to maximum, a darker beige bar representing the median, a vertical line for the median value, and a red dot for the channel's performance.

- SUBSCRIBERS:** The chart shows a range from 70.4K to 567.7K. The median is 210.3K. The channel's performance is 71,874, which is 66% below the median.
- AVG REACH / POST:** The chart shows a range from 1.3K to 51.6K. The median is 8.7K. The channel's performance is 13,199, which is better than 55% of the niche.
- CITATION INDEX:** The chart shows a range from 5 to 3.3K. The median is 1.2K. The channel's performance is 140, which is 89% below the median.

Metric	Minimum	Maximum	Median	Channel Value	Comparison
SUBSCRIBERS	70.4K	567.7K	210.3K	71 874	66% below median
AVG REACH / POST	1.3K	51.6K	8.7K	13 199	better than 55% of niche
CITATION INDEX	5	3.3K	1.2K	140	89% below median

— 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 Monday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

System 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 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 — what we can do in minutes using public data. To go further — run ads with us and close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager