

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Sergey Ivanov from EFKO



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SUBSCRIBERS

63 579

+69 per month

ERR (% SEE POSTS)

11.0%

per day 5.4%

REACH/POST

6.4K

ad reach 3.4K/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 63 579 —	 SUBSCRIBER REACH 10.07% avg % of subs see post	 VIEWS/POST 6.4K median 6.3K · 29 days	 POSTS/WEEK 15.0 over period
 7D TREND +2.4% vs previous week	 REACTIONS/POST 137.6 total 8,808 reactions, 4,876 reposts, 1,079 comments	 POST LENGTH 870 chars median 1,000 · 29 days	 POSTS ANALYZED 64 29 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH +69 last month	 CITATION RATE 903 citation index · 1,861 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 27.02.2021

AI EDITOR SUMMARY

Channel «Sergey Ivanov from EFKO» — 63 579 subs. Each post averages 6.4K people (10% of subs), reach is low — need to grow audience. Posts 15 posts per week (~2/day) — consistent. For week Jun 29 – Jul 5, reach stable (+2.4% vs week June 22–28).

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 **64** posts over 29 days.
- 02 Dominant format — **Text** (32/64 posts).
- 03 Avg post length — **870** chars (median 1,000).
- 04 Audience peak activity — **Monday**, 09:00 MSK.
- 05 Top posts get **3x** more views than the weakest (14.8K avg for top vs 4.3K for bottom) — among 64 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 06:48 VIDEO June 22. On this day for the fifth year in a row I visit the site «Nuremberg. Beginning of the World» to make a link collection for kids. And I get stuck...	VIEWS 23 052 REPOSTS 609	REACTIONS 256 ER 36.3%
Nº2 02.07 · 05:02 TEXT Philosophy as a key competence of the future corporation Unexpected? Let's break it down. On the podcast 'Purity of Understanding' I heard from Alexey...	VIEWS 11 508 REPOSTS 335	REACTIONS 182 ER 18.1%
Nº3 14.06 · 11:15 PHOTO Day of Russian Saints. Today the church celebrates all saints who shone forth in the Russian land. 14 years ago around these days I...	VIEWS 9 744 REPOSTS 33	REACTIONS 312 ER 15.3%

Nº4 17.06 · 05:07 TEXT Microbiome and depression #foodtechnews One of the most interesting ideas in biotech is everything related to healthy longevity. Everything that...	VIEWS 9 702 REPOSTS 317 REACTIONS 196 ER 15.3%
Nº5 16.06 · 06:14 PHOTO PERSONAL RATING PER HOUR AT NIGHT I really like Yandex Taxi. I use it regularly on weekdays and weekends. Coming back from Nizhny...	VIEWS 9 185 REPOSTS 59 REACTIONS 308 ER 14.4%

WORST 3

↓ 28.06 · 10:06 POLL (post without caption – poll)	VIEWS 4 579 REPOSTS 4 REACTIONS 10 ER 7.2%
↓ 11.07 · 07:07 PHOTO Our conversation with Maria Sushentsova aired on Radio Vera. We recorded it at SPIEF in June. Maria grilled me about life at EFKO. I in response...	VIEWS 4 338 REPOSTS 19 REACTIONS 112 ER 6.8%
↓ 11.07 · 07:06 TEXT (post without caption – text)	VIEWS 3 962 REPOSTS 17 REACTIONS 22 ER 6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

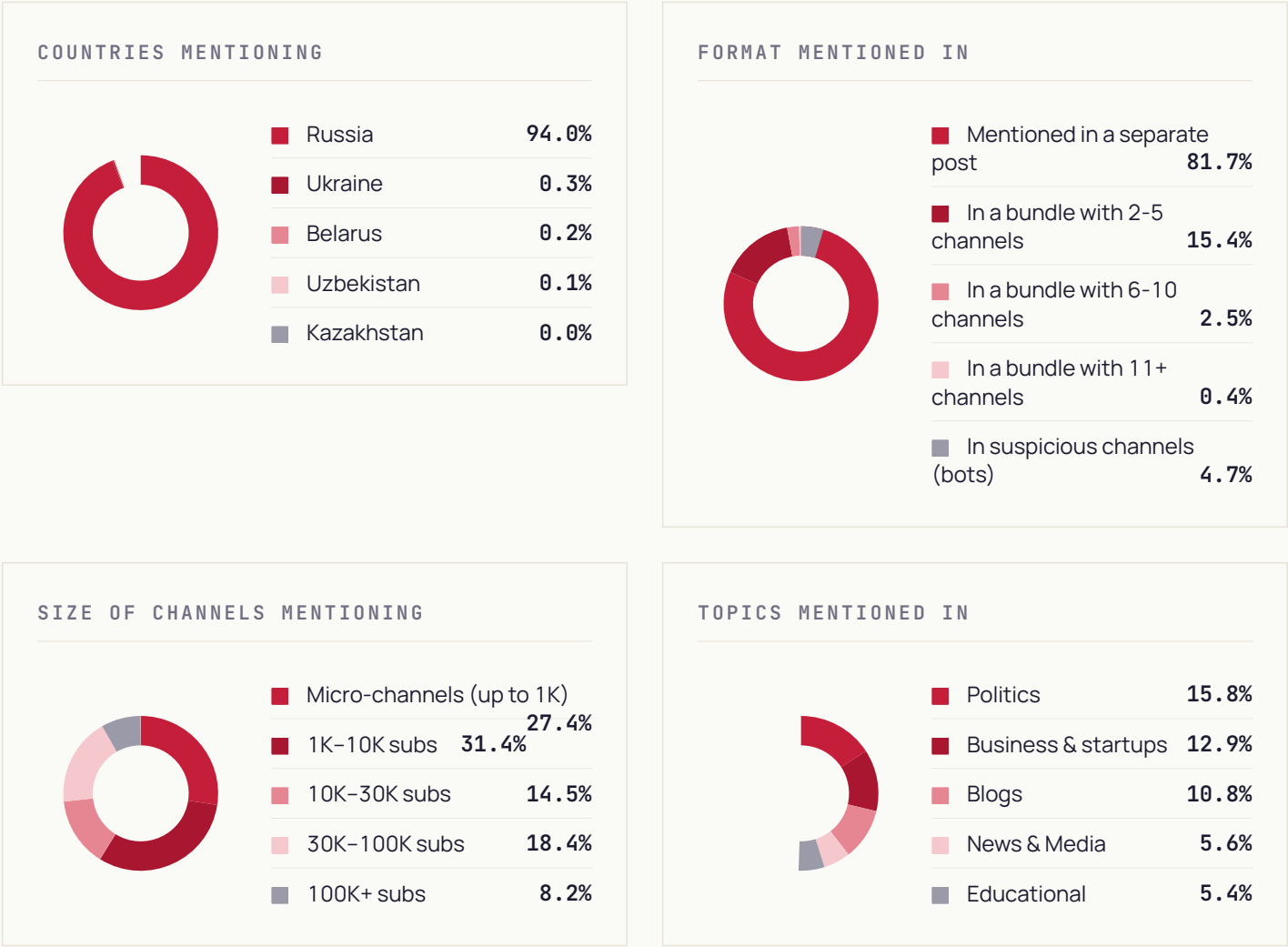
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel & how

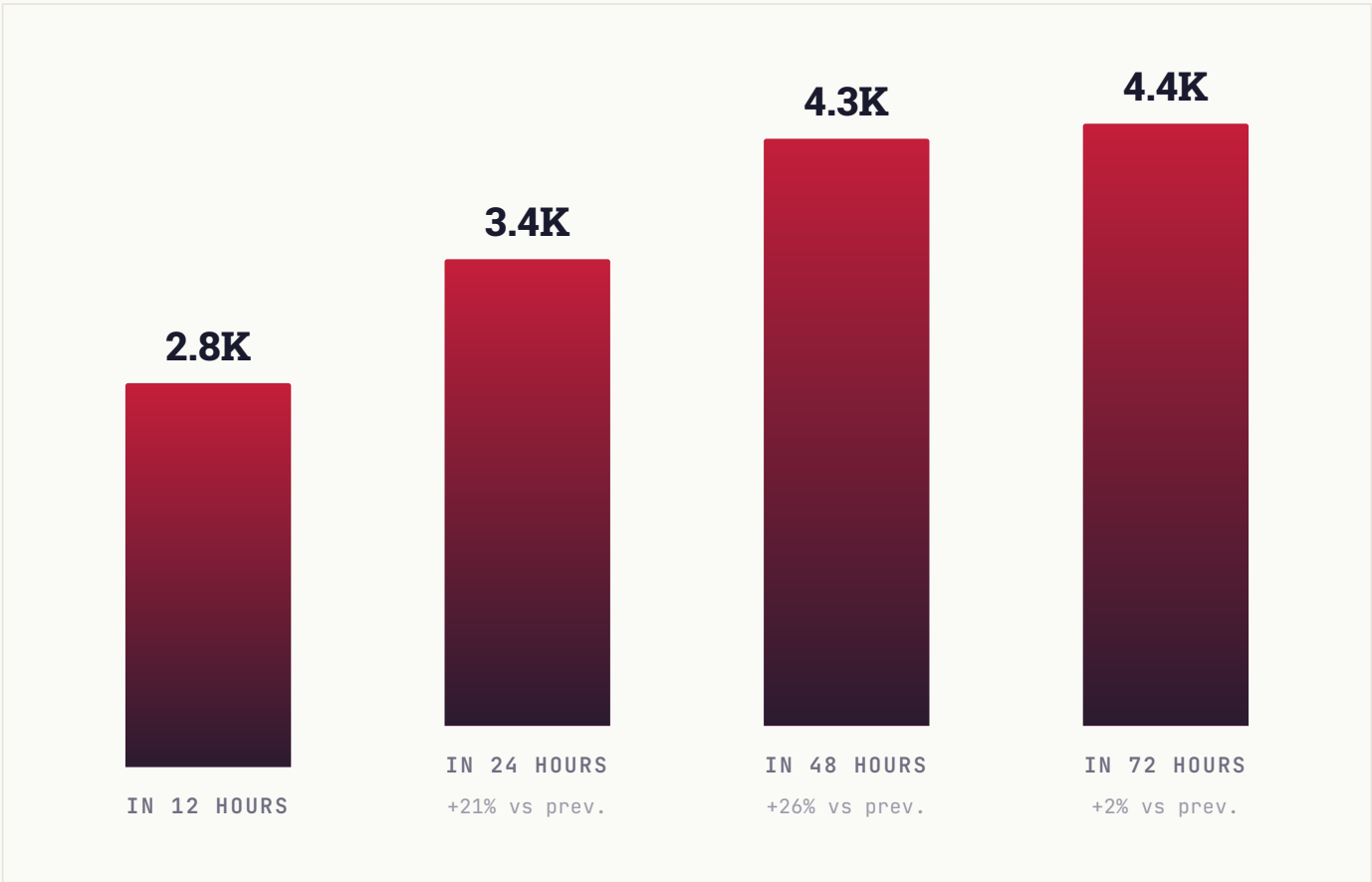
Citation index **903** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 861** different channels.



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

CHANNEL	SUBSCRIBERS
IT lwin Token	3.3M
CR Cooking Recipes Salads 🧑🍳	997K
Fri Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air Fryer Recipes	594K
Mon Simple Recipes	586.5K
CR Recipe book	558.3K
CN Kitchen Inside Out	532.8K
VI Tasty & cheap 🍪	487.1K
CI CHIZHIK	483.8K
SI Sergey Ivanov from EFKO YOU	63.6K

COMPARATIVE INSIGHT

Channel not yet outside top 96 in niche — early growth stage. Niche leader — lwin Token (3.3M), top-96 median: 223.1K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **454**, they brought **9 610** new subs.

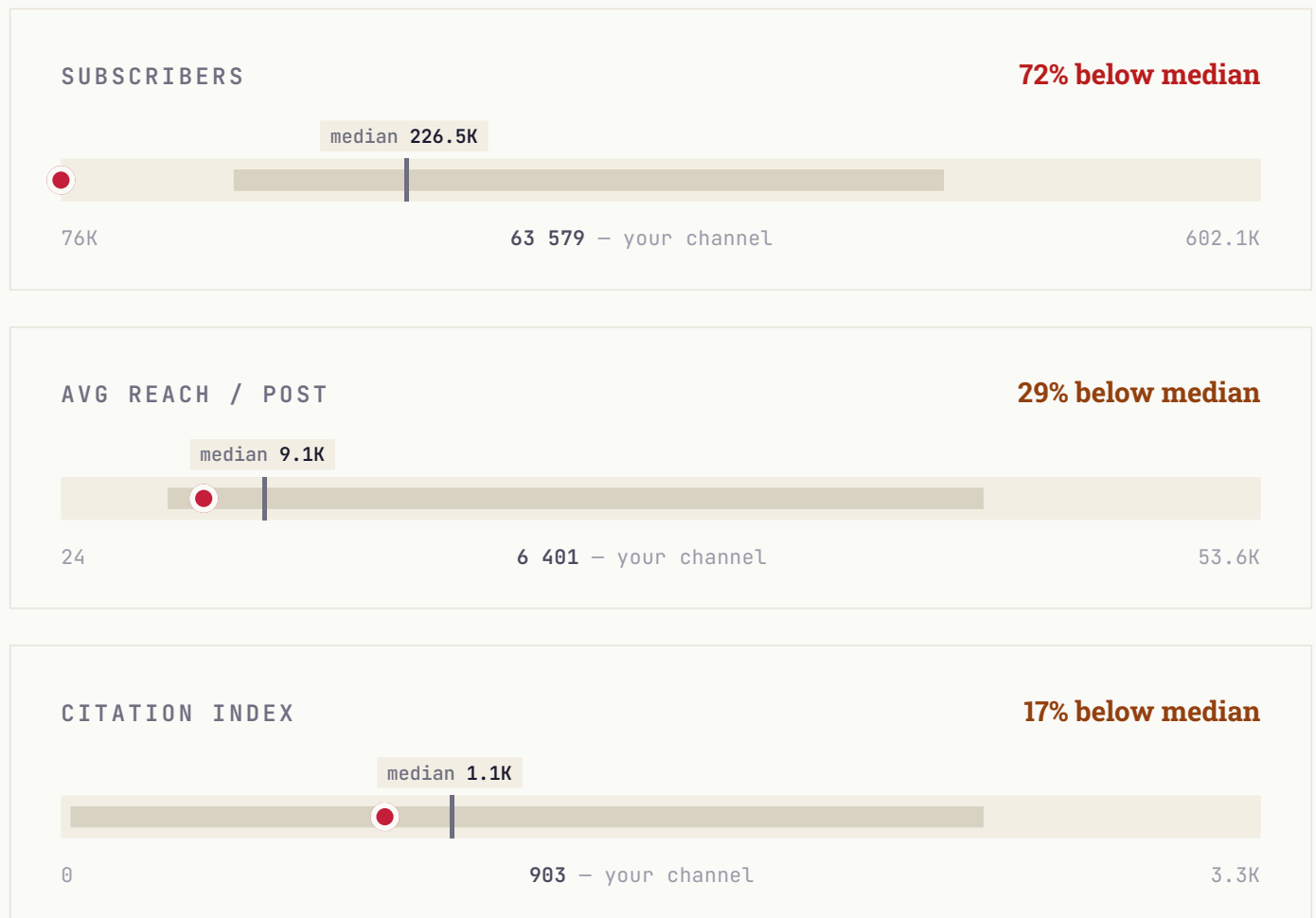
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	58	55	1 206	
December 2025	90	84	1 294	
Nov 2025	99	90	2 529	
Oct 2025	114	100	3 171	
September 2025	42	38	424	
August 2025	51	44	986	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
454	6	9 610

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Food & cooking» (Russia) and compared your channel. Gray band = range for 80% of niche channels (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

Main post of the week — on Monday

Audience is most active on this day at 09:00 MSK.

IMPACT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend reaching 15-25%.

IMPACT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

IMPACT

**+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 — easy growth lever.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

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

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager