

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Shelusha Food | @shelusha_food | Masha Shelushenko



@shelusha_food

I'll teach you to spend minimal time in the kitchen with meal prep 🔥
#TUHGC Fish prep for 2 weeks ahead 🙌 <https://clck.ru/3EathW>
Learn more about the "Gastronomy" course:...

SUBSCRIBERS

332 283

ERR (% WHO SEE
POSTS)

REACH/POST

27.7K

-554 per month

9.0%
daily 3.6%

ad reach 11.9K/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 332 283 —	 SUBS REACH 8.33% avg % subs see post	 VIEWS/POST 27.7K median 27.7K · 28 days	 POSTS/WEEK 5.8 for period
 7D TREND -13.6% vs previous week	 REACTIONS/POST 453.6 total 10,887 reactions, 7,535 reposts, 79 comments	 POST LENGTH 881 chars. median 999 · 28 days	 POSTS ANALYZED 24 28 days
 AD REACH 11.9K 24h avg	 CHURN / MONTH -554 last month	 CITATION RATE 517 citation index · 891 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 17.12.2021

AI EDITOR SUMMARY

Channel «Shelusha Food | @shelusha_food | Masha Shelushenko» — 332 283 subs. Each post avg views 27.7K people (8% from subs), reach is low — expand audience. Publishes 6 posts/week (~1/day) — infrequent. Week Jun 22–28 reach dropped -13.6% to week Jun 15–21 — 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 SUCCESSFUL POSTS SHARE

- 01 Analysis based on 24 posts in 28 days.
- 02 Dominant format — Photo (15/24 posts).
- 03 Avg post length — 881 chars (median 999).
- 04 Peak audience activity — Wed, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (42.3K avg top vs 21.2K worst) — among 24 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 09:40 PHOTO Going on a picnic with strawberry lovers ❤️ if that's you We're bringing bruschetta and sangria. With seasonal strawberries, of course — while...	VIEWS	REACTIONS
	43 671	400
Nº2 19.06 · 10:46 PHOTO It's been 2 years since I completely changed my lifestyle! ❤️ In the cards I share what helped me lose 25 kg and maintain the result...	REP.	ER
	426	13.1%
Nº3 14.06 · 09:23 PHOTO Be sure to make this strawberry sauce for casserole, pancakes, and cheesecakes 🍓 When the season ends, cook from other favorite...	VIEWS	REACTIONS
	41 747	695
	REP.	ER
	40	12.6%
	VIEWS	REACTIONS
	41 560	458
	REP.	ER
	779	12.5%

Nº4 16.06 • 10:57 VIDEO Strawberry cubes for lemonade 🍓 Just pour sparkling water over them and stir until dissolved, refreshing and...	VIEWS 41 018 REACTIONS 720 REP. 1 176 ER 12.3%
Nº5 10.06 • 10:01 PHOTO ⚡ Summer products' #1 enemy found: prolonged heat treatment. Every extra minute in the kitchen steals their crunch...	VIEWS 40 937 REACTIONS 432 REP. 52 ER 12.3%

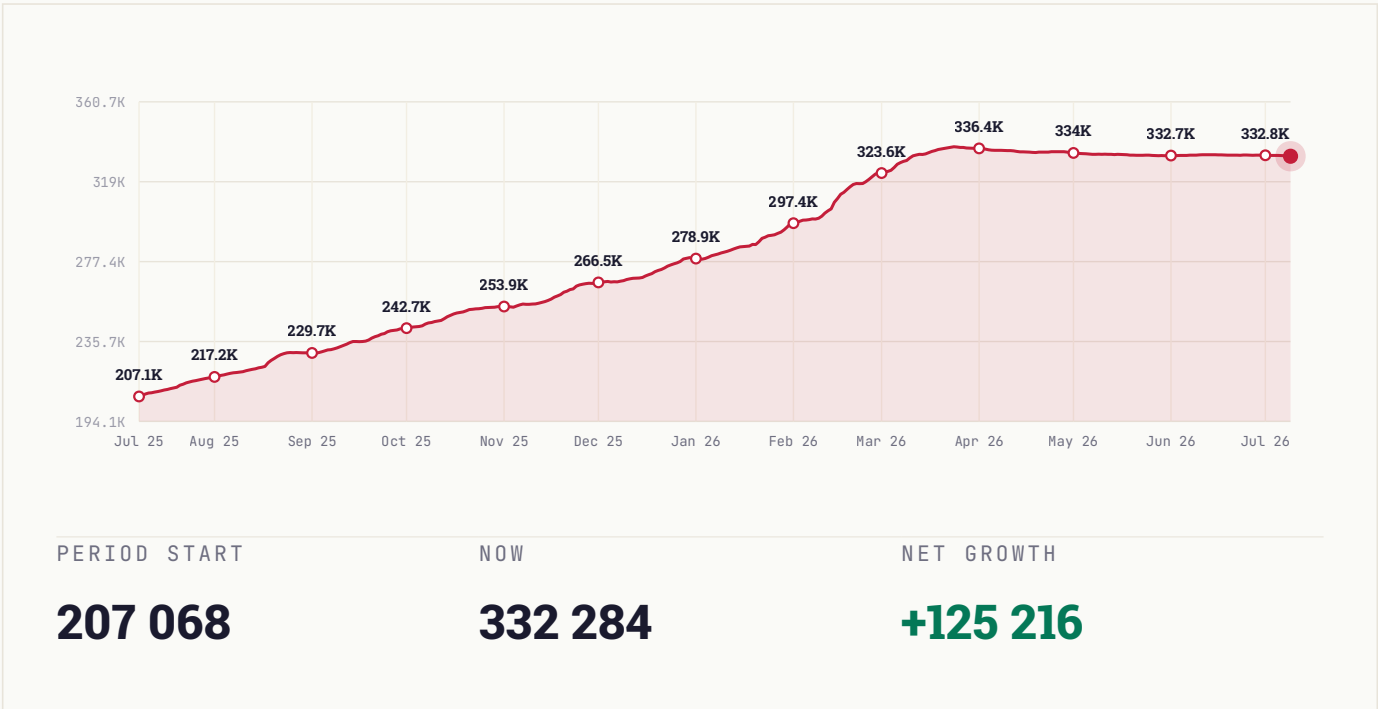
WORST 3

↓ 01.07 • 10:04 VIDEO Renovation in a finished house: the beloved series continues We really miss living in the house. It's month 5 of renovation and our separation, life in...	VIEWS 22 682 REACTIONS 527 REP. 13 ER 6.8%
↓ 02.07 • 08:04 PHOTO What to read in Telegram this summer to change your kitchen routine? I've collected links to all Welldone channels in one place – check...	VIEWS 21 834 REACTIONS 105 REP. 25 ER 6.6%
↓ 06.07 • 11:10 PHOTO 6 recipes I make every summer My all-time faves. Only downside: even if you triple the batch...	VIEWS 19 205 REACTIONS 306 REP. 124 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

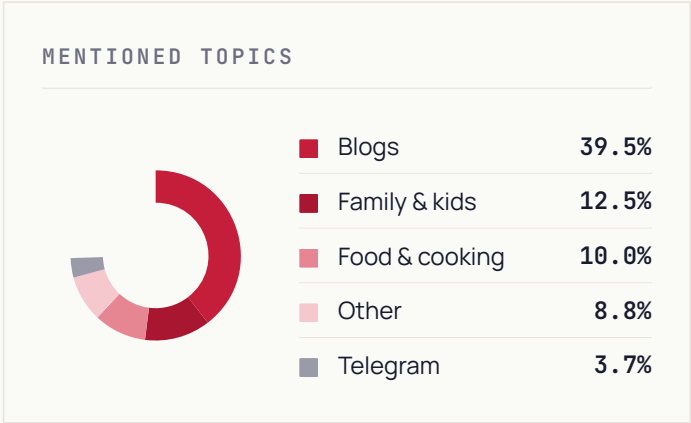
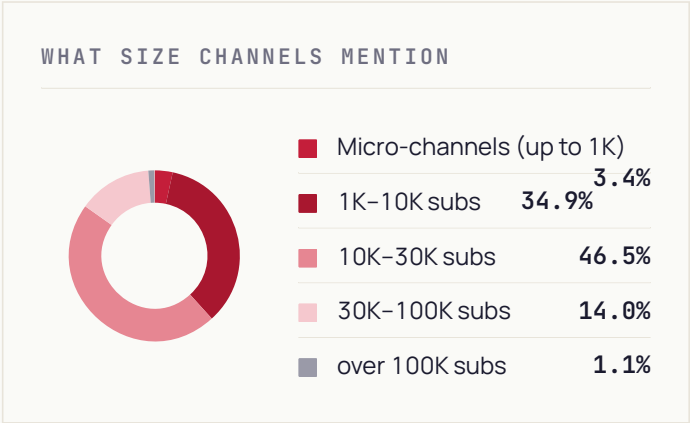
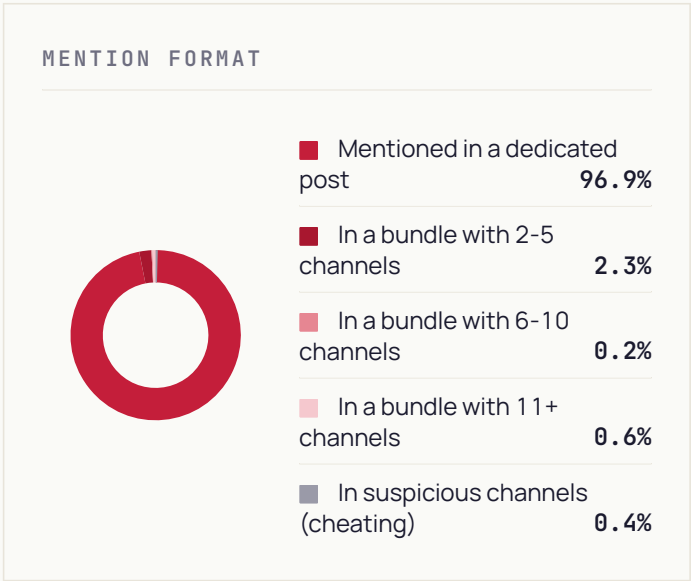
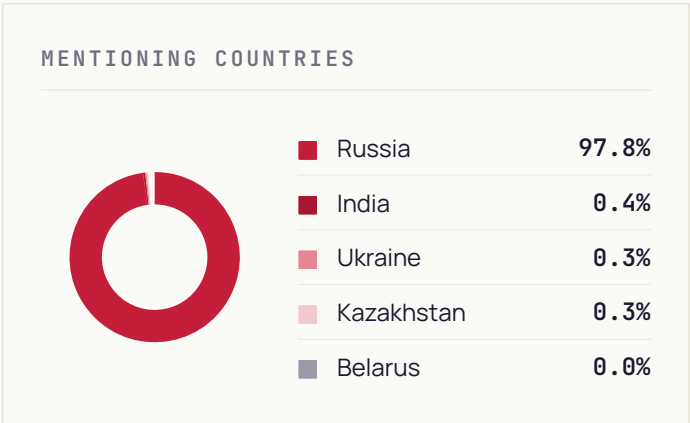
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

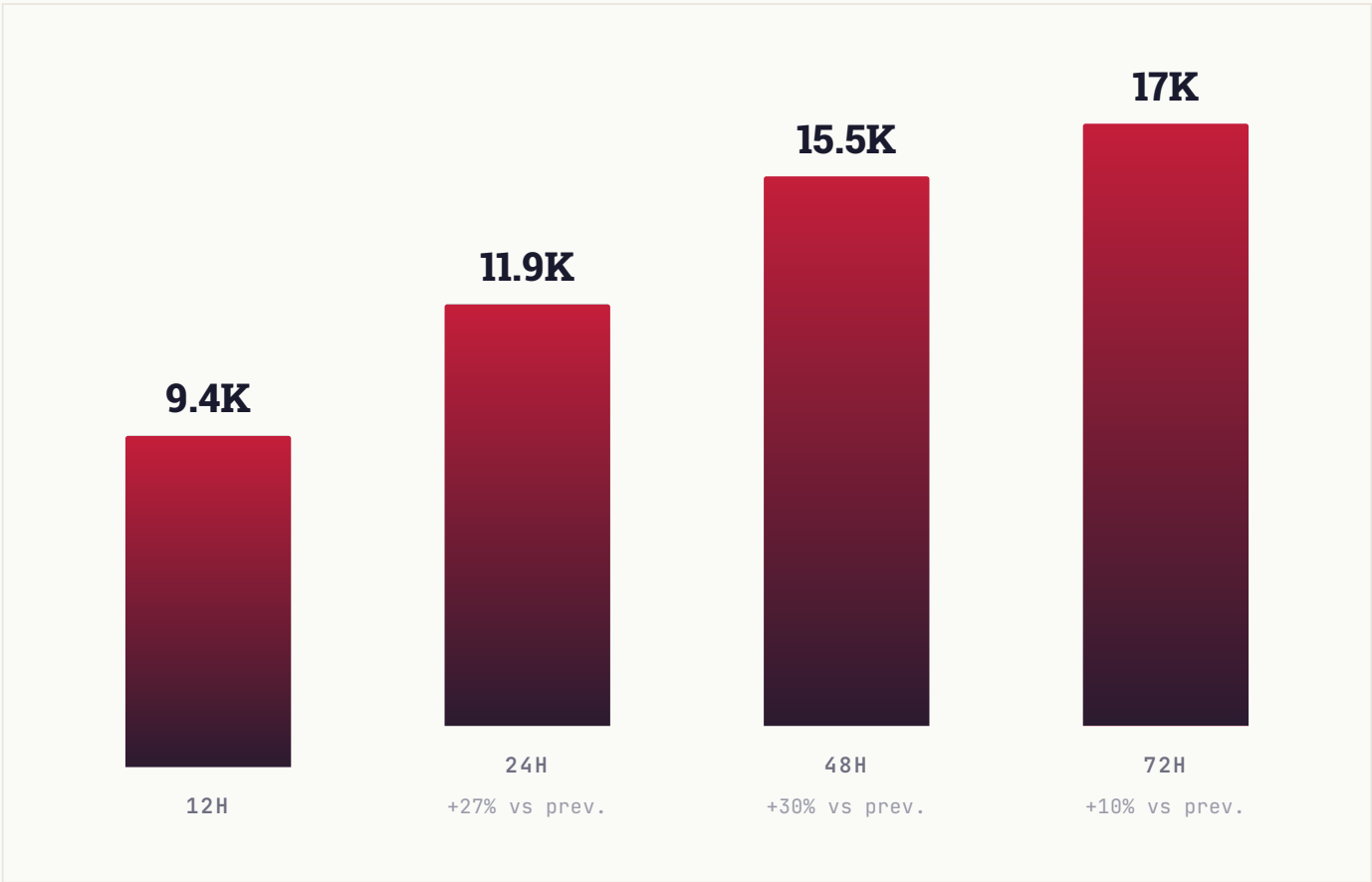
Citation index **517** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **891** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Everyday recipes	461.5K
SF Shelusha Food @shelusha_food Masha Shelushenko YOU	332.3K

COMPARATIVE INSIGHT

Channel in top half of niche (#25 of 94). Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median subs 205K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **394**, they brought **82 600** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	43	41	18 507
December 2025	71	66	13 837
November 2025	113	105	12 699
October 2025	83	74	11 624
Sep 2025	45	37	12 878
August 2025	39	34	13 055
TOTAL MENTIONS			ACQUIRED SUBSCRIBERS
394			82 600
MONTHS OF DATA			
6			

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 = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#25

/100

RANK IN NICHE

Channel in top 25% – strong position

SUBSCRIBERS

better than 71% of niche



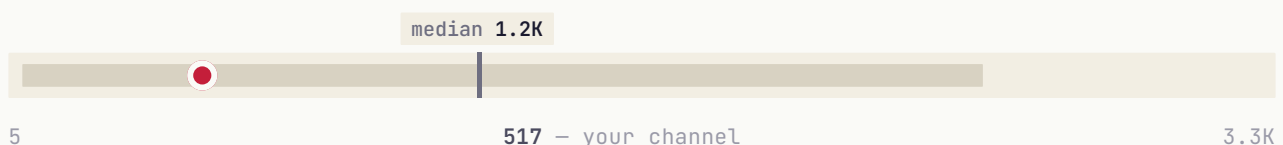
AVG REACH / POST

better than 74% of niche



CITATION INDEX

58% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Wednesday

On this day at 12:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 8.33% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+0.7pp 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through 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
