

PROMTPRESS PUBLIC REPORT

# Channel audit

## Shimanov i Eda



@shimanoveda

SHIMANOV AND FOOD registration RKN 7345365111

SUBSCRIBERS

**28 783**

+739 per month

ERR (% SEE POSTS)

**43.0%**

daily 14.6%

REACH/POST

**12.1K**

ad reach 4.2K/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.

|                                                                                                                                                 |                                                                                                                                                                                         |                                                                                                                                                                                      |                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>28 783</div> <div>—</div>         | <div> SUBSCRIBER REACH</div> <div>42.18%</div> <div>avg % of subs see post</div>                       | <div> VIEWS/POST</div> <div>12.1K</div> <div>median 12.8K · 29 days</div>                           | <div> POSTS/WEEK</div> <div>3.9</div> <div>for the period</div>                    |
| <div> 7D TREND</div> <div>-24.3%</div> <div>vs prev week</div> | <div> REACTIONS/POST</div> <div>282.9</div> <div>only 4,527 reactions, 843 reposts, 257 comments</div> | <div> POST LENGTH</div> <div>186 chars</div> <div>median 38 · 29 days</div>                         | <div> POSTS ANALYZED</div> <div>16</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>4.2K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>+739</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>7</div> <div>citation index · 13 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>1 year 4 months</div> <div>created 23.02.2025</div> |

AI EDITOR SUMMARY

Channel «Shimanov i Eda» — 28 783 subs. Each post averages 12.1K people (42% from subs), this is broad reach for a channel of this size. Publishes 4 posts per week (~1/day) — rare publications. For the week of Jun 29 – Jul 5, reach dropped -24.3% to the week of Jun 22–28 — worth analyzing the reasons.

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 16 posts over 29 days.
- 02 Dominant format – Video (14/16 posts).
- 03 Avg post length – 186 chars (median 38).
- 04 Peak audience activity – Friday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (top avg 17K vs worst 9.7K) – among 16 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, publish time.

TOP 5 POSTS

|                                                                                                     |                                                                  |                                                                    |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>10.06 · 09:24</div><div>VIDEO</div></div> <div>Lemonade 🇧🇪 Belarusian</div> | <div>VIEWS</div> <div>17 350</div> <div>REP.</div> <div>44</div> | <div>REACTIONS</div> <div>394</div> <div>ER</div> <div>60.3%</div> |
| <div><div>Nº2</div><div>12.06 · 05:31</div><div>VIDEO</div></div> <div>Bouillon BUCHLER</div>       | <div>VIEWS</div> <div>16 951</div> <div>REP.</div> <div>34</div> | <div>REACTIONS</div> <div>308</div> <div>ER</div> <div>58.9%</div> |
| <div><div>Nº3</div><div>14.06 · 11:36</div><div>VIDEO</div></div> <div>How do you like it?</div>    | <div>VIEWS</div> <div>16 776</div> <div>REP.</div> <div>41</div> | <div>REACTIONS</div> <div>459</div> <div>ER</div> <div>58.3%</div> |

|                                                                                                                                                                       |                                                                  |                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>17.06 · 09:41</div><div>VIDEO</div></div> <div>Beef 1 kg Vodka 40 ml Salt 100 g Sugar 40 g Black pepper 1 tbsp<br/>Sunflower oil 3 tbsp</div> | <div>VIEWS</div> <div>14 417</div> <div>REP.</div> <div>87</div> | <div>REACTIONS</div> <div>315</div> <div>ER</div> <div>50.1%</div> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|

|                                                                                                                                                                                                                |                                                                   |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº5</div><div>24.06 · 09:14</div><div>VIDEO</div></div> <div>Green spread for summer sandwiches 🥪🥪Processed cheese - 200 g, 🥪Boiled eggs – 2 pcs., 🥪Fresh cucumber - 1 large, 🥪Garlic - 2-3...</div> | <div>VIEWS</div> <div>13 574</div> <div>REP.</div> <div>113</div> | <div>REACTIONS</div> <div>319</div> <div>ER</div> <div>47.2%</div> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------|

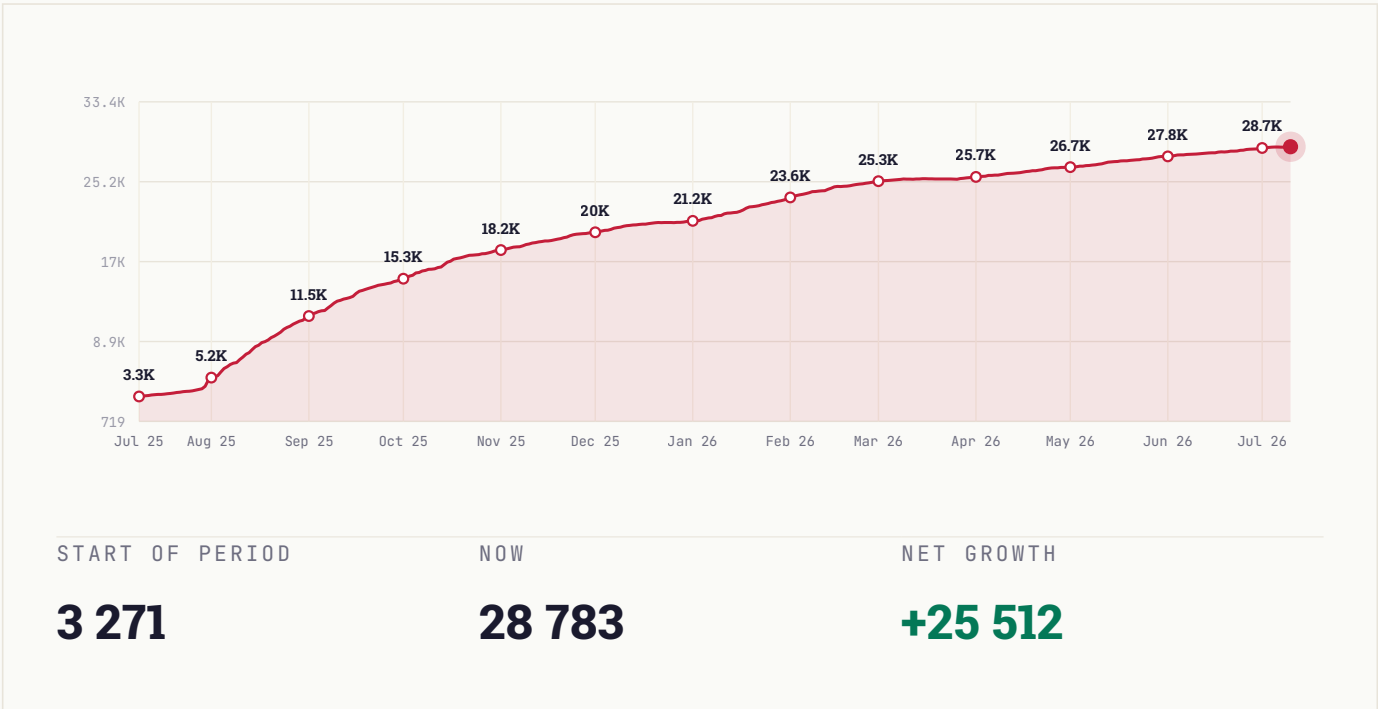
WORST 3

|                                                                                                                                                                                             |                                                                  |                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>01.07 · 08:58</div><div>VIDEO</div></div> <div>Refreshing compote)))</div>                                                                                            | <div>VIEWS</div> <div>11 680</div> <div>REP.</div> <div>79</div> | <div>REACTIONS</div> <div>317</div> <div>ER</div> <div>40.6%</div> |
| <div><div>↓</div><div>03.07 · 10:24</div><div>VIDEO</div></div> <div>Sandwiches you'll get kissed for !)</div>                                                                              | <div>VIEWS</div> <div>9 511</div> <div>REP.</div> <div>85</div>  | <div>REACTIONS</div> <div>315</div> <div>ER</div> <div>33.0%</div> |
| <div><div>↓</div><div>05.07 · 09:24</div><div>VIDEO</div></div> <div>These are <u>100</u> the best hearts on coals 🔥 Codes for machines 386315747 WB article, Ozon article 2516407348</div> | <div>VIEWS</div> <div>8 021</div> <div>REP.</div> <div>25</div>  | <div>REACTIONS</div> <div>205</div> <div>ER</div> <div>27.9%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

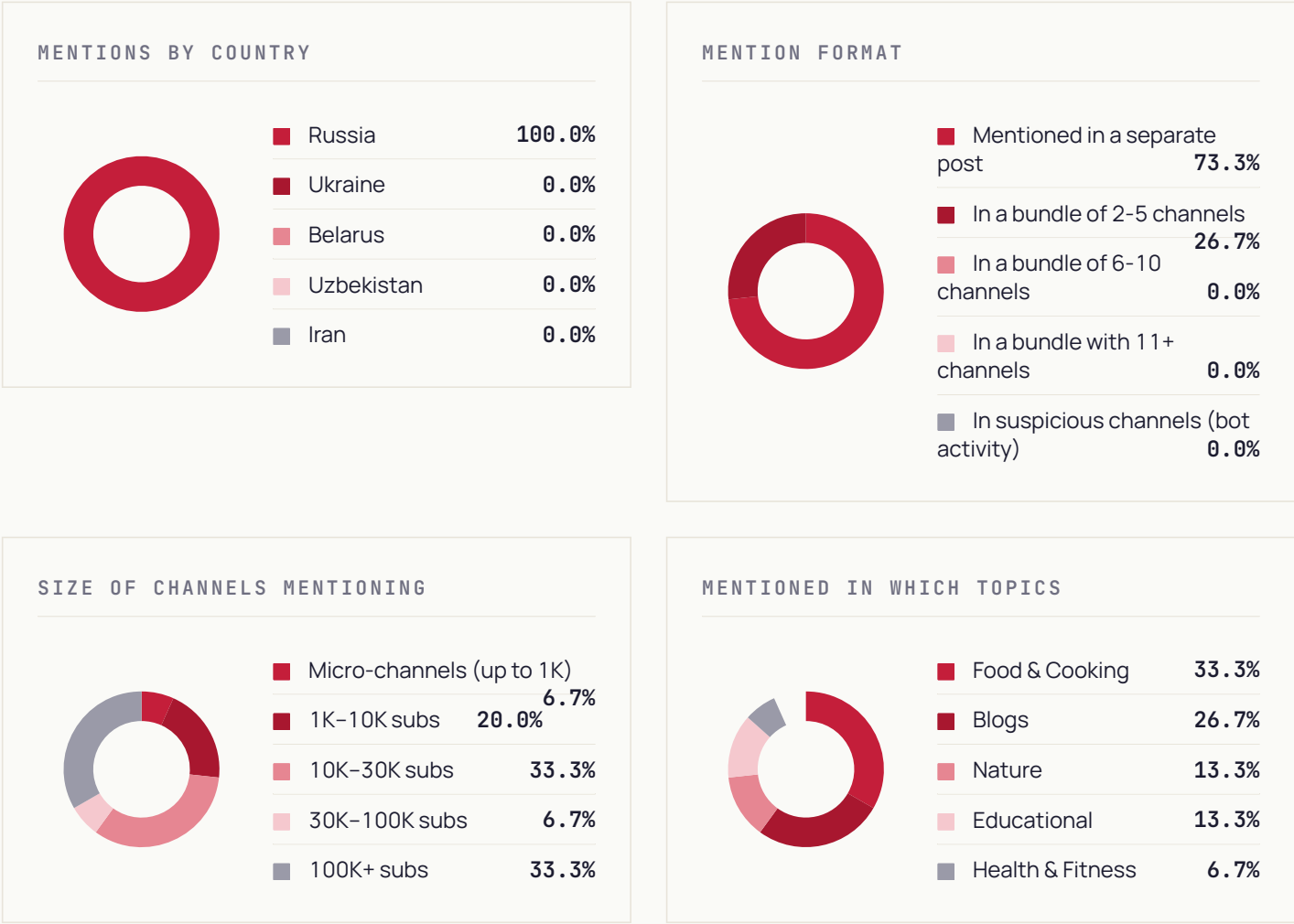
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

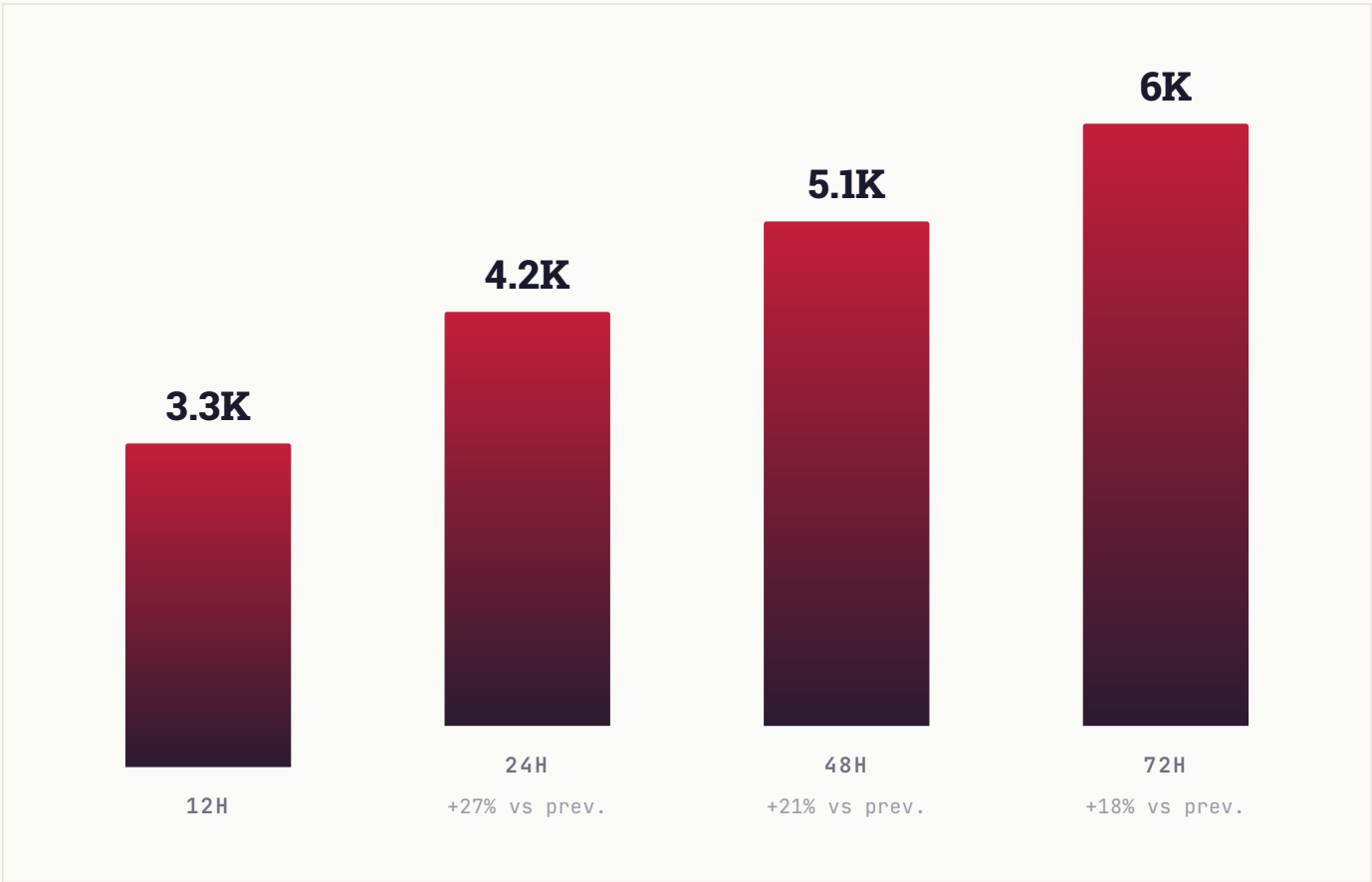
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **13** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

| CHANNEL                      | SUBSCRIBERS |
|------------------------------|-------------|
| KR Cooking Recipes Salads 🧑🍳 | 995.6K      |
| Fri Pyaterochka              | 776.5K      |
| M 🍰 Mom's Recipes 😊          | 680.8K      |
| A  Air Fryer   Recipes       | 593.3K      |
| Thu 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      |
| SI Shimanov i Eda YOU        | 28.8K       |

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), top-94 median: 205K. First goal — enter top-94 through systematic traffic and 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 **4**, they brought **18 538** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| January 2026   | 3        | 2        | 2 298   | <div><div></div></div> |
| December 2025  | 0        | 0        | 1 161   | <div><div></div></div> |
| November 2025  | 1        | 1        | 1 821   | <div><div></div></div> |
| October 2025   | 0        | 0        | 2 984   | <div><div></div></div> |
| September 2025 | 0        | 0        | 3 935   | <div><div></div></div> |
| August 2025    | 0        | 0        | 6 339   | <div><div></div></div> |

|                |                |                      |
|----------------|----------------|----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBSCRIBERS |
| 4              | 6              | 18 538               |

## Where the channel ranks 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 of values, a darker beige bar representing the distribution, and a vertical line indicating the median. A red dot marks the channel's performance, and a text label indicates its position relative to the median.

### SUBSCRIBERS

**86% below median**

median 210.3K

70.4K 28 783 – your channel 567.7K

### AVG REACH / POST

**better than 54% of niche**

median 8.7K

1.3K 12 140 – your channel 51.6K

### CITATION INDEX

**worse than median by 99%**

median 1.2K

5 7 – your channel 3.3K

| Metric           | Channel Value | Median | Comparison               |
|------------------|---------------|--------|--------------------------|
| Subscribers      | 28,783        | 210.3K | 86% below median         |
| Avg Reach / Post | 12,140        | 8.7K   | better than 54% of niche |
| Citation Index   | 7             | 1.2K   | worse than median by 99% |

## — SECTION 09 · STRATEGY

# What to do right now

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

**01****Increase posting frequency**

Now 3.9 posts/wk. Active channels average 7-10.  
Consistency is key to retention.

EFFECT

**Consistency  
beats volume****02****Top post of the week — on Friday**

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best slot for an  
important post****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 growth lever.

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 is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

## Launch Telegram Ads

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)