

PUBLIC REPORT PROMTPRESS

Channel audit

Recipes by Olga Shobutinskaya



@shobytinskay

Proven recipes I and hundreds of thousands of my subs cook;) Baking is my love! A+ Included by Roskomnadzor in the list of personal pages...

SUBSCRIBERS

80 761

+139 per month

ERR (% SEE POSTS)

35.0%

per day **10.8%**

REACH/POST

32.1K

ad reach **8.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post drives reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Food & Cooking» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 80 761 —	 SUBSCRIBER REACH 39.7% avg % subs see post	 VIEWS/POST 32.1K median 36K · 26 days	 POSTS/WEEK 1.9 over period
 7D TREND — no data for period	 REACTIONS/POST 674.1 only 4,719 reactions, 4,453 reposts, 0 comments	 POST LENGTH 714 chars median 656 · 26 days	 POSTS ANALYZED 7 26 days
 AD REACH 8.7K 24h avg	 CHURN / MONTH +139 last month	 CITATION RATE 0 citation index · 9 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Recipes by Olga Shobutinskaya» — 80 761 subs. Avg views per post 32.1K people (40% from subs), good reach. Posts 2 posts/week (~0/day) — rare.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 7 posts in 26 days.
- 02 Dominant format — Video (5/7 posts).
- 03 Avg post length — 714 chars (median 656).
- 04 Audience peak activity — Friday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (44.6K avg top vs 18.2K worst) — among 7 posts in 26 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 07:14 PHOTO 🔥 Hot sushi sandwiches — the best snack for friends' gatherings! Ready in just 10 minutes! Recipe: 200 g crab sticks "Snezhny...	VIEWS 46 204 REP. 692	REACTIONS 666 ER 57.2%
Nº2 11.06 · 07:48 VIDEO ☀️ PIES with egg, cheese & herbs: yeast-free dough! Super easy, quick & tasty! Recipe: Egg, cheese & herb pies (10...	VIEWS 44 251 REP. 744	REACTIONS 816 ER 54.8%
Nº3 15.06 · 15:44 VIDEO ☀️ Strawberry berry pie: fluffy, juicy, with crispy crumb! While strawberry season lasts, this pie is a must...	VIEWS 43 226 REP. 899	REACTIONS 772 ER 53.5%

Nº4 24.06 · 08:15 VIDEO ⚡ Cottage cheese pie with strawberries, or French galette, you can use different berries or fruits. This is one of the most popular...	VIEWS 36 034 REP. 772	REACTIONS 747 ER 44.6%
--	---	--

Nº5 01.07 · 09:32 VIDEO ⚡ Season hit! Traditional Georgian dish Ajapsandali Traditional Georgian dish Ajapsandali or delicious vegetable stew!...	VIEWS 25 944 REP. 413	REACTIONS 604 ER 32.1%
---	---	--

|

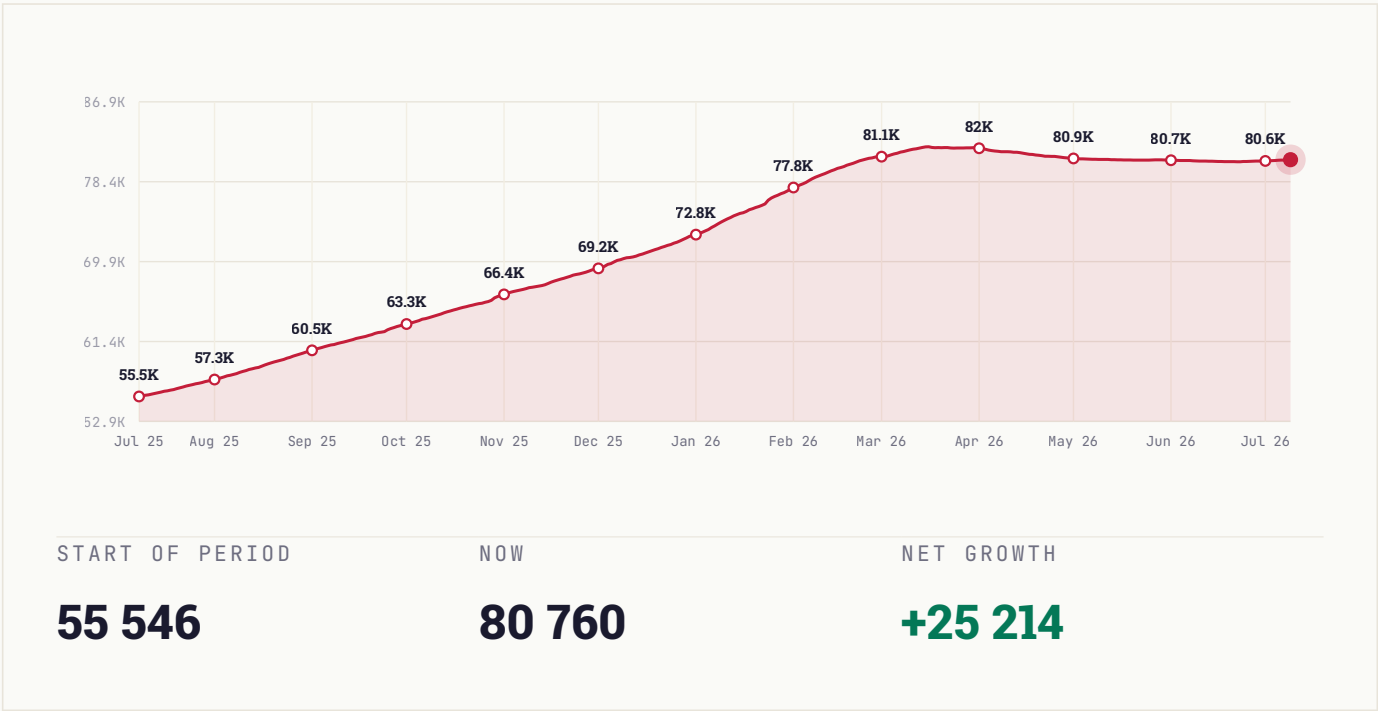
WORST 3

↓ 01.07 · 09:32 VIDEO ⚡ Season hit! Traditional Georgian dish Ajapsandali Traditional Georgian dish Ajapsandali or delicious vegetable stew!...	VIEWS 25 944 REP. 413	REACTIONS 604 ER 32.1%
↓ 04.07 · 16:42 VIDEO ⚡ Cottage cheese pie with cherries, tastier than cheesecake! Shortcrust base, creamy curd mass & cherry filling!🍒 Recipe: Cottage cheese pie with...	VIEWS 17 413 REP. 631	REACTIONS 679 ER 21.6%
↓ 07.07 · 08:10 PHOTO Chicken cutlets (patties) with zucchini, perfect for summer! Zucchini adds juiciness and is undetectable in the ready cutlets! Recipe: Chicken cutlets...	VIEWS 11 371 REP. 302	REACTIONS 435 ER 14.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

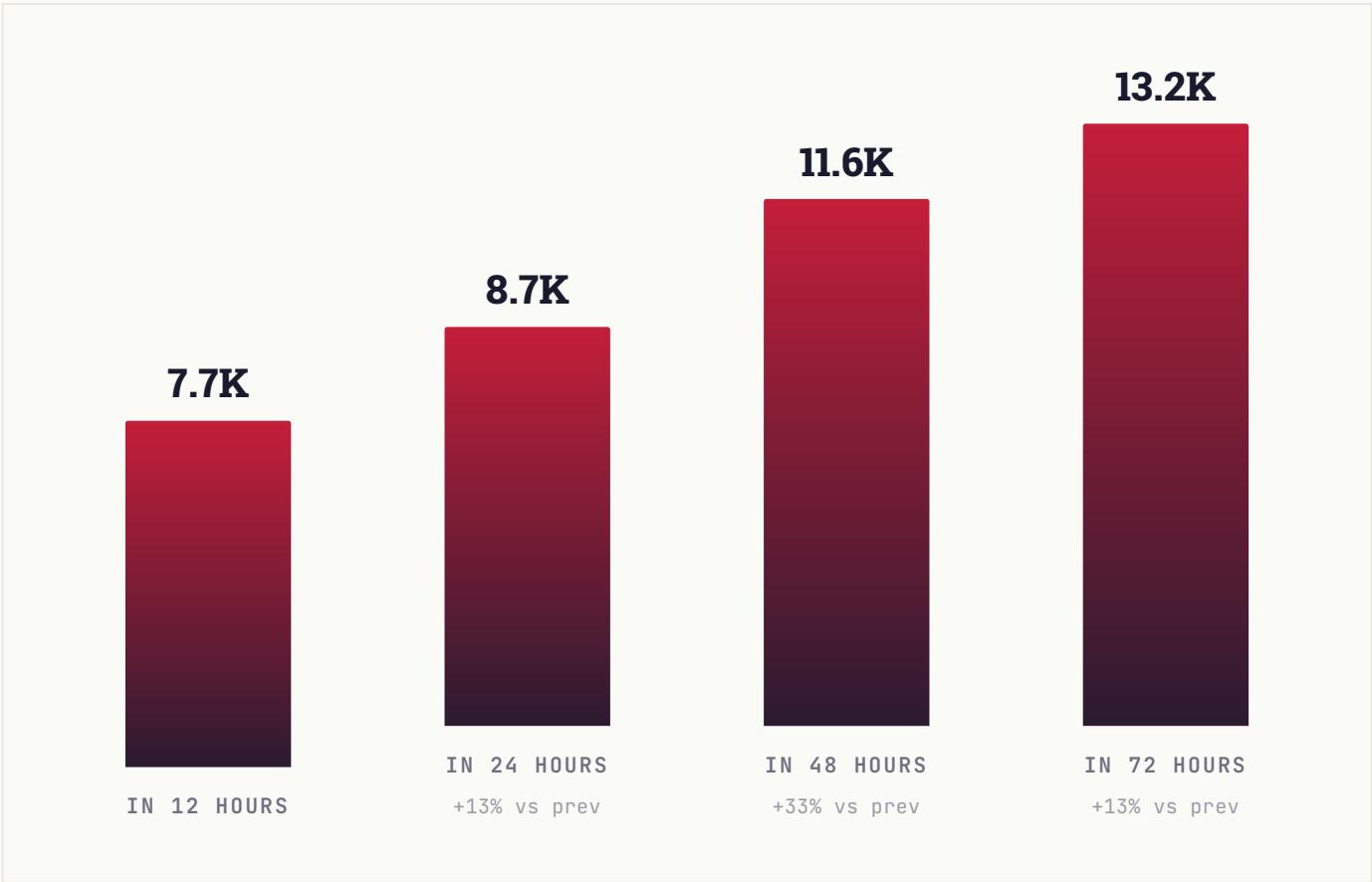
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
RR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyaterochka	776.5K
MM Mom's Recipes 😊	680.8K
AI Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
RR Recipe book	559K
ER Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
RN Everyday Recipes	461.5K
RS Recipes by Olga Shobutinskaya YOU	80.8K

COMPARATIVE INSIGHT

Channel yet outside top-94 niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median top-94: 205K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

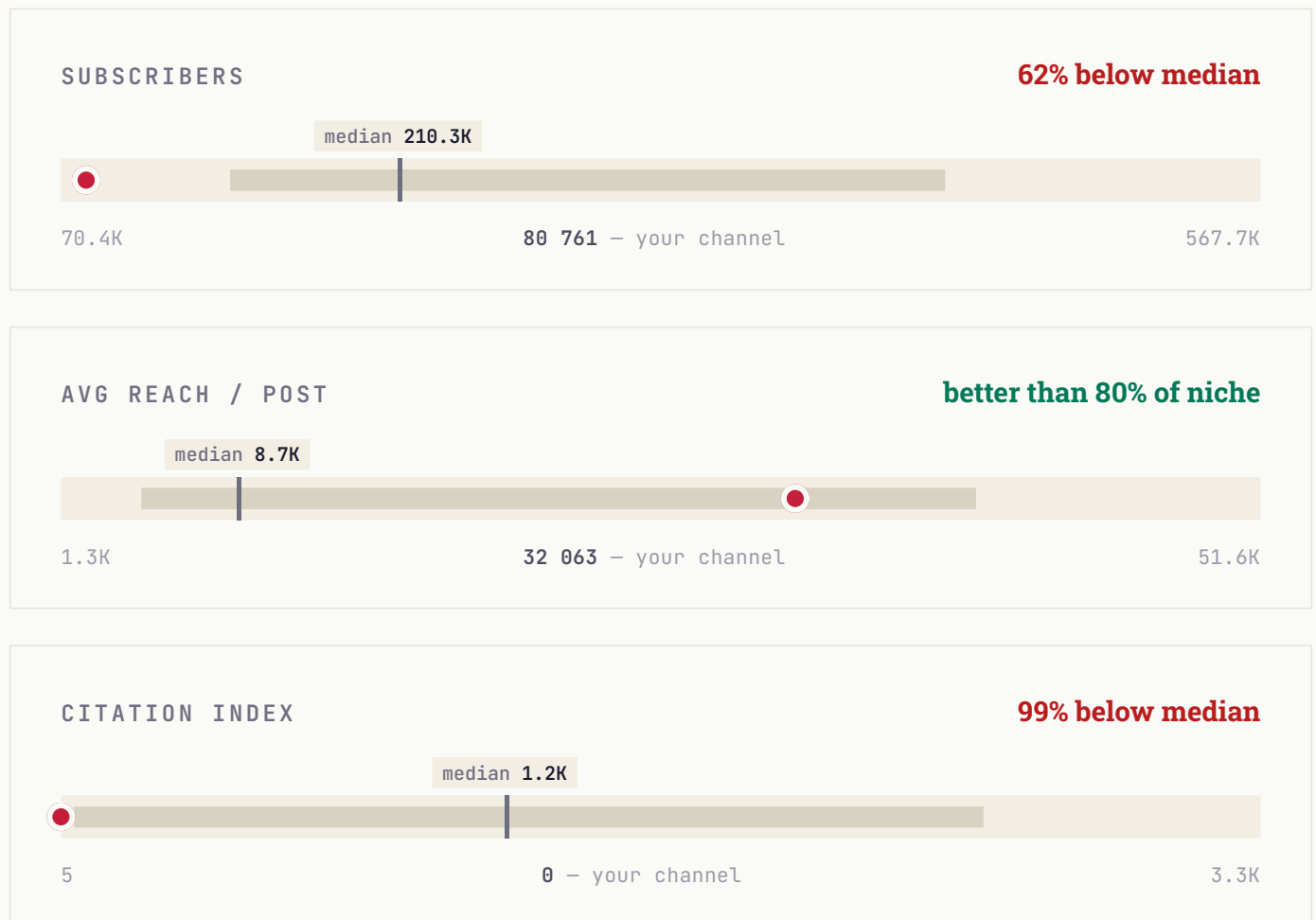
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **2**, they brought **20 323** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	4 916
December 2025	0	0	3 570
November 2025	2	2	2 789
October 2025	0	0	3 129
September 2025	0	0	2 834
August 2025	0	0	3 085

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2	6	20 323

Where the channel stands in its league

Black vertical = median. Red dot = your channel.



— SECTION 08 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off & revisit next month.

01**Post more often**

Now 1.9 posts/week. Active channels average 7-10.
Regularity is key to retention.

EFFECT

Regularity > volume**02****Main post of the week — on Friday**

Best time: this day at 10:00 MSK — audience most active.

EFFECT

Best window for an important post**03****Systematic traffic buying**

3 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 and interactive formats**

Posts with polls/reactions usually boost ER +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+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.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01	Launch Telegram Ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
