

PROMTPRESS PUBLIC REPORT

Channel audit

SushiStore



@sushistore_ru

SushiStore Food delivery service 🍣 = ❤️ Delivery Sushi, Rolls, WOK
Moscow, MO, Ryazan, Krasnodar Order 🍣📦🚚 //
WWW.SUSHISTORE.RU //

SUBSCRIBERS

52 775

+710 per month

ERR (% SEE POSTS)

26.0%

daily 10.7%

REACH/POST

13.6K

ad reach 5.7K/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 52 775 —	 SUBSCRIBER REACH 25.69% avg % subs see post	 VIEWS/POST 13.6K median 13.9K · 28 days	 POSTS/WEEK 5.2 for period
 7D TREND -10.7% vs previous week	 REACTIONS/POST 587.4 12,336 reactions, 5,158 reposts, 0 comments	 POST LENGTH 511 chars median 389 · 28 days	 POSTS ANALYZED 21 28 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH +710 last month	 CITATION RATE 1 citation index · 16 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «SushiStore 🍣» — 52 775 subs. Each post avg views 13.6K people (26% from subs), good reach. Publishes 5 posts/week (~1/day) — rare. For week Jun 22–28 reach dropped -10.7% to week Jun 15–21 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts in 28 days.
- 02 Dominant format — Photo (8/21 posts).
- 03 Avg post length — 511 chars (median 389).
- 04 Audience peak — Friday, 13:00 MSK.
- 05 Top posts get 2x more views than weakest (top avg 18.8K vs worst 9.9K) — among 21 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

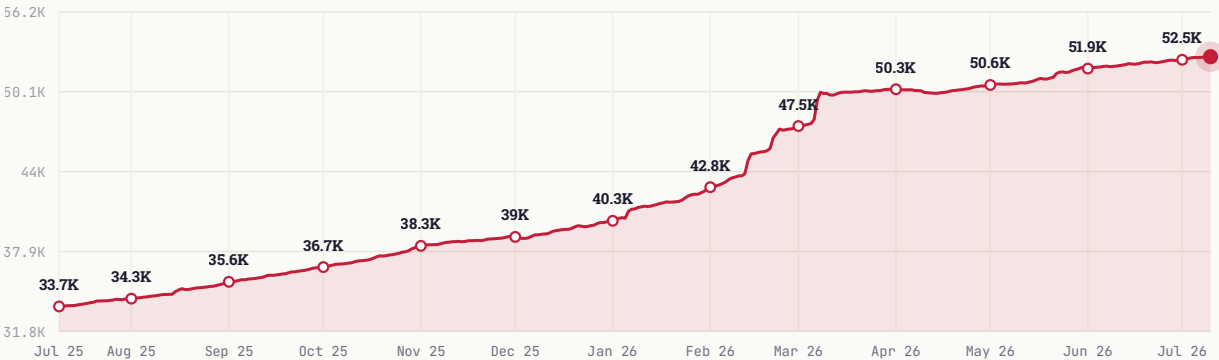
Nº1 10.06 · 18:19 PHOTO 🎁 Contest from 🍣 SushiStore You voted and we're launching a new giveaway 🙌 This week we're giving away 5 best sets #Best Set...	VIEWS 20 038 REPOSTS 1 242 REACTIONS 2 349 ER 38.0%
Nº2 17.06 · 18:08 PHOTO Contest from 🍣 SushiStore You voted and we're launching a new giveaway 🙌 This week we're giving away 11 sets of #Daruma 🍴 Contents: Fila...	VIEWS 18 378 REPOSTS 1 102 REACTIONS 2 188 ER 34.8%
Nº3 12.06 · 10:06 PHOTO Happy Russia Day! 🇷🇺 Today is a day of strength, unity and pride for our country. May every home have warmth, peace and tasty reasons to gather...	VIEWS 18 011 REPOSTS 6 REACTIONS 151 ER 34.1%

Nº4 14.06 • 20:01 TEXT  Winners announced! Tomorrow during the day we'll DM each of you  and send a personal promo code for...	VIEWS 17 199 REPOSTS 1 REACTIONS 96 ER 32.6%
Nº5 24.06 • 18:56 PHOTO  Weekly contest from  SushiStore ! This week we're giving away 7 sets #Gili Set: Yagaimo Kinoko, Kurumi Bakudan, Blue Cheese Nari...	VIEWS 16 451 REPOSTS 1 030 REACTIONS 2 095 ER 31.2%
WORST 3	
↓ 28.06 • 20:00 TEXT  Giveaway results:  Winners: 1. jokerion (@ponatno22809) 2. stepikko (@Stepikko) 3. Tori (@ToryVolor) 4. Marina...	VIEWS 11 740 REPOSTS 15 REACTIONS 157 ER 22.2%
↓ 05.07 • 20:02 TEXT Winners are chosen, so the #Filakalif set will soon go to its lucky ones  Tomorrow we will contact each winner in...	VIEWS 9 232 REPOSTS — REACTIONS 52 ER 17.5%
↓ 05.07 • 20:00 TEXT  Giveaway results:  Winners: 1. 05.12 (@lasqwht) 2. Alina (@framboiseee) 3. Maria (@Masha_Manysha) 4. os clover (@xooskar) 5...	VIEWS 8 682 REPOSTS 6 REACTIONS 131 ER 16.5%

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.

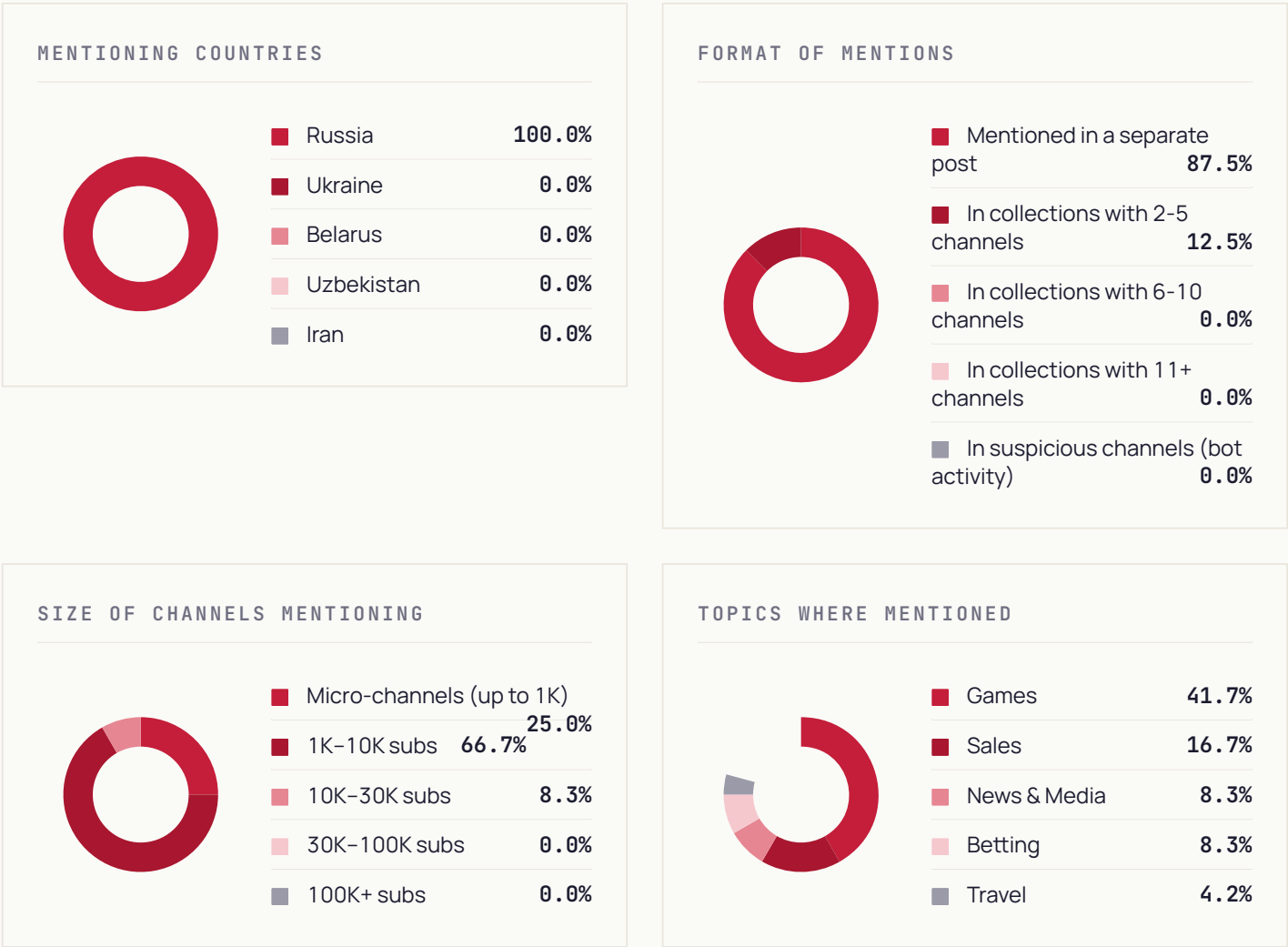


START OF PERIOD	NOW	NET GROWTH
33 717	52 775	+19 058

SECTION 04 · MENTIONS

Who mentions the channel and how

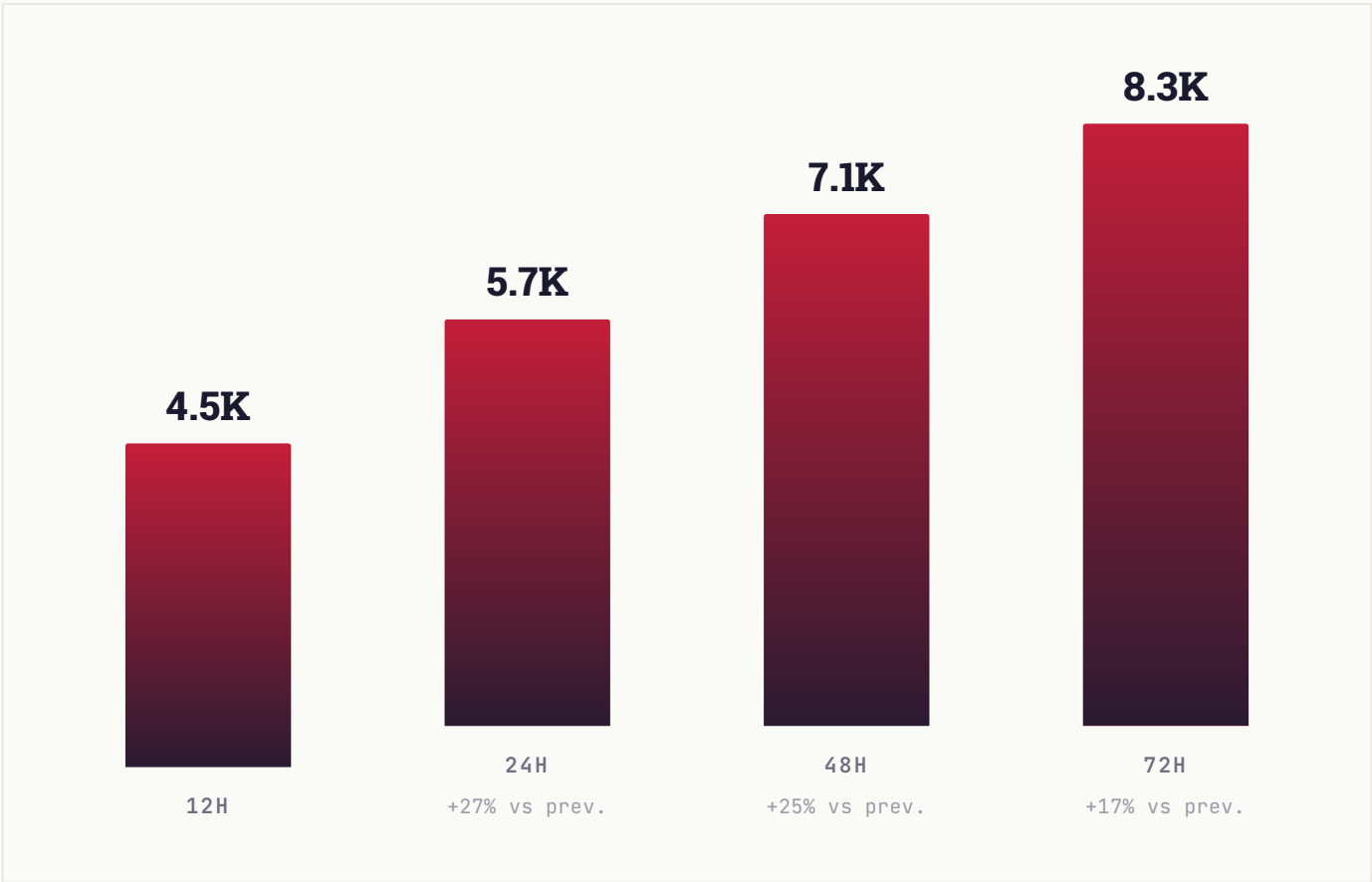
Citation index 1 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **16** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand 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
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Thu Everyday Recipes	461.5K
S SushiStore 🍣 YOU	52.8K

COMPARATIVE CONCLUSION

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 with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **8 880** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	1	1	2 520	
December 2025	0	0	1 439	
Nov 2025	1	1	796	
Oct 2025	0	0	1 640	
September 2025	1	1	1 155	
August 2025	0	0	1 330	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3	6	8 880

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 of values, a darker beige bar representing the median, and a red dot representing the channel's performance. A vertical line marks the channel's position.

- SUBSCRIBERS:** The chart shows a range from 70.4K to 567.7K. The median is 210.3K. The channel's performance is 52,775, which is 75% 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 13,557, which is better than 56% 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 1, which is 99% worse than the median.

Metric	Min	Median	Channel Value	Comparison	Max
SUBSCRIBERS	70.4K	210.3K	52,775	75% below median	567.7K
AVG REACH / POST	1.3K	8.7K	13,557	better than 56% of niche	51.6K
CITATION INDEX	5	1.2K	1	99% worse than median	3.3K

— 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

Main post of the week — on Friday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects 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 — 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 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
