

PUBLIC REPORT BY PROMTPRESS

Channel audit

SysoevFM



@sysoevfm

Best food & travel blog (Guiding Star, Blogema 24). Restaurants & lifestyle. Ads: @modzalevskaiazhenia Best restaurants in Russia: greatlist.ru Poster:...

SUBSCRIBERS

369 595

+1398 per month

ERR (% SEE POSTS)

11.0%

per day 9.3%

REACH/POST

46.8K

ad reach 34.5K/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 369 595 —	 SUBS REACH 12.67% avg % of subs see post	 VIEWS/POST 46.8K median 48K · 29 days	 POSTS/WEEK 27.8 for the period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 0.8 total 91 reactions, 5,727 reposts, 0 comments	 POST LENGTH 441 chars median 385 · 29 days	 POSTS ANALYZED 119 29 days
 AD REACH 34.5K 24h avg	 CHURN / MONTH +1398 last month	 CITATION RATE 1 027 citation index · 2,708 channels mentioned it ever	 CHANNEL AGE 10 years 8 months created 04.11.2015

AI EDITOR SUMMARY

Channel «SysoevFM» — 369 595 subs. Each post gets avg 46.8K people (13% from subs), reach is low — consider expanding audience. Publishes 28 posts per week (~4/day) — active posting. For week Jun 22–28 reach stable (-3.8% vs week of June 15–21).

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 119 posts in 29 days.
- 02 Dominant format — Photo (67/119 posts).
- 03 Avg post length — 441 chars (median 385).
- 04 Peak audience activity — Sat, 23:00 MSK.
- 05 Top posts get 1x more views than the weakest (56.9K avg for top vs 46.1K for worst) — among 119 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 11:51 TEXT #flash We're cooking up a collab with Pyaterochka: a dedicated line with top global and Russian chefs. Now Pyaterochka...	VIEWS 64 072 REPOSTS 192 REACTIONS 2 ER 17.3%
Nº2 20.06 · 20:07 TEXT The other day my middle-aged friend asked a trendy restaurant bartender for a whiskey-cola. You should've seen the bartender's face — like Godzilla...	VIEWS 55 042 REPOSTS 71 REACTIONS 6 ER 14.9%
Nº3 12.06 · 12:35 VIDEO One of the most tragic short films — they destroy my favorite words 'kotletochka' and 'omletik'.	VIEWS 51 675 REPOSTS 133 REACTIONS — ER 14.0%

Nº4 18.06 · 14:02 TEXT Reminder: two big Moscow bar industry events today: 1. First day of Motto Azabu Tokyo Bar Nights series: the founder arrives...	VIEWS 51 129 REPOSTS 23	REACTIONS — ER 13.8%
Nº5 17.06 · 18:03 PHOTO #flash Moscow Chess & Jazz festival announces lineup. July 25–26 in the Hermitage Garden: Lolita, My Michelle, Zivert acoustic...	VIEWS 51 101 REPOSTS 145	REACTIONS 3 ER 13.8%

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WORST 3

↓ 06.07 · 09:01 VIDEO Glad there are more interesting industry events. On June 29, Sevastopol winery 'Loco Cimbali' held the Second...	VIEWS 46 240 REPOSTS 15	REACTIONS — ER 12.5%
↓ 06.07 · 10:22 TEXT #Career: Alexander Zuev is the new chef at Padron (☀️). He has worked at restaurants in his native St. Petersburg (Theobroma, Maison Rouge)...	VIEWS 46 035 REPOSTS 28	REACTIONS 1 ER 12.5%
↓ 05.07 · 13:00 PHOTO Festival «Back to the Future NAUD & Martignac» in Vladivostok «Billis Pub», chef Svetlana Derevnenaya: «For me, cooking is a journey...	VIEWS 45 929 REPOSTS 7	REACTIONS — ER 12.4%

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 grew and which it lost subs.



START OF PERIOD

NOW

NET GROWTH

311 572

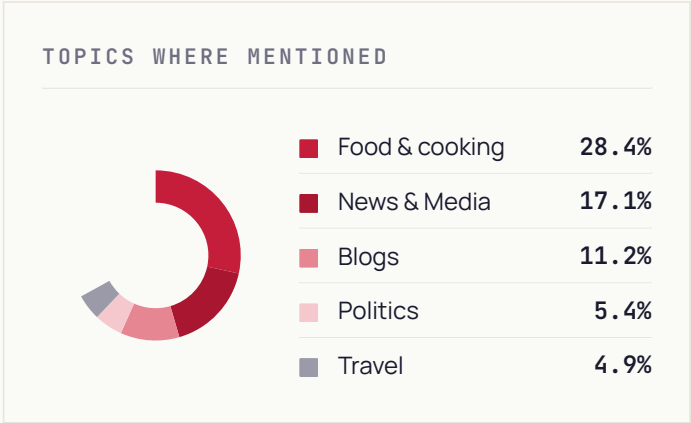
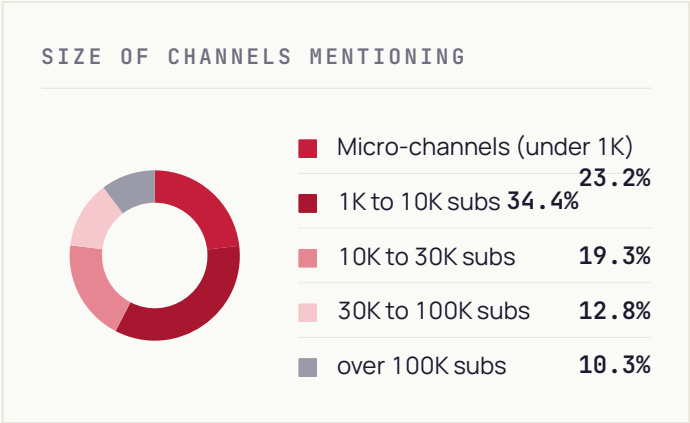
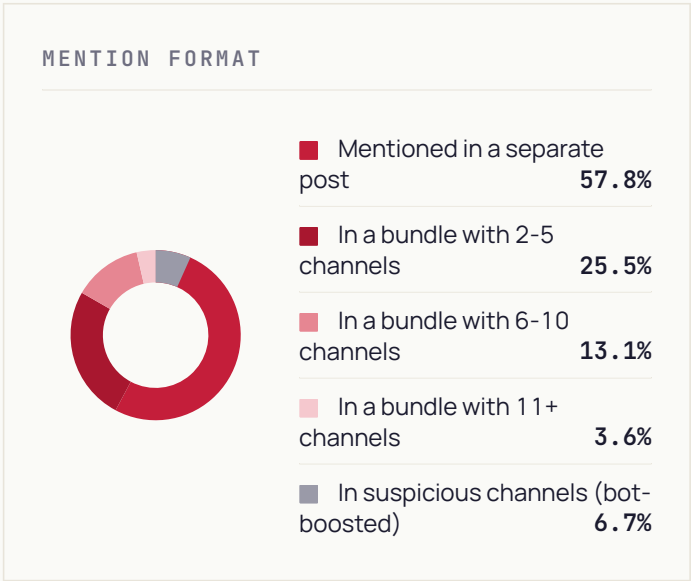
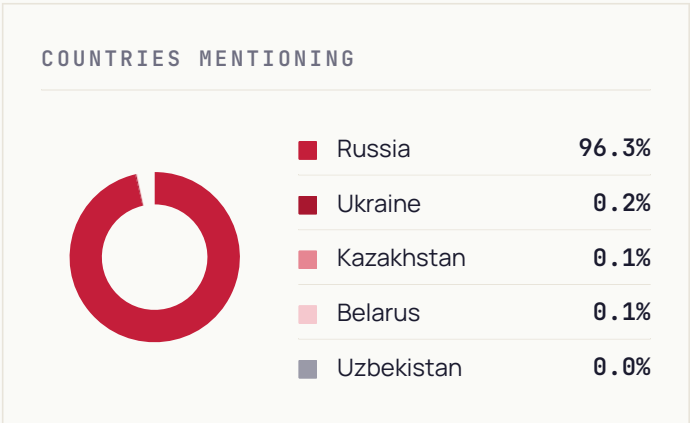
369 841

+58 269

SECTION 04 · CITATIONS

Who mentions the channel and how

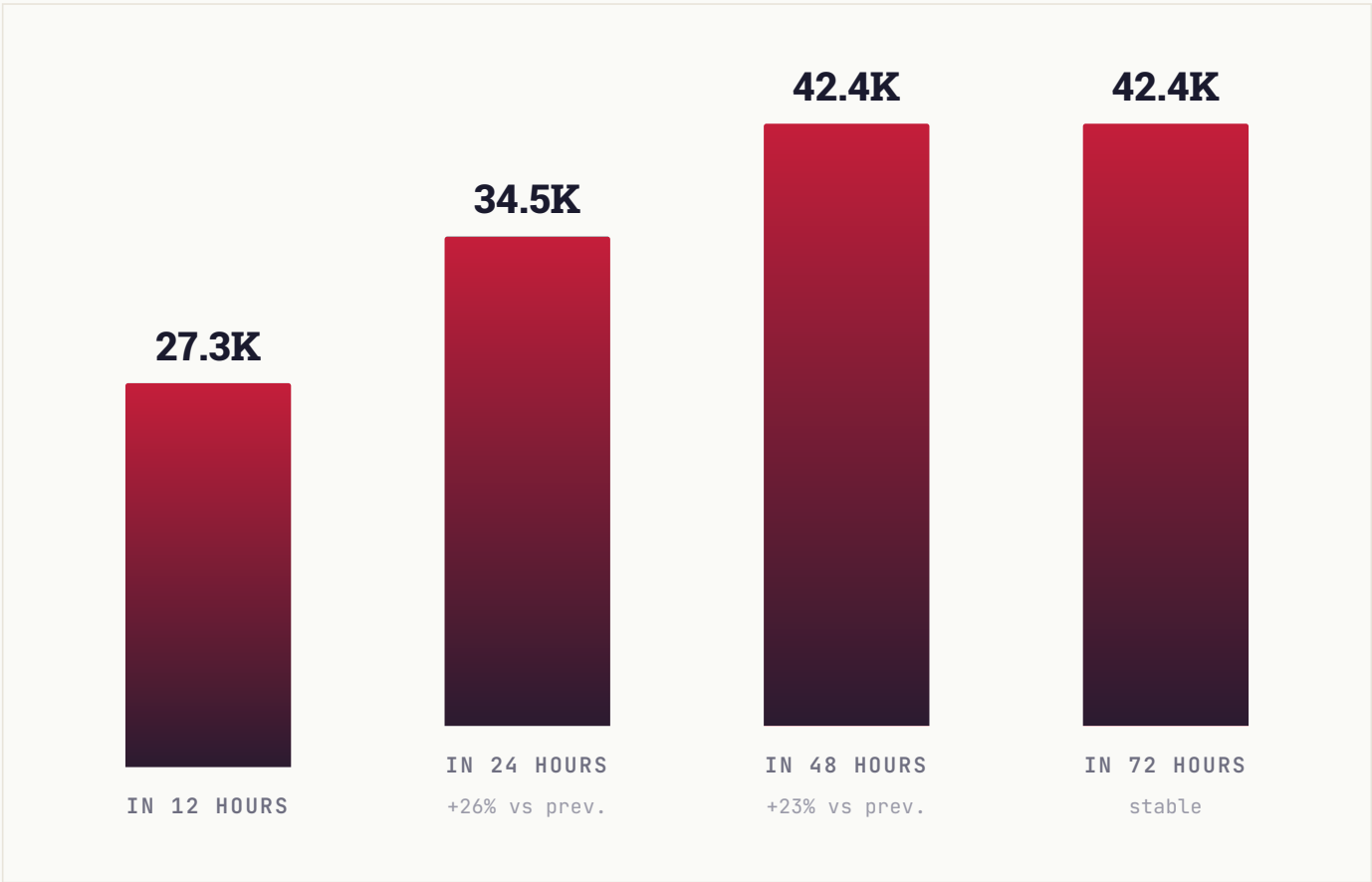
Citation index **1 027** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **2 708** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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
CR Cooking Recipes Salads 🧑🍳	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
PR Simple Recipes	586.9K
CR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Everyday Recipes	461.5K
SI SysoevFM YOU	369.6K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#18 of 94). Leader — Cooking Recipes Salads 🧑🍳 (995.6K). Goal for coming months: enter top 10 of niche through systematic traffic 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 **329**, they brought **34 453** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	69	62	7 814
December 2025	49	42	11 311
Nov 2025	82	66	3 158
Oct 2025	64	53	5 085
September 2025	33	26	3 585
August 2025	32	32	3 500

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
329	6	34 453

SECTION 08 · NICHE COMPARISON

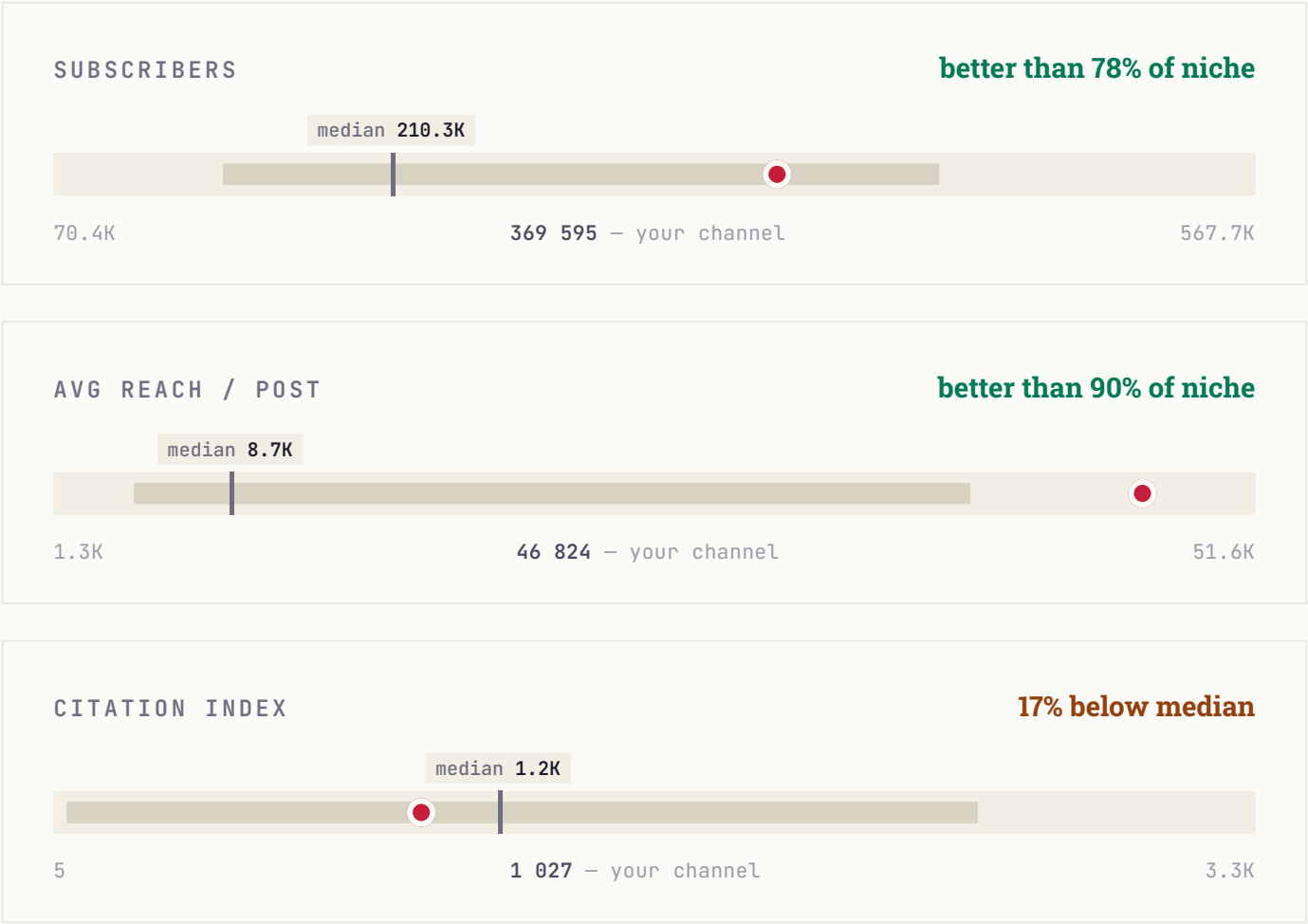
Where the channel stands in its league

Took top-100 channels in category "Food & cooking» (Russia) and saw how your channel compares. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#18/100

RANK IN NICHE

Channel in top 18% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Saturday
 Audience is most active on this day at 23:00 MSK.

IMPACT
Best window for an important post
- 02

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

IMPACT
Video retains audience better
- 03

System traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

IMPACT
+1000-3000 subs
- 04

Test polls & interactive formats
 Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic is an easy growth point.

IMPACT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. 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 to go further? Run ads with us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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