

PUBLIC REPORT BY PROMTPRESS

Channel audit

TanukiFamily



@tanukifamily

Official channel TanukiFamily: Tanuki, Kaspiyka, TVOYA Pizza, Yorsh
App/site: <https://tanuki.onelink.me/Ry2S/telegram> ❤️ promocodes
— @tanukifam_bot 🤖 contact us — @tanuki_support2_bot...

SUBS

142 744

+12579 per month

ERR (% SEE POSTS)

8.0%

daily 4.1%

REACH/POST

11.3K

ad reach 5.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBS 142 744 —	 SUBS REACH 7.89% avg % subs see post	 VIEWS/POST 11.3K median 10.4K · 29 days	 POSTS/WEEK 28.6 over period
 7D TREND +14.3% vs previous week	 REACTS/POST 140.2 16,968 reactions, 4,712 reposts, 1,391 comments	 POST LENGTH 392 chars. median 386 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH +12579 last month	 CITATION RATE 346 citation index · 646 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 03.03.2022

AI EDITOR SUMMARY

Channel «TanukiFamily» — 142 744 subs. Each post avg views 11.3K people (8% subs), low reach — expand audience. Publishes 29 posts/week (~4/day) — active. Week 22–28 Jun reach up +14.3% week 15–21 Jun — positive trend.

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 HAVE IN COMMON

- 01 Analysis based on 121 posts over 29 days.
- 02 Dominant format — Photo (57/121 posts).
- 03 Avg post length — 392 chars (median 386).
- 04 Audience peak — Monday, 19:00 MSK.
- 05 Top posts get 3x more views than weakest (23.6K avg top vs 7.8K worst) — across 121 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 16:15 PHOTO GIVEAWAY TANUKI x ASKONA 🍷 + 🍷 = ❤️ The most popular joke about the bed that delighted Tanuki guests on Krasnaya Presnya: «And the bed...	VIEWS 24 293 REP. 590	REACTS 1 337 ER 17.0%
Nº2 18.06 · 09:35 PHOTO M.VIDEO x TANUKI giveaway 🔥 Celebrating International Roll Day, we combined tech & taste to give you SUPER PRIZES: ten sets...	VIEWS 24 267 REP. 445	REACTS 1 029 ER 17.0%
Nº3 26.06 · 09:12 PHOTO GIVEAWAY TANUKI x T-BANK ✨ Transparent sets and chopsticks for rolls — that was just the beginning! Time to raffle off new items among you and...	VIEWS 22 144 REP. 392	REACTS 824 ER 15.5%

Nº4 18.06 • 14:31 PHOTO Guess WC-26 match winners & win prizes. Prizes include: a year's supply of rolls from Tanuki, Hisense TVs, gifts from...	VIEWS 22 040 REACTS 73 REP. 54 ER 15.4%
Nº5 26.06 • 07:05 PHOTO Happy Friday! Gift promocodes from TanukiFamily ❤️ Valid: June 26 – July 2 🍷 Tanuki: ORANGETG – roll Orange Mix in...	VIEWS 19 171 REACTS 69 REP. 26 ER 13.4%

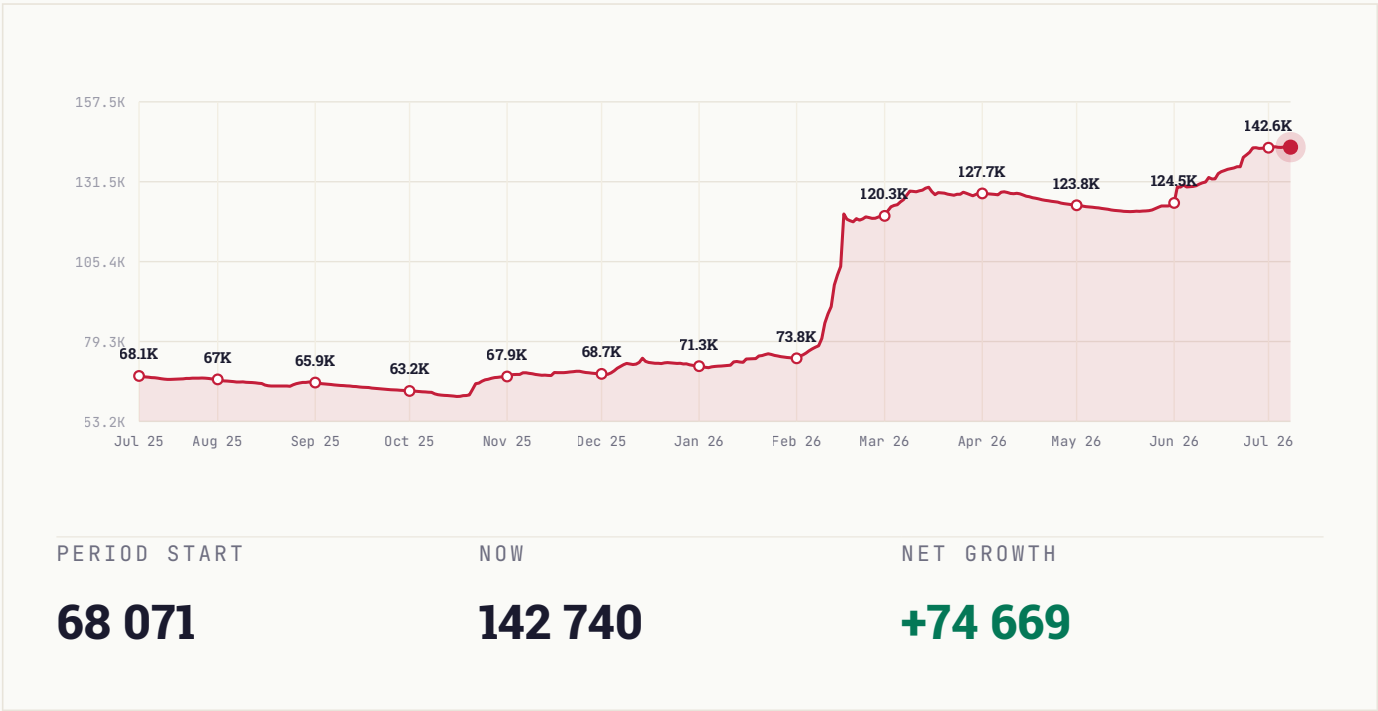
WORST 3

↓ 04.07 • 10:00 VIDEO (video post without caption)	VIEWS 7 928 REACTS 39 REP. 17 ER 5.6%
↓ 30.06 • 11:32 PHOTO 🏆 1/4 🏆 Who stays in the game? ❤️ – MoMochi Red Orange 🔥 – Tanuki Bull Lemonade	VIEWS 7 841 REACTS 615 REP. 3 ER 5.5%
↓ 30.06 • 11:28 PHOTO 🏆 1/4 🏆 Continuing the championship 🍷 ❤️ – Beef Kuksi 🔥 – Salmon Poke	VIEWS 7 783 REACTS 650 REP. 3 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

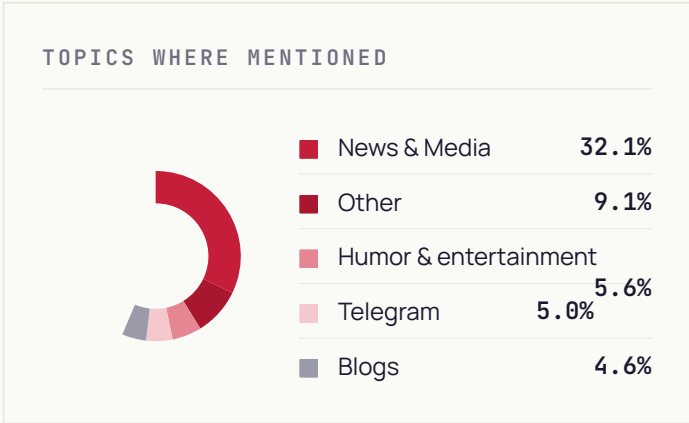
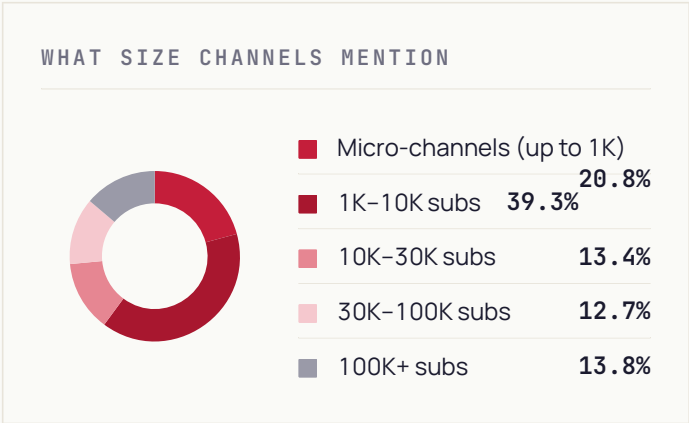
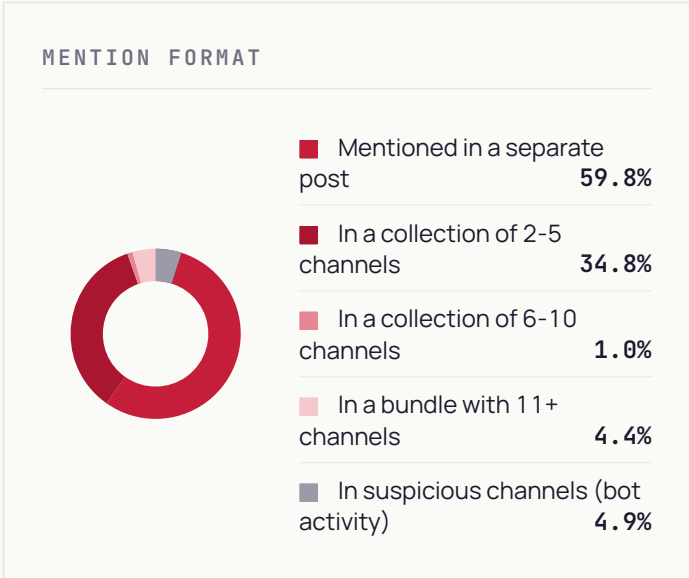
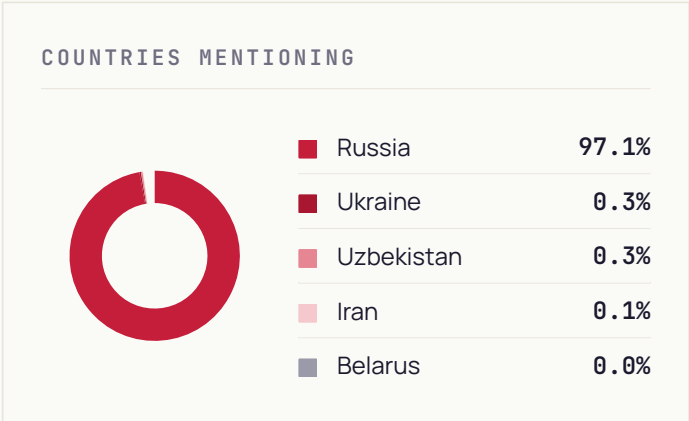
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

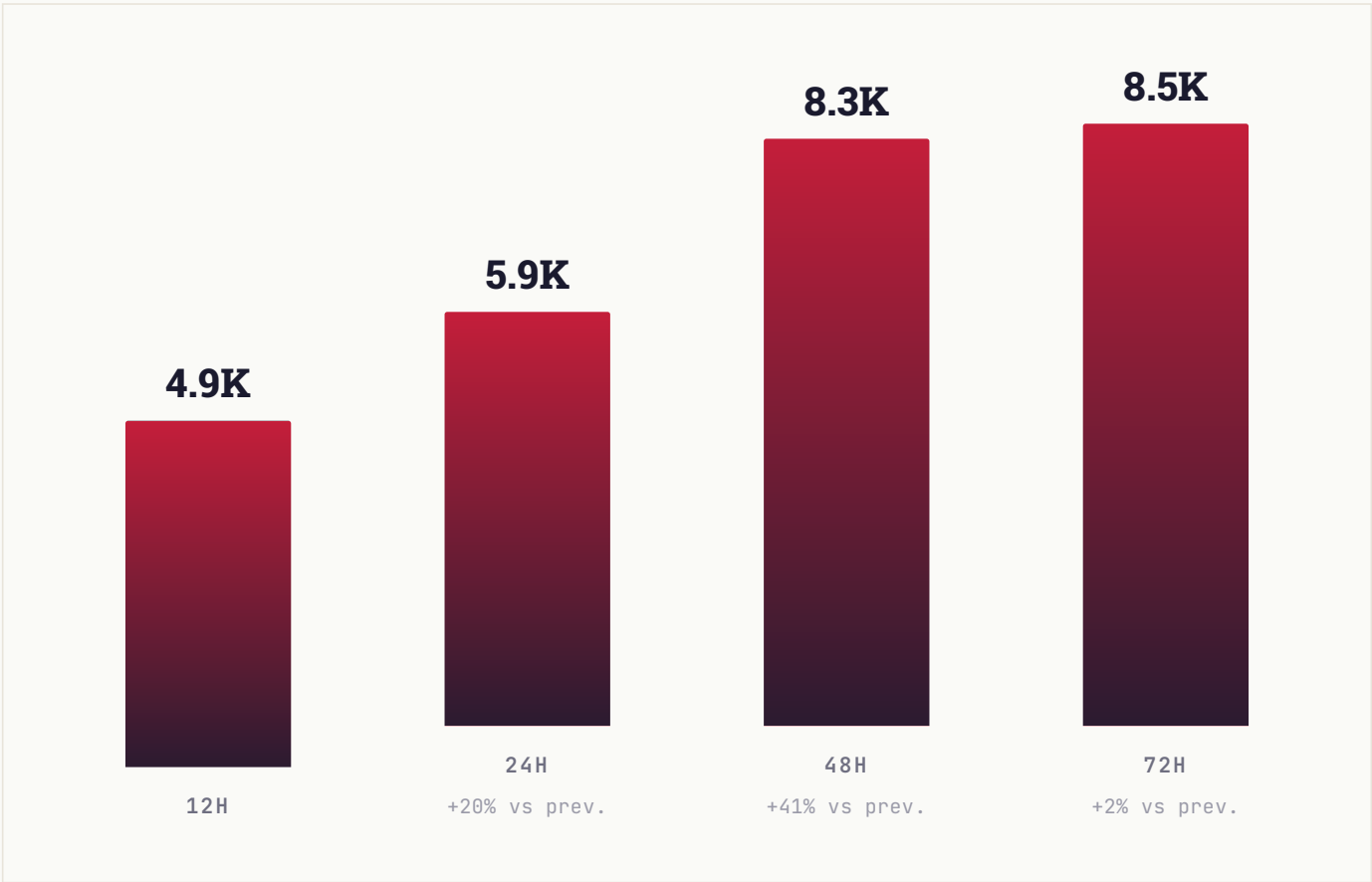
Citation index **346** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **646** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBS
KR 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
KR Recipe book	559K
CN Inside-out kitchen	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
TH Daily recipes	461.5K
TA TanukiFamily YOU	142.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 94). Niche median — 205K subs.
First KPI goal — reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **143**, they brought **21 561** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	27	21	4 813
December 2025	51	41	6 012
November 2025	18	17	2 922
October 2025	29	22	6 367
Sep 2025	10	9	0
August 2025	8	5	1 447

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
143	6	21 561

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Food & cooking» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

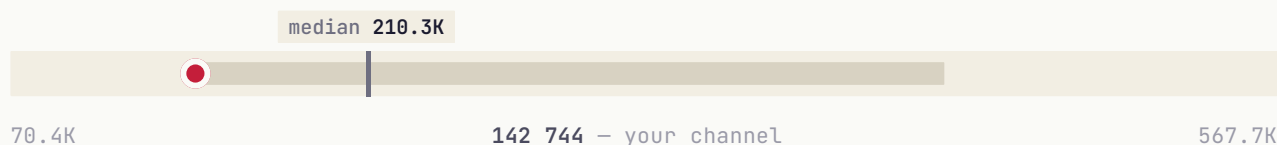
#87 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

32% below median



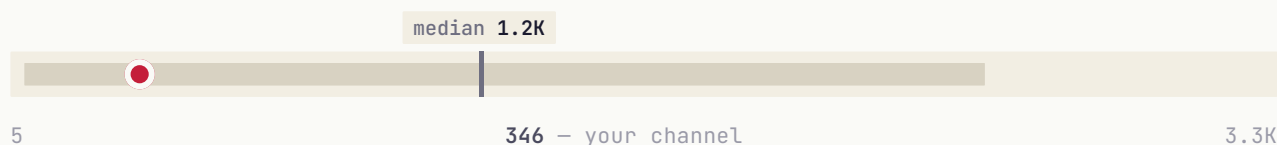
AVG REACH / POST

better than 53% of niche



CITATION INDEX

worse than median by 72%



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday

On this day at 19:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 7.89% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+1.1pp 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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