

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## TARELOCHKA



@tarelkakylinar

12 of your friends subscribed... Link for friends: [https://t.me/+QSTI31T\\_CHI4M2Qy](https://t.me/+QSTI31T_CHI4M2Qy) For ads 👉 @mngmedia\_pr Manager: @Spiral\_Miya Perfluence RKN :...

SUBSCRIBERS

**410 920**

+7571 per month

ERR (% WHO SEE  
POSTS)

**4.0%**

daily 1.7%

REACH/POST

**12.4K**

ad reach 6.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                     |                                                                                                                                                                                     |                                                                                                                                                                                             |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>410 920</div> <div>—</div>            | <div> SUBS REACH</div> <div>3.01%</div> <div>avg % subs see post</div>                             | <div> VIEWS/POST</div> <div>12.4K</div> <div>median 12.8K · 29 days</div>                                  | <div> POSTS/DAY</div> <div>8.7</div> <div>~61 per week</div>                        |
| <div> 7D TREND</div> <div>-15.9%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>41.1</div> <div>10 602 reactions, 35 748 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>277 chars.</div> <div>median 255 · 29 days</div>                              | <div> POSTS ANALYZED</div> <div>258</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>6.9K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>+7571</div> <div>last month</div>                                 | <div> CITATION RATE</div> <div>2 246</div> <div>citation index · 3 991 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>2 years 8 months</div> <div>created 21.10.2023</div> |

AI EDITOR SUMMARY

Channel «TARELOCHKA» — 410 920 subs. Each post avg views 12.4K people (3% of subs), reach low — should expand audience. Publishes 61 posts/week (~9/day) — active posting. Week Jun 29 — Jul 5 reach dropped -15.9% to week Jun 22–28 — worth analyzing 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 **258** posts in 29 days.
- 02 Dominant format – **Video** (241/258 posts).
- 03 Avg post length – **277** chars (median 255).
- 04 Audience peak – **Tue**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (18.1K avg top vs 9.6K worst) – among 258 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                      |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>19.06 · 14:30</div><div>VIDEO</div></div> <div><div>🍲</div><div>Lazy Lasagna Ingredients: <input checked="" type="checkbox"/>Minced meat - 400 g <input checked="" type="checkbox"/>Carrot - 1 pc <input checked="" type="checkbox"/>Onion - 1 pc <input checked="" type="checkbox"/>Garlic - 2 cloves <input checked="" type="checkbox"/>Tomato paste - 300 g <input checked="" type="checkbox"/>Lasagna sheets -...</div></div> | <div>VIEWS</div> <div>18 863</div> <div>REPOSTS</div> <div>253</div> | <div>REACTIONS</div> <div>49</div> <div>ER</div> <div>4.6%</div> |
| <div><div>Nº2</div><div>19.06 · 12:00</div><div>VIDEO</div></div> <div><div>🥬</div><div>Lazy Cabbage Rolls Ingredients: <input checked="" type="checkbox"/>Minced meat - 500 g <input checked="" type="checkbox"/>Cabbage - 300 g <input checked="" type="checkbox"/>Onion - 1 pc <input checked="" type="checkbox"/>Carrot - 1 pc <input checked="" type="checkbox"/>Boiled rice - 70 g <input checked="" type="checkbox"/>Tomato...</div></div>         | <div>VIEWS</div> <div>18 075</div> <div>REPOSTS</div> <div>299</div> | <div>REACTIONS</div> <div>79</div> <div>ER</div> <div>4.4%</div> |
| <div><div>Nº3</div><div>19.06 · 19:00</div><div>VIDEO</div></div> <div><div>👍</div><div>Amazingly tasty BBQ snack Ingredients: <input checked="" type="checkbox"/>Cherry tomatoes - 500 g <input checked="" type="checkbox"/>Basil <input checked="" type="checkbox"/>Mozzarella - 150 g <input checked="" type="checkbox"/>Salt, pepper - to...</div></div>                                                                                              | <div>VIEWS</div> <div>17 224</div> <div>REPOSTS</div> <div>310</div> | <div>REACTIONS</div> <div>76</div> <div>ER</div> <div>4.2%</div> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                      |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| <div>Nº4</div> <div>19.06 · 17:30</div> <div>VIDEO</div> <div><div> Chicken Drumsticks with Rice Ingredients: <input checked="" type="checkbox"/> Basmati rice - 1 cup <input checked="" type="checkbox"/> Water - 1 cup <input checked="" type="checkbox"/> Bouillon cubes - 2 pcs <input checked="" type="checkbox"/> Cream - 1 cup...</div></div>                                                          | <div>VIEWS</div> <div>17 122</div> <div>REPOSTS</div> <div>183</div> | <div>REACTIONS</div> <div>48</div> <div>ER</div> <div>4.2%</div> |
| <div>Nº5</div> <div>21.06 · 17:30</div> <div>VIDEO</div> <div><div> Chicken Rolls with Potatoes Ingredients: <input checked="" type="checkbox"/> Chicken fillet – 3-4 pcs <input checked="" type="checkbox"/> Potatoes – 5-6 pcs <input checked="" type="checkbox"/> Cheese (to taste) <input checked="" type="checkbox"/> Mayonnaise (to taste) <input checked="" type="checkbox"/> Herbs (to...</div></div> | <div>VIEWS</div> <div>16 610</div> <div>REPOSTS</div> <div>169</div> | <div>REACTIONS</div> <div>60</div> <div>ER</div> <div>4.0%</div> |

WORST 3

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                     |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| <div>↓</div> <div>06.07 · 12:00</div> <div>VIDEO</div> <div><div> Mind-Blowing Eggplant Appetizer Ingredients: <input checked="" type="checkbox"/> Eggplants - 2 pcs <input checked="" type="checkbox"/> Eggs - 2 pcs <input checked="" type="checkbox"/> Flour <input checked="" type="checkbox"/> Breadcrumbs For sauce: <input checked="" type="checkbox"/> Sour cream - ...</div></div>                                     | <div>VIEWS</div> <div>9 687</div> <div>REPOSTS</div> <div>196</div> | <div>REACTIONS</div> <div>48</div> <div>ER</div> <div>2.4%</div> |
| <div>↓</div> <div>06.07 · 08:00</div> <div>VIDEO</div> <div><div> Turkish Mushroom Soup Ingredients: <input checked="" type="checkbox"/> Onion - 2 pcs <input checked="" type="checkbox"/> Garlic - 5 cloves <input checked="" type="checkbox"/> Butter - 1 tbsp <input checked="" type="checkbox"/> Vegetable oil - 2 tbsp <input checked="" type="checkbox"/> Mushrooms - 800...</div></div>                                | <div>VIEWS</div> <div>9 654</div> <div>REPOSTS</div> <div>137</div> | <div>REACTIONS</div> <div>49</div> <div>ER</div> <div>2.3%</div> |
| <div>↓</div> <div>06.07 · 11:00</div> <div>VIDEO</div> <div><div> Turkish Cake Ingredients: <input checked="" type="checkbox"/> Egg - 2 pcs <input checked="" type="checkbox"/> Salt - pinch <input checked="" type="checkbox"/> Sugar - 200 g <input checked="" type="checkbox"/> Vanilla sugar - 1 tsp <input checked="" type="checkbox"/> Milk - 100 g <input checked="" type="checkbox"/> Vegetable oil - ...</div></div> | <div>VIEWS</div> <div>9 394</div> <div>REPOSTS</div> <div>140</div> | <div>REACTIONS</div> <div>36</div> <div>ER</div> <div>2.3%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

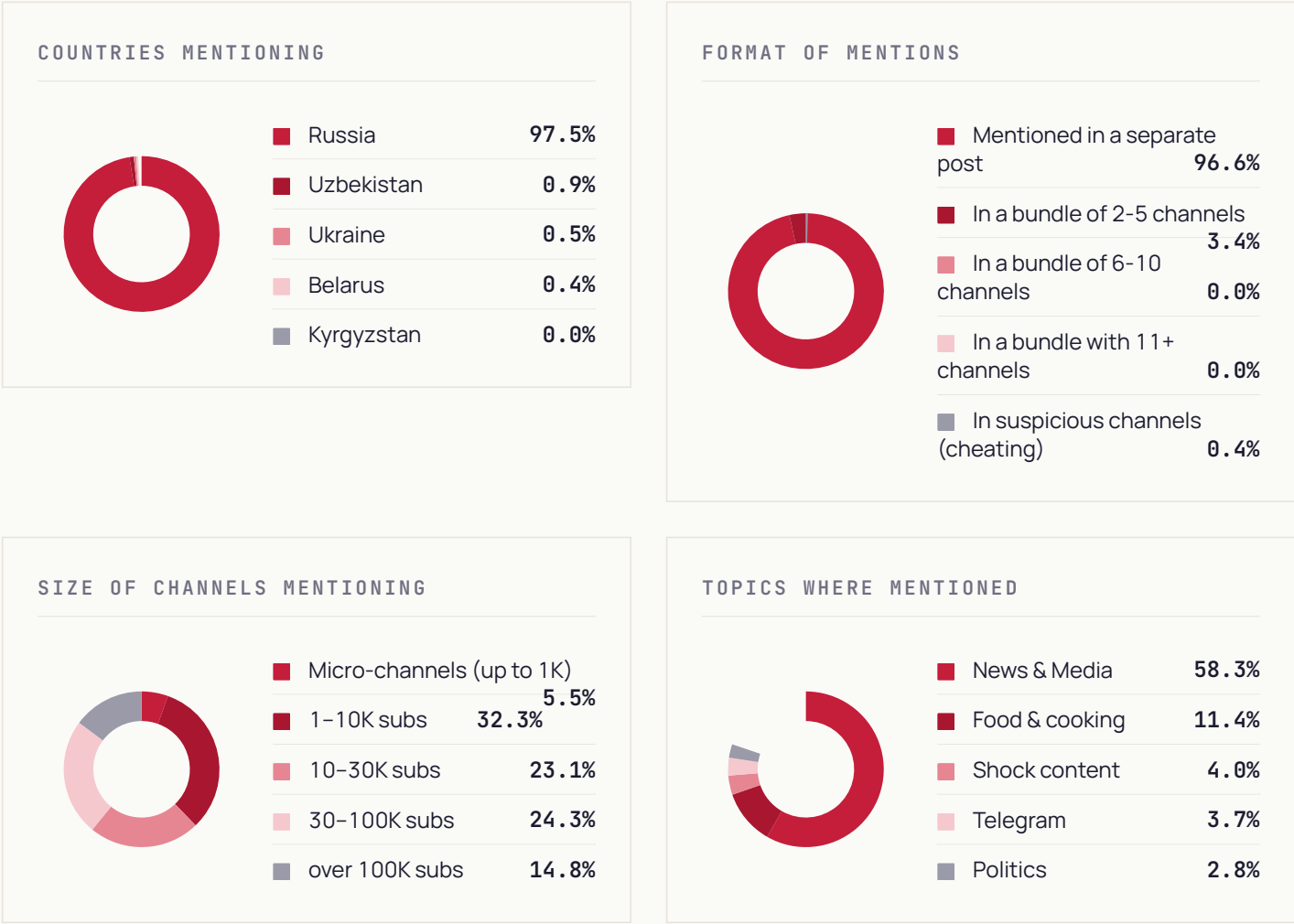
Subscriber growth chart for the year. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

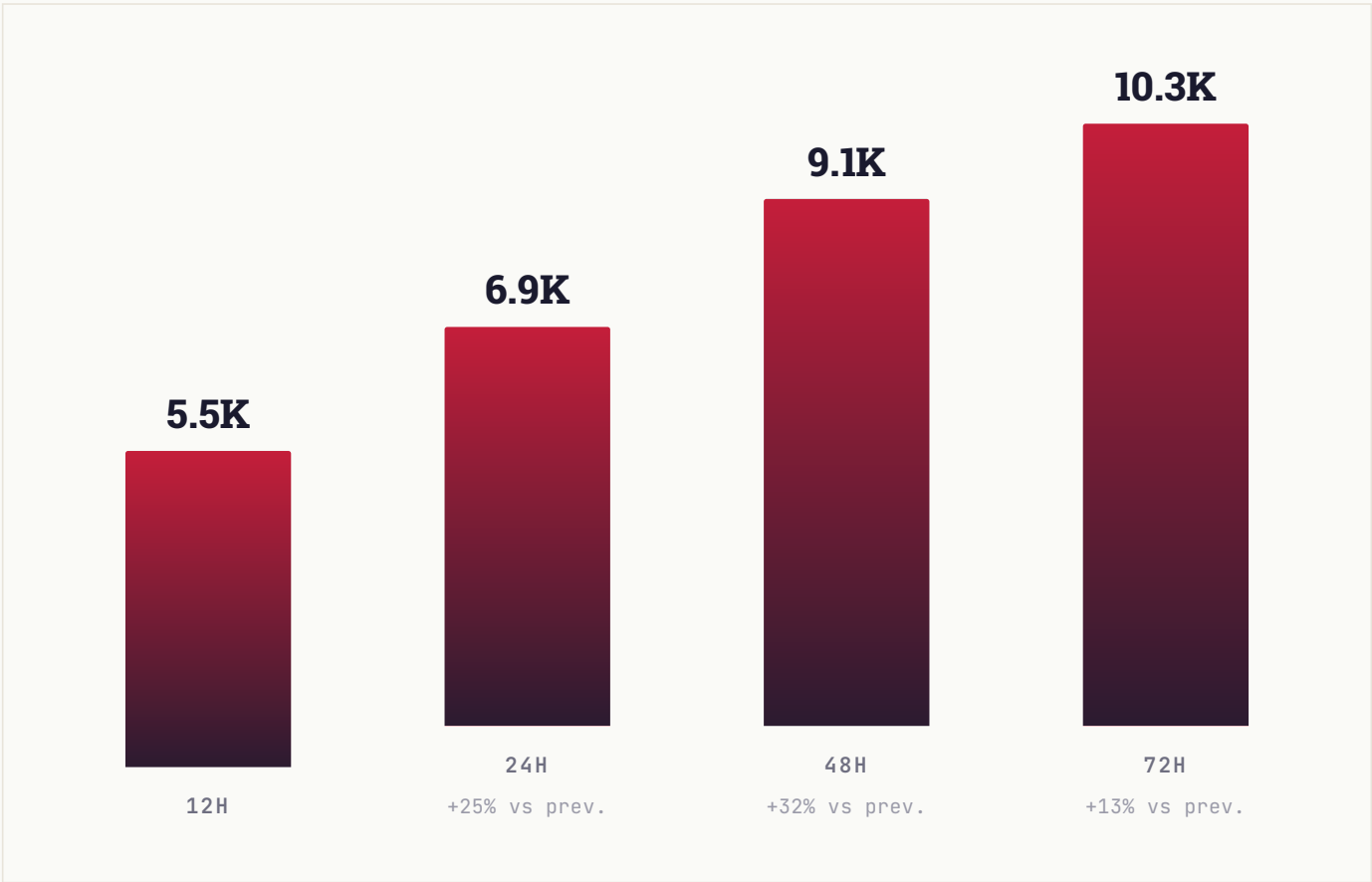
Citation index **2 246** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 991** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings 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 highlighted — see its place 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        |
| KN Kitchen inside out        | 532.5K      |
| VI Tasty & cheap 🍪           | 487.7K      |
| CI CHIZHIK                   | 485.1K      |
| Sun Everyday Recipes         | 461.5K      |
| TA TARELOCHKA YOU            | 410.9K      |

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#13 of 94). Leader — Cooking Recipes Salads 🧑🍳 (995.6K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 392**, they brought **118 220** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| January 2026   | 25       | 3        | 19 679       |
| December 2025  | 211      | 210      | 0            |
| Nov 2025       | 109      | 99       | 0            |
| Oct 2025       | 5        | 4        | 4 425        |
| September 2025 | 1 180    | 1 089    | 94 116       |
| August 2025    | 862      | 852      | 0            |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS IN DATA | ACQUIRED SUBS |
| 2 392          | 6              | 118 220       |

SECTION 08 · NICHE COMPARISON

# Where 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.

#13/100

RANK IN NICHE

Channel in top 13% – strong position



## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Tuesday

On this day at 21:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post**

02

## ER below niche benchmark — rethink formats

Current ER 3.01% vs norm 9.0%. Try polls & interactive formats.

EFFECT

**+6.0pp ER**

03

## System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000  
subs**

04

## Test polls & interactive formats

Posts with polls/reactions typically 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

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 us to do it 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.

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01 **Launch Telegram ad** <https://panel.promptpress.com/register>

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02 **Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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