

PUBLIC REPORT BY PROMTPRESS

Channel audit

TBP Private



@tebopi

A+ Roskomnadzor: <https://clck.ru/3FirHu> | YouTube project «Theory of Big Beer»

SUBSCRIBERS

28 212

+47 per month

ERR (% SEE POSTS)

54.0%

per day 21.3%

REACH/POST

14.7K

ad reach 6K/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 it covers.

 SUBSCRIBERS 28 212 —	 SUBSCRIBER REACH 52.1% avg % subs see post	 VIEWS/POST 14.7K median 15K · 26 days	 POSTS/WEEK 4.4 for the period
 7D TREND -4.1% vs previous week	 REACTIONS/POST 334.6 total 5,689 reactions, 228 reposts, 293 comments	 POST LENGTH 212 chars median 159 · 26 days	 POSTS ANALYZED 17 26 days
 AD REACH 6K 24h avg	 CHURN / MONTH +47 last month	 CITATION RATE 27 citation index · 67 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 11.02.2021

AI EDITOR SUMMARY

Channel «TBP Private» — 28 212 subs. Each post averages 14.7K people (52% from subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) — rare publications. Week of Jun 22–28 reach stable (-4.1% vs week 15–21 Jun).

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 17 posts over 26 days.
- 02 Dominant format – Photo (13/17 posts).
- 03 Avg post length – 212 chars (median 159).
- 04 Audience peak – Monday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (20.3K avg top vs 11.2K worst) – among 17 posts over 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 14:05 PHOTO Hi) Exclusive video on Boosty and VK donat: How Dinya secretly picked vodka from Pyaterochka while Morozov was on an important mission in...	VIEWS 21 649 REP. 5	REACTIONS 173 ER 76.7%
Nº2 15.06 · 13:46 PHOTO -Dude shave, don't make me laugh with three hairs... Me: But seriously, soon there will be a real mess and you haven't seen Dinya yet))) to beer...	VIEWS 21 121 REP. 7	REACTIONS 402 ER 74.9%
Nº3 22.06 · 10:01 PHOTO Starting!!!! We're giving away a case of beer «PRIBITIE». Special brew collab with BrewDivision for the birthday of YouTube channel «Theory...	VIEWS 18 232 REP. 39	REACTIONS 568 ER 64.6%

Nº4 26.06 · 17:08 PHOTO Hi everyone from the stream!) What tasty stuff do you have!) 🍺🔥❤️	VIEWS 16 140 REP. 6	REACTIONS 257 ER 57.2%
Nº5 27.06 · 20:47 TEXT (post without caption – text)	VIEWS 15 949 REP. 4	REACTIONS 305 ER 56.5%

|

WORST 3

↓ 02.07 · 10:28 PHOTO Elena Alexandrovna, Happy Birthday! May all life settings be turned to max! Guys in comments, I'm sure...	VIEWS 12 237 REP. 5	REACTIONS 910 ER 43.4%
↓ 03.07 · 14:05 PHOTO Good evening! A joint video from Krasnoyarsk with Mikheev and Pavlov! Decided to have some beer for summer... Heartfelt talks, good mood...	VIEWS 11 475 REP. 15	REACTIONS 260 ER 40.7%
↓ 04.07 · 07:03 PHOTO WINE IN BOXES WITH TBP 📺 YOUTUBE 📺 VK VIDEO	VIEWS 9 821 REP. 11	REACTIONS 233 ER 34.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

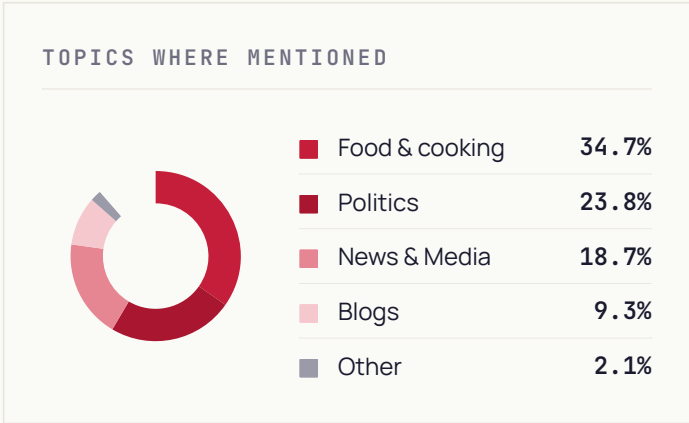
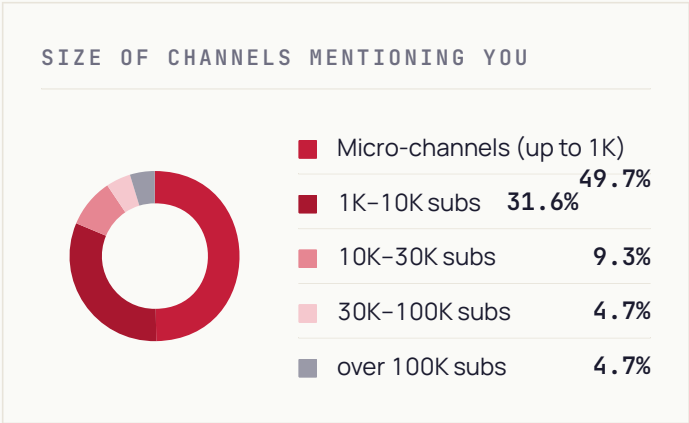
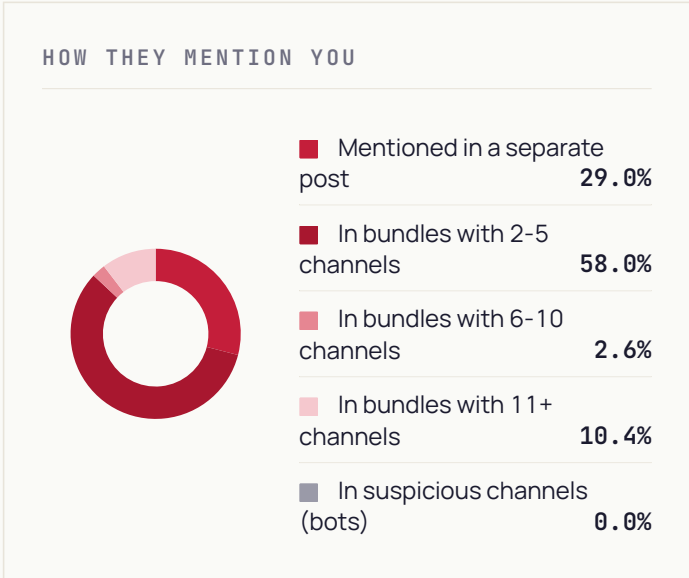
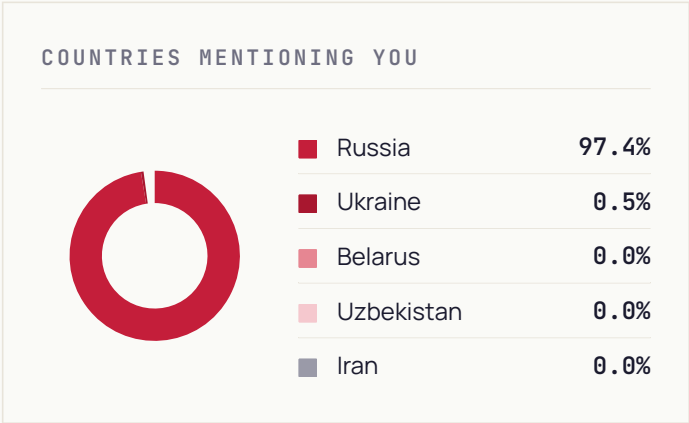
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

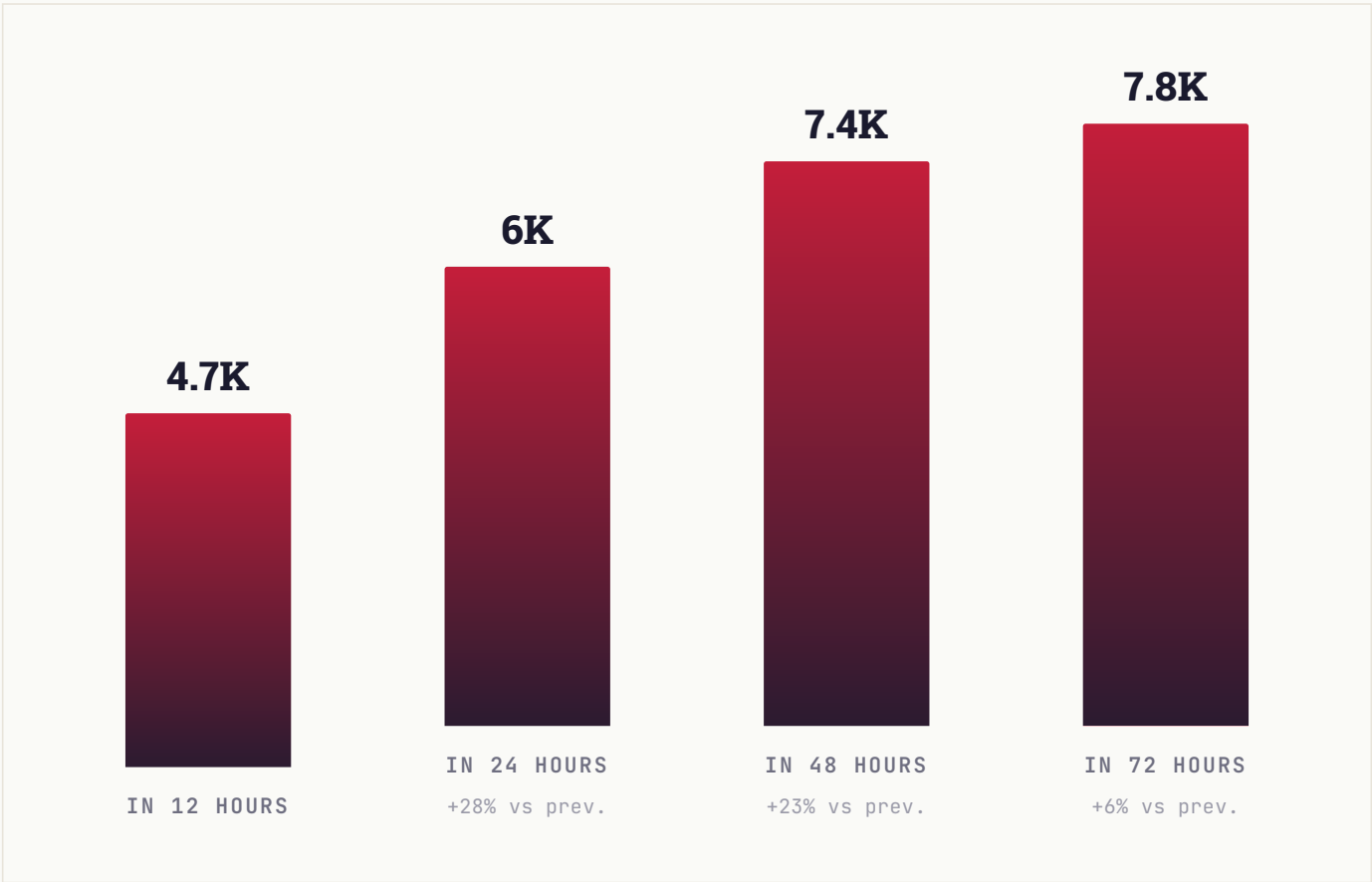
Citation index **27** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **67** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank 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
Sun Daily recipes	461.5K
TP TBP Private YOU	28.2K

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 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **31**, they brought **769** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	9	7	190	
December 2025	9	4	362	
Nov 2025	3	1	103	
Oct 2025	4	3	6	
September 2025	3	2	46	
August 2025	3	1	62	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
31	6	769

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: 80% of niche channels (p10–p90). Black vertical: median. Red dot: your channel.



— 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

Increase posting frequency

Now 4.4 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Monday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for a key post**

03

Increase video posts share

Video in Telegram holds audience longer and is favored
by the algorithm. Recommend share of 15-25%.

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager