

PUBLIC REPORT BY PROMTPRESS

Channel audit the_ksusha



@the_ksusha_foodblog

RKN registry: <https://clck.ru/3GC7sm> Soulful food blog with taste Recipes, family, kids, lifestyle, country life, own kitchen accessories brand HomeSoul Collaboration @the_ksusha Personal...

SUBSCRIBERS

151 747

-1037 per month

ERR (% SEE POSTS)

23.0%

daily 10.1%

REACH/POST

33.5K

ad reach 15.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Food & Cooking»

09 Strategy

5 priority actions

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 151 747 —	 SUBSCRIBER REACH 22.07% avg % subs see post	 VIEWS/POST 33.5K median 34K · 28 days	 POSTS/WEEK 11.9 for period
 7D TREND +5.7% vs previous week	 REACTIONS/POST 765.5 36,746 reactions, 2,022 reposts, 1,276 comments	 POST LENGTH 535 chars median 553 · 28 days	 POSTS ANALYZED 48 28 days
 AD REACH 15.3K 24h avg	 CHURN / MONTH -1037 last month	 CITATION RATE 9 citation index · 47 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 24.02.2022

AI EDITOR SUMMARY

Channel «the_ksusha» — 151 747 subs. Each post avg views 33.5K people (22% of subs), average reach — room to grow. Publishes 12 posts/week (~2/day) — regular schedule. Week Jun 22–28 reach up +5.7% vs week Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **48** posts in 28 days.
- 02 Dominant format – **Video** (20/48 posts).
- 03 Avg post length – **535** chars (median 553).
- 04 Peak audience activity – **Monday**, 15:00 MSK.
- 05 Strongest posts get **2x** More views than weakest (42.5K avg top vs 27.3K worst) – among 48 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 15:06 VIDEO Hurray, girls! I'm free - parents can go to the store 😁 Went to the grocery - eyes wide open! After bland food so...	VIEWS 46 060 REP. 4	REACTIONS 1 044 ER 30.4%
Nº2 22.06 · 12:19 VIDEO When we bought a country house, one of my first concerns was caring for shrubs and the garden. And when I found out how much...	VIEWS 41 205 REP. 13	REACTIONS 251 ER 27.2%
Nº3 19.06 · 17:27 VIDEO Finally! My sister, her husband and kids are coming to visit us... this summer! They used to come only in winter for New Year, but in summer...	VIEWS 40 282 REP. 13	REACTIONS 1 126 ER 26.5%

Nº4 23.06 · 09:33 PHOTO This is what we've been preparing for almost all June, planned hospitalization. We'll continue dealing with migraines and increased exhaustion...	VIEWS 39 623 REP. 9	REACTIONS 1 207 ER 26.1%
Nº5 20.06 · 17:00 VIDEO Sister arrived 😊	VIEWS 38 866 REP. 4	REACTIONS 1 191 ER 25.6%

|

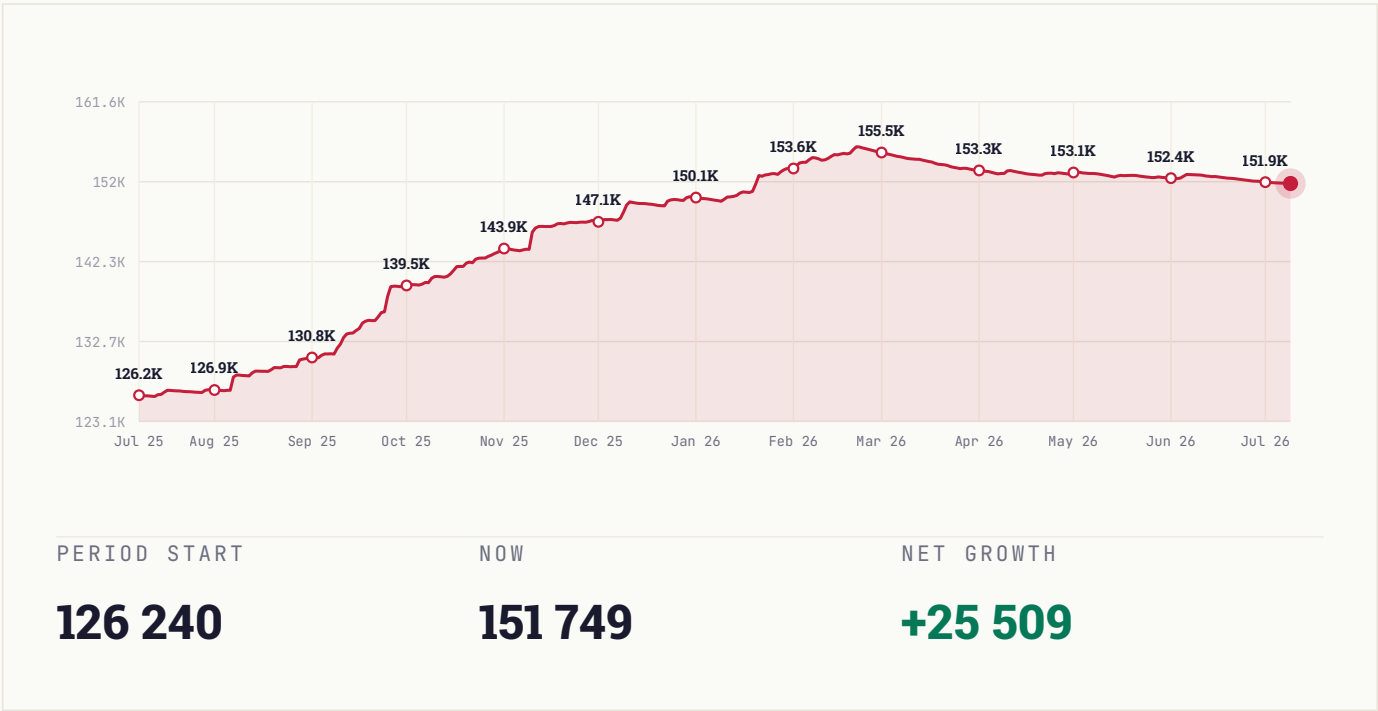
WORST 3

↓ 12.06 · 07:31 PHOTO Happy Russia Day, dear ones! 🇷🇺 I love my country with all my heart - every birch tree, every sunset. And I sincerely believe it's the best, because...	VIEWS 28 236 REP. 5	REACTIONS 1 321 ER 18.6%
↓ 04.07 · 13:18 PHOTO You'd know how much this childish "I'm boooored" annoys me 🧑 Immediately reminds me of my childhood, when it never even occurred to me to say...	VIEWS 27 100 REP. 20	REACTIONS 683 ER 17.9%
↓ 05.07 · 14:38 VIDEO Zucchini season already started? Here's an idea where to put them 😂	VIEWS 26 522 REP. 19	REACTIONS 760 ER 17.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

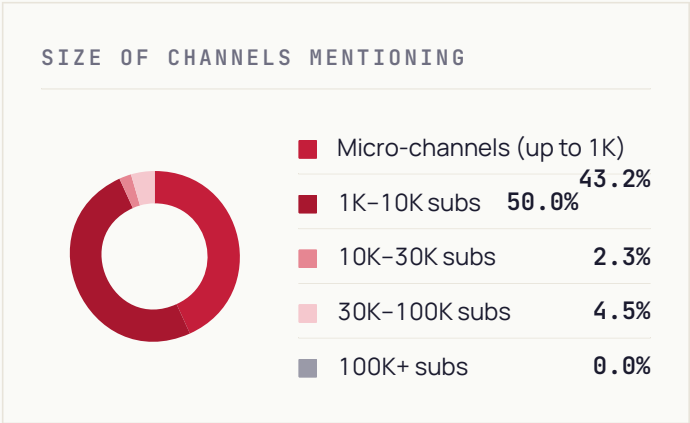
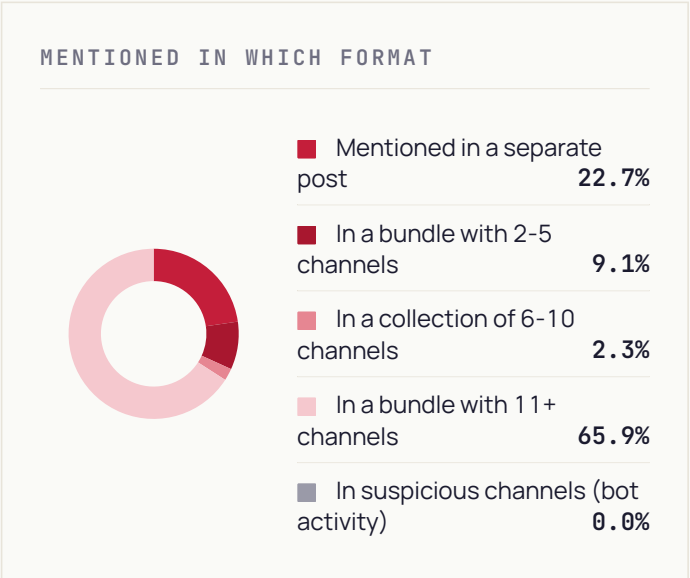
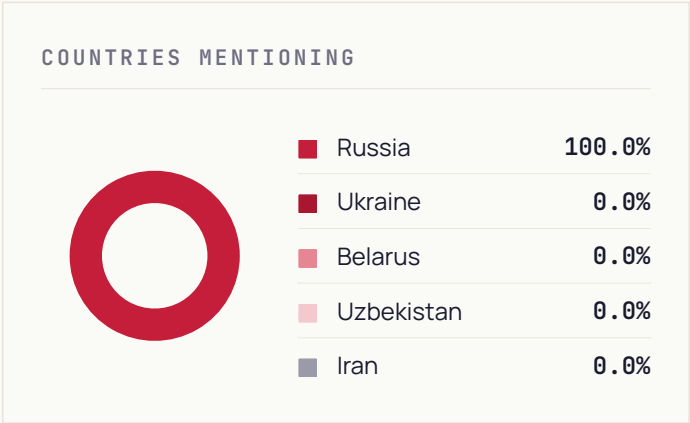
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained subs and which months subs left.



SECTION 04 · CITATIONS

Who mentions the channel and how

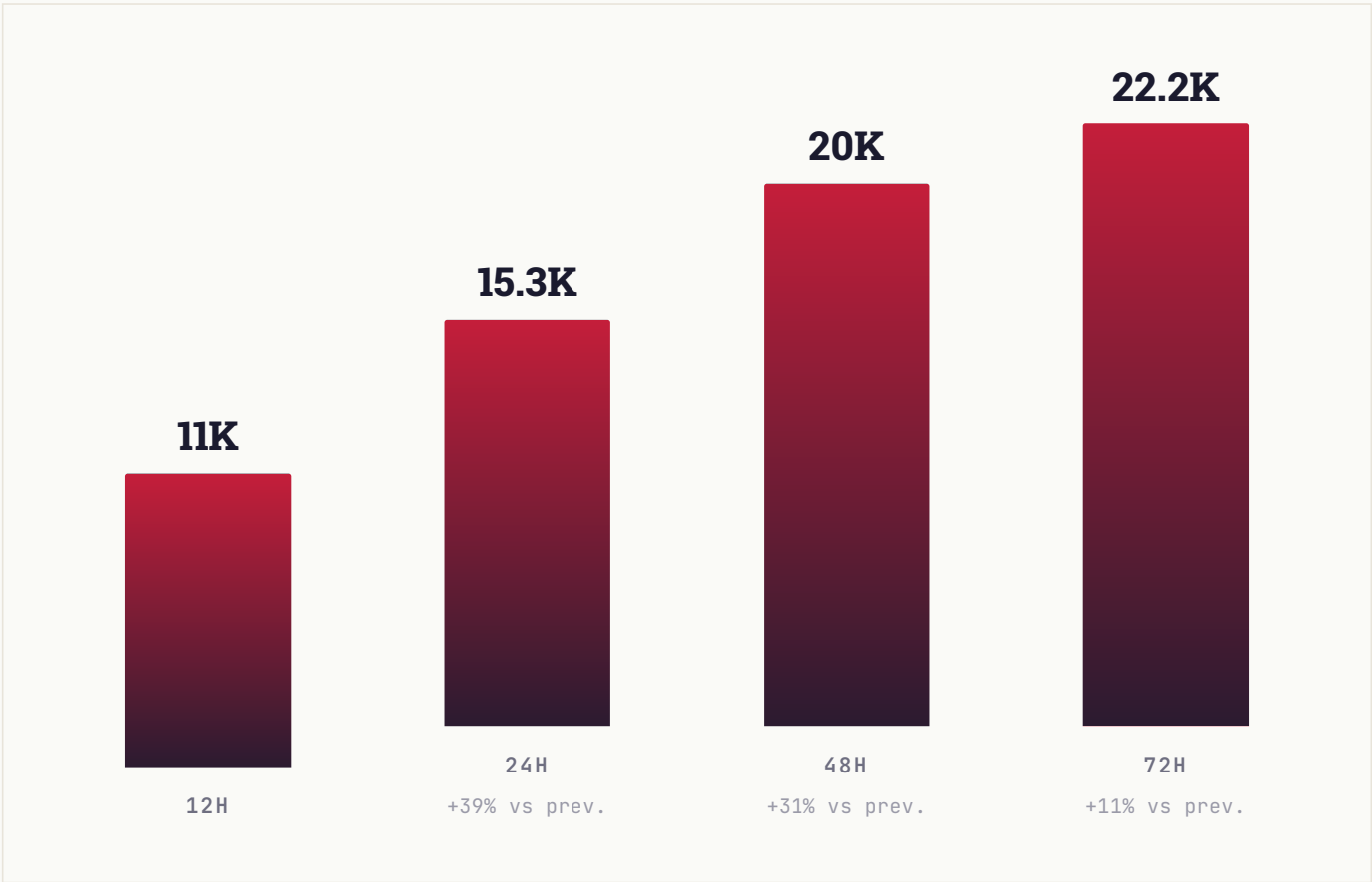
Citation index 9 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned 47 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby 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
Tue Simple Recipes	586.9K
KR Recipe book	559K
KN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Daily Recipes	461.5K
TH the_ksusha YOU	151.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#80 of 94). Niche median — 205K subs. First growth KPI — reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

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 **4**, they brought **29 472** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	4 227
December 2025	3	2	3 725
November 2025	0	0	3 969
October 2025	0	0	4 543
Sep 2025	1	1	8 797
August 2025	0	0	4 211

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
4	6	29 472

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

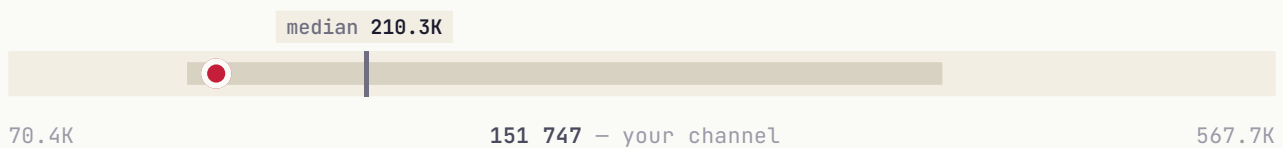
Took top-100 channels in category "Food & Cooking» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#80 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

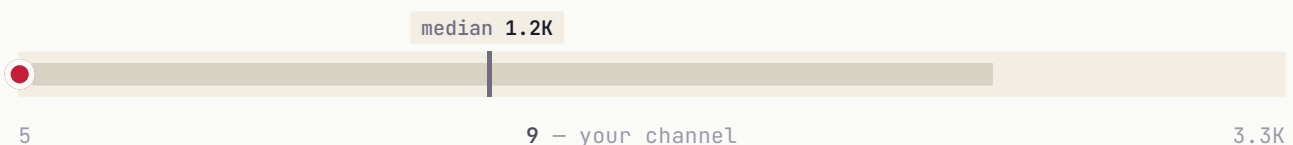
SUBSCRIBERS

worse than median by 28%

AVG REACH / POST

top 82% of niche

CITATION INDEX

worse than median by 99%

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 Monday**

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****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 point.

EFFECT

+5-15% ER**04****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****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
