

PUBLIC PROMTPRESS REPORT

Channel audit

Tochno Gotovim



@tochnogotovim

Your trusted guide to the delicious world of flavors! © Elena Lande
Ads: @noproducer Registration: No. 5656562174

SUBSCRIBERS

35 945

-102 per month

ERR (% SEE POSTS)

38.0%

last 24h 6.7%

REACH/POST

13.2K

ad reach 2.4K/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 generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Food & Cooking» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 35 945 —	 SUBS REACH 36.83% avg % subs see post	 VIEWS/POST 13.2K median 14.6K · 28 days	 POSTS/WEEK 6.0 for period
 7D TREND -11.5% vs previous week	 REACTS/POST 93.2 total 2,237 reactions, 1,831 reposts, 0 comments	 POST LENGTH 222 chars median 210 · 28 days	 POSTS ANALYZED 24 28 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -102 last month	 CITATION RATE 6 citation index · 10 channels mentioned ever	 CHANNEL AGE 1 year 8 months created Oct 29, 2024

AI EDITOR SUMMARY

Channel «Exactly Cooking» — 35 945 subs. Each post avg views 13.2K people (37% of subs), good reach. Posts 6 posts/week (~1/day) — rare. Week Jun 22–28 reach dropped -11.5% by week Jun 15–21 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 24 posts over 28 days.
- 02 Dominant format – Video (23/24 posts).
- 03 Avg post length – 222 chars (median 210).
- 04 Peak audience activity – Friday, 07:00 MSK.
- 05 Top posts drive 3× more views than the weakest (18.2K avg for top vs 5.8K for worst) – among 24 posts in 28 days. Analyze commonalities: topic, format, publish time.

TOP 5 POSTS

№112.06 · 04:25VIDEO	VIEWS	REACTS
	19 219	116
🔥 Homemade Marshmallow Sweet moments for you) remember, even if you decide whether your marshmallow is black or white)... #marshmallow #dessert...	REPOSTS	ER
	127	53.5%
№213.06 · 04:05VIDEO	VIEWS	REACTS
	17 764	135
🔥 Liver Pancakes Liver pancakes are delicious. They disappear instantly. And with mashed potatoes, it's mind-blowing... #pancakes #liver *Full...	REPOSTS	ER
	152	49.4%
№317.06 · 05:51VIDEO	VIEWS	REACTS
	17 728	79
🔥 M&M's Cookies Check which m&m's you buy, I accidentally got some with peanuts. Get the regular ones... #cookies #baking *Full...	REPOSTS	ER
	55	49.3%

Nº4 18.06 • 05:12 VIDEO 🔥 Homemade Bread No oven, 35-40 minutes. Say, "French batbot"... #bread #cheese *Full recipe by tapping the...	VIEWS 17 719 REPOSTS 172 REACTS 133 ER 49.3%
Nº5 15.06 • 06:19 VIDEO 🔥 Borscht Borscht. Just borscht. Add whatever you like... #borscht #beetroot #broth *Full recipe by tapping the title Social media ...	VIEWS 17 648 REPOSTS 75 REACTS 119 ER 49.1%

| WORST 3

↓ 25.06 • 07:09 VIDEO 🔥 Meat Ribs Practice and theory. If you read carefully, you'll always get the meat right. Any questions...	VIEWS 7 235 REPOSTS 33 REACTS 90 ER 20.1%
↓ 02.07 • 12:51 PHOTO 🔥 Hey friends! Time to revisit our Telegram channels – each is unique, and everyone can find something to their taste: 🔥 ELENA...	VIEWS 5 124 REPOSTS 1 REACTS 34 ER 14.3%
↓ 05.07 • 04:20 VIDEO 🔥 Mimosa Salad When we rush spring and banish canned food... #salad #mimosa *Full recipe by tapping the title Social media ...	VIEWS 5 069 REPOSTS 20 REACTS 82 ER 14.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

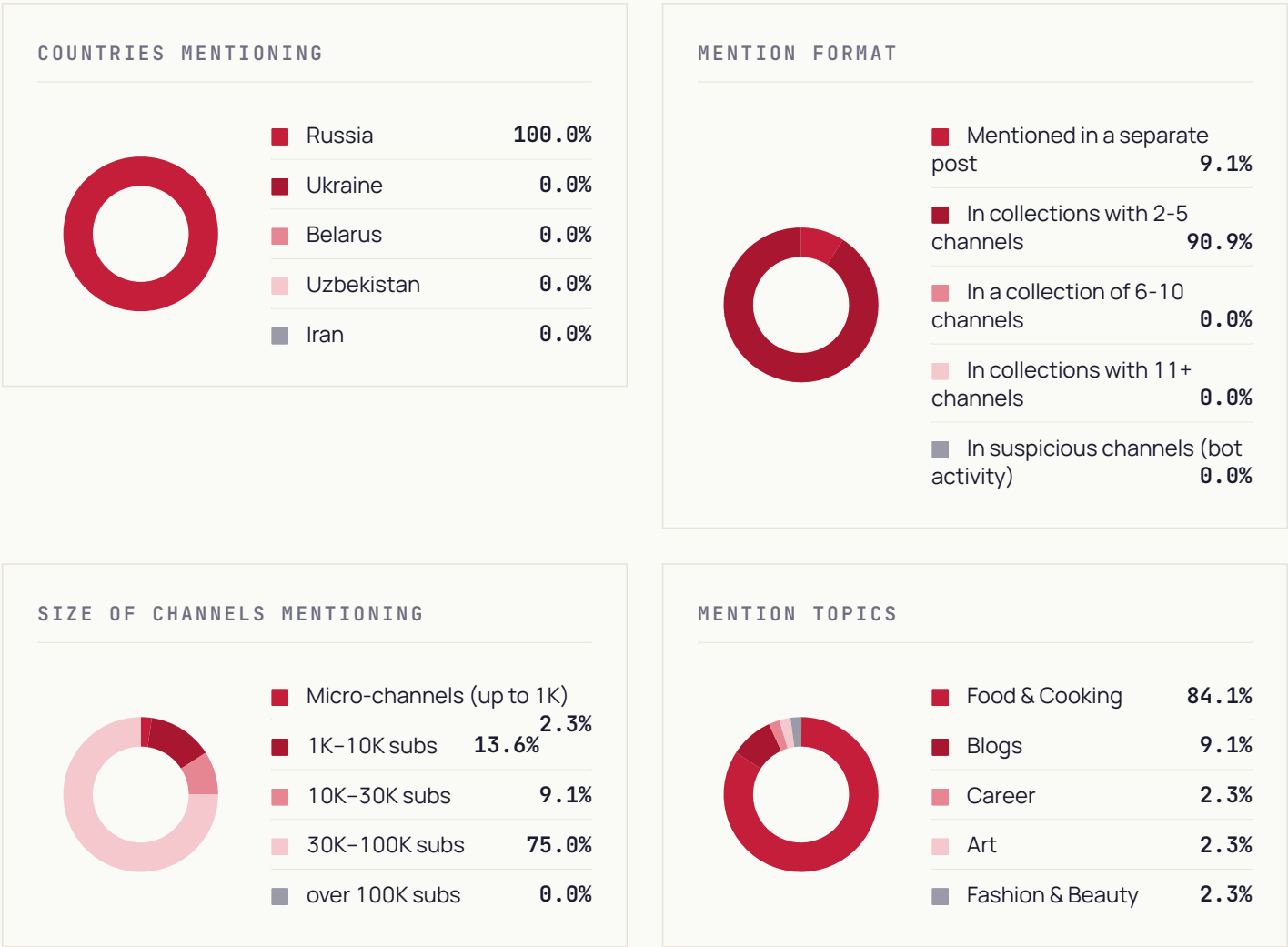
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

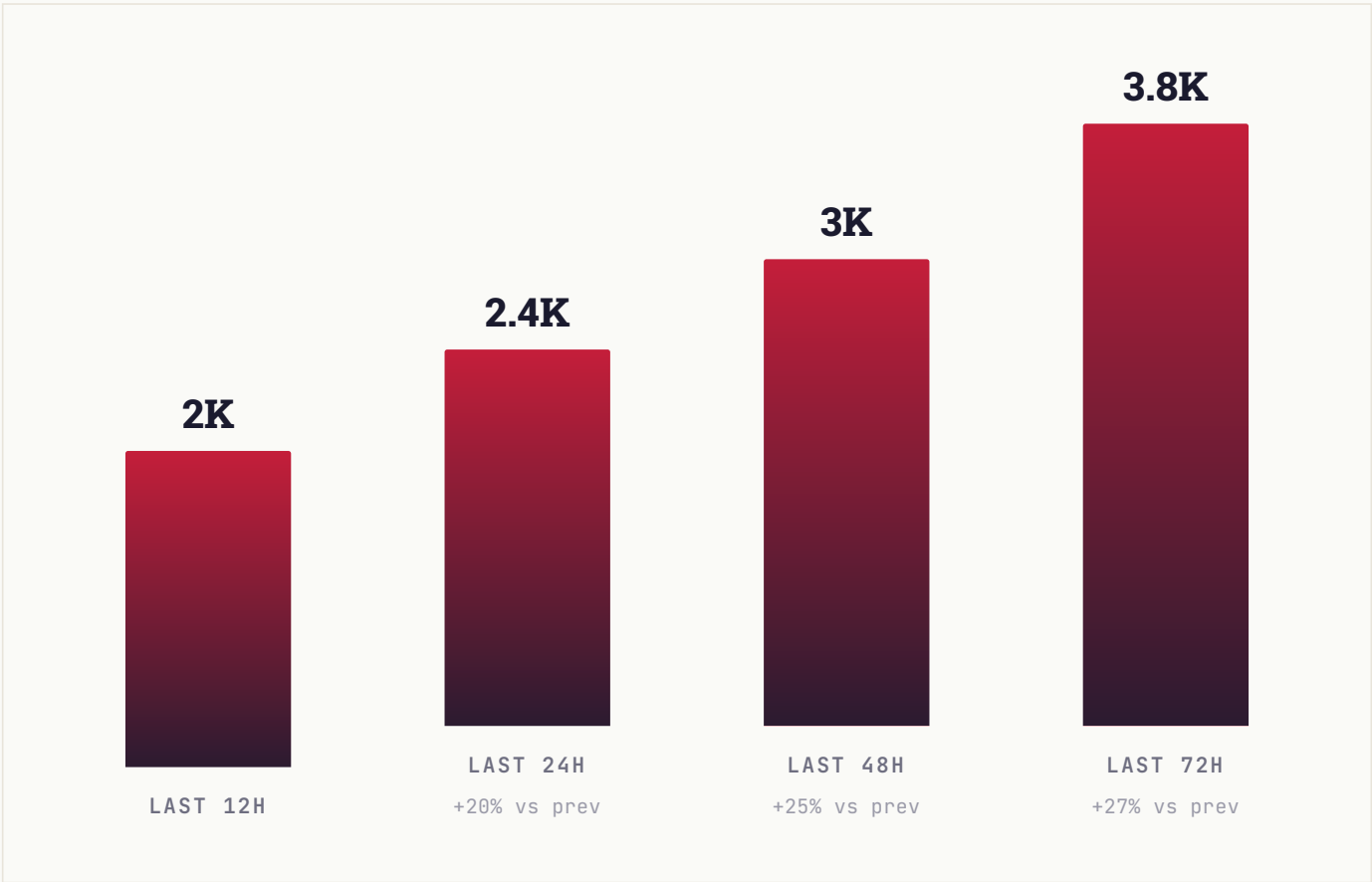
Citation index 6 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **10** different channels.



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 highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyaterochka	776.5K
🍰M 🍰 Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
TH Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & Cheap 🍪	487.7K
CI CHIZHIK	485.1K
SU Everyday Recipes	461.5K
TG Tochno Gotovim YOU	35.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), top-94 median: 205K. First goal — enter top-94 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 were **20**, they brought **22 538** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1	1	1 463
December 2025	4	2	1 849
Nov 2025	1	1	2 999
Oct 2025	6	2	4 887
September 2025	8	3	8 644
August 2025	0	0	2 696

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
20	6	22 538

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.



— 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 Friday**

Audience is most active on this day at 07:00 MSK.

EFFECT

**Best time for
key posts****02****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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few 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
----	--------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
