

PUBLIC PROMTPRESS REPORT

Channel audit

Recipes Every Day



@topretsept

Ad by: @masha_lml - Best recipes 3x/day. - Easy hashtag search. -
Save to favorites. RKN list: <https://clck.ru/3Fix8p>

SUBSCRIBERS

225 034

-1186 per month

ERR (% WHO SEE
POSTS)

6.0%

per day **2.8%**

REACH/POST

12.3K

ad reach **6.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 225 034 —	 SUBS REACH 5.47% avg % subs see post	 VIEWS/POST 12.3K median 12.6K · 29 days	 POSTS/WEEK 24.3 over period
 7D TREND -6.2% vs previous week	 REACTIONS/POST 38.6 total 3,941 reactions, 9,972 reposts, 8 comments	 POST LENGTH 704 chars median 720 · 29 days	 POSTS ANALYZED 102 29 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -1186 last month	 CITATION RATE 61 citation index · 468 channels mentioned ever	 CHANNEL AGE 4 years 10 months created 01.09.2021

AI EDITOR SUMMARY

Channel «Recipes Every Day» – 225 034 subs. Each post averages 12.3K people (5% from subs), reach is low – expand audience. Publishes 24 posts per week (~3/day) – active posting. For week Jun 29 – Jul 5 reach dropped -6.2% by week 22–28 Jun – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **102** posts over 29 days.
- 02 Dominant format – **Photo** (102/102 posts).
- 03 Avg post length – **704** chars (median 720).
- 04 Peak audience activity – **Sunday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (14.6K avg top vs 9.5K worst) – among 102 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 18:00 PHOTO Honey-Glazed Ribs Ingredients: - Pork ribs – 600 g - Honey – 2.5 tbsp - Lemon – 1/4 pc - Salt – to taste - Soy sauce – 50...	VIEWS 15 143 REP. 166	REACTIONS 45 ER 6.7%
Nº2 12.06 · 18:00 PHOTO Azu Tatar style  Ingredients: - Beef – 500 g - Onion – 5 pcs - Carrot – 2 pcs - Pickles – 3 pcs - Tomato paste...	VIEWS 14 430 REP. 156	REACTIONS 57 ER 6.4%
Nº3 13.06 · 18:00 PHOTO Fish & Rice Pie  Ingredients: - Puff pastry (yeast-free) - 200 g - Salmon fillet - 200 g - Cooked rice - 120 g - Egg...	VIEWS 14 327 REP. 112	REACTIONS 47 ER 6.4%

Nº4 14.06 · 13:00 PHOTO Scotch eggs 📖 Ingredients: - Ground beef - 400 g - Worcestershire sauce - 1 tbsp - Mustard - 1 tbsp - Salt - 0.5 tsp - Dried...	VIEWS 14 276 REP. 54	REACTIONS 34 ER 6.3%
Nº5 15.06 · 08:00 PHOTO Lavash with cottage cheese and cheese in the oven 📖 Ingredients: - Lavash - 3 pcs - Butter - 50 g - Salt, pepper - to taste - Hard cheese -...	VIEWS 14 166 REP. 128	REACTIONS 43 ER 6.3%

|

WORST 3

↓ 05.07 · 13:00 PHOTO Perfect cutlets 📖 Ingredients: - Chicken fillet - 2 pcs - Salt, black pepper, sweet paprika - to taste - Flour - 2 tbsp - Egg - 2...	VIEWS 9 861 REP. 101	REACTIONS 44 ER 4.4%
↓ 06.07 · 13:00 PHOTO Pancakes 📖 Ingredients: - Flour - 350-400 g - Egg - 1 pc - Milk - 500 ml - Dry yeast - 1 tsp • Sugar - 2-3 tbsp - Salt -...	VIEWS 9 556 REP. 139	REACTIONS 47 ER 4.2%
↓ 06.07 · 12:00 PHOTO Kiwi, Cheese & Avocado Salad 🍴 Ingredients: - Avocado - 1 pc - Kiwi - 2 pcs - Feta - 100 g - Arugula - 1/2 bunch - Nuts - 1 handful -...	VIEWS 9 047 REP. 74	REACTIONS 30 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

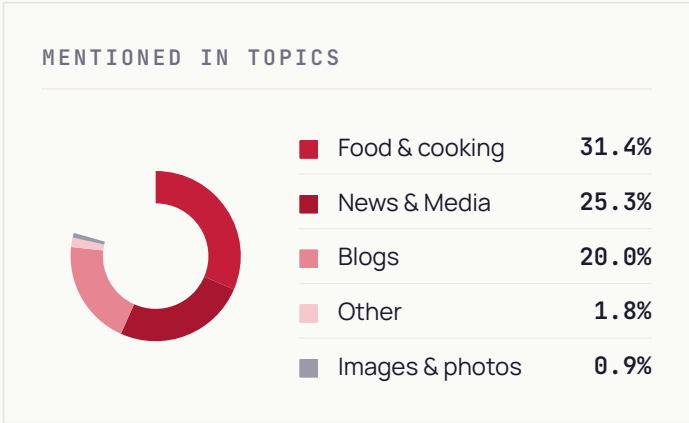
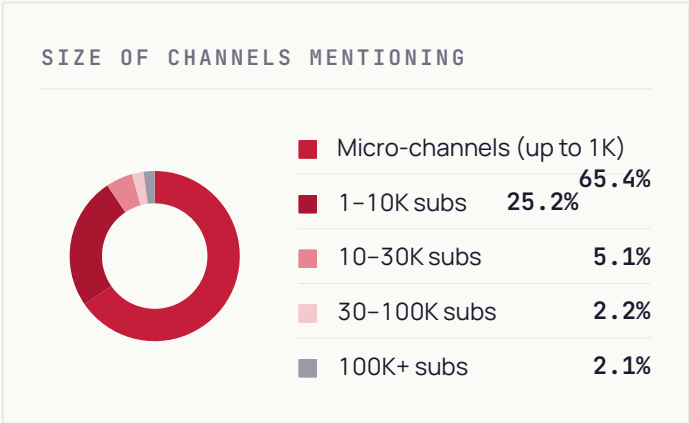
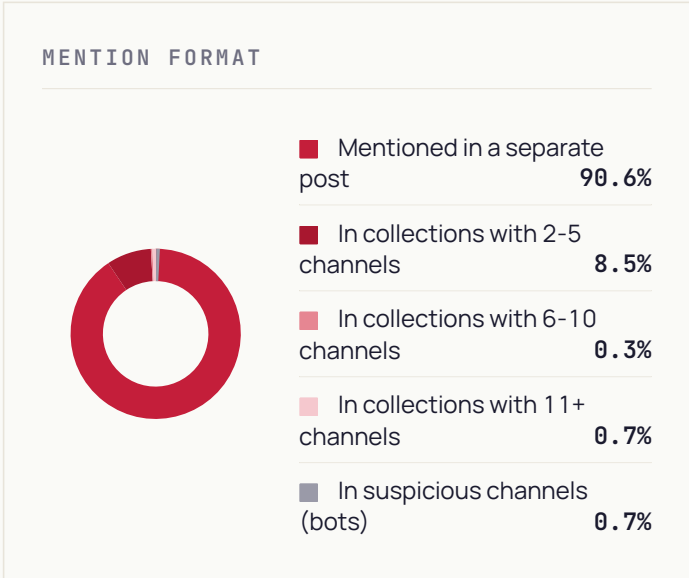
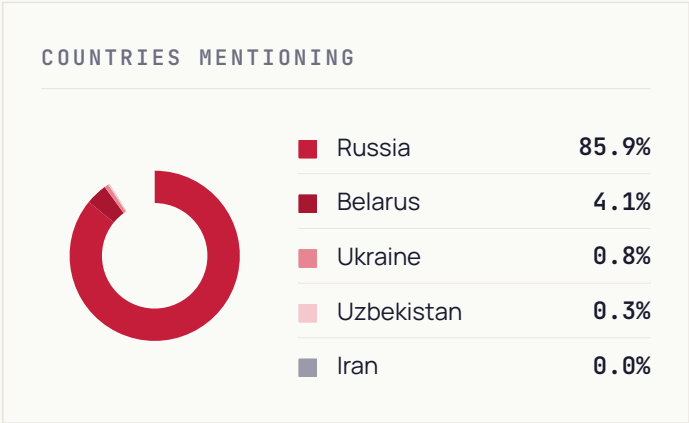
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

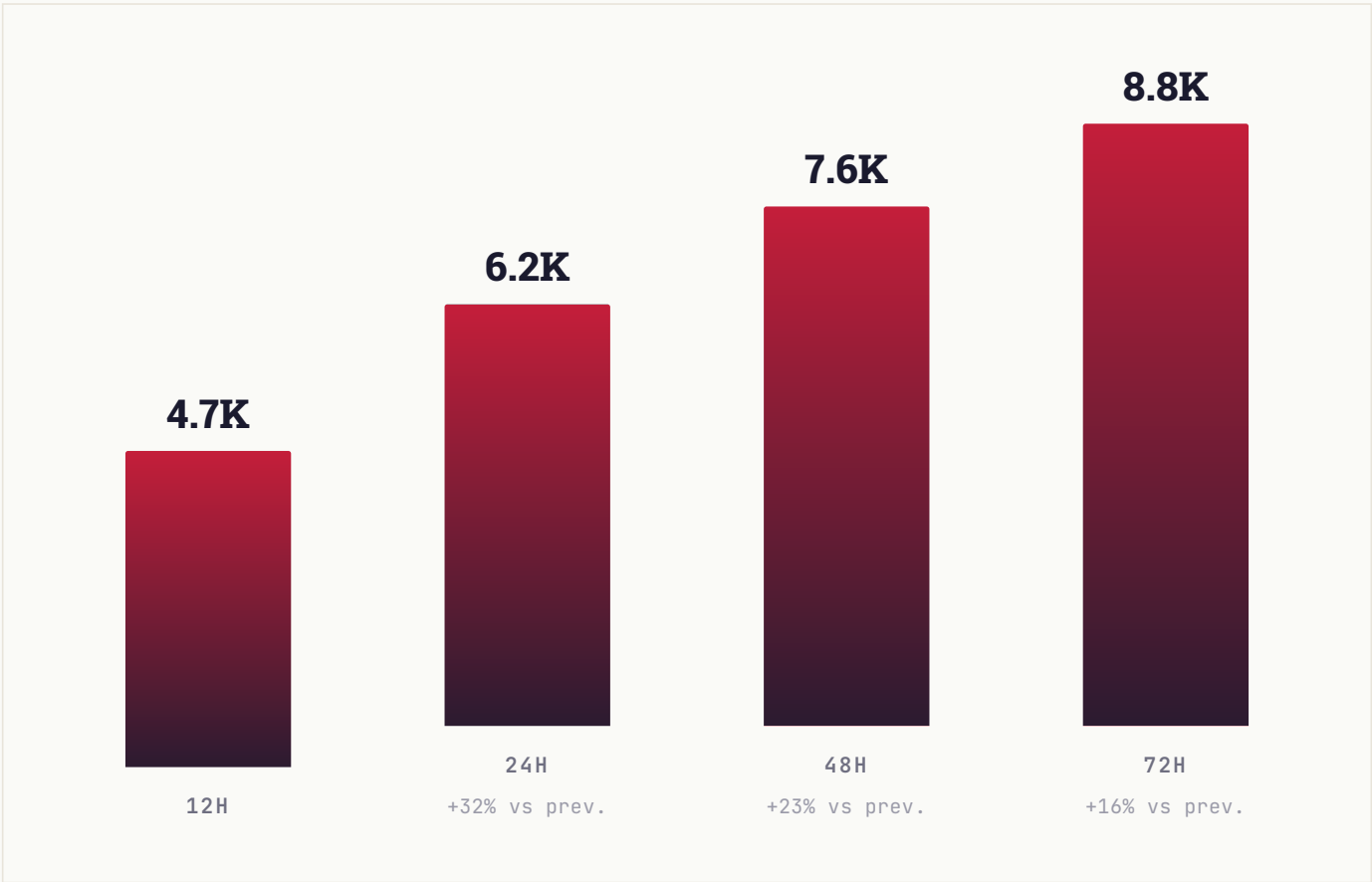
Citation index **61** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **468** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
PY Pyatyorochka	776.5K
M Mom's Recipes 😊	680.8K
A Air fryer Recipes	593.3K
PR Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen inside out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
RN Everyday Recipes	461.5K
RK Recipes Every Day YOU	225K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#48 of 94). Niche median — 205K subs.
First KPI: reach median. Leader: Cooking Recipes Salads 🧑🍳 (995.6K).

— SECTION 07 · NICHE COMPARISON

Where the channel stands 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.

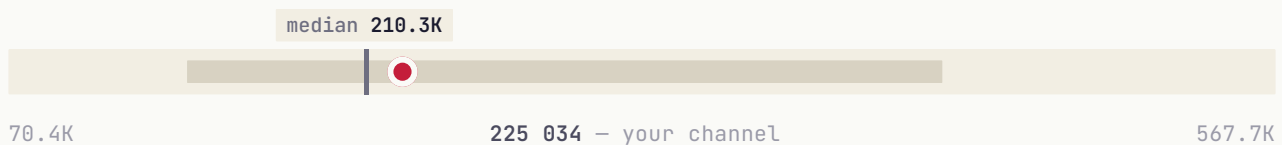
#48 /100

RANK IN NICHE

Channel in top half of ranking

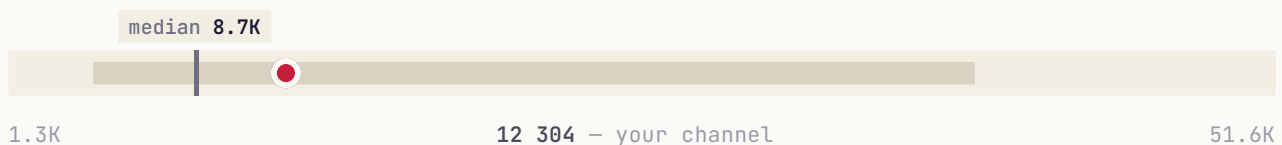
SUBSCRIBERS

better than 52% of niche



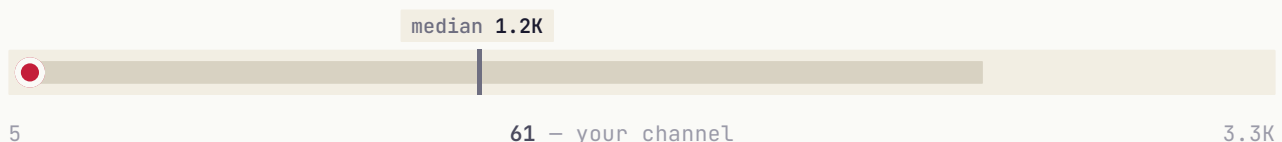
AVG REACH / POST

better than 54% of niche



CITATION INDEX

95% below median



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Sunday

Audience most active on this day at 21:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer & gets better algorithm boost. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 5.47% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+3.5pp ER
- 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager