

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pyaterochka



@tspyaterochka

Welcome to the Pyaterochka Telegram channel 🍀 Here we share fresh deals and discounts from our stores 😊 Grab a promo code for your first purchase from 1500₽...

SUBSCRIBERS

776 446

+34240 per month

ERR (% SEE POSTS)

9.0%

daily 2.1%

REACH/POST

70K

ad reach 16.3K/24h

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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 776 446 —	 SUBSCRIBER REACH 9.02% avg % of subs see post	 VIEWS/POST 70K median 29.5K · 29 days	 POSTS/WEEK 17.8 for the period
 7D TREND -17.5% vs previous week	 REACTIONS/POST 245.2 total 18,634 reactions, 6,609 reposts, 423 comments	 POST LENGTH 310 chars median 249 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 16.3K 24h avg	 CHURN / MONTH +34240 last month	 CITATION RATE 1 584 citation index · 1,815 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel Pyaterochka — 776 446 subs. Each post averages 70K people (9% from subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — consistent schedule. For the week of Jun 22–28, reach dropped -17.5% to the week of Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **76** posts over 29 days.
- 02 Dominant format – **Photo** (54/76 posts).
- 03 Avg post length – **310** chars (median 249).
- 04 Peak audience activity – **Tuesday**, 15:00 MSK.
- 05 Top posts get **42x** more views than the weakest (748.5K avg for top vs 17.9K for worst) – among 76 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 12:04 VIDEO It's just... Prize-mazing! We tell you how to win a bunch of prizes from Pyaterochka: 🌟 Go to the promo in the Pyaterochka app and...	VIEWS 1 026 402 REACTIONS 157 REP. 178 ER 132.2%
Nº2 14.06 · 09:01 VIDEO Yes, we still have some 🥤 Cola, chocolates, and over 1000 combos at 15% off! Come for your perfect pair. All Combo Stars...	VIEWS 723 745 REACTIONS 157 REP. 660 ER 93.2%
Nº3 20.06 · 09:00 PHOTO All at once! Learn how to win the entire set of these cool knives with one tap: 🔪 Subscribe to Pyaterochka. 🔪 Tap on...	VIEWS 495 345 REACTIONS 1 686 REP. 740 ER 63.8%

Nº4 20.06 · 12:03 PHOTO Musya doesn't catch mice, Musya hunts for deals at Pyaterochka 🍷 For example, right now we have over 1000 different combos...	VIEWS 447 623 REP. 1 392	REACTIONS 221 ER 57.7%
Nº5 15.06 · 14:02 PHOTO In the chest a hare, in the hare a duck, in the duck an egg, in the egg 'Pyaterochka', in 'Pyaterochka' great Swiss knives for just 1 ruble! 🗡 Promotion valid...	VIEWS 382 507 REP. 312	REACTIONS 207 ER 49.3%

|

WORST 3

↓ 05.07 · 09:04 VIDEO You've never tried chicken legs like this 🔥 Instead of breading, caramel biscuit crumbs, and instead of chicken, milk chocolate and...	VIEWS 18 188 REP. 40	REACTIONS 145 ER 2.3%
↓ 04.07 · 12:00 PHOTO Our products have long wanted to ride around the neighborhood with the breeze, so grab delivery discounts: 🚚 Business Menu puree with chicken fillet —...	VIEWS 17 978 REP. 11	REACTIONS 85 ER 2.3%
↓ 05.07 · 12:05 PHOTO Inside you are two wolves, both need feeding 🐺🐺 That's why we've gathered over 1000 pairs for your dark and light side. All Combo...	VIEWS 17 663 REP. 18	REACTIONS 105 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

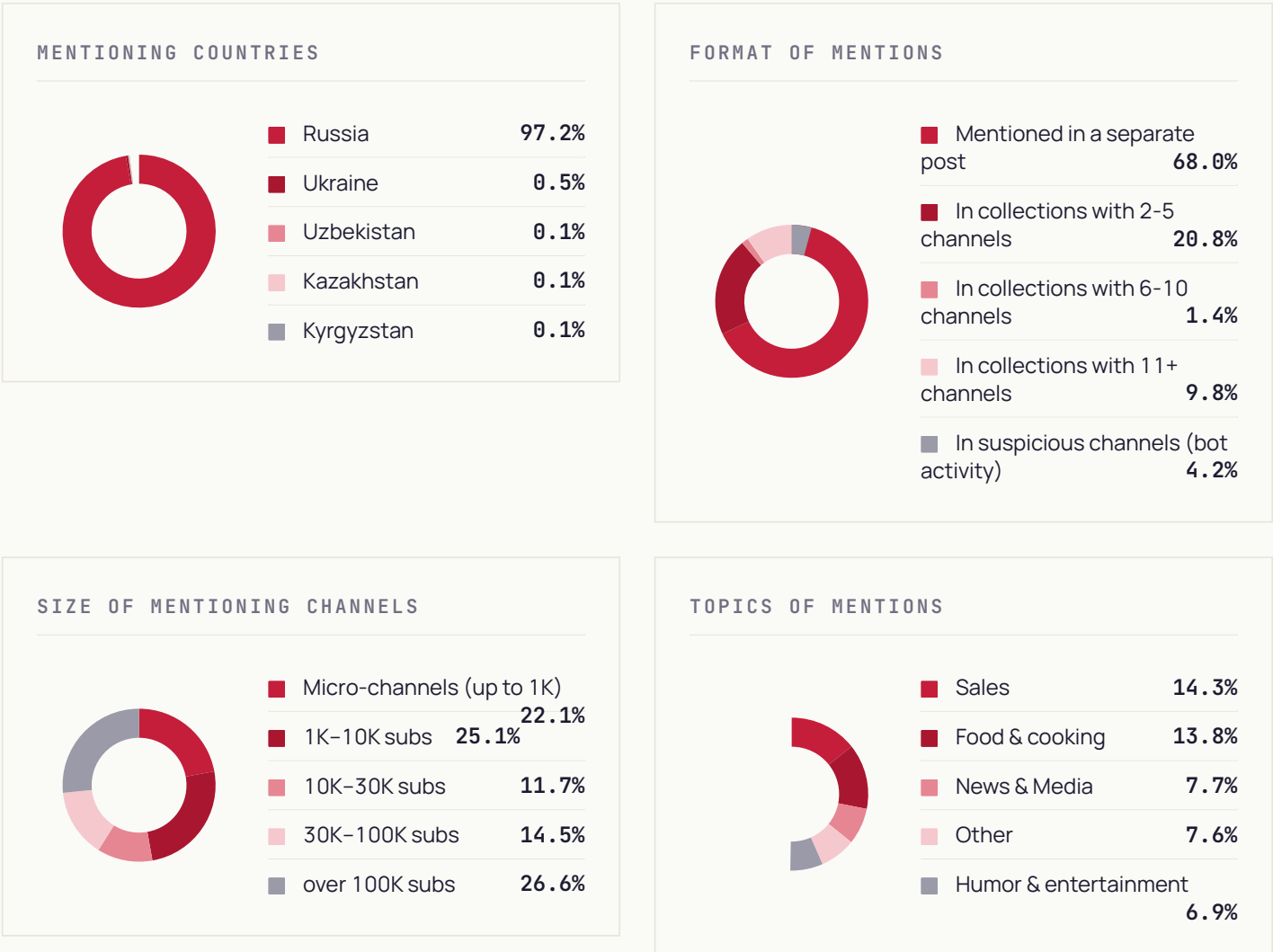
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

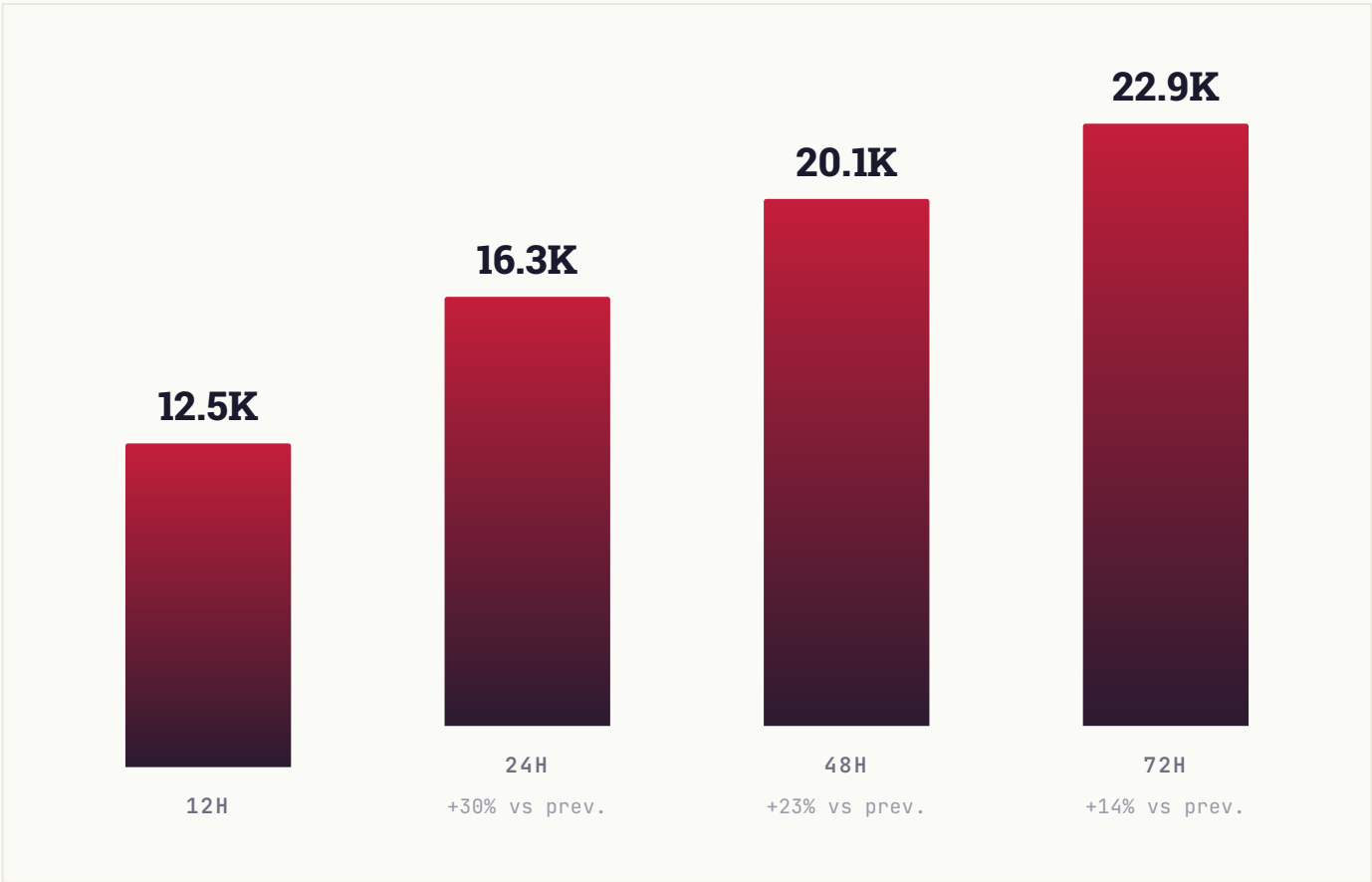
Citation index **1 584** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **1 815** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of 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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🧑🍳	995.6K
FR Pyaterochka YOU	776.4K
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
TH Everyday Recipes	461.5K
E 😊 EatSlim PP Recipes	434K

COMPARATIVE CONCLUSION

Channel in top-2 niches (#2 of 94 channels in category). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **688**, they brought **267 361** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	73	68	18 507	
December 2025	70	56	130 106	
November 2025	112	90	37 042	
October 2025	207	125	46 742	
September 2025	118	108	214	
August 2025	108	89	34 750	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
688	6	267 361

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 = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

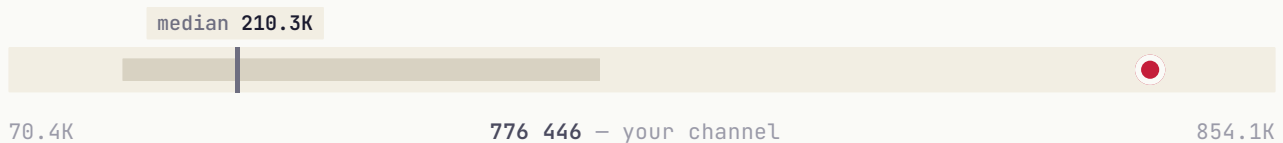
#2 /100

POSITION IN NICHE

Channel in top 2% Food & Cooking Russia

SUBSCRIBERS

better than 90% of niche



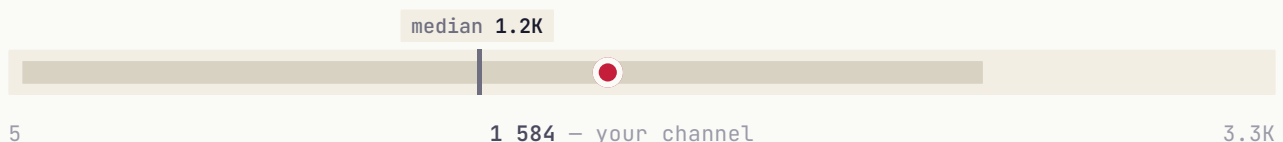
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 60% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Tuesday

Audience 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 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 poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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