

PUBLIC PROMTPRESS REPORT

Channel audit

Special Napoleon

MSK



@varlamovanapoleon_msk

Express delivery of natural desserts in Moscow and beyond the MKAD. 👉 For any questions, write: @osobenynapoleon We're in St. Pete: @varlamovanapoleon_spb Site: varlamovanapoleon.ru RKN:...

SUBSCRIBERS

67 170

-533 per month

ERR (% SEE POSTS)

11.0%

Daily 4.3%

REACH/POST

7.3K

Ad reach 2.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 67 170 –	 SUBSCRIBER REACH 10.94% Avg % subs see post	 VIEWS/POST 7.3K Median 7.3K · 26 days	 POSTS/WEEK 4.3 For period
 7D TREND -9.4% vs previous week	 REACTIONS/POST 56.5 904 reactions, 174 reposts, 77 comments	 POST LENGTH 398 chars Median 233 · 26 days	 POSTS ANALYZED 16 26 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -533 Last month	 CITATION RATE 1 349 Citation index · 2,264 channels mentioned ever	 CHANNEL AGE 6 years 15 days Created 29.06.2020

AI EDITOR SUMMARY

Channel «Special Napoleon MSK» – 67 170 subs. Each post avg views 7.3K people (11% subs), reach low – expand audience. Publishes 4 posts/week (~1/day) – rare. Week Jun 29–Jul 5 reach dropped -9.4% vs week Jun 22–28 – worth analyzing reasons.

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 16 posts in 26 days.
- 02 Dominant format — Video (10/16 posts).
- 03 Avg post length — 398 chars (median 233).
- 04 Peak audience activity — Monday, 13:00 MSK.
- 05 Top posts get 2x More views than weakest (9.9K avg top vs 5.3K worst) — among 16 posts in 26 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 10:49 TEXT We have a tradition and many already know about it. Once a month we try to hold «Napoleon Day» or «Halfs Day» for you. This...	VIEWS 10 091 REP. 78	REACTIONS 67 ER 15.0%
Nº2 29.06 · 13:42 VIDEO How do we decorate our cakes?🍰 The inscription on the cake is made of Belgian chocolate. It can be applied in white or dark...	VIEWS 9 957 REP. 5	REACTIONS 44 ER 14.8%
Nº3 16.06 · 19:11 VIDEO — What size and how many layers in Napoleon? We tell about standard sizes of our cakes. Weight, diameter, height, number...	VIEWS 9 723 REP. 11	REACTIONS 34 ER 14.5%

Nº4 24.06 · 17:19 VIDEO 40 kg Napoleon cake! Orders for large cakes accepted 24h in advance. You can get this cake 24h after ordering! For...	VIEWS 9 299 REP. 7	REACTIONS 87 ER 13.8%
Nº5 18.06 · 19:24 PHOTO "Why we do this every day" Not for numbers or reports. But for moments when our cake becomes part of a birthday, wedding...	VIEWS 8 642 REP. 1	REACTIONS 48 ER 12.9%

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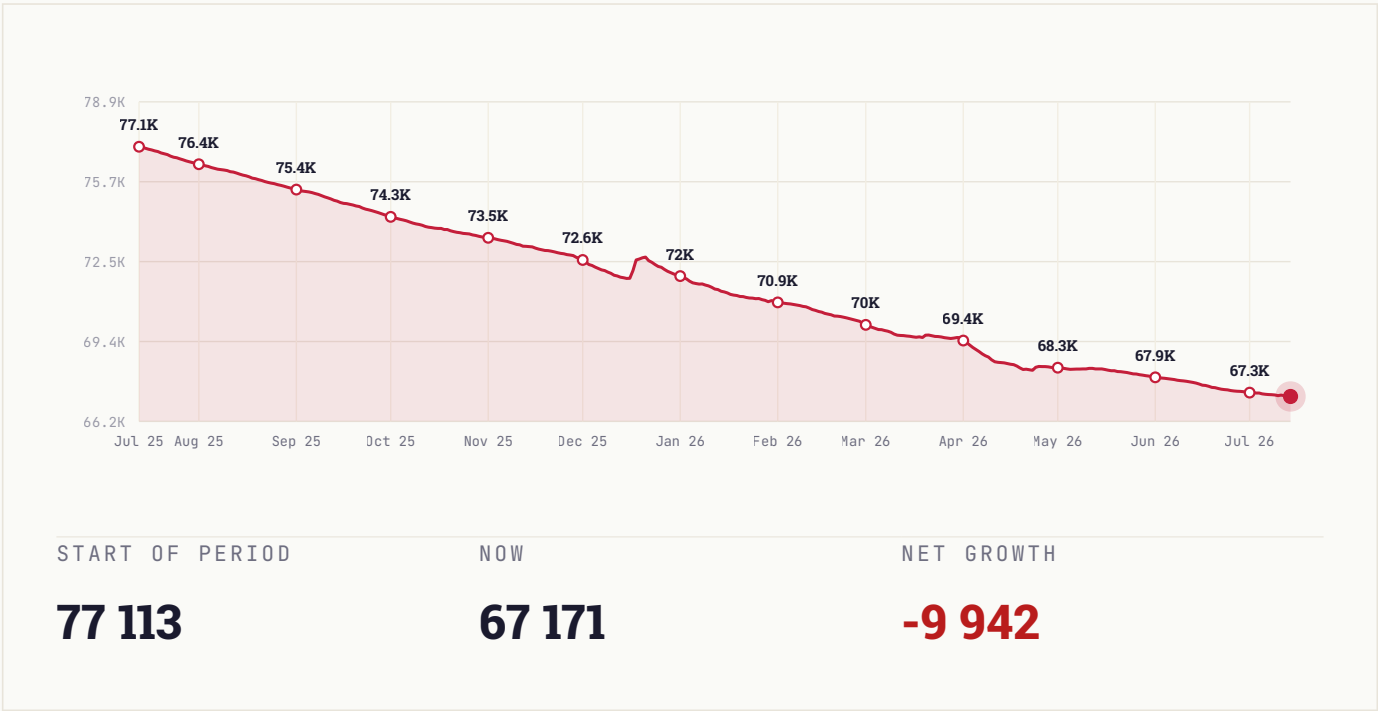
WORST 3

↓ 09.07 · 18:40 VIDEO Cake for .. people! We'll make this or any other size for you 🙌 Fresh cakes available for tomorrow, DM...	VIEWS 5 455 REP. 3	REACTIONS 33 ER 8.1%
↓ 08.07 · 17:16 PHOTO Happy Family, Love & Fidelity Day ❤️ Family is moments worth keeping: warm talks at the table, smiles of loved ones and...	VIEWS 5 397 REP. 6	REACTIONS 50 ER 8.0%
↓ 10.07 · 18:27 PHOTO ⚡ We're launching 3 new items at once! Meet 3 new positions in our menu! Banoffee Tart Under a thick cap of airy...	VIEWS 4 911 REP. 20	REACTIONS 93 ER 7.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

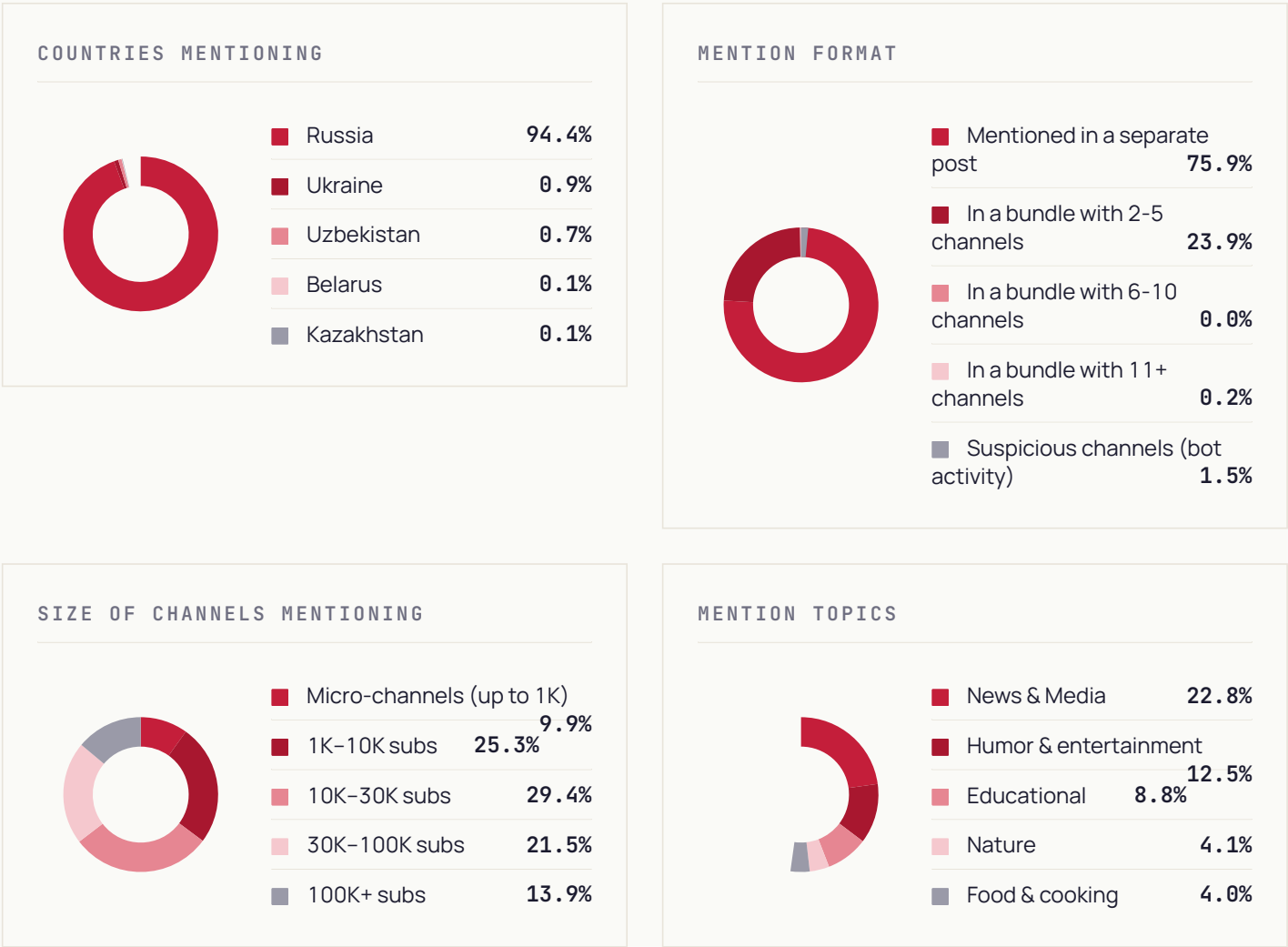
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

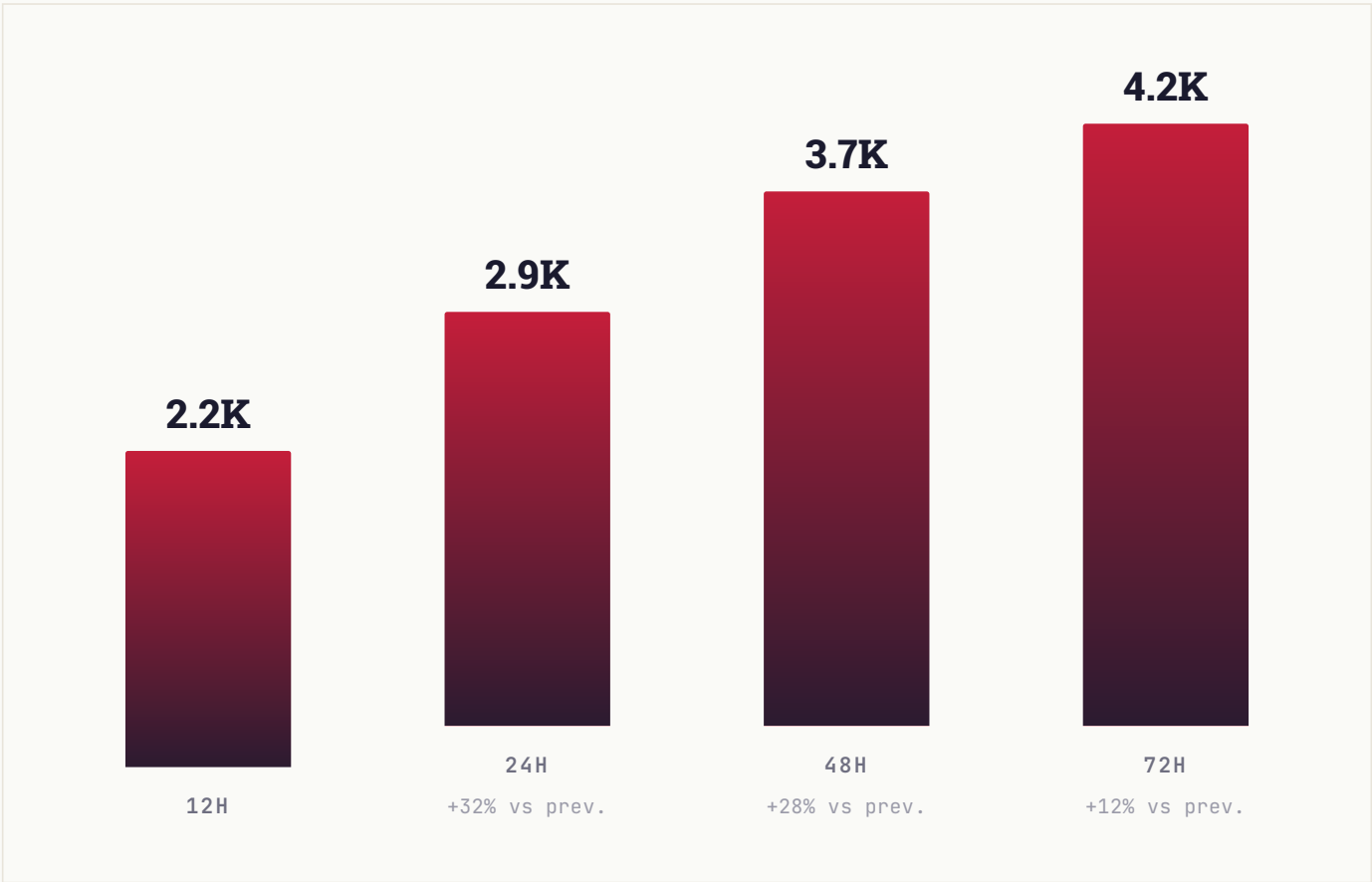
Citation index **1 349** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 264** different channels.



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 stays relevant.



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
IT lwin Token	3.3M
CR Cooking Recipes Salads 🍳👩🍳	997K
FR Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air fryer Recipes	594K
TH Simple Recipes	586.5K
CR Recipe book	558.3K
CN Inside-out kitchen	532.8K
VI Tasty & cheap 🍲	487.1K
CI CHIZHIK	483.8K
ON Special Napoleon MSK YOU	67.2K

COMPARATIVE CONCLUSION

Channel not yet Outside top 96 of niche — early growth stage. Niche leader — lwin Token (3.3M), top-96 median: 223.1K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

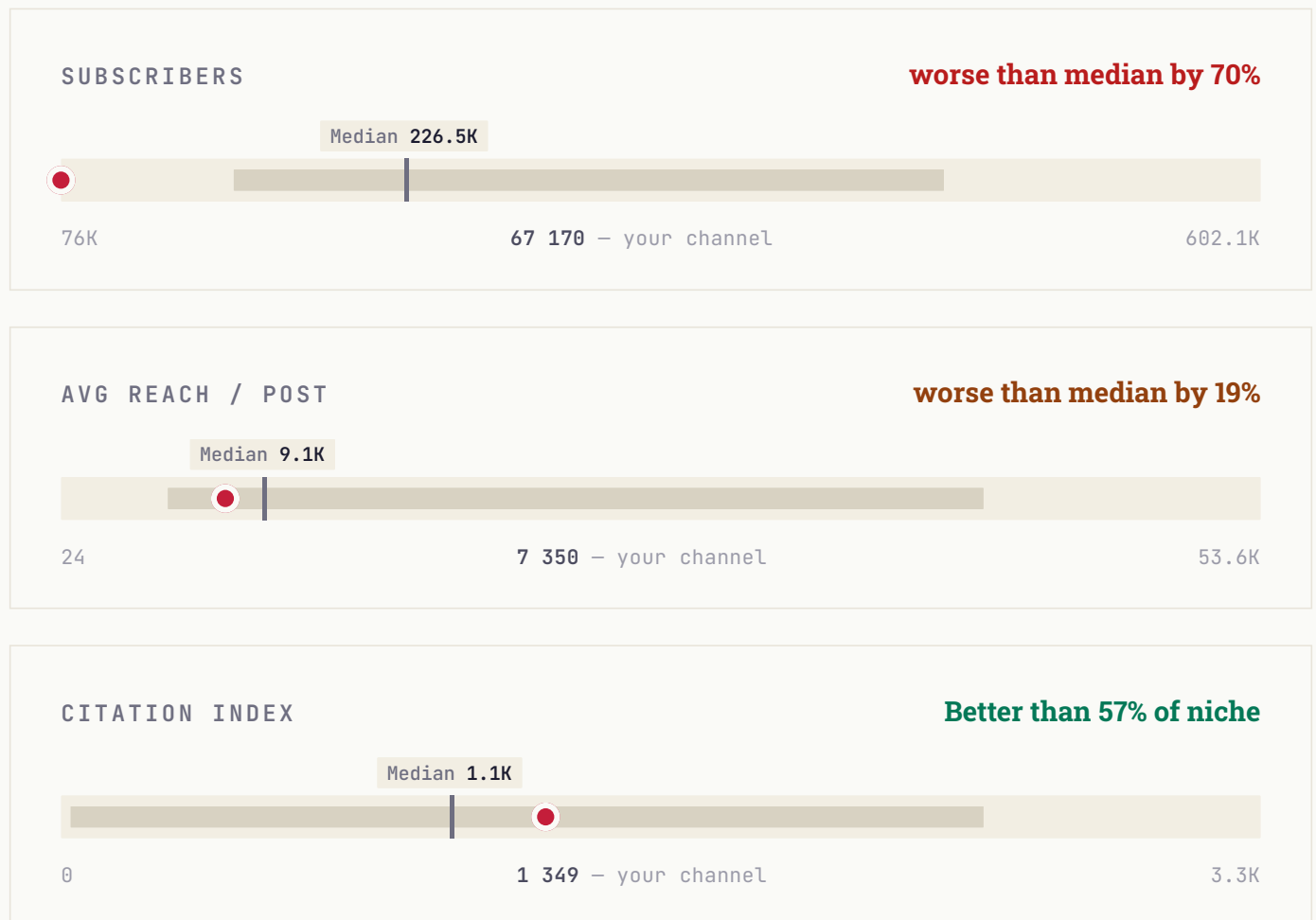
Monthly we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **5**, they brought **911** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	2	54
Dec 2025	1	1	855
Nov 2025	1	1	0
Oct 2025	0	0	2
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
5	6	911	

SECTION 08 · NICHE COMPARISON

Where channel ranks 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–p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01**Increase posting frequency**

Now 4.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume****02****Main post of the week — on Monday**

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post****03****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****04****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**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
