

PUBLIC REPORT BY PROMTPRESS

Channel audit

Vkusno — i Tochka



@vit_russia

Official channel of «Vkusno — i Tochka» in Telegram! Official chatbot
«Vkusno — i Tochka»: @vitrussia_bot Feedback: vkusnoitochka.ru/
feedback HR community: @vmeste_itochka_ru List...

SUBSCRIBERS

294 046

-3049 per month

ERR (% SEE POSTS)

19.0%

per day 9.3%

REACH/POST

52.8K

ad reach 27.5K/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 294 046 —	 SUBSCRIBER REACH 17.96% avg % subs see post	 VIEWS/POST 52.8K median 54.8K · 28 days	 POSTS/WEEK 8.0 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 891.0 total 28,511 reactions, 12,875 reposts, 0 comments	 POST LENGTH 265 chars median 244 · 28 days	 POSTS ANALYZED 32 28 days
 AD REACH 27.5K 24h avg	 CHURN / MONTH -3049 last month	 CITATION RATE 324 citation index · 1,081 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 05.09.2022

AI EDITOR SUMMARY

Channel «Vkusno – i Tochka» – 294 046 subs. Each post avg views 52.8K people (18% of subs), avg reach – room to grow. Posts 8 posts per week (~1/day) – steady. Week Jun 22–28 reach stable (-2.7% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 32 posts over 28 days.
- 02 Dominant format – Photo (21/32 posts).
- 03 Avg post length – 265 chars (median 244).
- 04 Peak audience activity – Thu, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (69.9K avg top vs 42K worst) – among 32 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 13:07 PHOTO Today you can't wear this orange suit 😞 But you can get two Big Hits for the price of one at Vkusno – i Tochka...	VIEWS 73 200 REPOSTS 321	REACTIONS 1 032 ER 24.9%
Nº2 25.06 · 12:04 PHOTO Cups? CUPS! 🥳 What's summer without a new bright cup collection? Coming soon to all Vkusno – i Tochka. Meanwhile...	VIEWS 71 888 REPOSTS 3 455	REACTIONS 1 586 ER 24.4%
Nº3 02.07 · 07:48 PHOTO First color – lilac 💜 Starting today, cups with exclusive design are available at all «Vkusno – i Tochka» with the purchase of a Big Combo...	VIEWS 64 543 REPOSTS 2 277	REACTIONS 1 956 ER 21.9%

Nº4 23.06 • 12:48 PHOTO We're not sure how to celebrate Balalaika Day... But sharing two Chickenburgers for the price of one with a friend is a great idea today 🤪 In...	VIEWS 63 477 REPOSTS 209 REACTIONS 455 ER 21.6%
Nº5 11.06 • 14:01 PHOTO You're our best gift ❤️ And a gift for you – a new dessert at Café «Vkusno – i Tochka» 🎁 Order the «Tropical Gift» dessert and...	VIEWS 62 900 REPOSTS 88 REACTIONS 663 ER 21.4%

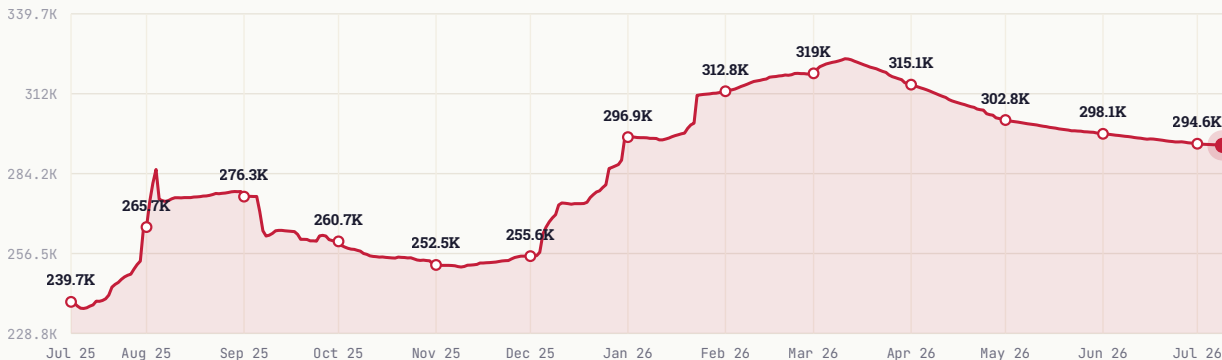
WORST 3

↓ 01.07 • 12:38 TEXT We already customize stuff! Come to our curry lab in your city 🤪📍 Sredniy pr. Vasilievskogo ostrova, 29A...	VIEWS 43 697 REPOSTS 85 REACTIONS 327 ER 14.9%
↓ 01.07 • 12:38 VIDEO (post without caption – video)	VIEWS 41 772 REPOSTS 94 REACTIONS 291 ER 14.2%
↓ 06.07 • 13:53 PHOTO Today 6.07 – best day to announce: we're expanding and soon opening our first plant in Chechnya! This...	VIEWS 40 384 REPOSTS 1 074 REACTIONS 4 208 ER 13.7%

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 or lost subs.



PERIOD START

239 684

NOW

294 048

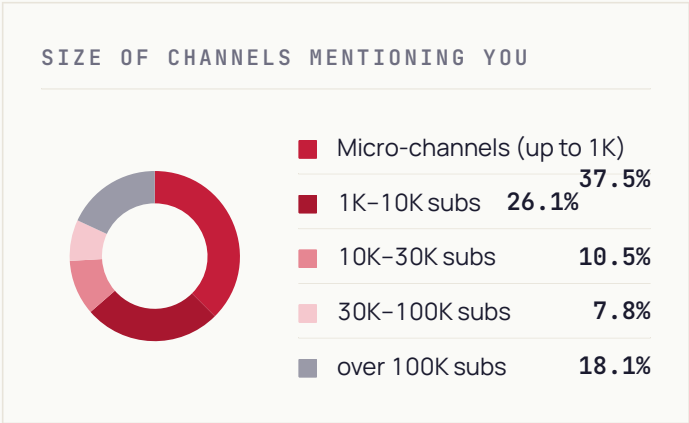
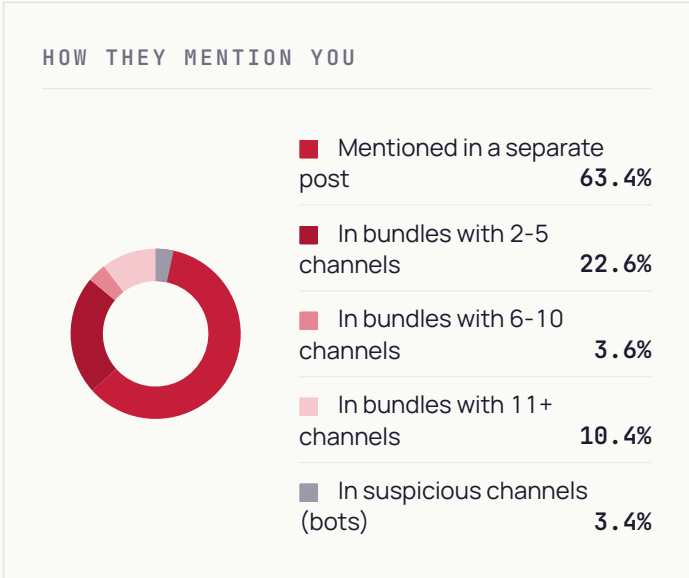
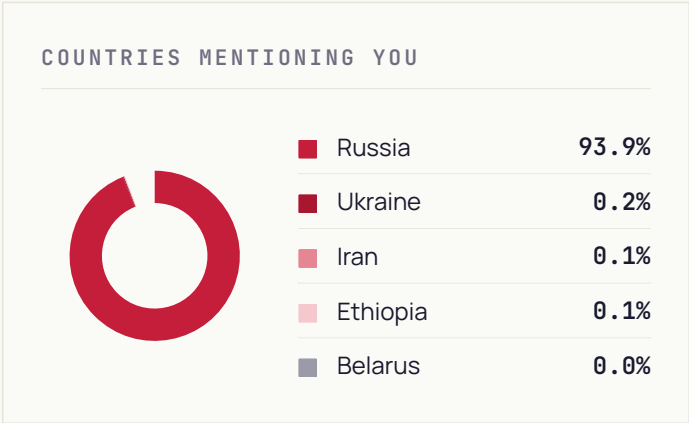
NET GROWTH

+54 364

SECTION 04 · MENTIONS

Who mentions the channel and how

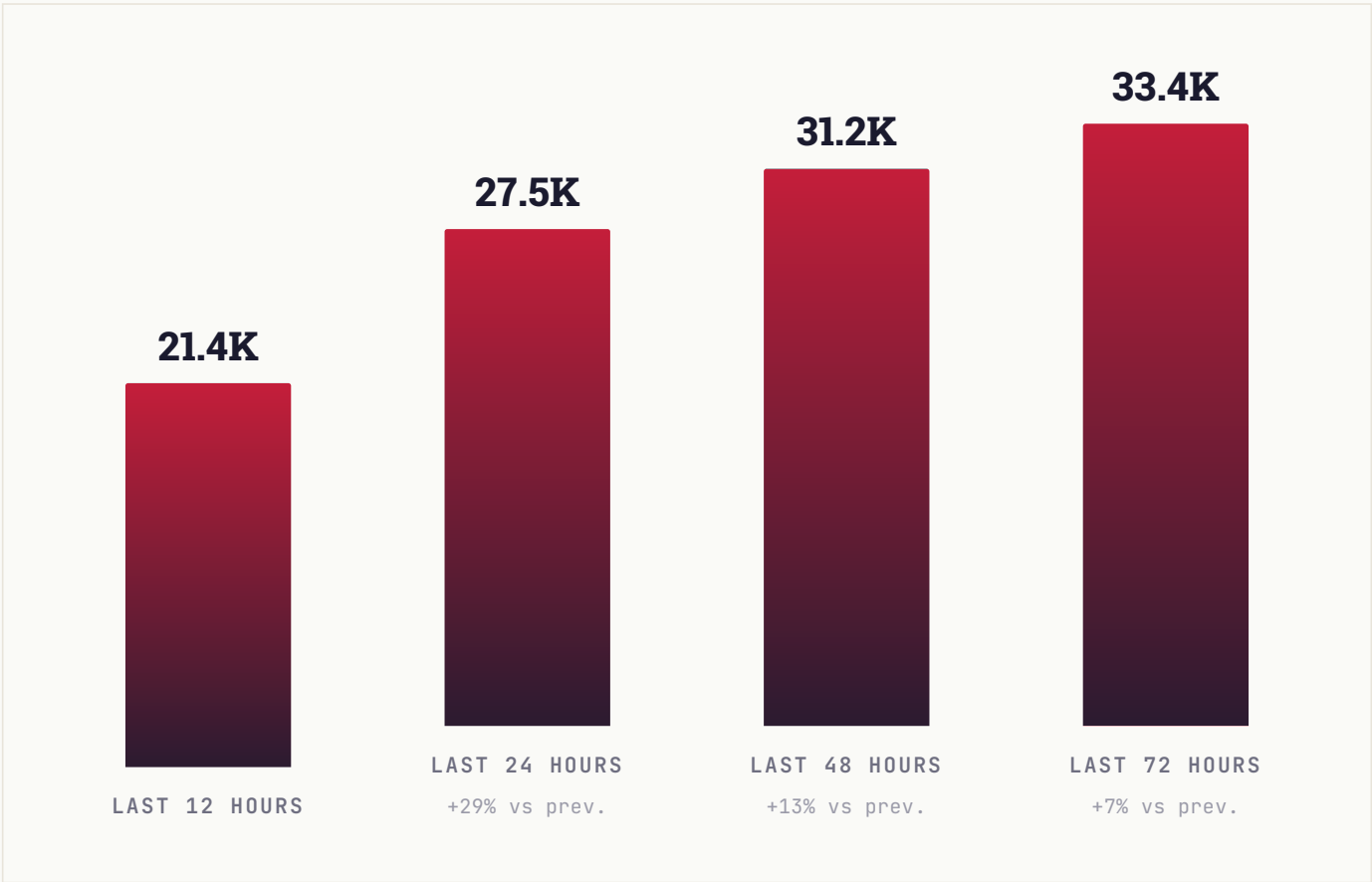
Citation index **324** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **1 081** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
Fri Pyaterochka	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
Mon Daily Recipes	461.5K
V- Vkusno — i Tochka YOU	294K

COMPARATIVE INSIGHT

Channel in top half of niche (#28 of 94). Niche leader — Cooking Recipes Salads 🧑🍳 (995.6K), median subs 205K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** mentions count **138**, they brought **91 575** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	25	23	17 073
December 2025	44	41	41 507
November 2025	34	33	3 836
October 2025	11	11	518
September 2025	11	11	4 162
August 2025	13	12	24 479

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
138	6	91 575

— 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.

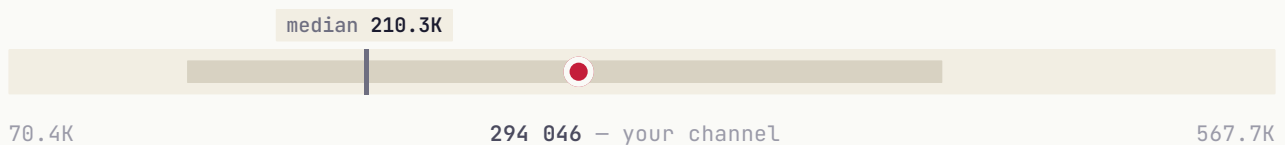
#28 /100

POSITION IN NICHE

Channel in the top half of the ranking

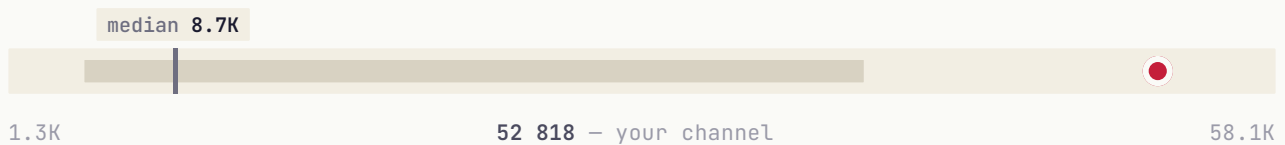
SUBSCRIBERS

better than 64% of niche



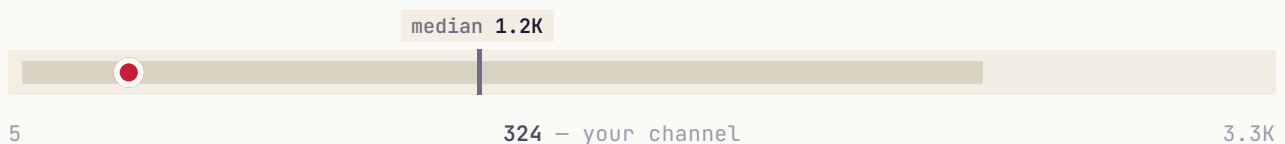
AVG REACH / POST

better than 90% of niche



CITATION INDEX

74% below median



— SECTION 09 · STRATEGY

What to Do Right Now

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

- 01

Top post of the week — on Thursday

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 — easy growth lever.

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 — organic traffic source.

EFFECT

Organic traffic source

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager