

PROMTPRESS PUBLIC REPORT

Channel audit

Chaykhana | Eastern cuisine



@vostochnayakukhnyaa

Delicious Eastern cuisine dishes 🇧🇪🇮🇹🇹🇷🇺🇿🇦🇿🇦🇩🇪🇦🇩🇪🇦🇩🇪🇦🇩🇪🇦🇩🇪 Ads:
@wavelan

SUBSCRIBERS

55 398

-293 per month

ERR (% WHO SEE
POSTS)

5.0%

last day 2.4%

REACH/POST

2.4K

ad reach 1.4K/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»

09 Strategy

5 priority actions

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 55 398 —	 SUBS REACH 4.25% avg % subs see post	 VIEWS/POST 2.4K median 2.5K · 29 days	 POSTS/WEEK 45.5 for the period
 7D TREND -13.5% vs previous week	 REACTIONS/POST 12.5 only 2,418 reactions, 7,621 reposts, 0 comments	 POST LENGTH 305 chars median 245 · 29 days	 POSTS ANALYZED 194 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -293 last month	 CITATION RATE 757 citation index · 737 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 08.01.2024

AI EDITOR SUMMARY

Channel «Chaykhana | Eastern Cuisine» — 55 398 subs. Each post gets on avg 2.4K people (4% of subs), reach is low — consider expanding audience. Publishes 46 posts per week (~6/day) — active publishing. For week Jun 29 – Jul 5 reach dropped by -13.5% by week 22–28 Jun — worth analyzing the reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **194** posts over 29 days.
- 02 Dominant format – **Video** (188/194 posts).
- 03 Avg post length – **305** chars (median 245).
- 04 Audience peak – **Wed**, 18:00 MSK.
- 05 Top posts get **2×** more views than the weakest (3K avg for top vs 1.7K for worst) – among 194 posts in 29 days. Analyze what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 22.06 · 20:05 VIDEO  Chebureki  Ingredients:  Flour 300 g  Water 150 ml  Vegetable oil 30 ml  Vinegar 5% 0.5 tbsp  Salt 0.5 tsp  Filling  Ground meat...	VIEWS 3 047 REPOSTS 71	REACTIONS 14 ER 5.5%
Nº2 17.06 · 20:05 VIDEO  Uzbek flatbread  Ingredients:  Flour - 600 g  Water - 300 g  Butter or margarine - 100 g  Salt - 1 tsp  Sugar -...	VIEWS 3 042 REPOSTS 72	REACTIONS 20 ER 5.5%
Nº3 18.06 · 08:05 VIDEO  Crispy Eggplants  Ingredients:  Eggplants - 2 pcs;  Starch - 3 tbsp; For sauce:  Bell pepper  Garlic - 3 cloves;  ...	VIEWS 2 989 REPOSTS 77	REACTIONS 16 ER 5.4%

N⁴21.06 · 20:05 VIDEO 🍏 Apple waffles 🍴 Ingredients: ♦ Apple 2 pcs ♦ Egg 2 pcs ♦ Yogurt 2 tbsp ♦ Flour 2 tbsp ♦ Baking powder 1/2 tsp ♦ Cinnamon, vanilla, to...	VIEWS 2 987	REACTIONS 17
	REPOSTS 52	ER 5.4%
N⁵20.06 · 20:05 VIDEO 🍩 Gosh non 🌶️ Ingredients: ♦ Warm milk - 450ml ♦ Yeast - 1 tbsp ♦ Sugar - 1/2 tbsp ♦ Salt - 1/2 tbsp ♦ Vegetable oil - 50ml ♦ ...	VIEWS 2 977	REACTIONS 27
	REPOSTS 72	ER 5.4%

|

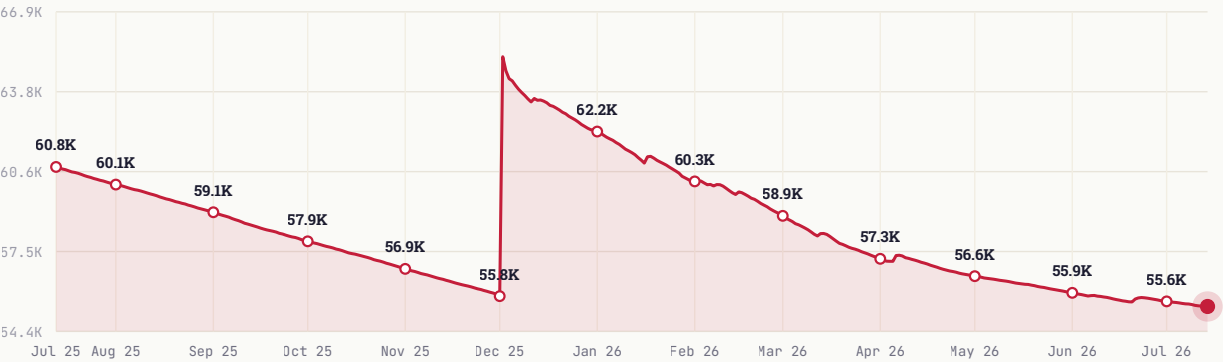
WORST 3

↓ 10.07 · 16:05 VIDEO 🍔 Beef stew with vegetables in pots! Ingredients: 👉 ✓ Beef 500 g ✓ Onion 3 pcs ✓ Carrot 1 pc ✓ Tomatoes 3-4...	VIEWS 1 821	REACTIONS 11
	REPOSTS 35	ER 3.3%
↓ 11.07 · 06:05 VIDEO 🐟 Trout steak with rustic potatoes Ingredients: 👉 ✓ Trout steaks ✓ Honey ✓ Paprika ✓ Provencal herbs ✓ Salt ✓ Potatoes ✓...	VIEWS 1 773	REACTIONS 10
	REPOSTS 11	ER 3.2%
↓ 11.07 · 08:05 VIDEO 🍔 Ground meat sandwiches on the grill Ingredients: 👉 ✓ Loaf ✓ Cheese ✓ Ground meat (your choice) ✓ Salt ✓ Pepper ✓ Onion, herbs Chaykhana ...	VIEWS 1 652	REACTIONS 12
	REPOSTS 18	ER 3.0%

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.



PERIOD START

60 827

NOW

55 398

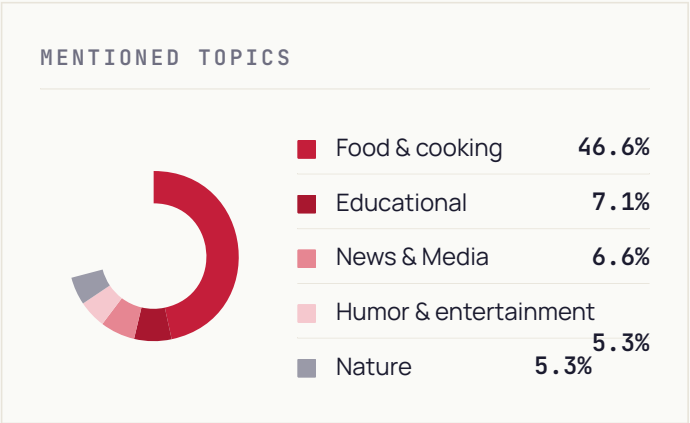
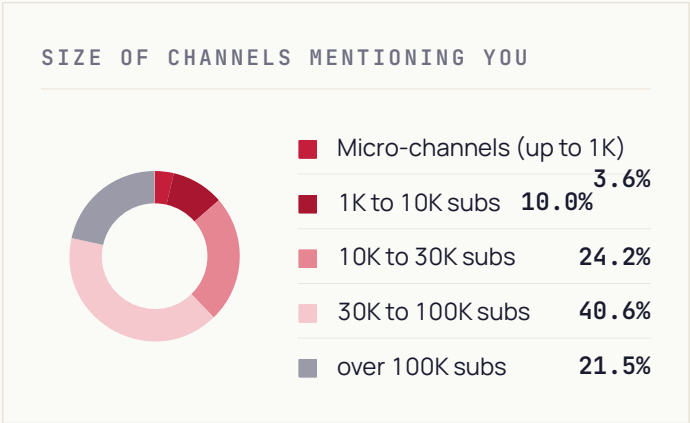
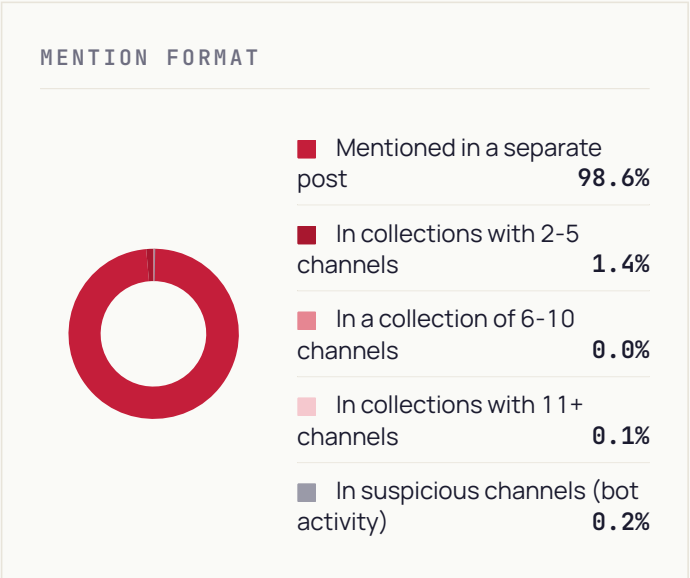
NET GROWTH

-5 429

SECTION 04 · MENTIONS

Who mentions the channel and how

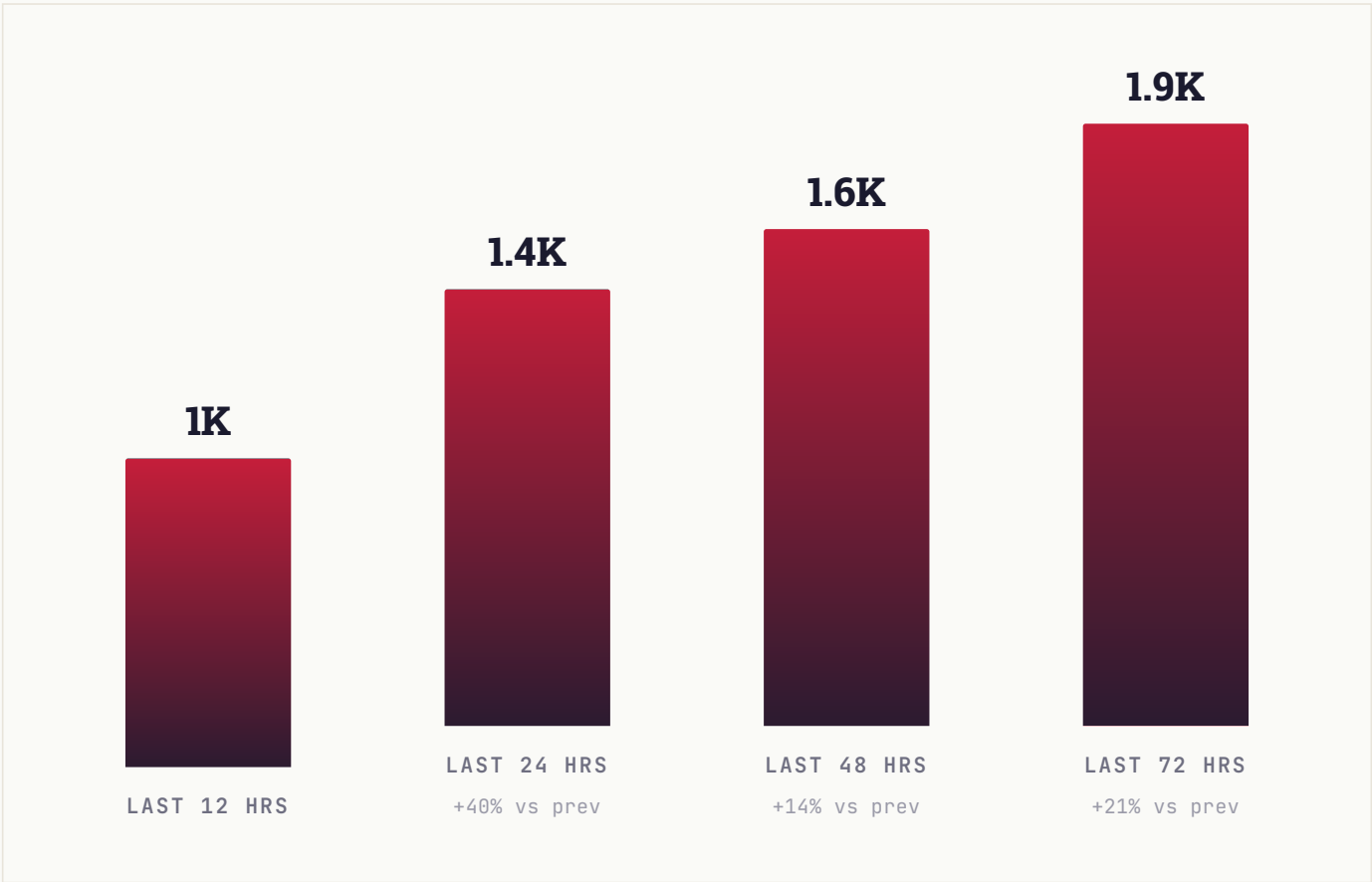
Citation index **757** – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **737** different channels.



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 is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
IT Iwin Token	3.3M
KR Cooking Recipes Salads 🍳🥗	997K
FR Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air Fryer Recipes	594K
TH Simple Recipes	586.5K
KR Recipe book	558.3K
KN Kitchen inside out	532.8K
VI Tasty & cheap 🍲	487.1K
CHI CHIZHIK	483.8K
Ch Chaykhana Eastern cuisine YOU	55.4K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **83**, they brought **9 724** new subs.

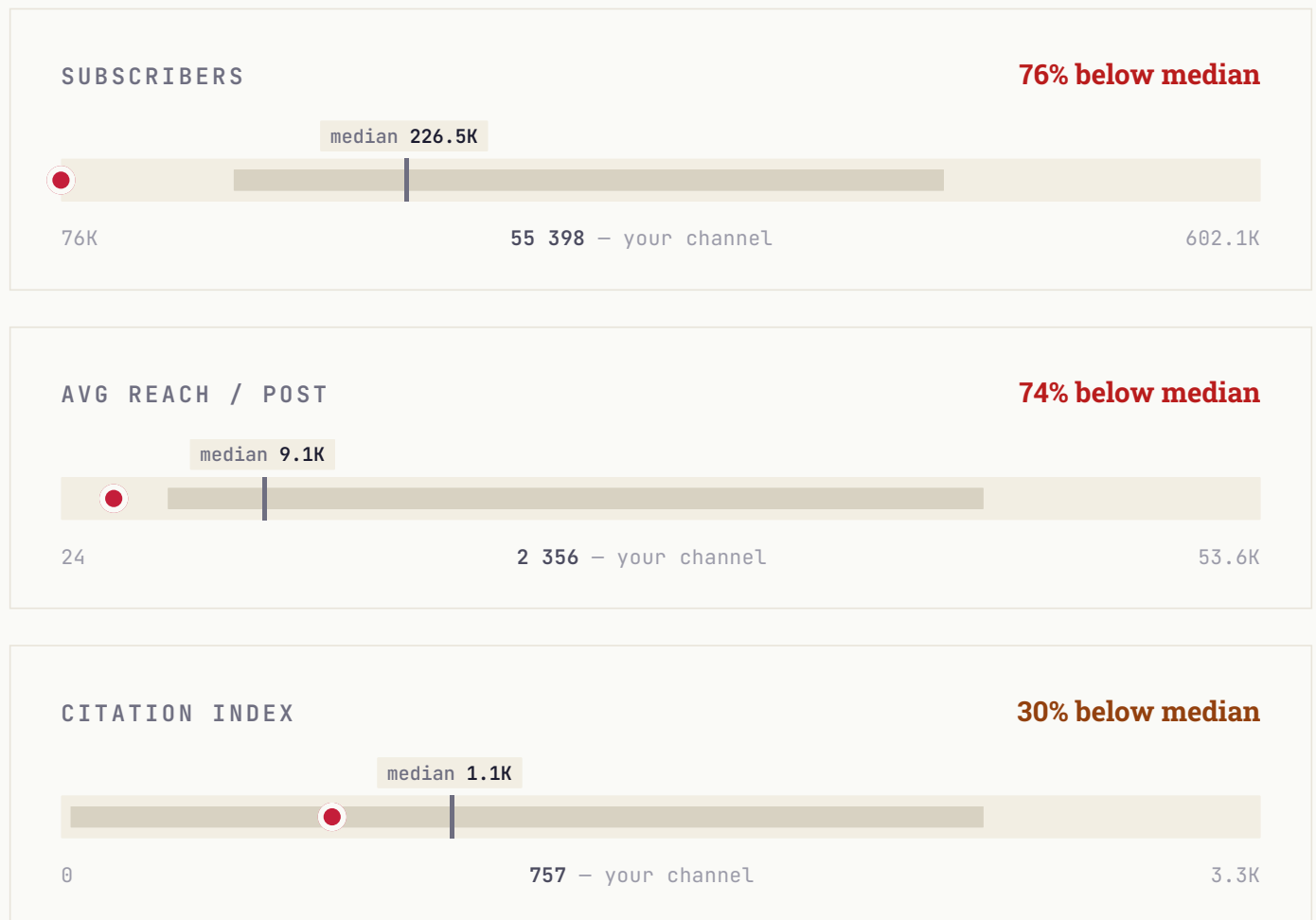
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	9	8	262
December 2025	8	8	9 462
Nov 2025	13	13	0
Oct 2025	17	15	0
Sep 2025	18	17	0
August 2025	18	16	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
83	6	9 724

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 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 ranked by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.25% vs norm 9.0%. Try polls & interactive formats.

EFFECT

+4.8pp ER
- 03

System 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 typically boost ER by +5-15%. One weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
