

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Home Preserves | Canning



@zagotovki\_koncervaciya

Big selection of preserves for all occasions 🍷 #B1XSY Ads:  
 @eva\_commerce Channel network: @wom\_media № 6211278380  
 RKN: <https://www.gosuslugi.ru/snet/67703ea44e740947bed2f485>

SUBSCRIBERS

**102 805**

-604 per month

ERR (% SEE POSTS)

**4.0%**

per day 2.0%

REACH/POST

**3.4K**

ad reach 2K/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 was calculated for.

|                                                                                                                                                    |                                                                                                                                                                                        |                                                                                                                                                                                     |                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>102 805</div> <div>—</div>           | <div> SUBS REACH</div> <div>3.34%</div> <div>avg % of subs see post</div>                             | <div> VIEWS/POST</div> <div>3.4K</div> <div>median 3.6K · 29 days</div>                            | <div> POSTS/DAY</div> <div>7.3</div> <div>~51 per week</div>                         |
| <div> 7D TREND</div> <div>-6.8%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>12.3</div> <div>only 2,674 reactions, 6,227 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>641 chars</div> <div>median 620 · 29 days</div>                       | <div> POSTS ANALYZED</div> <div>218</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>2K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>-604</div> <div>last month</div>                                     | <div> CITATION RATE</div> <div>827</div> <div>citation index · 632 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>2 years 11 months</div> <div>created 28.07.2023</div> |

AI EDITOR SUMMARY

Channel «Home Preserves | Canning» — 102 805 subs. Each post averages 3.4K people (3% from subs), reach is low — should expand audience. Publishes 51 posts per week (~7/day) — active publishing. For the week Jun 29 – Jul 5, reach dropped -6.8% to the week of Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **218** posts in 29 days.
- 02 Dominant format — **Photo** (213/218 posts).
- 03 Avg post length — **641** chars (median 620).
- 04 Peak audience activity — **Tuesday**, 21:00 MSK.
- 05 Top posts bring in **2x** more views than the weakest (4.3K avg top vs 2.7K worst) — across 218 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                  |       |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|
| <div><div>Nº1</div><div>22.06 · 04:12</div><div>PHOTO</div></div> <div><div>PUMPKIN JAM WITH ORANGE AND LEMON</div><div>Ingredients Pumpkin 800 g Orange 1 pc. Lemon 1 pc. Sugar 600 g</div><div>Preparation Peel the pumpkin and...</div></div> | VIEWS | REACTIONS |
|                                                                                                                                                                                                                                                  | 4 309 | 13        |
|                                                                                                                                                                                                                                                  | REP.  | ER        |
|                                                                                                                                                                                                                                                  | 43    | 4.2%      |
| <div><div>Nº2</div><div>21.06 · 18:12</div><div>PHOTO</div></div> <div><div>DRYING MINT</div><div>Ingredients Fresh mint any amount</div><div>Instructions Cut mint sprigs 15–20 cm long in dry sunny weather. At...</div></div>                 | VIEWS | REACTIONS |
|                                                                                                                                                                                                                                                  | 4 290 | 18        |
|                                                                                                                                                                                                                                                  | REP.  | ER        |
|                                                                                                                                                                                                                                                  | 23    | 4.2%      |
| <div><div>Nº3</div><div>22.06 · 18:12</div><div>PHOTO</div></div> <div><div>MARINATED CABBAGE WITH APPLES</div><div>Ingredients White cabbage 1 kg Carrots 200 g Apple 200 g Water 500 ml Sugar 2 tbsp Salt 1...</div></div>                     | VIEWS | REACTIONS |
|                                                                                                                                                                                                                                                  | 4 245 | 18        |
|                                                                                                                                                                                                                                                  | REP.  | ER        |
|                                                                                                                                                                                                                                                  | 58    | 4.1%      |

|                                                                                                                                                                                                                                                       |                                                                 |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>21.06 · 16:12</div><div>PHOTO</div></div> <div><div>PEPPERS STUFFED WITH RICE AND VEGETABLES</div><div>Ingredients Sweet peppers 1 kg Rice 150 g Onion 200 g Carrots 250 g Tomatoes 2 kg Sugar 3 tbsp Salt 2...</div></div>   | <div>VIEWS</div> <div>4 208</div> <div>REP.</div> <div>90</div> | <div>REACTIONS</div> <div>24</div> <div>ER</div> <div>4.1%</div> |
| <div><div>Nº5</div><div>20.06 · 18:12</div><div>PHOTO</div></div> <div><div>PUMPKIN-APRICOT JUICE</div><div>Ingredients Pumpkin 300 g Water 1.5 L Dried apricots 2 handfuls Sugar 200 g Instructions Peel pumpkin, cut into pieces and...</div></div> | <div>VIEWS</div> <div>4 136</div> <div>REP.</div> <div>50</div> | <div>REACTIONS</div> <div>12</div> <div>ER</div> <div>4.0%</div> |

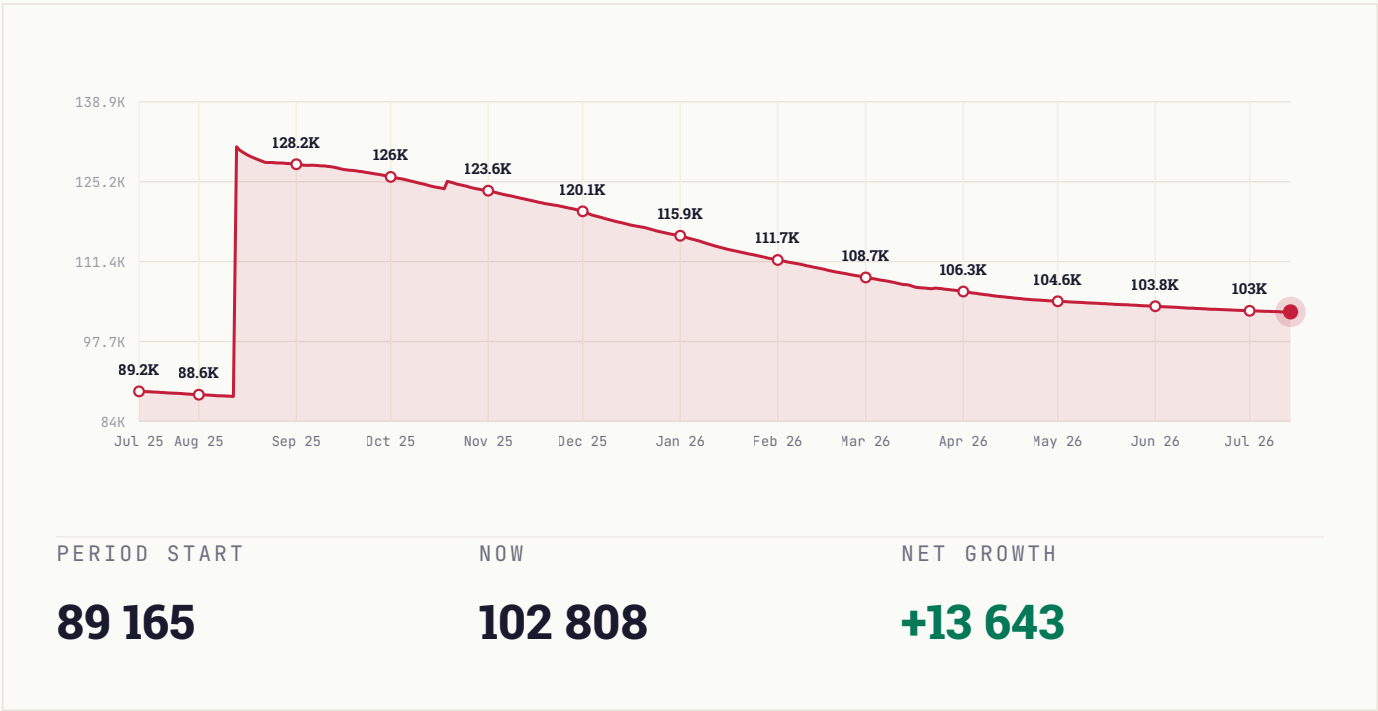
WORST 3

|                                                                                                                                                                                                                                            |                                                                 |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>09.07 · 14:12</div><div>PHOTO</div></div> <div><div>MARINATED PLUMS WITHOUT STERILIZATION</div><div>Ingredients Plums 1 kg Water 1.5 L Salt 2 tbsp Vinegar 9% 4 tbsp Sugar 50 g Cloves 3–4 pcs Pepper...</div></div> | <div>VIEWS</div> <div>2 793</div> <div>REP.</div> <div>39</div> | <div>REACTIONS</div> <div>9</div> <div>ER</div> <div>2.7%</div>  |
| <div><div>↓</div><div>10.07 · 13:12</div><div>PHOTO</div></div> <div><div>DRYING MUSHROOMS IN A DEHYDRATOR</div><div>Ingredients Wild mushrooms Instructions Clean mushrooms dry, trimming dirt and soil. Slice stems and...</div></div>   | <div>VIEWS</div> <div>2 736</div> <div>REP.</div> <div>7</div>  | <div>REACTIONS</div> <div>11</div> <div>ER</div> <div>2.7%</div> |
| <div><div>↓</div><div>10.07 · 14:12</div><div>PHOTO</div></div> <div><div>PEPPER PICKLING</div><div>Ingredients Bell pepper 2 kg Water 1 L Coarse salt 50 g Bay leaf 2 pcs Blackcurrant leaf 5 pcs Cherry leaf 3...</div></div>            | <div>VIEWS</div> <div>2 716</div> <div>REP.</div> <div>21</div> | <div>REACTIONS</div> <div>8</div> <div>ER</div> <div>2.6%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

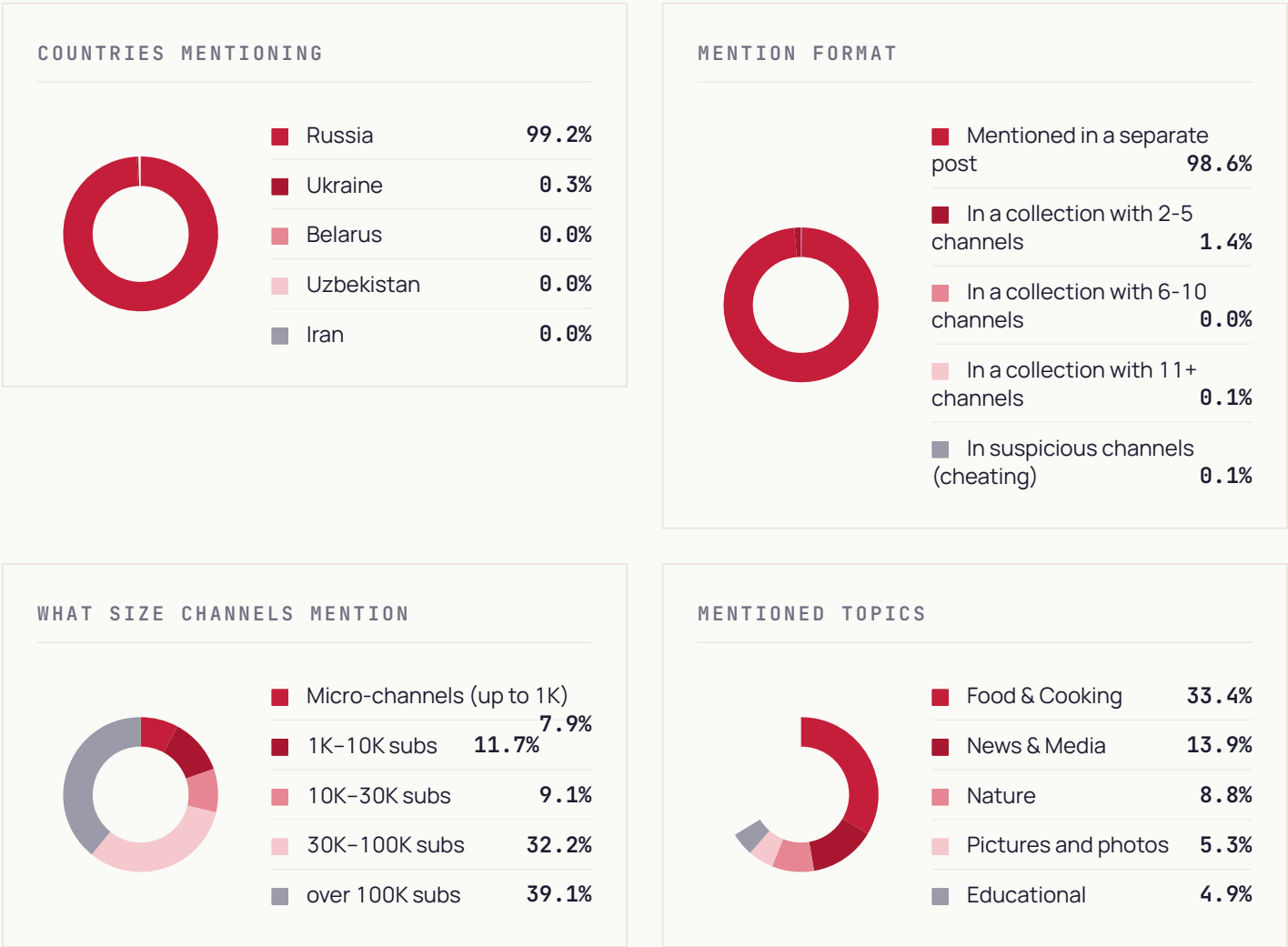
Subscriber growth chart for the year. Key months show exact subscriber count. It's visible which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

# Who mentions the channel and how

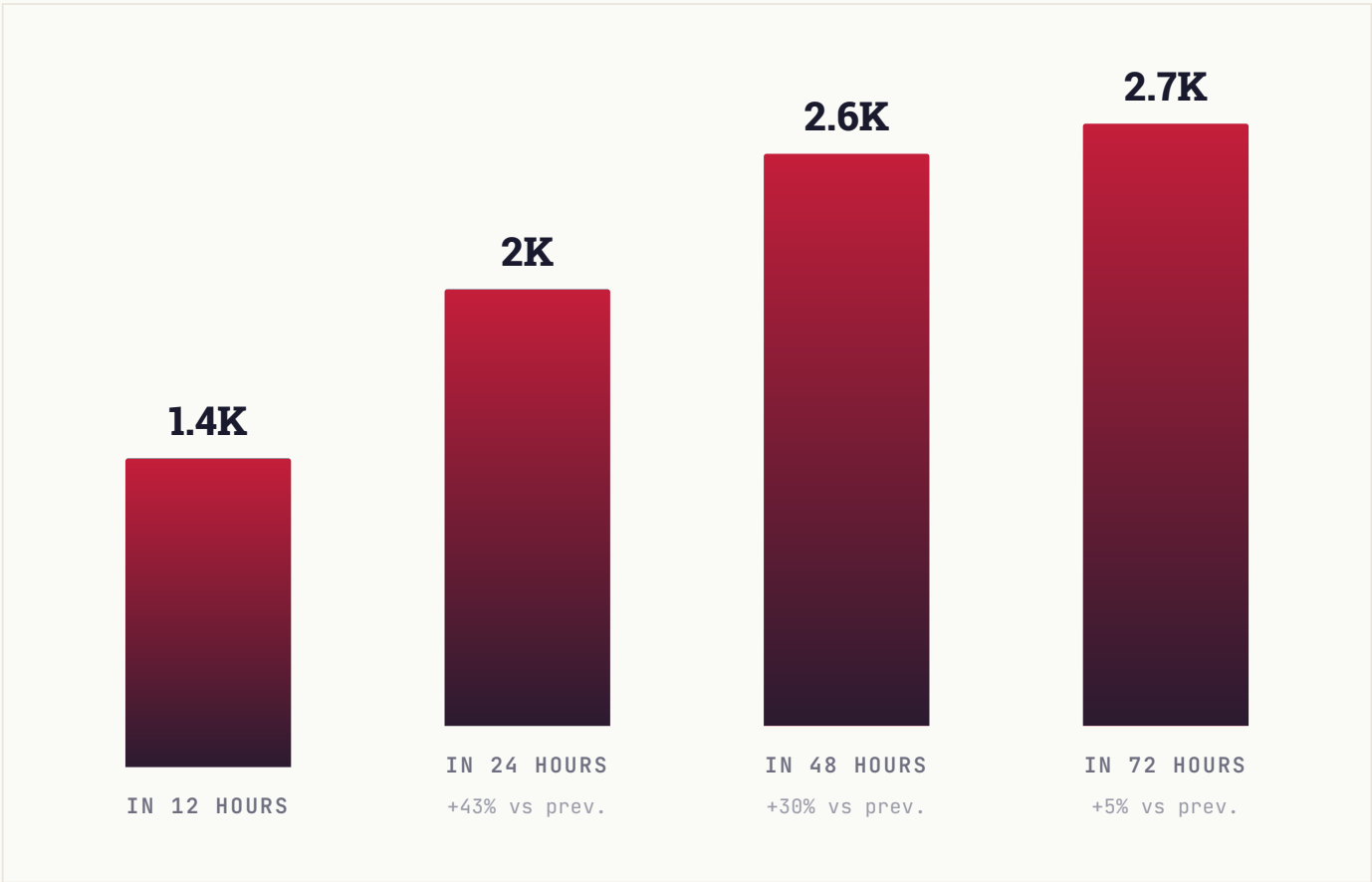
Citation index **827** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **632** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of an ad post by time since publication. Helps estimate 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 |
|---------|--------------------------|-------------|
| IT      | lwin Token               | 3.3M        |
| KR      | Cooking Recipes Salads 🍴 | 997K        |
| Fri     | Pyatyorochka             | 775.4K      |
| M       | Mom's Recipes 😊          | 679.9K      |
| A       | Air Fryer   Recipes      | 594K        |
| PR      | Simple Recipes           | 586.5K      |
| KR      | Recipe book              | 558.3K      |
| CN      | Kitchen Inside Out       | 532.8K      |
| VI      | Tasty and cheap 🍲        | 487.1K      |
| CI      | CHIZHIK                  | 483.8K      |
| HZ      | Home Preserves   Canning | 102.8K      |

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **35**, they brought **44 227** new subs.

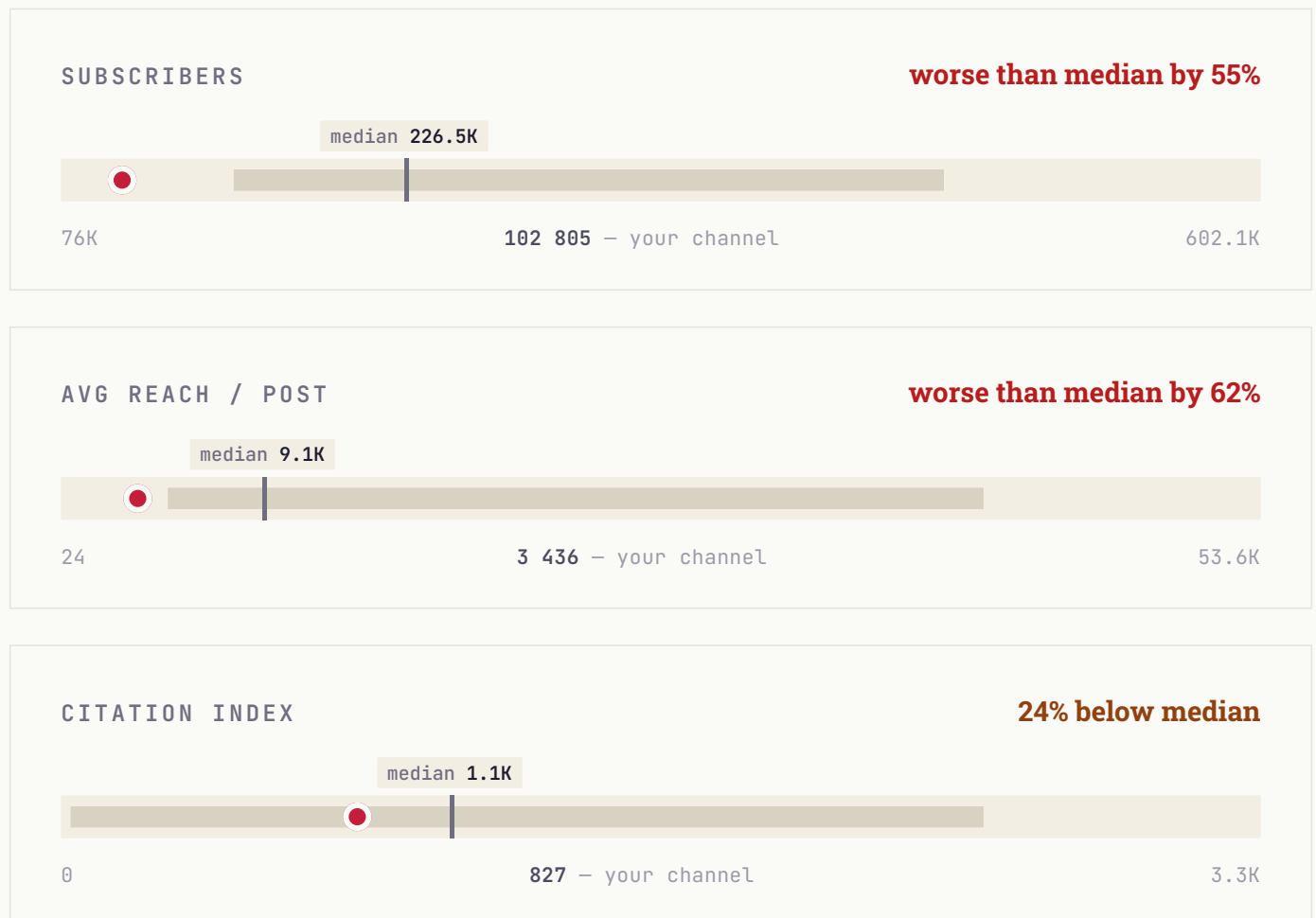
| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| January 2026   | 4        | 2        | 0            | <div></div> |
| December 2025  | 4        | 2        | 0            | <div></div> |
| Nov 2025       | 3        | 2        | 0            | <div></div> |
| Oct 2025       | 3        | 2        | 1 287        | <div></div> |
| September 2025 | 13       | 13       | 25           | <div></div> |
| August 2025    | 8        | 6        | 42 915       | <div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBS |
| 35             | 6              | 44 227         |

## SECTION 08 • 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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Tuesday

On this day at 21:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post**

02

## Increase video posts share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video better  
retains  
audience**

03

## ER below niche benchmark — rethink formats

Current ER 3.34% vs norm 9.0%. Try polls and interactive formats.

EFFECT

**+5.7pp ER**

04

## 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**

05

## Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.  
One poll per week on a hot topic is an easy growth lever.

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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02 **Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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