

PUBLIC REPORT BY PROMTPRESS

Channel audit

Alexis_home



@alexis_home

Coziest Telegram channel with home finds♥ For ads write
@alexanderivanovi My world of aesthetics and harmony📺RKN
<https://gosuslugi.ru/snet/67a378cfa16f1b55428cb82b>

SUBSCRIBERS

84 804

-721 per month

ERR (% SEE POSTS)

5.0%

per day 2.7%

REACH/POST

4.2K

ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 84 804 —	 SUBS REACH 4.9% avg % subs see post	 VIEWS/POST 4.2K median 4.4K · 29 days	 POSTS/WEEK 26.4 over period
 7D TREND -2.5% vs previous week	 REACTIONS/POST 19.8 only 2,234 reactions, 2,231 reposts, 0 comments	 POST LENGTH 117 chars median 86 · 29 days	 POSTS ANALYZED 113 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -721 last month	 CITATION RATE 43 citation index · 77 channels mentioned ever	 CHANNEL AGE 7 years 10 days created 13.06.2019

AI EDITOR SUMMARY

Channel «Alexis_home» – 84 804 subs. Each post avg views 4.2K people (5% from subs), reach low – expand audience. Publishes 26 posts per week (~4/day) – active. Week Jun 8–14 reach stable (-2.5% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 113 posts in 29 days.
- 02 Dominant format — Video (67/113 posts).
- 03 Avg post length — 117 chars (median 86).
- 04 Peak audience activity — Tuesday, 20:00 MSK.
- 05 Top posts get 2x more views than weakest (5.3K avg top vs 3K worst) — among 113 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 14:54 PHOTO Lamps ♥ Very beautiful pendant lamps Photos from reviews Third photo is mine Link My channel in Max		VIEWS 5 470	REACTIONS 35
		REPOSTS 21	ER 6.5%
Nº2 26.05 · 15:05 PHOTO Tablecloth from cotton and linen ♥ I have exactly the same one Looks very nice Looks exactly like in the seller's photo Link My...		VIEWS 5 264	REACTIONS 20
		REPOSTS 23	ER 6.2%
Nº3 27.05 · 09:41 VIDEO Cleaning brush ♥ Has reviews with photos Includes different attachments Link My channel in Max		VIEWS 5 231	REACTIONS 18
		REPOSTS 27	ER 6.2%

Nº4 28.05 · 16:06 VIDEO Cat spoon ♥ I definitely need one Link My Max channel	VIEWS 5 229 REPOSTS 23	REACTIONS 22 ER 6.2%
Nº5 26.05 · 17:22 PHOTO Linen napkins ♥ 100% linen Many reviews with photos Link My Max channel	VIEWS 5 195 REPOSTS 16	REACTIONS 21 ER 6.1%

WORST 3

↓ 20.06 · 10:21 VIDEO Cardholder ♥ Fun idea for storing driver's license Link My channel in Max	VIEWS 3 145 REPOSTS 35	REACTIONS 29 ER 3.7%
↓ 20.06 · 15:51 VIDEO Mug ♥ Has reviews with photos Link My channel in Max	VIEWS 2 957 REPOSTS 10	REACTIONS 12 ER 3.5%
↓ 20.06 · 15:46 VIDEO Lids ♥ Set of silicone lids Various sizes Link My channel in Max	VIEWS 2 908 REPOSTS 7	REACTIONS 10 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

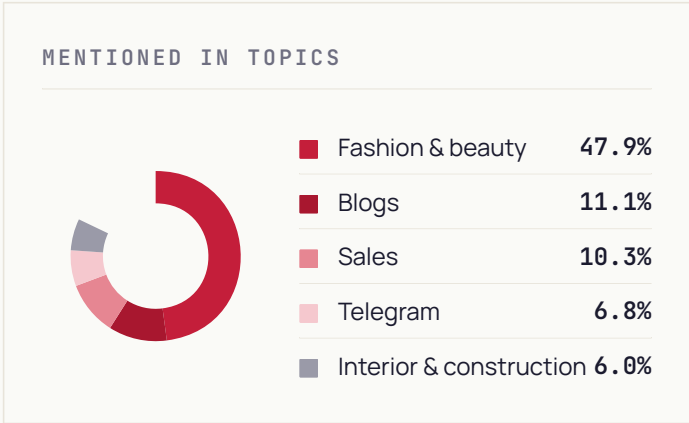
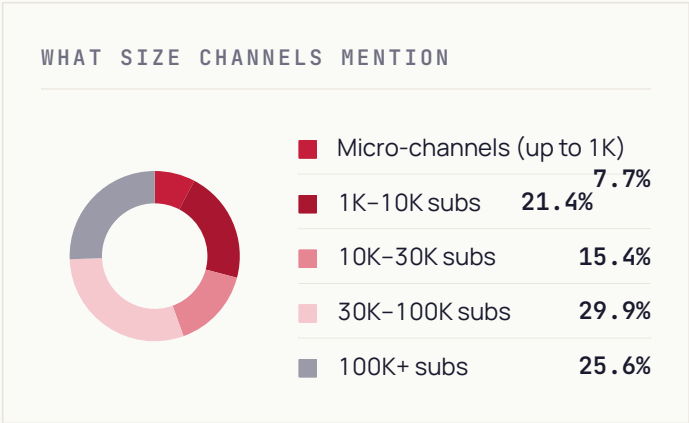
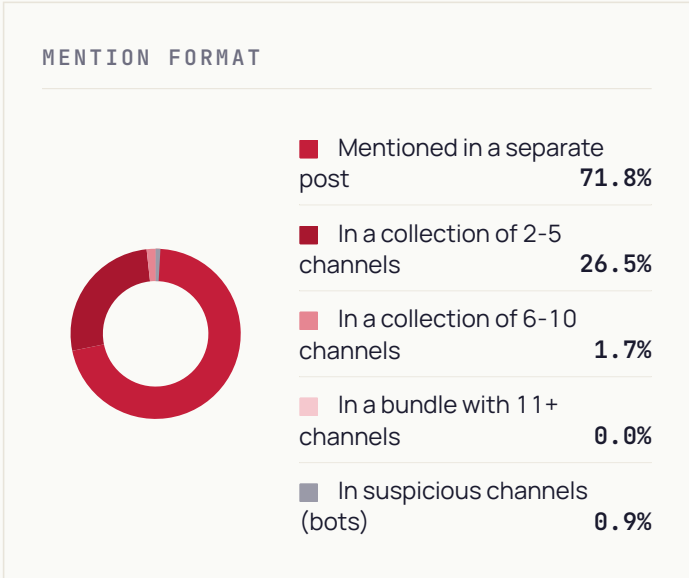
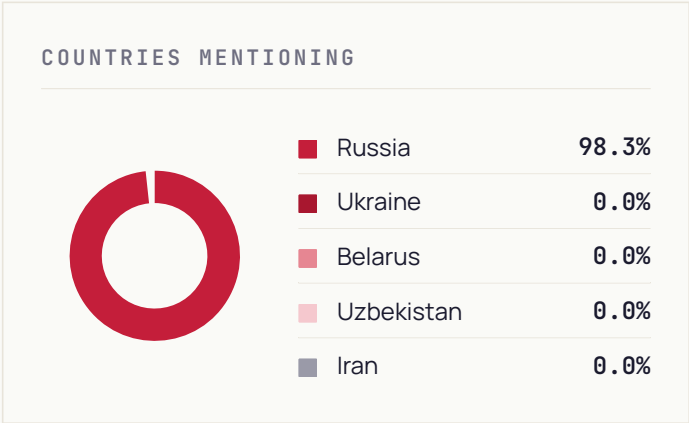
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

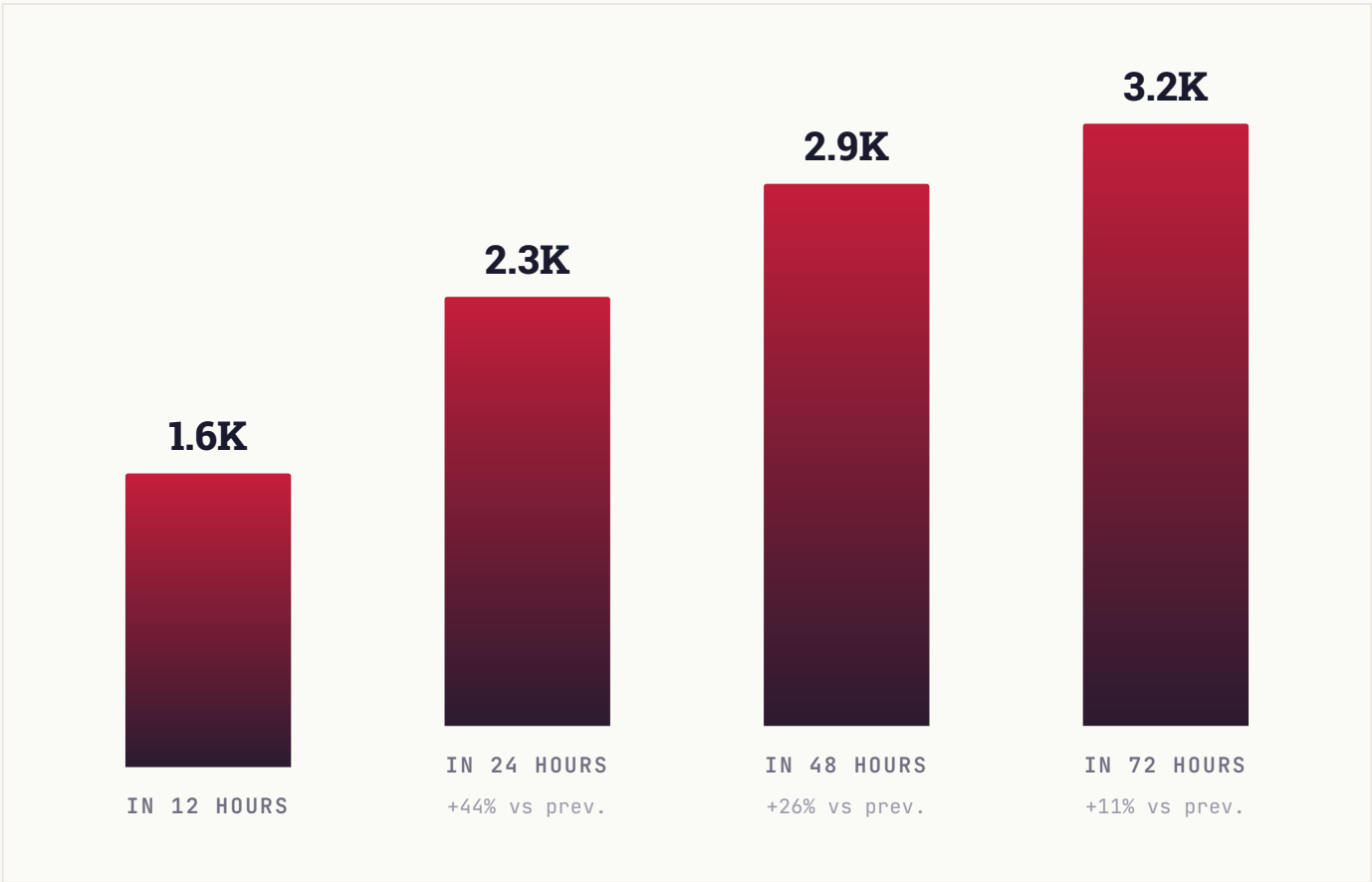
Citation index **43** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **77** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & decor	452K
MK My apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProRealEstate	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
AL Alexis_home YOU	84.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#61 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **17** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	0	0	0	
Nov 2025	0	0	17	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBS	
0	6		17	

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Interior & construction» (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.

#61/100

POSITION IN NICHE

Channel in bottom half of ranking

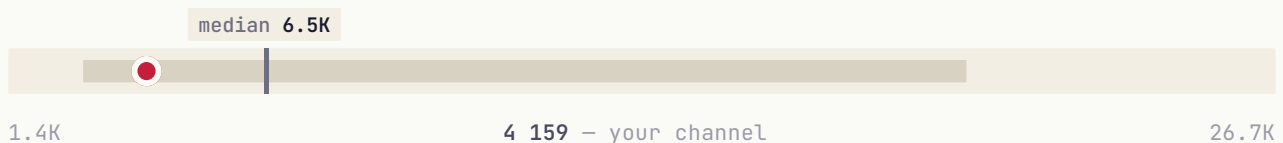
SUBSCRIBERS

23% below median



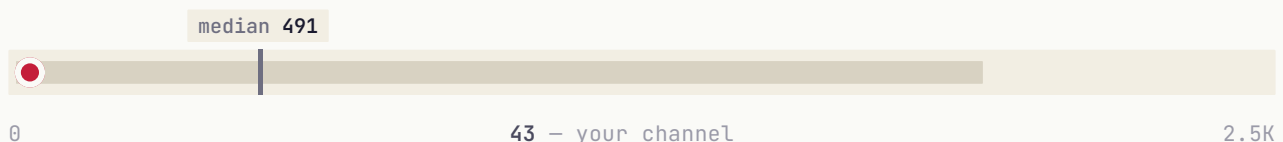
AVG REACH / POST

36% below median



CITATION INDEX

91% below median



— 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

Top post of the week — on Tuesday

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.9% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.6pp ER

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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels 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 — 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 in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager