

PUBLIC REPORT BY PROMTPRESS

Channel audit

Архитектурные излишества



@arkhlikbez

Oldest architecture channel, running since 2017. 📺YouTube — www.youtube.com/@arkhlikbez ✓Ads — @arkhadbot ✓Feedback, suggest content — @arkhcontentbot ✓Contact Pavel — ...

SUBSCRIBERS

124 075

-117 per month

ERR (% SEE POSTS)

8.0%

per day 4.7%

REACH/POST

10.3K

ad reach 5.9K/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 & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Interior & Construction»

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 124 075 —	 SUBS REACH 8.31% avg % of subs see post	 VIEWS/POST 10.3K median 9.7K · 29 days	 POSTS/WEEK 32.2 over period
 7D TREND -7.2% vs previous week	 REACTIONS/POST 260.4 total 35,148 reactions, 12,080 reposts, 0 comments	 POST LENGTH 441 chars. median 286 · 29 days	 POSTS ANALYZED 135 29 days
 AD REACH 5.9K 24h avg	 CHURN / MONTH -117 last month	 CITATION RATE 1 910 citation index · 6,651 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 13.07.2017

AI EDITOR SUMMARY

Channel 'Architectural Excesses' — 124 075 subs. Each post averages 10.3K people (8% from subs), reach is low — consider expanding audience. Publishes 32 posts per week (~5/day) — active publishing. For week 8–14 June, reach dropped -7.2% to week 1–7 June — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 135 posts in 29 days.
- 02 Dominant format – Photo (129/135 posts).
- 03 Avg post length – 441 characters (median 286).
- 04 Audience peak activity – Sunday, 08:00 MSK.
- 05 Top posts get 4x more views than the weakest (28.9K avg for top vs 8K for bottom) – among 135 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№102.06 · 08:33PHOTO	VIEWS	REACTIONS
	34 973	269
Top emotion after visiting the museum 'Simbirsk Classical Gymnasium' – that its director during Volodya Ulyanov (Lenin)'s studies was...	REPOSTS	ER
	129	28.2%
№231.05 · 05:47PHOTO	VIEWS	REACTIONS
	32 856	281
Internet: rename streets Chelyabinsk developers: 4 LENINA	REPOSTS	ER
	182	26.5%
№313.06 · 13:54PHOTO	VIEWS	REACTIONS
	18 901	338
I wonder if they serve okroshka with cider in Kolomna?	REPOSTS	ER
	238	15.2%

Nº4 13.06 • 11:58 PHOTO Anna Akhmatova visited Kolomna only once. On July 16, 1936, she tried to find writer Boris Pilnyak's house. She didn't. Ta...	VIEWS 17 921 REPOSTS 64 REACTIONS 220 ER 14.4%
Nº5 01.06 • 11:05 PHOTO Moving to Ulyanovsk! Many still think Simbirsk-Ulyanovsk is a small boring town on the Volga...	VIEWS 17 869 REPOSTS 169 REACTIONS 300 ER 14.4%
WORST 3	
↓ 27.05 • 12:40 PHOTO Good painting is probably not the most expected exhibition layer within the walls of a military museum. But in the halls of the RVSN Museum in Vlasikha hangs...	VIEWS 8 168 REPOSTS 32 REACTIONS 149 ER 6.6%
↓ 05.06 • 15:15 PHOTO The brutalist modernism of Paris Charles de Gaulle airport fascinates and saddens with its lost unique interiors...	VIEWS 8 001 REPOSTS 41 REACTIONS 166 ER 6.4%
↓ 20.06 • 13:47 PHOTO Every June in Maly Kislovsky Lane in Moscow you can meet kids with homemade stage models applying to directing...	VIEWS 7 956 REPOSTS 27 REACTIONS 191 ER 6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

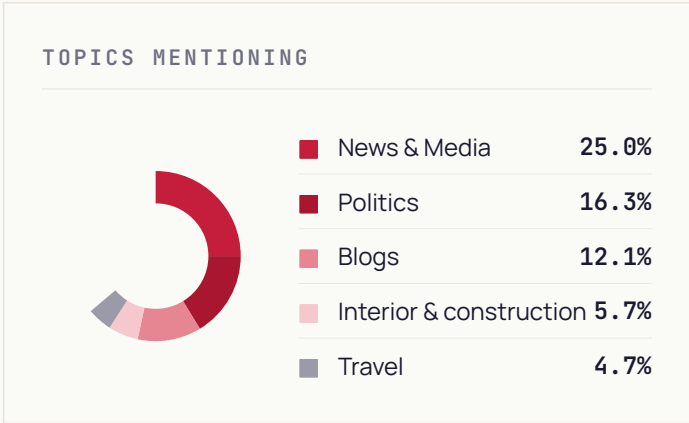
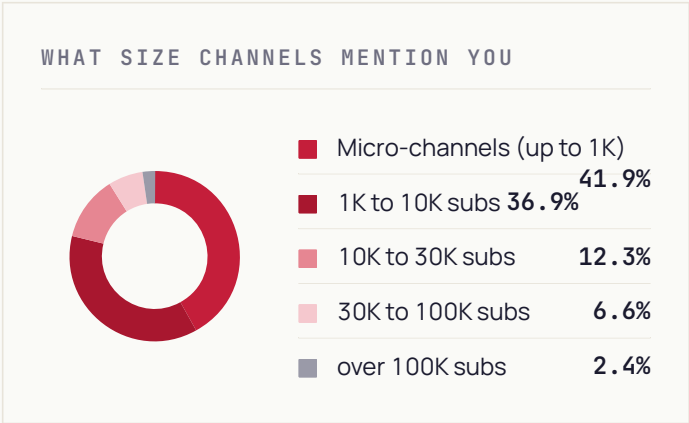
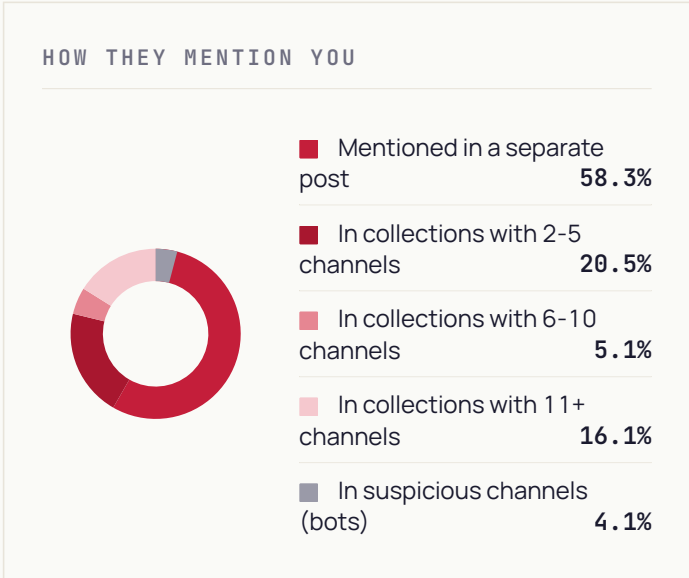
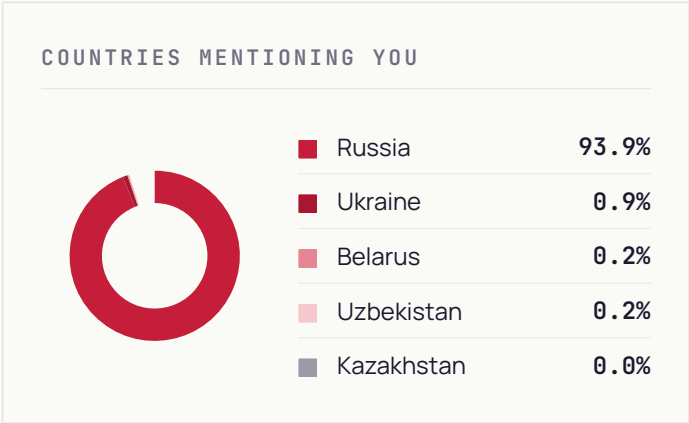
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

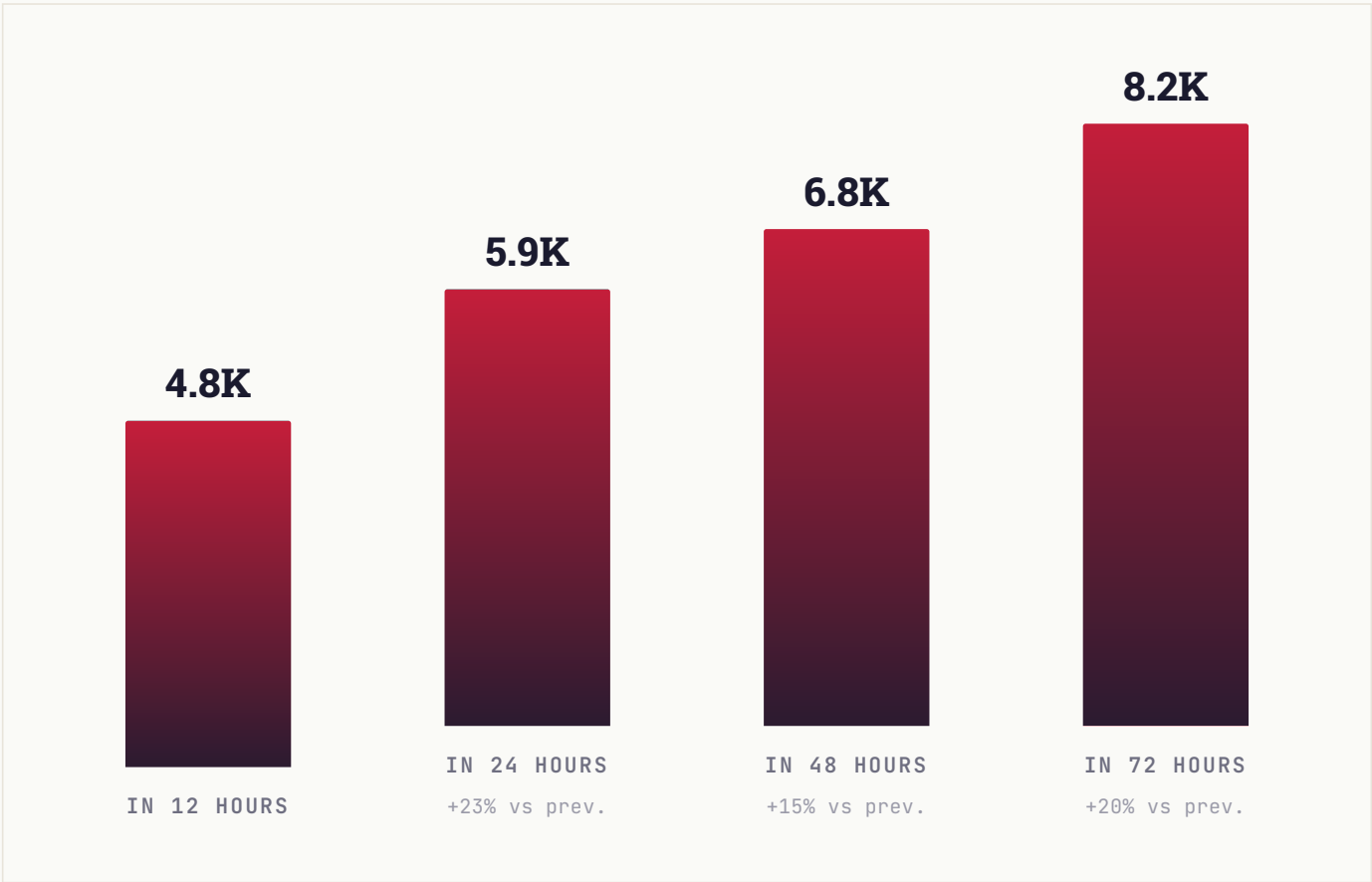
Citation index **1 910** — channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **6 651** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



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
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	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 ProNedvizhka	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
AI Архитектурные излишества YOU	124.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#47 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

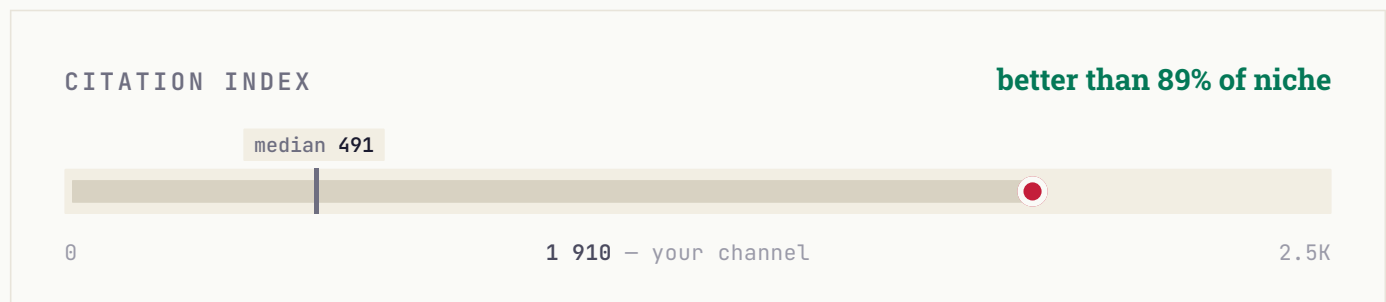
Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **513**, they brought **5 037** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	71	48	1 964	
Nov 2025	86	62	1 670	
Oct 2025	52	46	121	
September 2025	61	45	287	
August 2025	124	81	578	
July 2025	119	85	417	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
513	6	5 037

Where the channel ranks in its league

#47 /100 POSITION IN NICHE
Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Post of the week — on Sunday
 Audience is most active on this day at 08:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
 Video in Telegram retains audience longer and is favored by the algorithm. We recommend a share of 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 win.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby 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 is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
