

PUBLIC REPORT PROMTPRESS

Channel audit

Азбука Дизайна



@azbukadizaina

All about design, interiors, and beautiful things. New items and original ideas. RKN registration <https://clck.ru/3J3Q6S> Chat: @vsedizain Collaboration @sergeylebed

SUBSCRIBERS

39 234

+69 per month

ERR (% SEE POSTS)

19.0%

daily **25.3%**

REACH/POST

9.9K

ad reach **10K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 39 234 —	 SUBSCRIBER REACH 25.34% avg % subs see post	 VIEWS/POST 9.9K median 9.9K · 28 days	 POSTS/WEEK 30.4 over period
 7D TREND +2.2% vs previous week	 REACTIONS/POST 49.0 6,073 reactions, 4,292 reposts, 0 comments	 POST LENGTH 457 chars median 158 · 28 days	 POSTS ANALYZED 124 28 days
 AD REACH 10K 24h avg	 CHURN / MONTH +69 last month	 CITATION RATE 35 citation index · 252 channels mentioned ever	 CHANNEL AGE 5 years 11 months created 12.08.2020

AI EDITOR SUMMARY

Channel «Azбука Dizaina» — 39 234 subs. Avg views per post: 9.9K people (25% of subs), good reach. Publishes 30 posts/week (~4/day) — active. Jul 6–12 reach stable (+2.2% vs week Jun 29 – Jul 5).

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 **124** posts in 28 days.
- 02 Dominant format – **Video** (104/124 posts).
- 03 Avg post length – **457** chars (median 158).
- 04 Peak audience activity – **Wednesday**, 23:00 MSK.
- 05 Top posts get **1×** more views than weakest (10.8K avg top vs 9.1K worst) – among 124 posts in 28 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 19:57 VIDEO  How to Cut Molding at Corners Tips for perfect corners with ceiling trim.	VIEWS 10 855 REP. 14	REACTIONS 50 ER 27.7%
Nº2 24.06 · 17:00 VIDEO How to hide a gas pipe: the perfect solution for a stylish interior Open gas pipes rarely decorate an interior and often disrupt...	VIEWS 10 838 REP. 60	REACTIONS 48 ER 27.6%
Nº3 09.07 · 17:21 VIDEO  Sealant Joint Save if relevant – it turned out very neat and tidy.	VIEWS 10 829 REP. 10	REACTIONS 50 ER 27.6%

Nº4 04.07 • 16:05 **VIDEO**
 **Vanity & Chest Combo**

VIEWS
10 817
 REACTIONS
50
 REP.
2
 ER
27.6%

Nº5 24.06 • 20:29 **PHOTO**
Palette of taste: which colors to choose for a kitchen in 2026
The kitchen has long ceased to be just a place for cooking – it's the heart of the home, where we...

VIEWS
10 805
 REACTIONS
49
 REP.
52
 ER
27.5%

WORST 3

↓ 02.07 • 17:51 **VIDEO**
Mirror panels are a great option 

VIEWS
9 125
 REACTIONS
50
 REP.
53
 ER
23.3%

↓ 14.07 • 18:50 **VIDEO**
Hidden oasis in your home: how to turn the space under the stairs into a favorite spot Usually the space under a staircase is either empty...

VIEWS
9 112
 REACTIONS
50
 REP.
6
 ER
23.2%

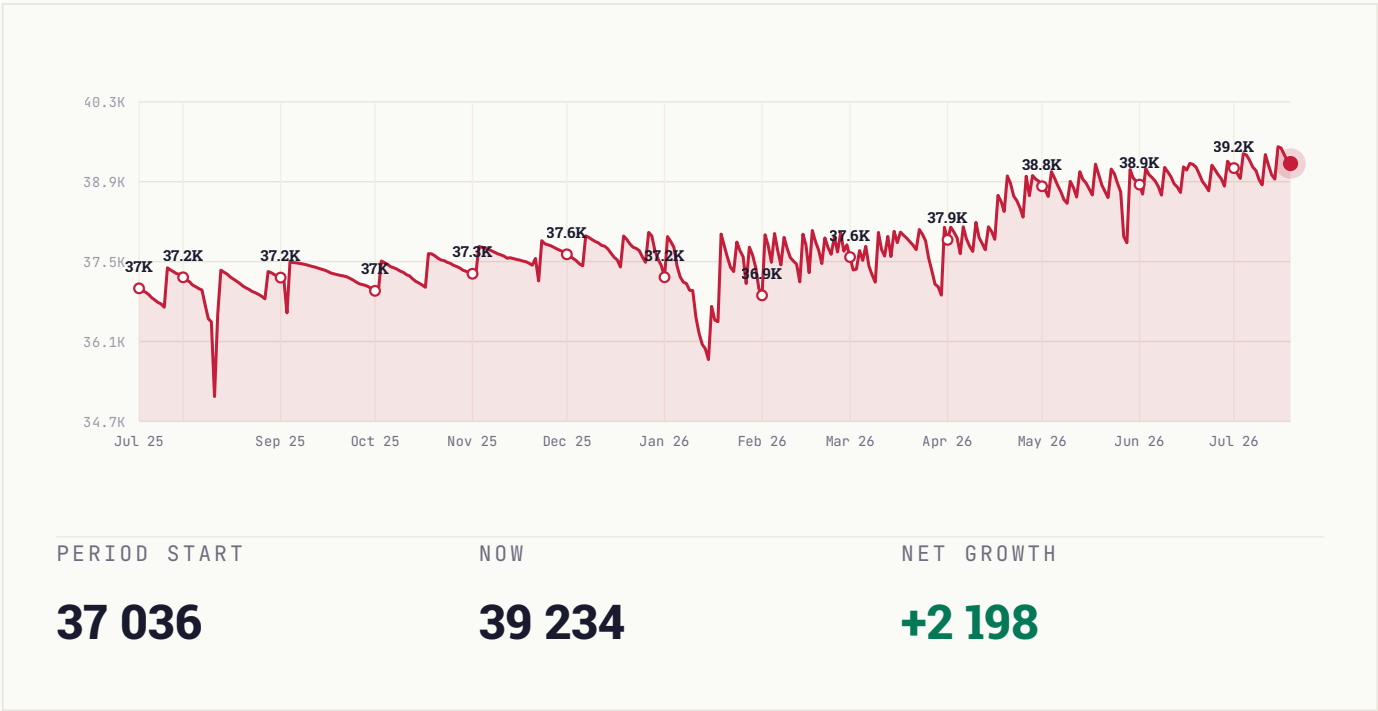
↓ 24.06 • 18:12 **PHOTO**
Summer 2026: main design trends to refresh your interior
Summer is the perfect time to update your home. This season, designers...

VIEWS
9 106
 REACTIONS
48
 REP.
52
 ER
23.2%

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.

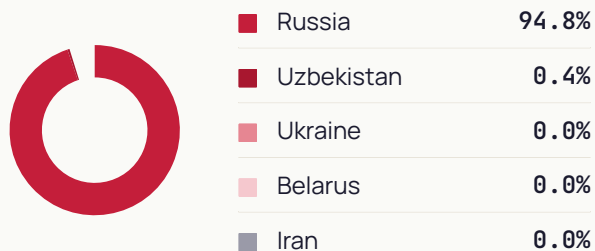


SECTION 04 • CITATIONS

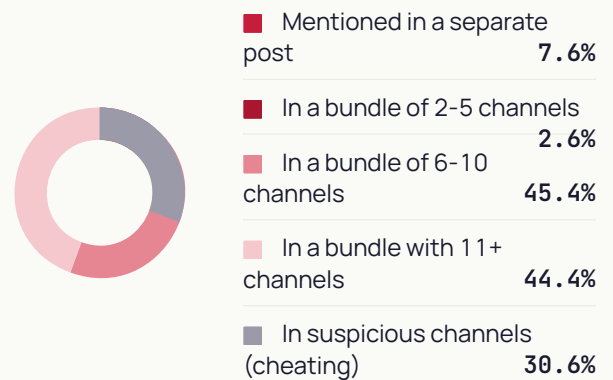
Who mentions the channel and how

Citation index **35** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **252** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



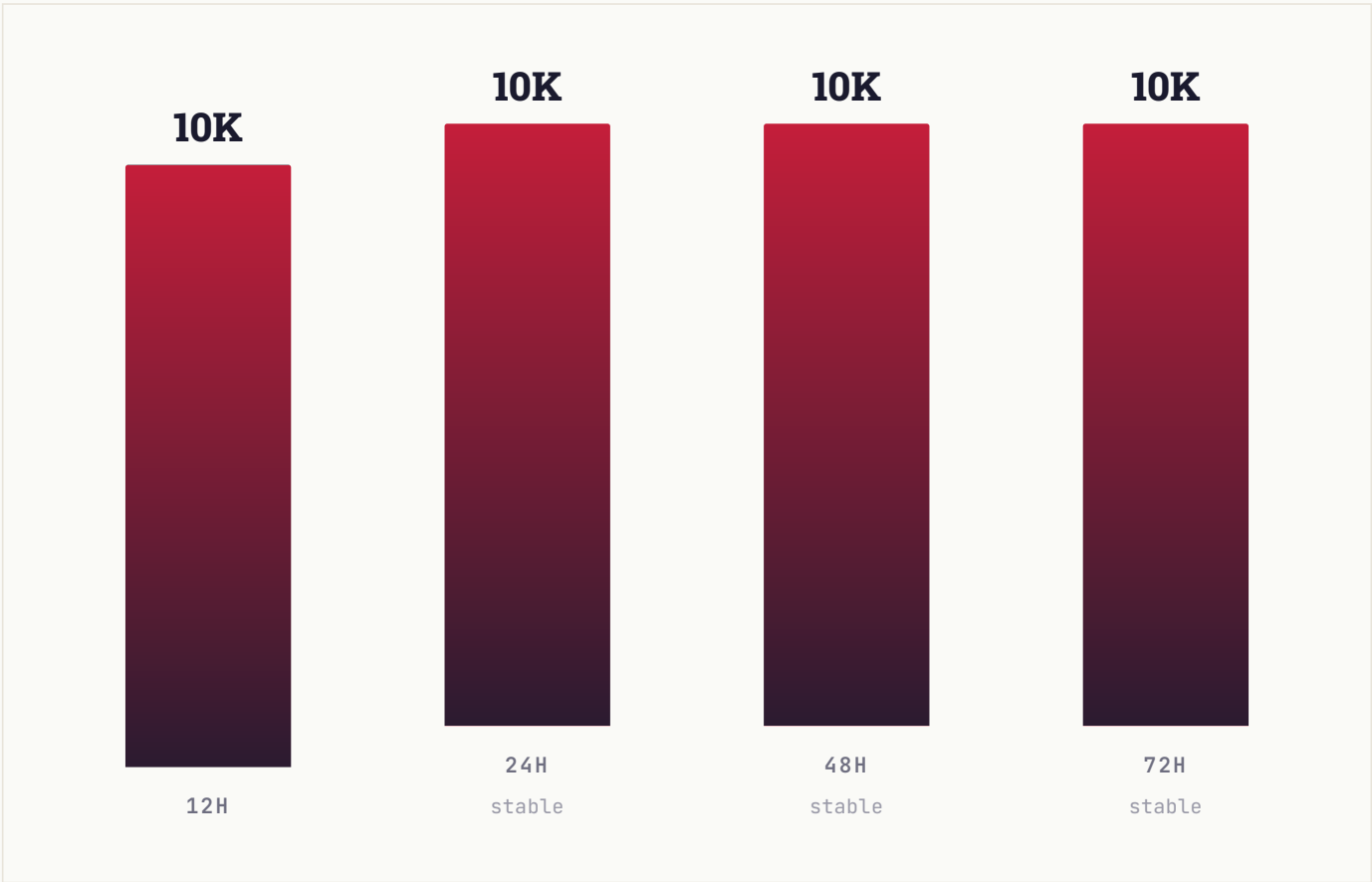
TOPICS OF MENTIONS



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 closest channels by topic and audience. We highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Layout	451.9K
AI Interior and decor	448.6K
MK My apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProNedvizhka	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
AD Азбука Дизайна YOU	39.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 91 in niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal: enter top-91 via systematic traffic & content work.

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: **24**, they brought **12 056** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	8	4 350
December 2025	7	7	1 598
Nov 2025	7	7	1 348
Oct 2025	0	0	1 160
Sep 2025	0	0	899
August 2025	2	2	2 701

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
24	6	12 056

Where the channel stands in its league

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

Top post of the week — on Wednesday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best time for
key post**

02

System traffic buy

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
