

— PROMTPRESS PUBLIC REPORT

Channel audit

Brusnika. Says & Shows



@brusnikacompany

We build homes in major cities of the Urals, Siberia, Central Russia, Moscow and St. Petersburg. Here we share news and beauty. On operation...

SUBSCRIBERS

37 827

+25 per month

ERR (% SEE POSTS)

22.0%

per day **9.7%**

REACH/POST

8.3K

ad reach **3.7K/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 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Interior & Construction» category

09 Strategy

5 priority actions

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 37 827 —	 SUBSCRIBER REACH 21.98% avg % of subs see post	 VIEWS/POST 8.3K median 8.5K · 29 days	 POSTS/WEEK 4.9 over period
 7D TREND -22.6% vs previous week	 REACTIONS/POST 150.6 total 3,163 reactions, 1,096 reposts, 71 comments	 POST LENGTH 621 chars median 697 · 29 days	 POSTS ANALYZED 21 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +25 last month	 QUOTABILITY 367 citation index · 849 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 04.03.2022

AI EDITOR SUMMARY

Channel «Brusnika. Speaks and Shows» — 37 827 subs. Each post averages 8.3K people (22% of subs), this is average reach — room to grow. Publishes 5 posts per week (~1 per day) — infrequent. For week Jun 22–28, reach dropped -22.6% to week of Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

Best performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts over 29 days.
- 02 Dominant format — Photo (17/21 posts).
- 03 Avg post length — 621 characters (median 697).
- 04 Peak audience activity — Monday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (11.8K avg for top vs 6.7K for worst) — among 21 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 09:05 VIDEO So this Monday Hamburg could have looked like this, but we don't build there. 2026. Tyumen. Residential district «River Port»	VIEWS 14 216 REP. 123	REACTIONS 288 ER 37.6%
Nº2 12.06 · 10:40 TEXT Turtleneck wearers and roll-neck fans; beanie devotees and container lovers; those who drink tea with sand and those who can't live without...	VIEWS 10 879 REP. 27	REACTIONS 262 ER 28.8%
Nº3 11.06 · 09:17 PHOTO Some lose, some find We find more often. Either a brick with a cat paw print, or a reason to tell you a couple of stories from...	VIEWS 10 379 REP. 11	REACTIONS 75 ER 27.4%

Nº4 18.06 · 10:33 PHOTO Indivisible and eternal like the soul, or a few words about Novoselsky Lyceum It may happen that happiness (or another age crisis)...	VIEWS 9 876 REP. 74	REACTIONS 105 ER 26.1%
Nº5 09.06 · 10:34 PHOTO A bit jealous of Surgut. Coming? We opened the first neighborhood center in Yugra. A multifunctional space appeared in Surgut...	VIEWS 9 804 REP. 51	REACTIONS 152 ER 25.9%

|

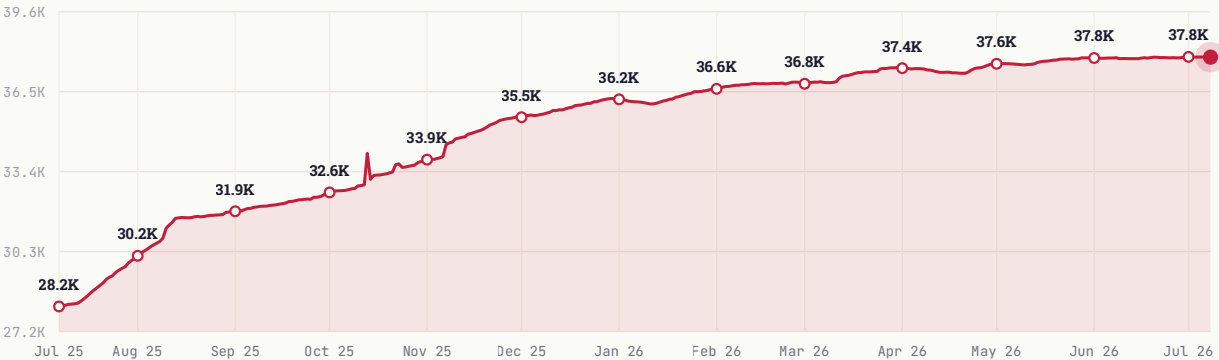
WORST 3

↓ 03.07 · 10:53 PHOTO Mosgosstroynadzor gave the go-ahead We started building an educational complex in the Herzen Quarter. The facility will combine...	VIEWS 6 792 REP. 44	REACTIONS 89 ER 18.0%
↓ 02.07 · 10:24 PHOTO Be careful: summer is coming Karelia, Solovki, Khibiny, Teriberka. If you're looking north right now, you're either moss or...	VIEWS 6 688 REP. 23	REACTIONS 119 ER 17.7%
↓ 03.07 · 09:34 VIDEO About a tech solution at the speed you read this headline How the self-destruct protocol of strawberries brought from...	VIEWS 6 522 REP. 38	REACTIONS 69 ER 17.2%

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.

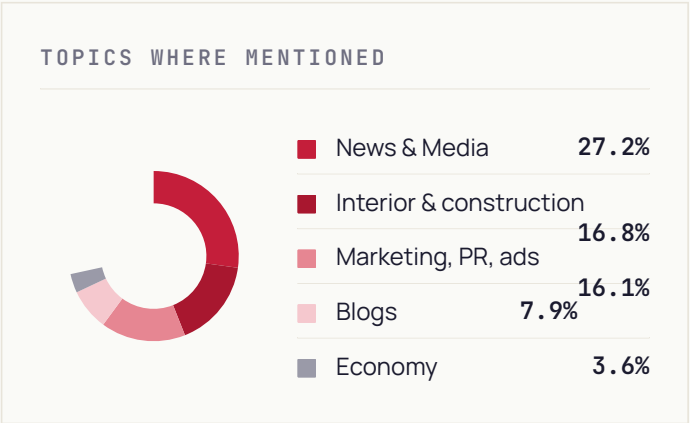
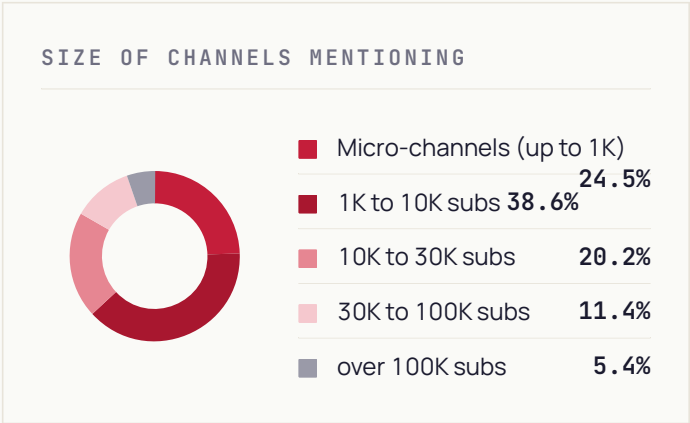
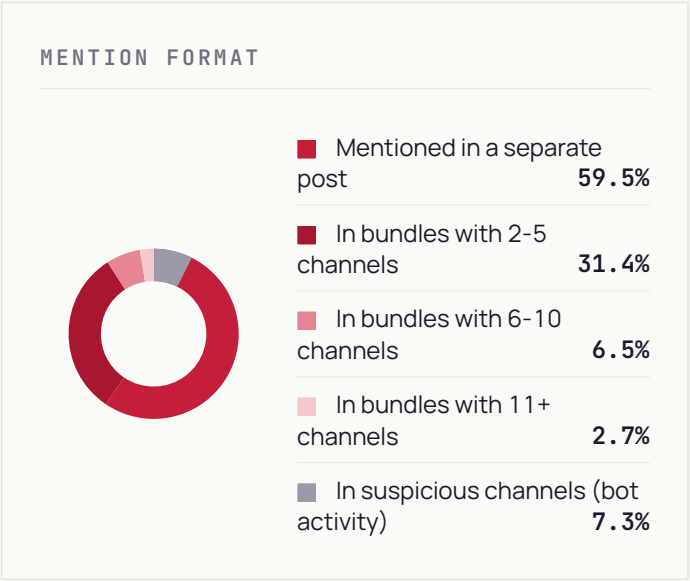
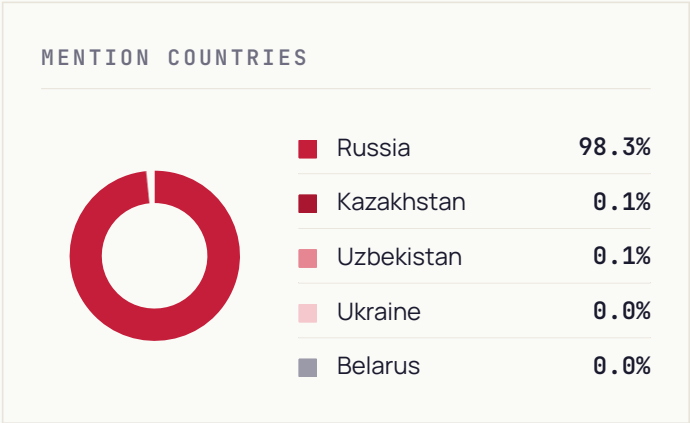


PERIOD START	NOW	NET GROWTH
28 212	37 828	+9 616

SECTION 04 · CITATIONS

Who mentions the channel and how

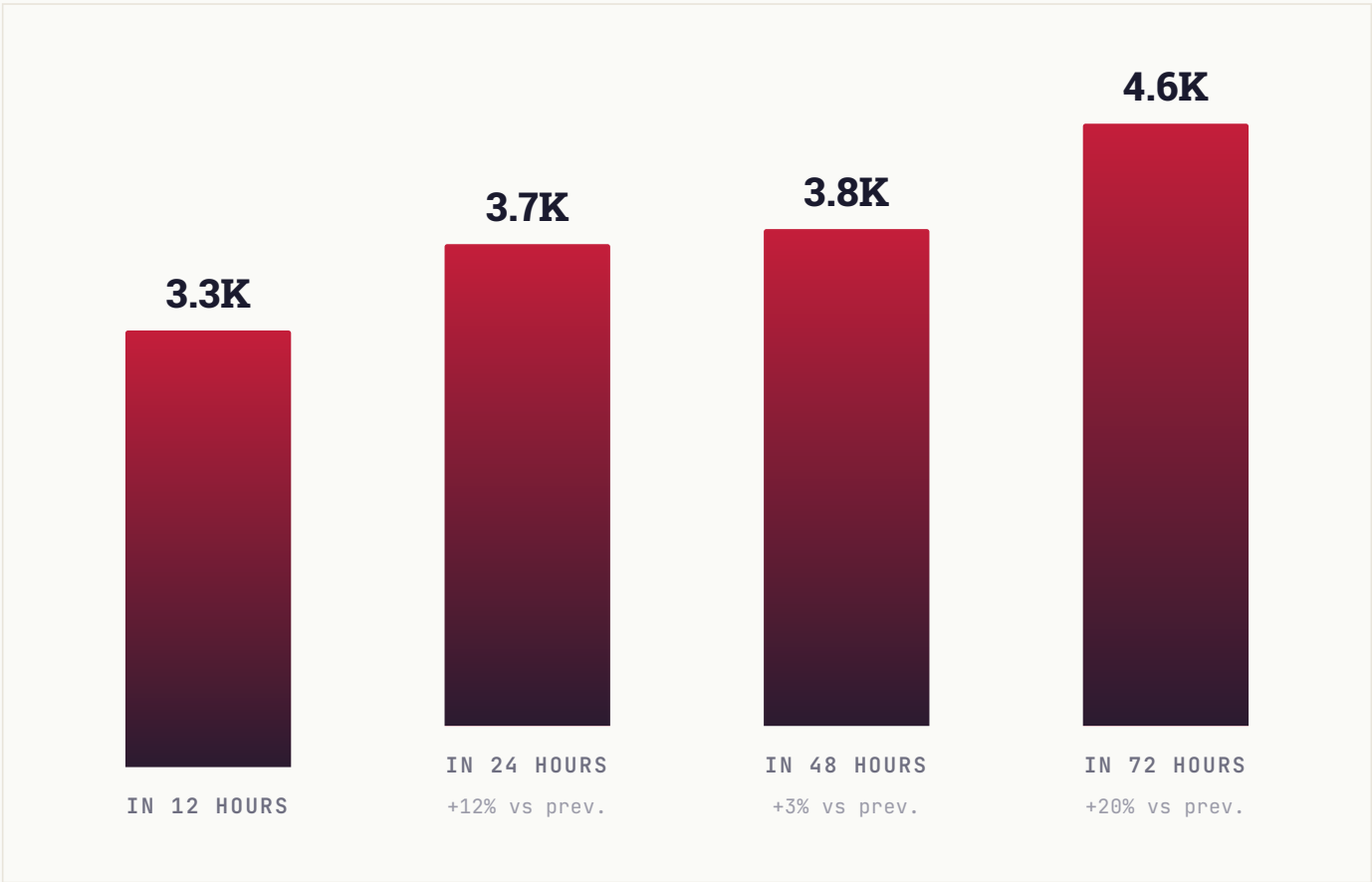
Citation index **367** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **849** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	530.5K
PL Layout	453.6K
AI Interior & decor	450K
MK My apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
BG Brusnika. Says & Shows YOU	37.8K

COMPARATIVE INSIGHT

Channel not yet outside top 89 of niche — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (530.5K), median top-89: 108.5K. First goal: enter top-89 through 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 found **242**, they brought **7 967** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	21	18	580
December 2025	46	35	764
Nov 2025	32	25	1 652
Oct 2025	30	28	2 409
September 2025	45	43	725
August 2025	68	61	1 837

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
242	6	7 967

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the distribution, and a vertical line indicating the median. A red dot marks the channel's performance, and a text label indicates the percentage of the niche the channel is better or worse than.

SUBSCRIBERS

worse than median by 65%

median 109.2K

30.4K 37 827 — your channel 435.2K

AVG REACH / POST

better than 55% of niche

median 6.2K

1.4K 8 315 — your channel 26.1K

CITATION INDEX

worse than median by 29%

median 518

0 367 — your channel 2.5K

Metric	Channel Value	Median	Comparison
Subscribers	37,827	109.2K	worse than median by 65%
Avg Reach / Post	8,315	6.2K	better than 55% of niche
Citation Index	367	518	worse than median by 29%

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|----|--|--|
| 01 | Increase posting frequency
Now 4.9 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | IMPACT
Consistency > volume |
| 02 | Main post of the week — on Monday
Audience is most active on this day at 12:00 MSK. | IMPACT
Best window for a key post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | IMPACT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromtPress picks sources for your niche. | IMPACT
+1000-3000 subs |
| 05 | 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. | IMPACT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

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

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