

PROMTPRESS PUBLIC REPORT

Channel audit

Design & Renovation | Interior Solutions



@decor_journal

Modern projects & interior solutions for home design, plus renovation tips. Collaboration: @serg27tg Submit project: @proekt_dj_bot RKN <https://rknn.link/b83>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
281 924	5.0%	14.1K
-2442 per month 24.06.2026	per day 3.0% HTTPS://PROMTPRESS.COM/AUDIT/DECOR_JOURNAL	ad reach 8.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 281 924 —	 SUBSCRIBER REACH 5.01% avg % subs see post	 VIEWS/POST 14.1K median 14.7K · 28 days	 POSTS/WEEK 14.5 for the period
 7D TREND -9.1% vs previous week	 REACTIONS/POST 106.9 total 6,412 reactions, 4,252 reposts, 236 comments	 POST LENGTH 323 chars median 122 · 28 days	 POSTS ANALYZED 60 28 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH -2442 last month	 CITATION RATE 177 citation index · 261 channels mentioned it ever	 CHANNEL AGE 8 years 9 months created 04.09.2017

AI EDITOR SUMMARY

Channel «Design & Renovation | Interior Solutions» – 281 924 subs. Each post averages 14.1K people (5% from subs), reach is low – consider expanding audience. Publishes 14 posts per week (~2/day) – consistent schedule. For week Jun 8–14, reach dropped -9.1% vs week 1–7 June – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 60 posts over 28 days.
- 02 Dominant format – Photo (35/60 posts).
- 03 Avg post length – 323 chars (median 122).
- 04 Audience peak activity – Thu, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (17.4K avg for top vs 11.2K for bottom) – among 60 posts over 28 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 17:25 VIDEO House overview 125 m² Author - Andrey Antipin Design & renovation	VIEWS 17 621 REPOSTS 135	REACTIONS 137 ER 6.3%
Nº2 27.05 · 07:08 PHOTO Apartment 47 m² Design - studio S+T Design #45_65m@decor_journal Design & Renovation	VIEWS 17 358 REPOSTS 76	REACTIONS 79 ER 6.2%
Nº3 02.06 · 07:35 PHOTO Apartment 52 m² for a student Starting point of the project – modest 52 sqm for a three-room apartment and an elongated rectangular...	VIEWS 17 200 REPOSTS 56	REACTIONS 129 ER 6.1%

Nº4 31.05 · 08:07 PHOTO Studio apartment 26 m² The space was zoned into a kitchen-living room and a bedroom-study with a light-transmitting glass block partition. Design...	VIEWS 17 189 REPOSTS 98	REACTIONS 136 ER 6.1%
Nº5 01.06 · 08:07 PHOTO Apartment 48 m² Clients were open to bold solutions and fully trusted the designer. The interior combines deep complex...	VIEWS 17 070 REPOSTS 57	REACTIONS 150 ER 6.1%

|

WORST 3

↓ 19.06 · 18:15 VIDEO Base + accent: transform your interior with color By OneDiz Design & renovation	VIEWS 11 726 REPOSTS 158	REACTIONS 115 ER 4.2%
↓ 20.06 · 17:25 VIDEO How to choose wall paint color: impact of natural light and cardinal direction on color perception in interior Design & Renovation	VIEWS 11 296 REPOSTS 171	REACTIONS 72 ER 4.0%
↓ 21.06 · 17:25 VIDEO Hidden storage systems Design & renovation	VIEWS 10 623 REPOSTS 95	REACTIONS 86 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

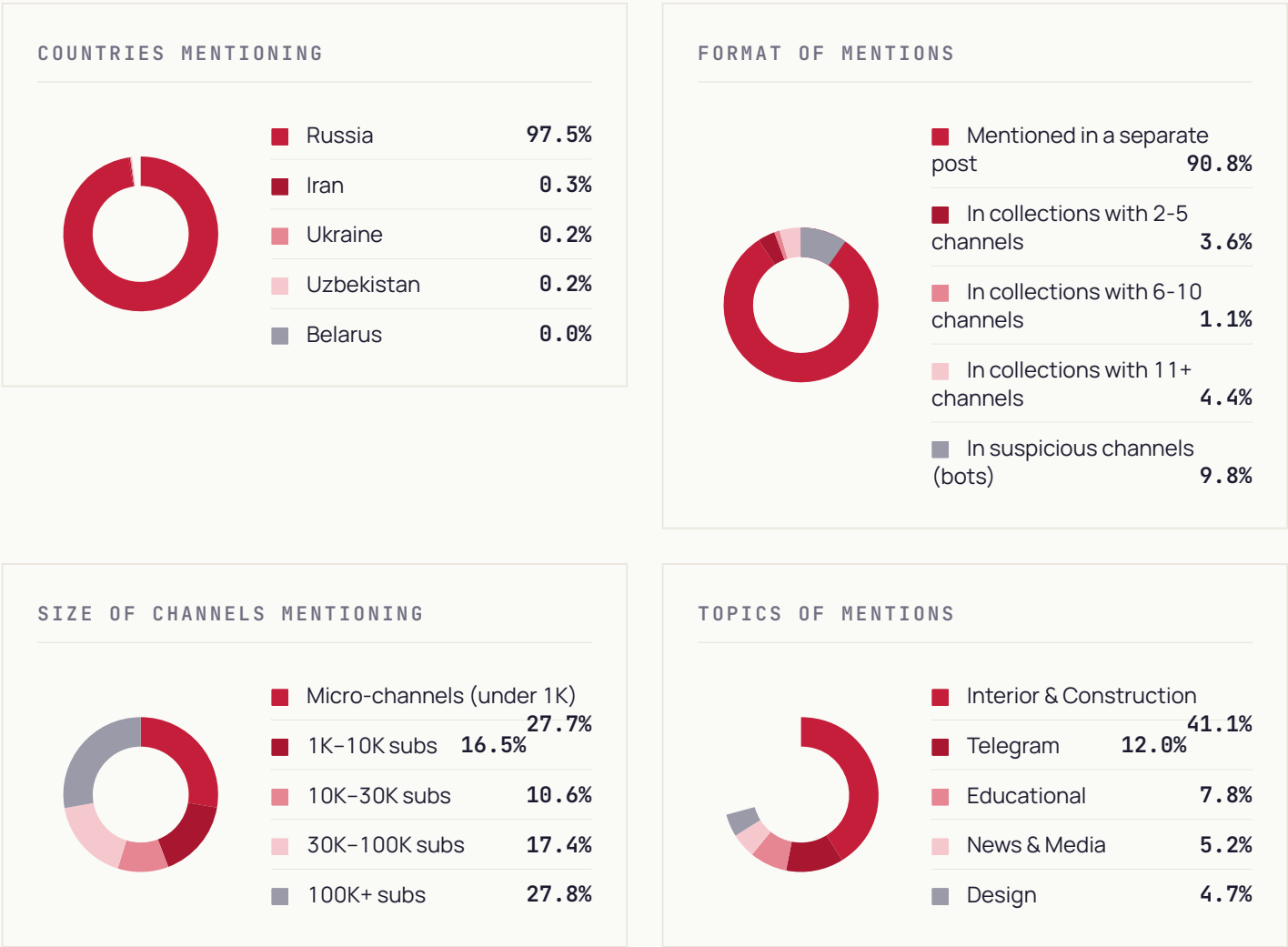
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

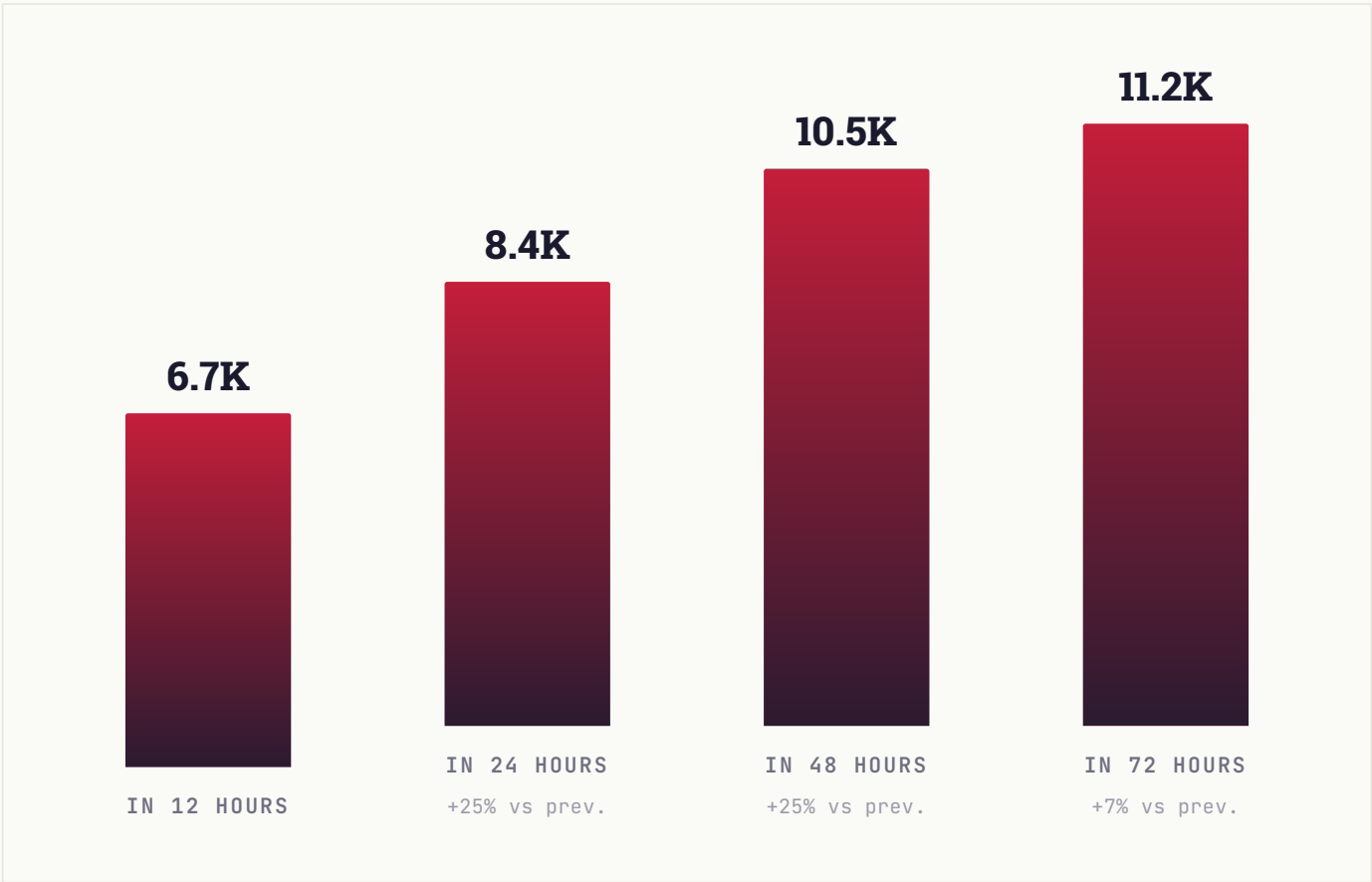
Citation index **177** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from a channel with 1K. All time channel was mentioned **261** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



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 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 ProNedvizhka	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
DI Design & Renovation Interior Solutions YOU	281.9K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#16 of 89). Leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

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** mentions count **72**, they brought **24 352** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	9	4	51
November 2025	24	20	1 068
October 2025	12	1	4 004
September 2025	14	5	6 987
August 2025	7	4	6 765
July 2025	6	6	5 477

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
72	6	24 352

SECTION 08 · NICHE COMPARISON

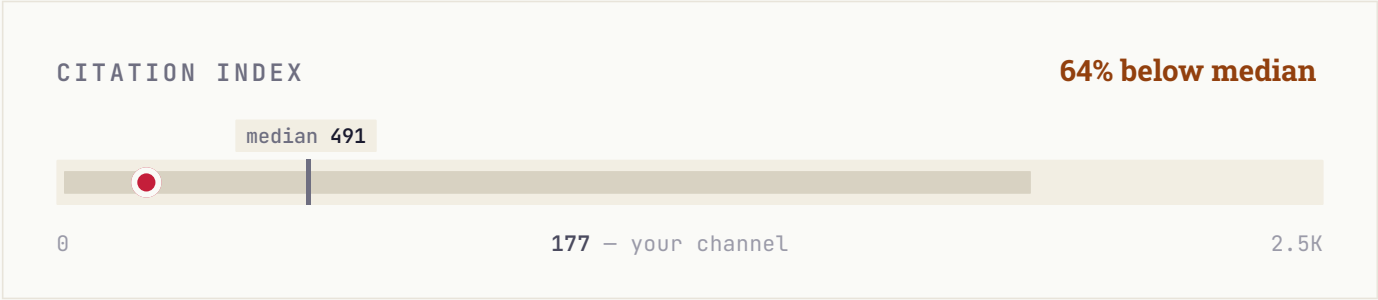
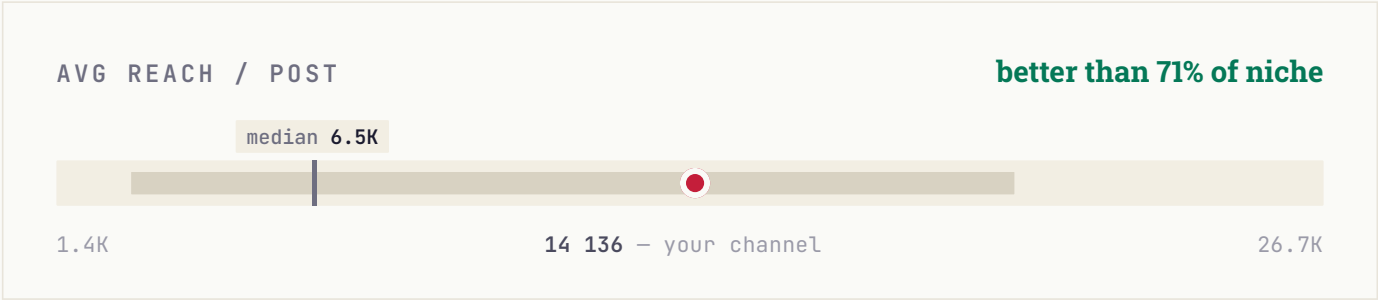
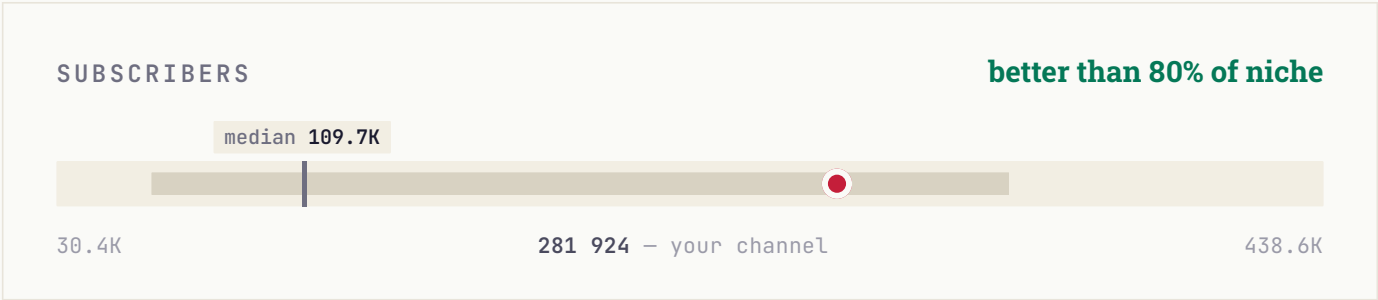
Where channel stands in its league

Took top-100 channels in category "Interior & Construction» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#16/100

RANK IN NICHE

Channel in top 16% – strong position



— 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 Thursday

Audience is most active on this day at 11:00 MSK.

IMPACT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.01% vs norm 5.5%. Try polls & interactive formats.

IMPACT

+0.5pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the niche.

IMPACT

**+1000-3000
subs**

04

Test polls & interactive formats

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

IMPACT

+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.

IMPACT

**Growth from
relevant
audience**

★ 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 through us and hit your growth target in a month.

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

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