

PROMTPRESS PUBLIC REPORT

Channel audit

Interior Design and Renovation BY



@design_remont_by

Modern apartment & house design projects, plus renovation tips
and solutions in Belarus

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
17 108	15.0%	2.6K
+272 per month 24.06.2026	daily 7.3%	ad reach 1.3K/24h

[HTTPS://PROMTPRESS.COM/AUDIT/DESIGN_REMONT_BY](https://promptpress.com/audit/design_remont_by)

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 Posts · Bottom 3 · Insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation Rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in category «Interior & Construction»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 17 108 —	 SUBSCRIBER REACH 14.93% avg % subs see post	 VIEWS/POST 2.6K median 2.6K · 29 days	 POSTS/WEEK 8.2 for period
 7D TREND +4.5% vs previous week	 REACTIONS/POST 24.4 total 831 reactions, 246 reposts, 0 comments	 POST LENGTH 371 chars median 158 · 29 days	 POSTS ANALYZED 34 29 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +272 last month	 CITATION RATE 19 citation index · 24 channels mentioned ever	 CHANNEL AGE 1 year 9 months created 31.08.2024

AI EDITOR SUMMARY

Channel «Interior Design and Renovation BY» — 17 108 subs. Each post avg views 2.6K people (15% from subs), reach low — expand audience. Posts 8 posts/week (~1/day) — regular. Week Jun 8–14 reach stable (+4.5% 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 34 posts in 29 days.
- 02 Dominant format — Video (21/34 posts).
- 03 Avg post length — 371 chars (median 158).
- 04 Audience peak activity — Friday, 08:00 MSK.
- 05 Top posts get 2x more views than weakest (4.2K avg top vs 1.9K worst) — among 34 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 05:43 PHOTO Apartment 82 sqm #apartment #up_to_85sqm Pine forest interior: a young family's apartment with a view to the future. The clients are a young couple...	VIEWS 4 357 REP. 3	REACTIONS 21 ER 25.5%
Nº2 29.05 · 17:27 PHOTO Apartment 45 sq.m. #apartment #up_to_45m The client bought an apartment with renovation in a 1932 building and decided to update the interior according to...	VIEWS 4 226 REP. 3	REACTIONS 17 ER 24.7%
Nº3 03.06 · 17:33 PHOTO Useful tips on how to quickly and cheaply update your kitchen ☒☒♂ Interior design and renovation BY	VIEWS 3 907 REP. 3	REACTIONS 24 ER 22.8%

Nº4 09.06 • 06:09 PHOTO Apartment 36 sq.m. #apartment #up_to_45m Apartment for mom: care hidden in details. Designer Lina Knyazeva created an interior in Moscow...	VIEWS 3 229 REACTIONS 19 REP. 2 ER 18.9%
Nº5 13.06 • 17:43 VIDEO What we recommend not to forget ☺️♂ Interior design and renovation BY	VIEWS 3 220 REACTIONS 19 REP. 2 ER 18.8%

WORST 3

↓ 19.06 • 18:07 VIDEO Friends, we all know the problem of storing small items in the kitchen – rags, jars and everything else. What do you need to keep it tidy? We have...	VIEWS 2 041 REACTIONS 16 REP. 5 ER 11.9%
↓ 20.06 • 08:44 VIDEO Wallpaper in unexpected places 😊️♂ Interior design and renovation BY	VIEWS 1 877 REACTIONS 18 REP. 2 ER 11.0%
↓ 21.06 • 17:52 PHOTO Apartment 39 sq.m. #apartment #up_to_45m Soft country with botanical mood. Designers Ekaterina Vydrina and Alsu Petrina created a bright and...	VIEWS 1 827 REACTIONS 24 REP. 2 ER 10.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

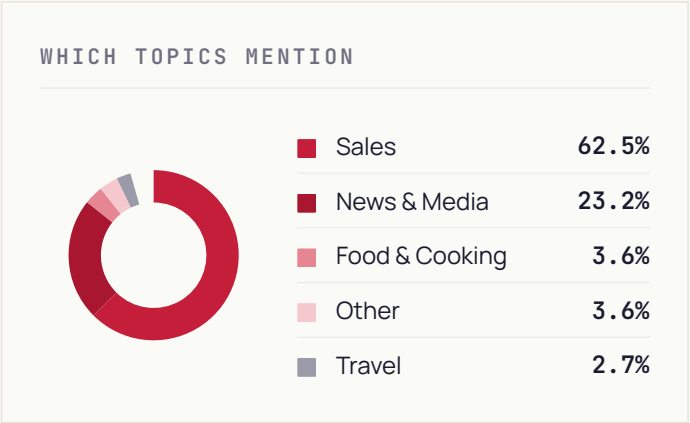
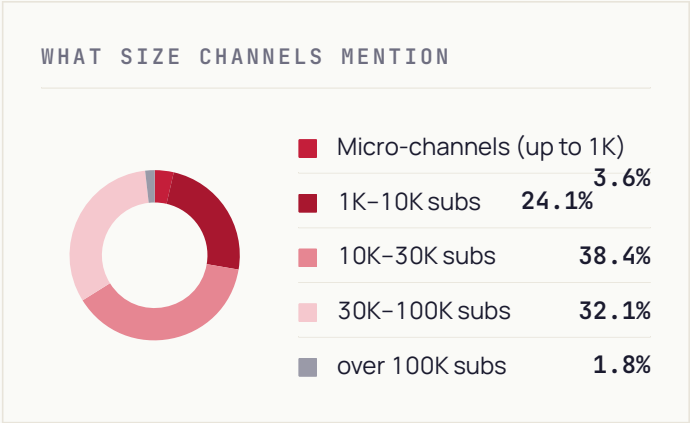
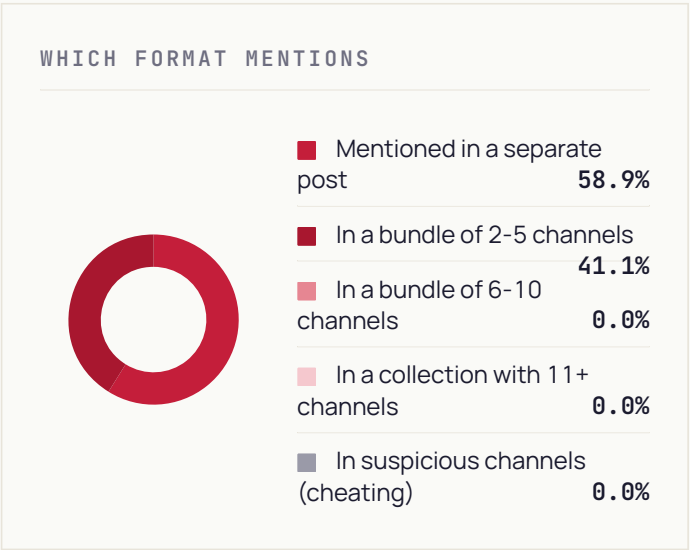
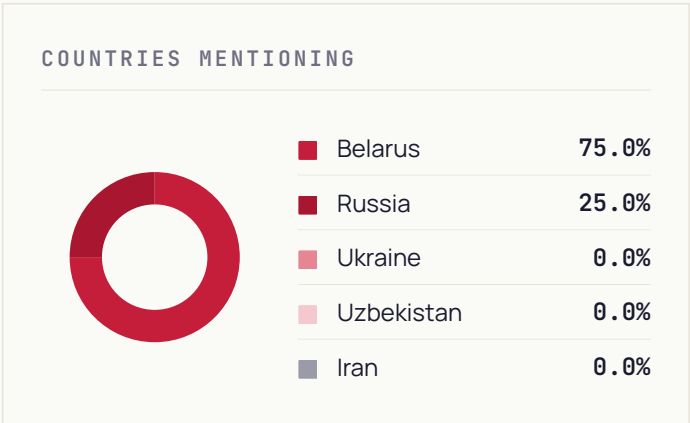
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

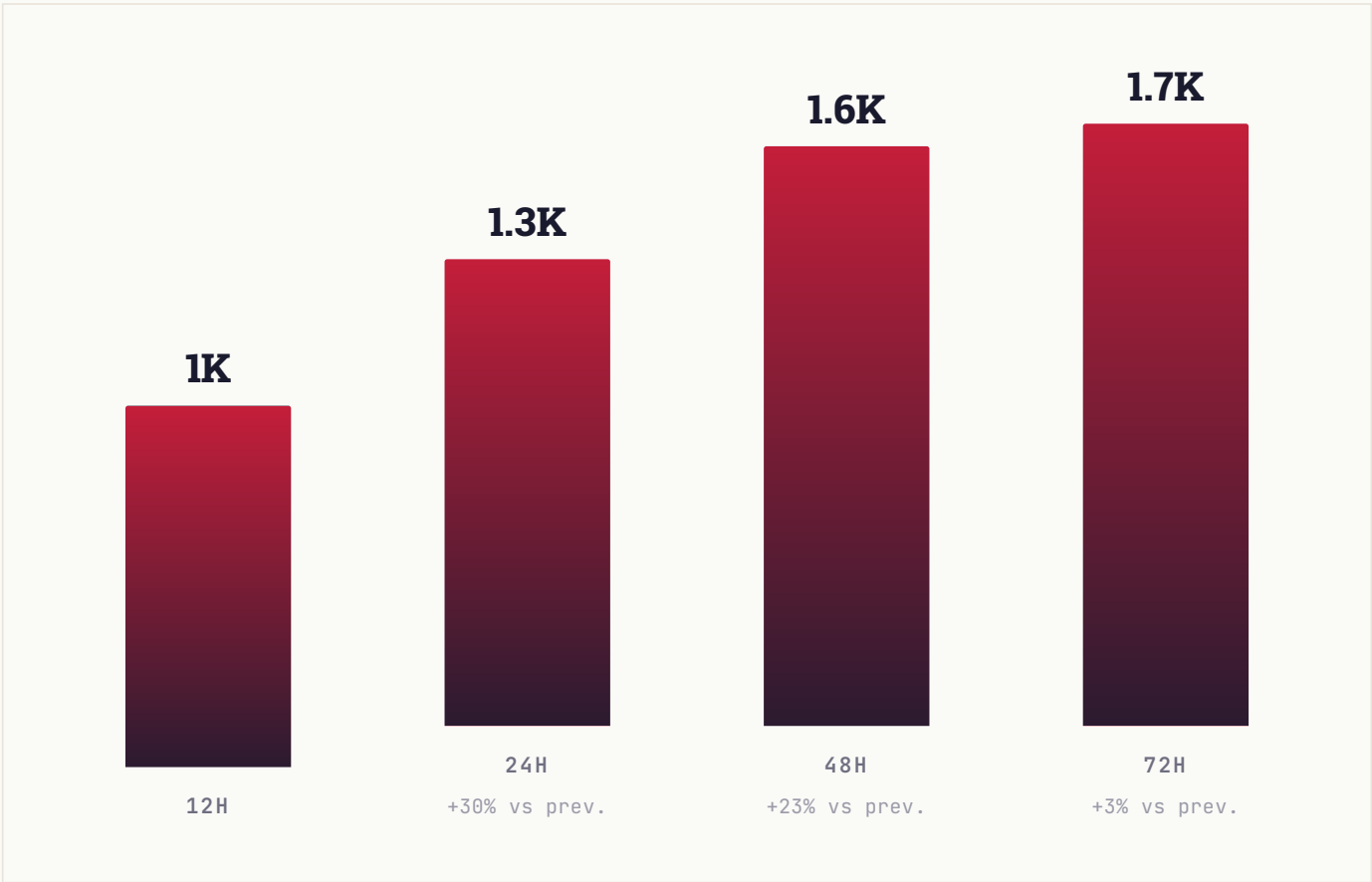
Citation index **19** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel mentioned **24** different channels.



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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DI Interior Design and Renovation BY YOU	17.1K
G" GPO "Minskstroy"	10.5K
PR Proekt.by	9.7K
MB Ministry of Architecture and Construction of Belarus	8.2K
AK A-100 Comfort	6.6K
ЖБ Housing Issue Gomel 🇩🇪	6.5K
Yu- Yu-Plast	3.8K
BR Realtor's Weekdays. Minsk	3.7K
SP Spadchyna	3.1K
VI Vikarti_dom	1.6K
VS Very special address	1.6K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 35 channels in category). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

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 were **20**, they brought **7 977** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2	2	1 875	
November 2025	3	3	665	
October 2025	8	7	1 269	
September 2025	1	1	3 225	
August 2025	2	1	886	
July 2025	4	4	57	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
20	6	7 977

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

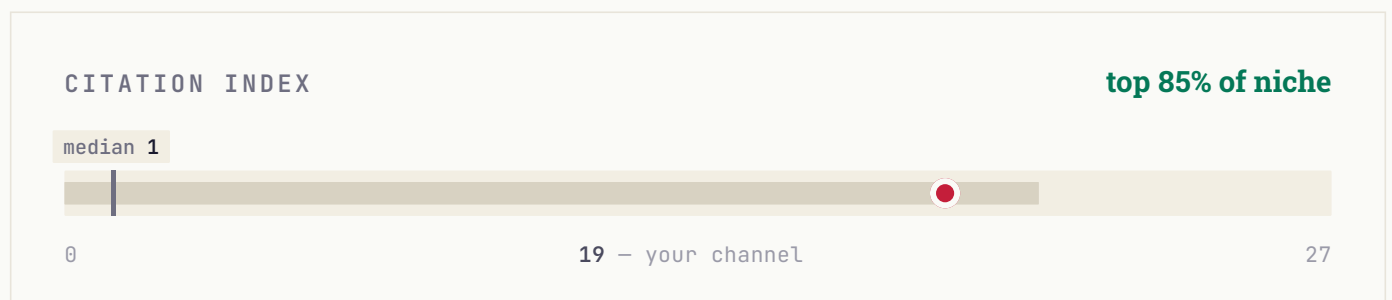
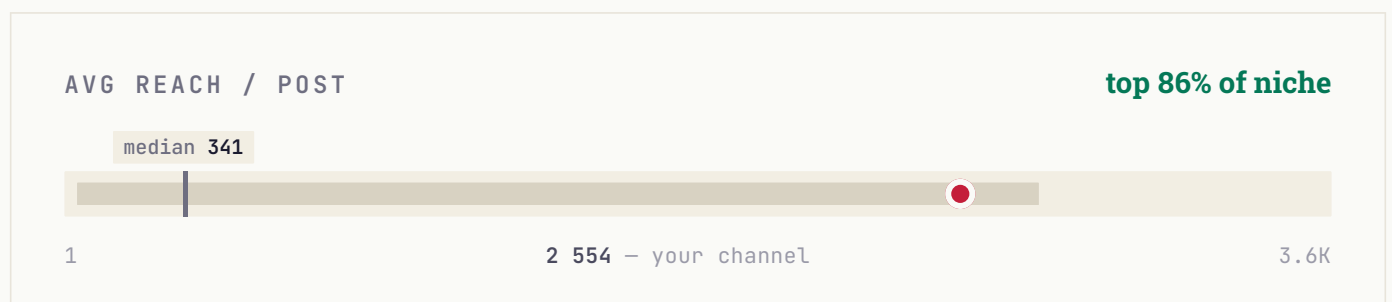
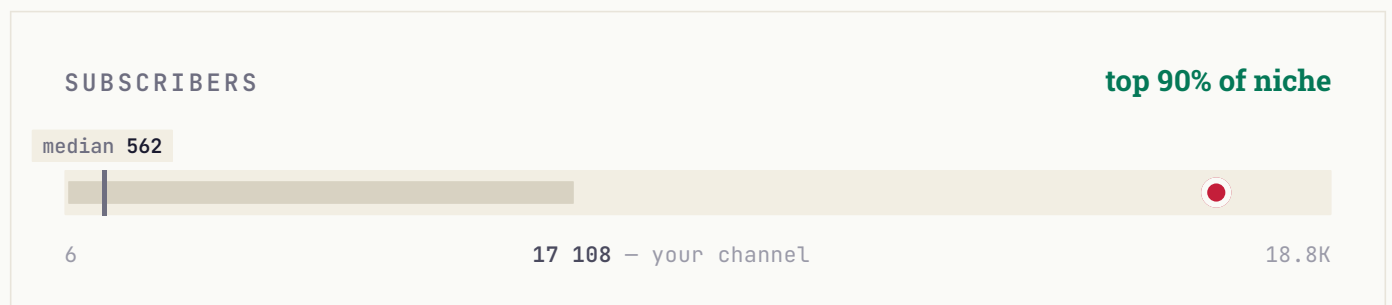
Took top-35 channels in category «Interior & Construction» (Belarus) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#1

/35

RANK IN NICHE

Channel in top 2% interior & construction Belarus



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day at 08:00 MSK audience is most active.

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with adjacent channels

Exchange posts with channels in the same segment 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 looks at description. Add 3-5 keywords of your niche — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

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

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