

PUBLIC REPORT PROMTPRESS

Channel audit

diskill | interior design school



@diskill_school

📖TOP hacks for creating a design project: https://t.me/diskill_school/1990 📖Create your first design project for free with a mentor: https://t.me/diskill15_bot

SUBSCRIBERS

63 242

-156 per month

ERR (% SEE POSTS)

7.0%

per day 2.4%

REACH/POST

4.2K

ad reach 1.5K/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 calculation period.

 SUBSCRIBERS 63 242 —	 SUBS REACH 6.56% avg % of subs see post	 VIEWS/POST 4.2K median 4.6K · 25 days	 POSTS/WK 3.2 for the period
 7D TREND — no data for period	 REACTIONS/POST 50.9 total 611 reactions, 99 reposts, 43 comments	 POST LENGTH 856 chars median 876 · 25 days	 POSTS ANALYZED 12 25 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -156 last month	 CITATION RATE 49 citation index · 125 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «diskill | interior design school» — 63 242 subs. Each post averages 4.2K people (7% from subs), reach is low — consider expanding audience. Publishes 3 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 12 posts in 25 days.
- 02 Dominant format — Video (7/12 posts).
- 03 Avg post length — 856 chars (median 876).
- 04 Peak audience activity — Sunday, 13:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (5.4K avg for top vs 3.2K for worst) — among 12 posts in 25 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 10:45 PHOTO Sockets are one of those details usually remembered at the very end of a renovation. And that's a mistake. Today, electrical fittings can not only...	VIEWS 6 285 REP. 20	REACTIONS 65 ER 9.9%
Nº2 02.06 · 11:40 PHOTO Get your first design project order by the end of the first month of our annual course «Designer from Scratch» ☒ If you complete...	VIEWS 5 086 REP. 3	REACTIONS 18 ER 8.0%
Nº3 28.05 · 12:32 VIDEO Today at the two-story apartment we couldn't shoot a video. So here's a day summary. Reporting point by point: ☒ The carpet arrived just...	VIEWS 4 954 REP. 2	REACTIONS 52 ER 7.8%

Nº4 09.06 · 11:38 VIDEO Create a design project in 2 weeks with free lessons and a mentor! I invite you to a completely free course "Design...	VIEWS 4 723 REP. 9 REACTIONS 26 ER 7.5%
Nº5 11.06 · 18:07 VIDEO Promised to show you my apartment layout, which got heavily roasted 😊 Yes, I put my kid in the former storage room. Yes, our...	VIEWS 4 691 REP. 5 REACTIONS 94 ER 7.4%

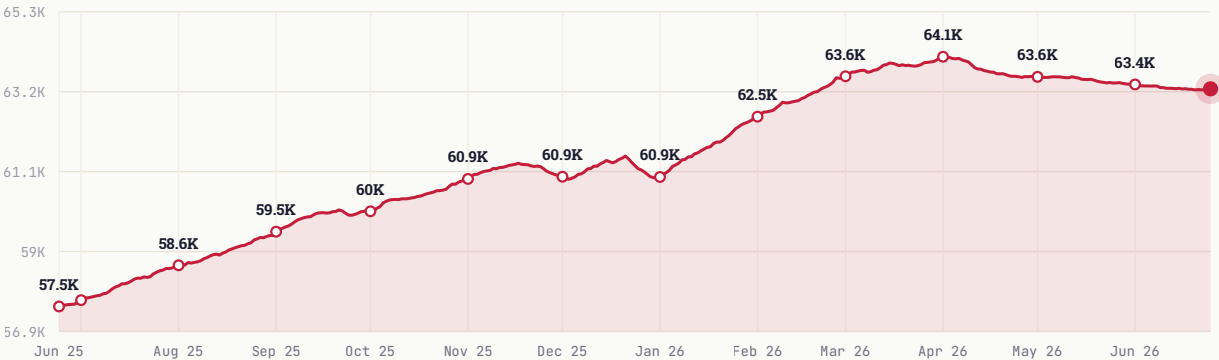
WORST 3

↓ 18.06 · 12:03 PHOTO How not to mess up wall color? One of the most common renovation dilemmas: you liked a paint color in the store, but on the wall it looks completely...	VIEWS 3 264 REP. 10 REACTIONS 45 ER 5.2%
↓ 20.06 · 09:37 VIDEO Recently our students visited a construction site in Moscow with foreman Anvar Abubakirov. On-site we discussed what...	VIEWS 3 122 REP. 7 REACTIONS 37 ER 4.9%
↓ 17.06 · 12:45 PHOTO Dopamine interior: why adults need color too? Lately, dopamine interiors are all the rage. Simply put...	VIEWS 3 091 REP. 13 REACTIONS 47 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.

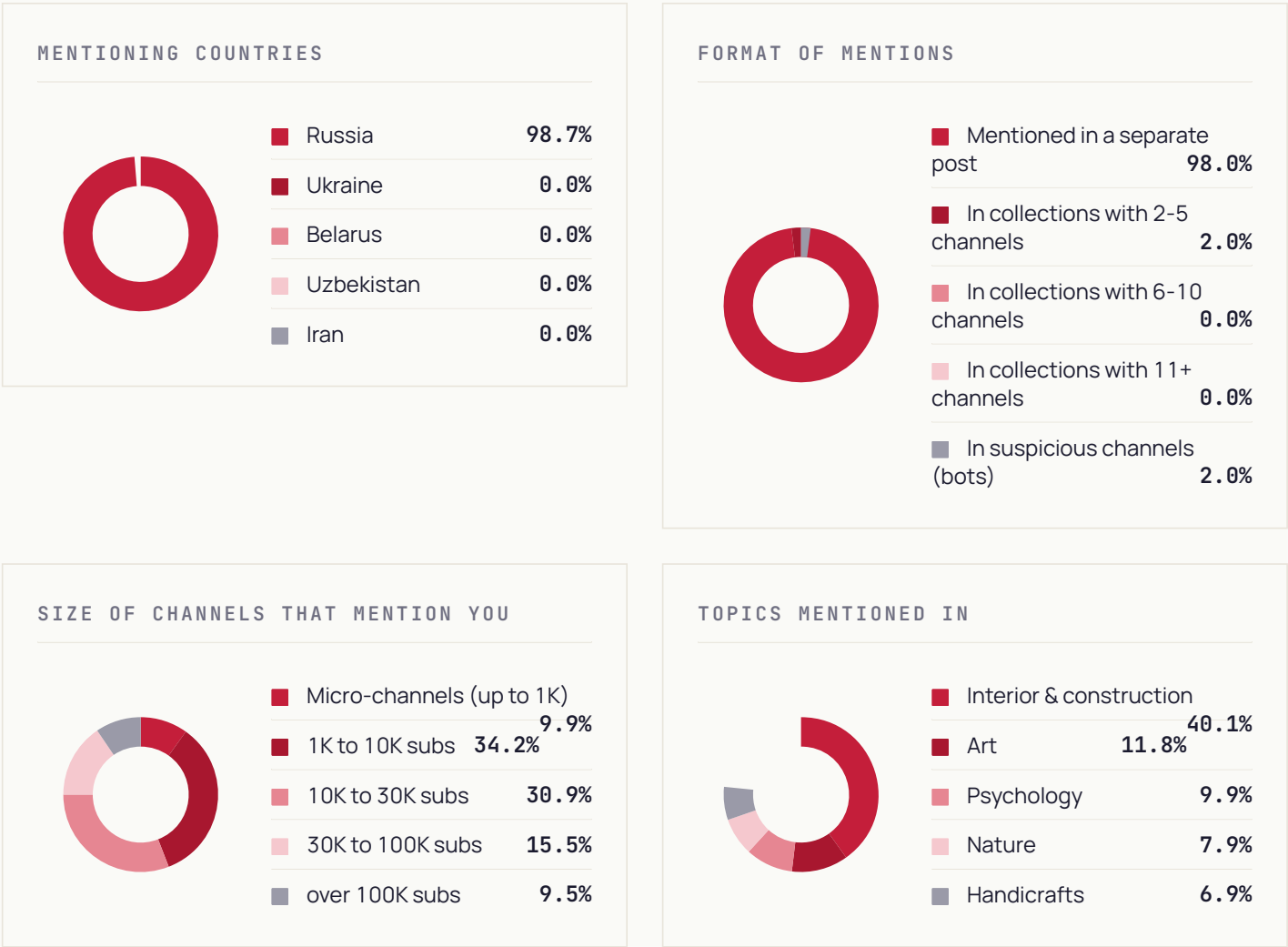


PERIOD START	NOW	NET GROWTH
57 518	63 241	+5 723

SECTION 04 · MENTIONS

Who mentions the channel and how

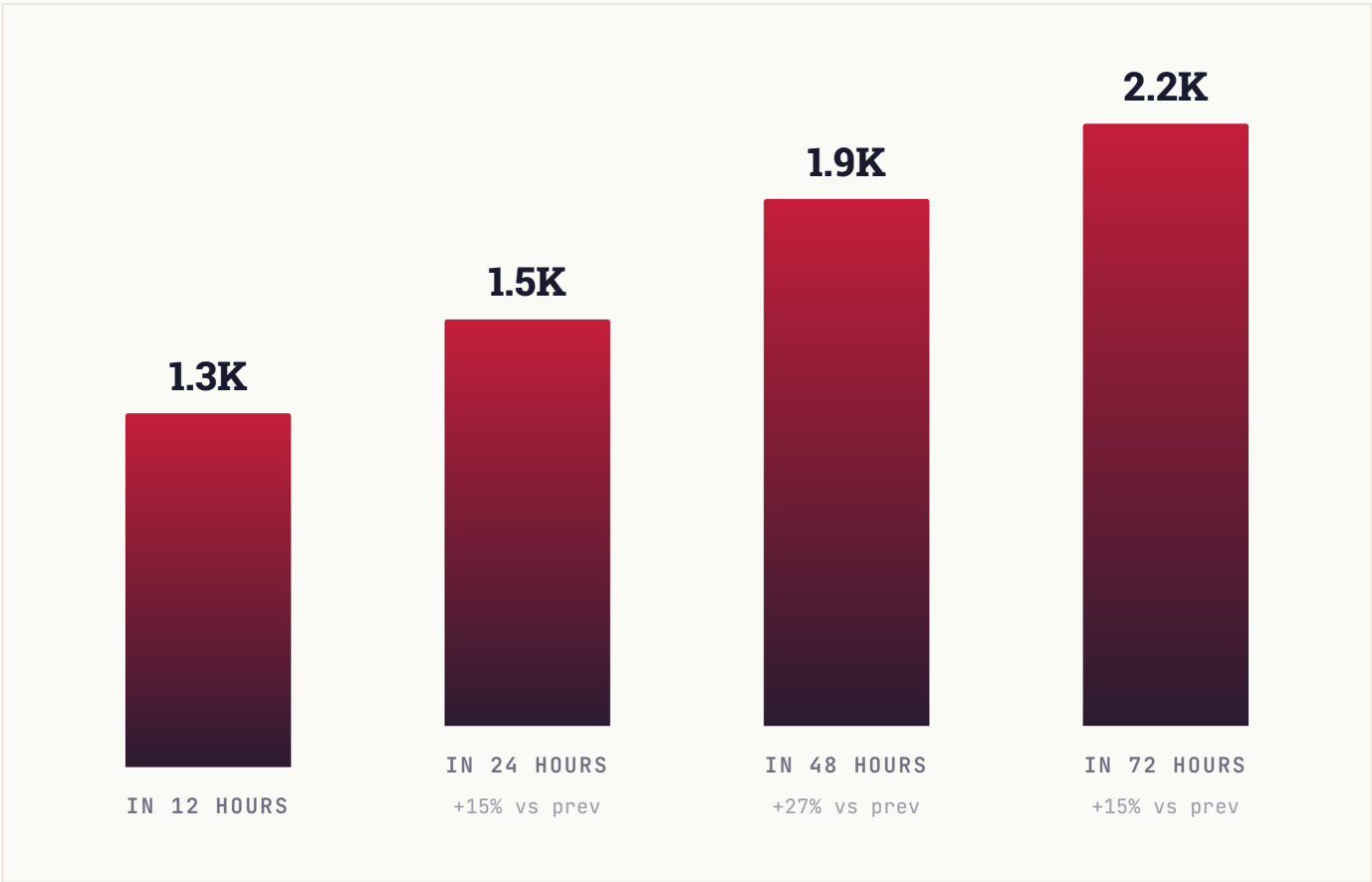
Citation index **49** – channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **125** different channels.



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

CHANNEL	SUBSCRIBERS
DD DOMEO. 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 ProRealty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
DI diskill interior design school YOU	63.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (523.8K).

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** such mentions were **23**, they brought **4 608** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	675
November 2025	6	6	461
October 2025	6	6	834
September 2025	0	0	802
August 2025	8	7	859
July 2025	3	1	977

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
23	6	4 608

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

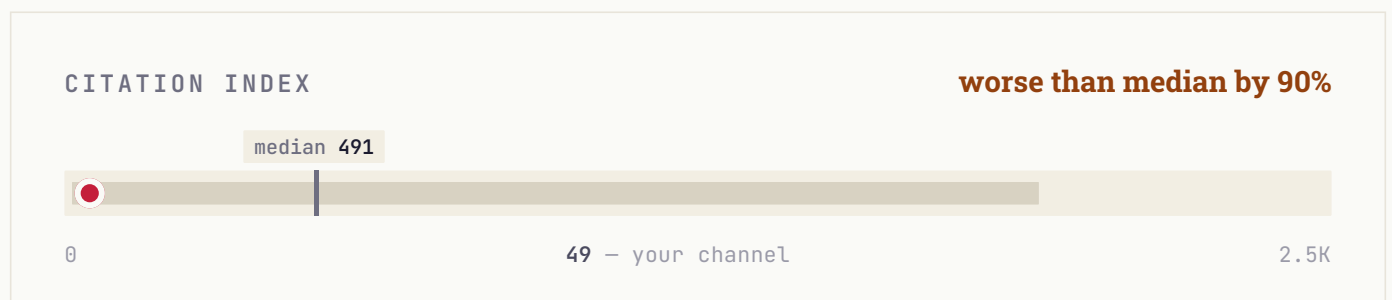
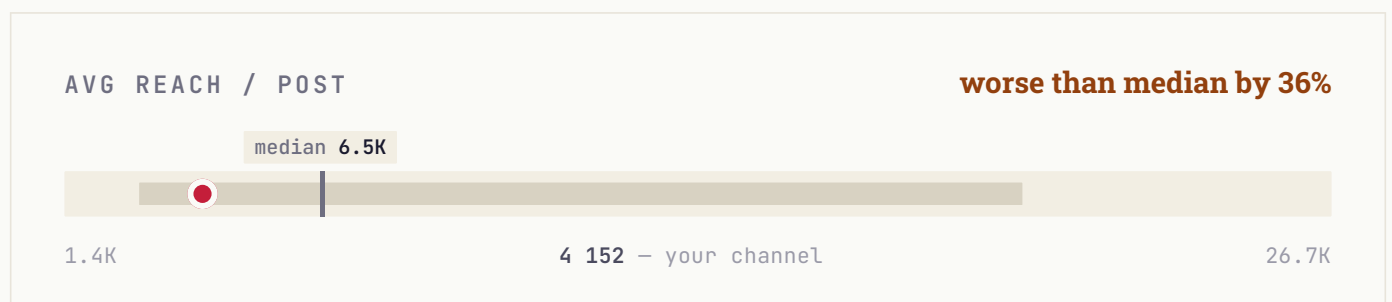
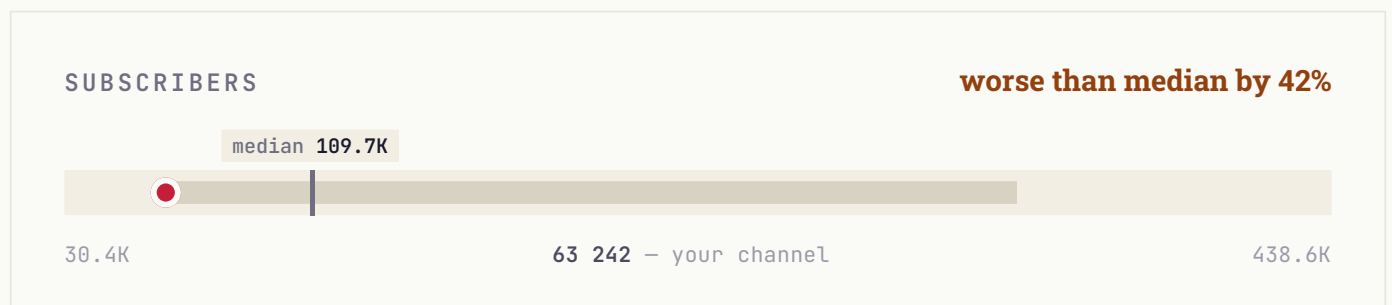
Top-100 channels in category «Interior & construction» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#84

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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**Increase posting frequency**

Now 3.2 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — Sunday**

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post****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 and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment 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 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
