

PUBLIC REPORT BY PROMTPRESS

Channel audit

Любимая квартира



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Collection of best design solutions. Collaboration: @serejka63

Exchange: https://telega.in/c/dizain_interero_remont

SUBSCRIBERS

409 869

-1586 per month

ERR (% SEE POSTS)

5.0%

per day 2.2%

REACH/POST

16.7K

ad reach 9K/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

Year chart · growth

04 Citation Rate

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

Position in category «Interior & Construction»

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 409 869 —	SUBSCRIBER REACH 4.08% avg % subs see post	VIEWS/POST 16.7K median 17.3K · 29 days	POSTS/WEEK 26.8 for the period
7D TREND -11.3% vs previous week	REACTIONS/POST 121.4 total 13,844 reactions, 8,786 reposts, 0 comments	POST LENGTH 137 chars median 96 · 29 days	POSTS ANALYZED 114 29 days
AD REACH 9K 24h avg	CHURN / MONTH -1586 last month	CITATION RATE 2 379 citation index · 3,622 channels mentioned ever	CHANNEL AGE 4 years 5 days created 20.06.2022

AI EDITOR SUMMARY

Channel «Любимая квартира» — 409 869 subs. Each post averages 16.7K people (4% from subs), reach is low — consider expanding audience. Publishes 27 posts per week (~4/day) — active posting. For week June 8–14, reach dropped by -11.3% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 114 posts over 29 days.
- 02 Dominant format — Video (107/114 posts).
- 03 Avg post length — 137 characters (median 96).
- 04 Audience peak activity — Sunday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (22.2K avg for top vs 11.1K for worst) — among 114 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 08:30 VIDEO Bathroom overview ☒ Favorite Apartment	VIEWS 22 432 REPOSTS 99	REACTIONS 118 ER 5.5%
Nº2 30.05 · 13:00 VIDEO Turning a cramped hallway into a style and functionality showcase! Area: 5 sq. m. ☒ Favorite Apartment	VIEWS 22 094 REPOSTS 83	REACTIONS 125 ER 5.4%
Nº3 31.05 · 14:00 VIDEO Built-in shoe cabinet in wardrobe overview ☒ Favorite Apartment	VIEWS 22 013 REPOSTS 131	REACTIONS 144 ER 5.4%

Nº4 30.05 · 08:30 VIDEO Vanity cabinet Small element — big effect! It's not just furniture, but the key to perfect order in the bathroom! ☑ Beloved Apartment	VIEWS 21 619 REPOSTS 93 REACTIONS 110 ER 5.3%
Nº5 02.06 · 15:00 VIDEO Studio apartment total area 23 sq.m. Wanted both a sleeping area and a sofa and kitchen, with at least some separation between them...	VIEWS 21 586 REPOSTS 66 REACTIONS 145 ER 5.3%

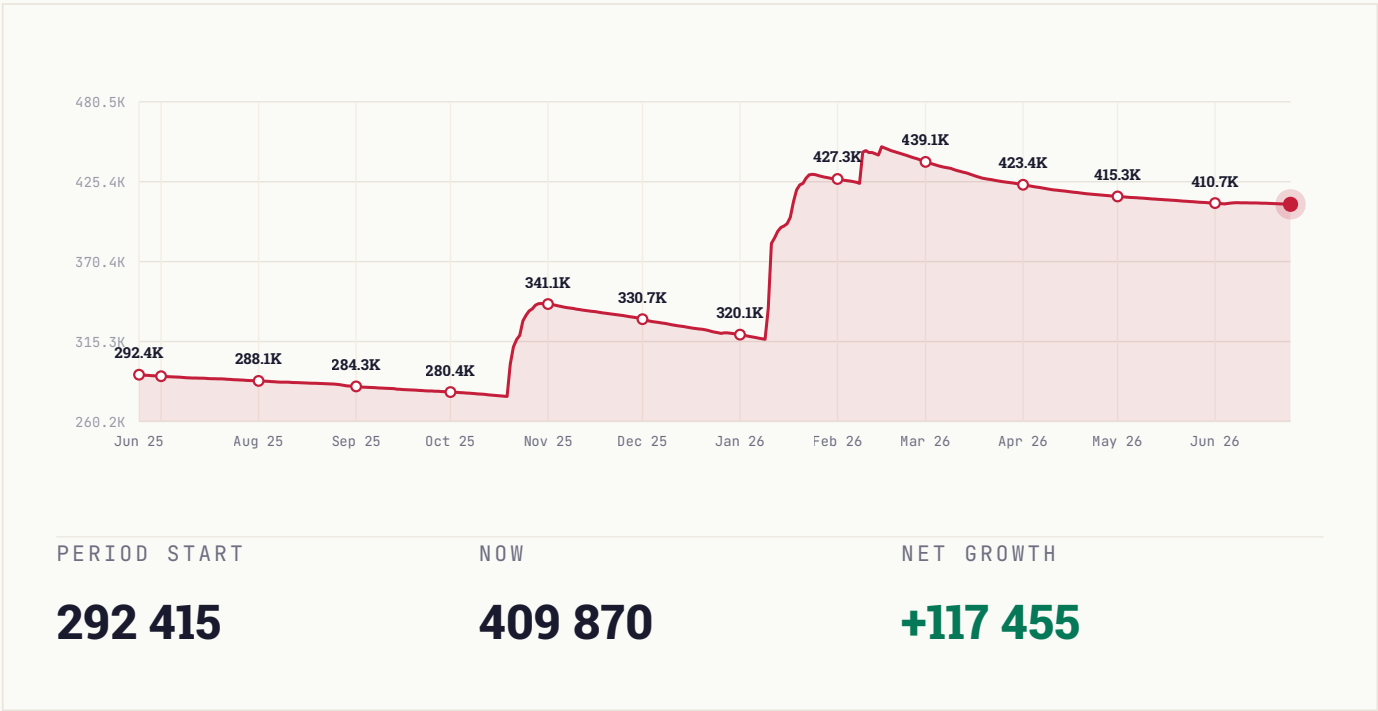
WORST 3

↓ 22.06 · 08:00 VIDEO DIY shower screen Just enjoy a pro's work ☑ Beloved apartment	VIEWS 11 597 REPOSTS 74 REACTIONS 100 ER 2.8%
↓ 22.06 · 05:00 VIDEO U-shaped kitchens U-shaped kitchen is the epitome of comfort and practicality. Everything you need is at hand, and the work area is organized with...	VIEWS 11 339 REPOSTS 67 REACTIONS 88 ER 2.8%
↓ 22.06 · 07:04 PHOTO !!A FREE weight loss & wellness program for Russian women has launched! The program is for women: - with excess weight & obesity; -...	VIEWS 10 485 REPOSTS 4 REACTIONS 4 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

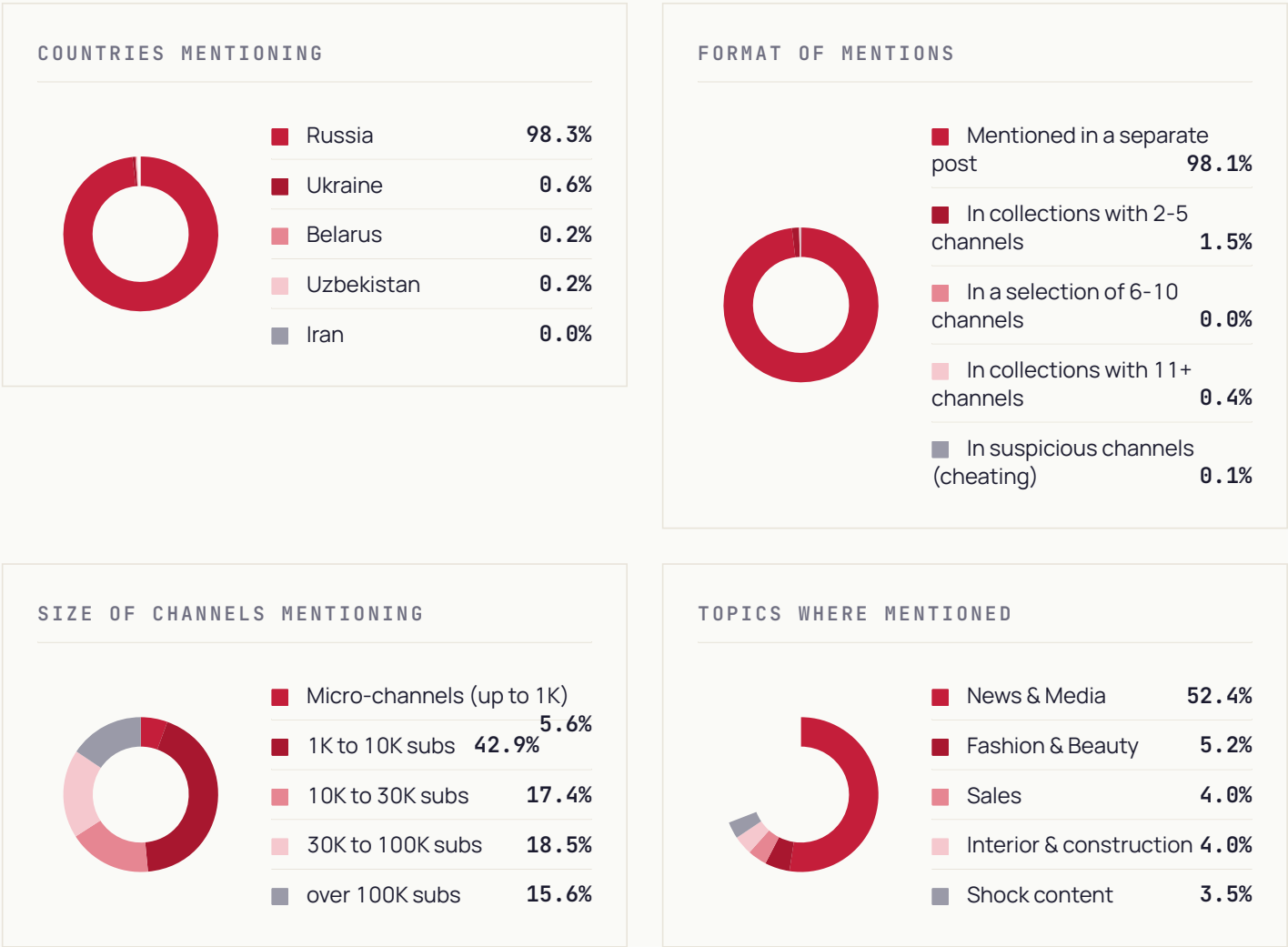
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

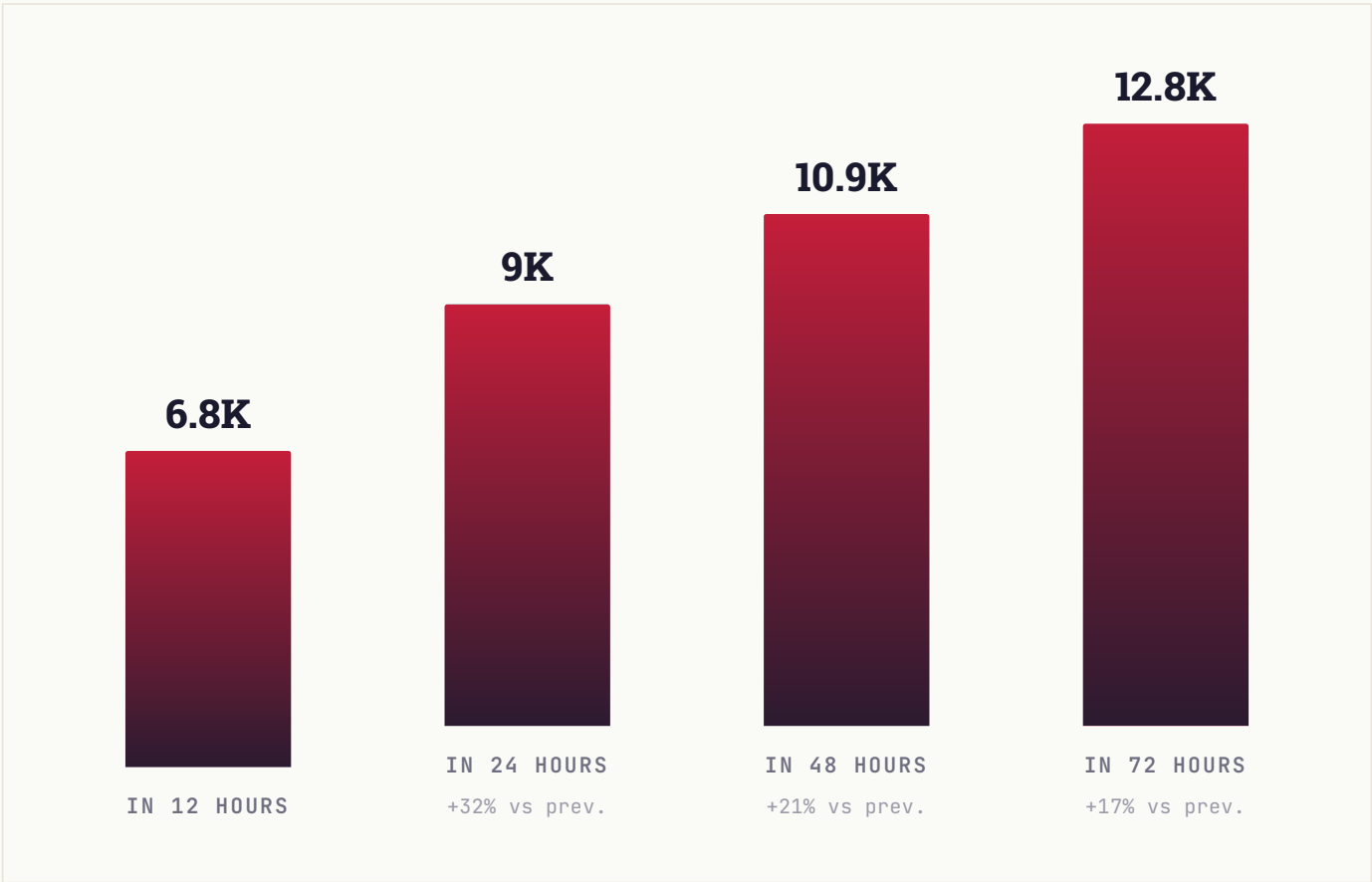
Citation index **2 379** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 622** different channels.



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 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
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	523.8K
PL Planirovo4ka	455.5K
AI Interior & decor	452K
МК My Apartment	429.1K
MS Wise Builder	411.3K
LK Любимая квартира YOU	409.9K
PR ProNedvizhka	378.2K
ГФ ГК ФСК	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
Cozy Cozy	337K

COMPARATIVE CONCLUSION

Channel in niche top 10 (#6 of 89). Strong position. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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 **1 482**, they brought **64 444** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	40	29	393
Nov 2025	16	16	0
Oct 2025	1 425	1 112	64 051
September 2025	0	0	0
August 2025	1	1	0
July 2025	0	0	0
TOTAL MENTIONS			1 482
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			64 444

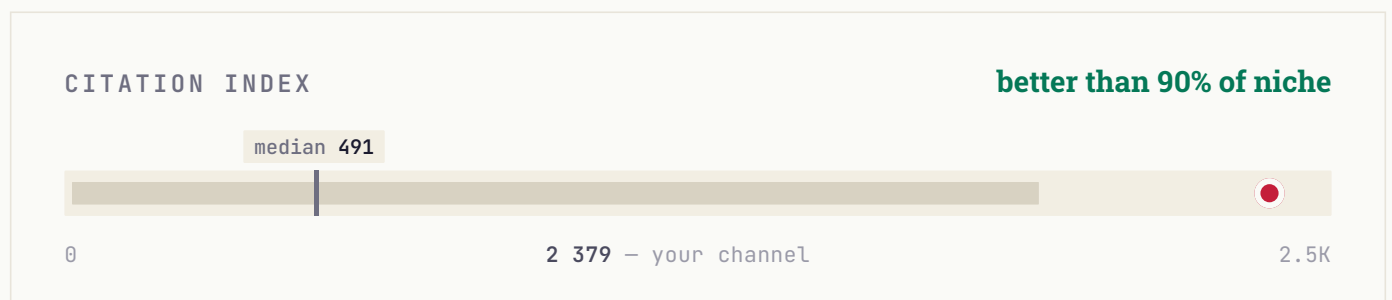
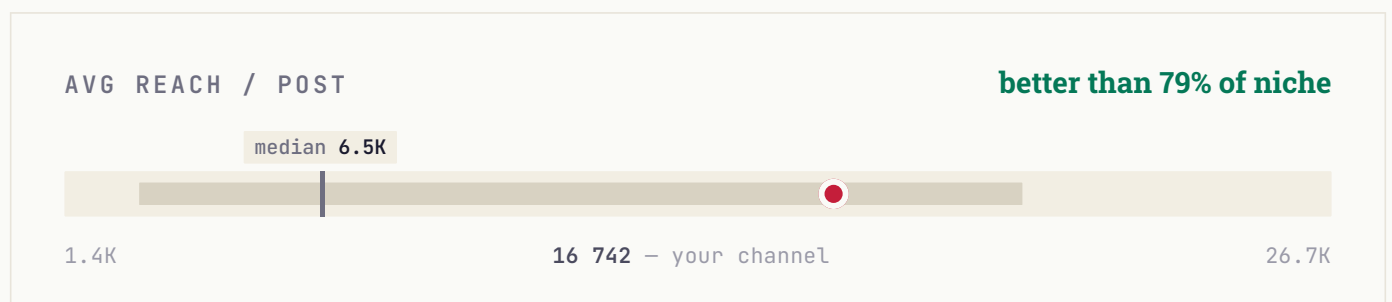
SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#6 /100

POSITION IN NICHE
Channel in top 6% interior & construction Russia



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Sunday**

On this day and at 17:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 4.08% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.4pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

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

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**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 with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
