

PROMTPRESS PUBLIC REPORT

Channel audit

Channel «Dom Byta»



@dmbt_media

🏠 Cozy magazine about home comfort 📺 Our projects: "Dom Byta" Redesigns and decor from Dasha youtube.com/@dmbt vk.com/dmbt1 "Dom Otdykha" Country house and vintage dishes from...

SUBSCRIBERS

43 700

+671 per month

ERR (% SEE POSTS)

27.0%

in 24h **11.2%**

REACH/POST

12K

ad reach **4.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 43 700 —	 SUBSCRIBER REACH 27.44% avg % subs see post	 VIEWS/POST 12K median 12.8K · 29 days	 POSTS/WEEK 6.8 for period
 7D TREND -7.6% vs previous week	 REACTIONS/POST 337.3 9,444 reactions, 646 reposts, 419 comments	 POST LENGTH 571 chars median 562 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH +671 last month	 CITATION RATE 10 citation index · 25 channels mentioned ever	 CHANNEL AGE 9 years 10 months created 13.09.2016

AI EDITOR SUMMARY

Channel «Channel «Dom Byta»» — 43 700 subs. Each post avg views 12K people (27% of subs), good reach. Posts 7 posts/week (~1/day) — rare. Week Jul 6–12 reach dropped -7.6% by week Jun 29 – Jul 5 — worth analyzing.

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 **28** posts in 29 days.
- 02 Dominant format — **Photo** (26/28 posts).
- 03 Avg post length — **571** chars (median 562).
- 04 Peak audience activity — **Friday, 13:00 MSK**.
- 05 Top posts get **2×** more views than the weakest (16.6K avg for top vs 8.3K for worst) — among 28 posts in 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

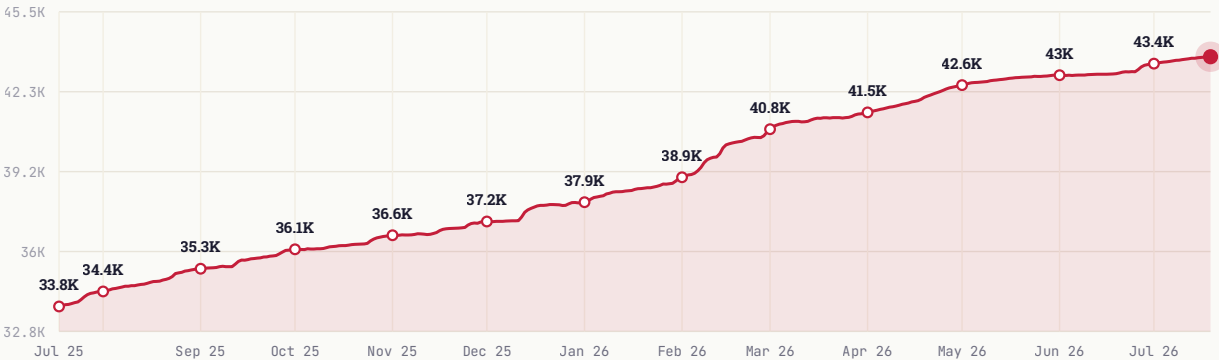
Nº1 10.07 · 10:06 PHOTO — Will Dasha come out? 🥳 New dacha episode is waiting for you on YouTube and VK Video. In the series, Dasha shows how in just 8 days she managed to...	VIEWS 17 321 REP. 23	REACTIONS 460 ER 39.6%
Nº2 26.06 · 14:05 PHOTO — Will Dasha come out? 🥳 Not a dacha, but "Chisto Dasha" from Tyumen, where the team redid the living room of the winner of Dasha's course. Yes, that kind of...	VIEWS 16 929 REP. 21	REACTIONS 471 ER 38.7%
Nº3 01.07 · 15:16 PHOTO 👏 "Dom Byta", we're bragging! It seems it's time for our good "before/after" section. My team and I admire the redesigns every day in...	VIEWS 15 605 REP. 11	REACTIONS 731 ER 35.7%

Nº4 20.06 • 11:20 PHOTO  New episode on the channel! Long-awaited sideboard sorting is already on YouTube and VK Video. The series has a lot of really different and...	VIEWS 14 822 REACTIONS 371 REP. 11 ER 33.9%
Nº5 19.06 • 13:34 PHOTO  Summer meal ideas Today your editor is on the line with a food topic. I don't know about you, but for me summer food is always a bit different from...	VIEWS 14 550 REACTIONS 268 REP. 80 ER 33.3%
WORST 3	
↓ 13.07 • 15:00 PHOTO  Summer meal ideas from "Dom Byta" Continuing the quick recipes section.  Today's universal dish from Lisa Kolodina, which can be...	VIEWS 9 572 REACTIONS 161 REP. 14 ER 21.9%
↓ 15.07 • 10:43 PHOTO  Plumbing for the dacha Many readers asked for links to the bathtub, sink, and other plumbing. We decided not to...	VIEWS 8 448 REACTIONS 333 REP. 17 ER 19.3%
↓ 14.07 • 17:41 PHOTO I need your dacha kitchen! Next week a video is scheduled on the 'Household' channel. And I have no more tasks left at my dacha that could...	VIEWS 6 888 REACTIONS 352 REP. 17 ER 15.8%

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 and which lost subs.



PERIOD START

33 812

NOW

43 701

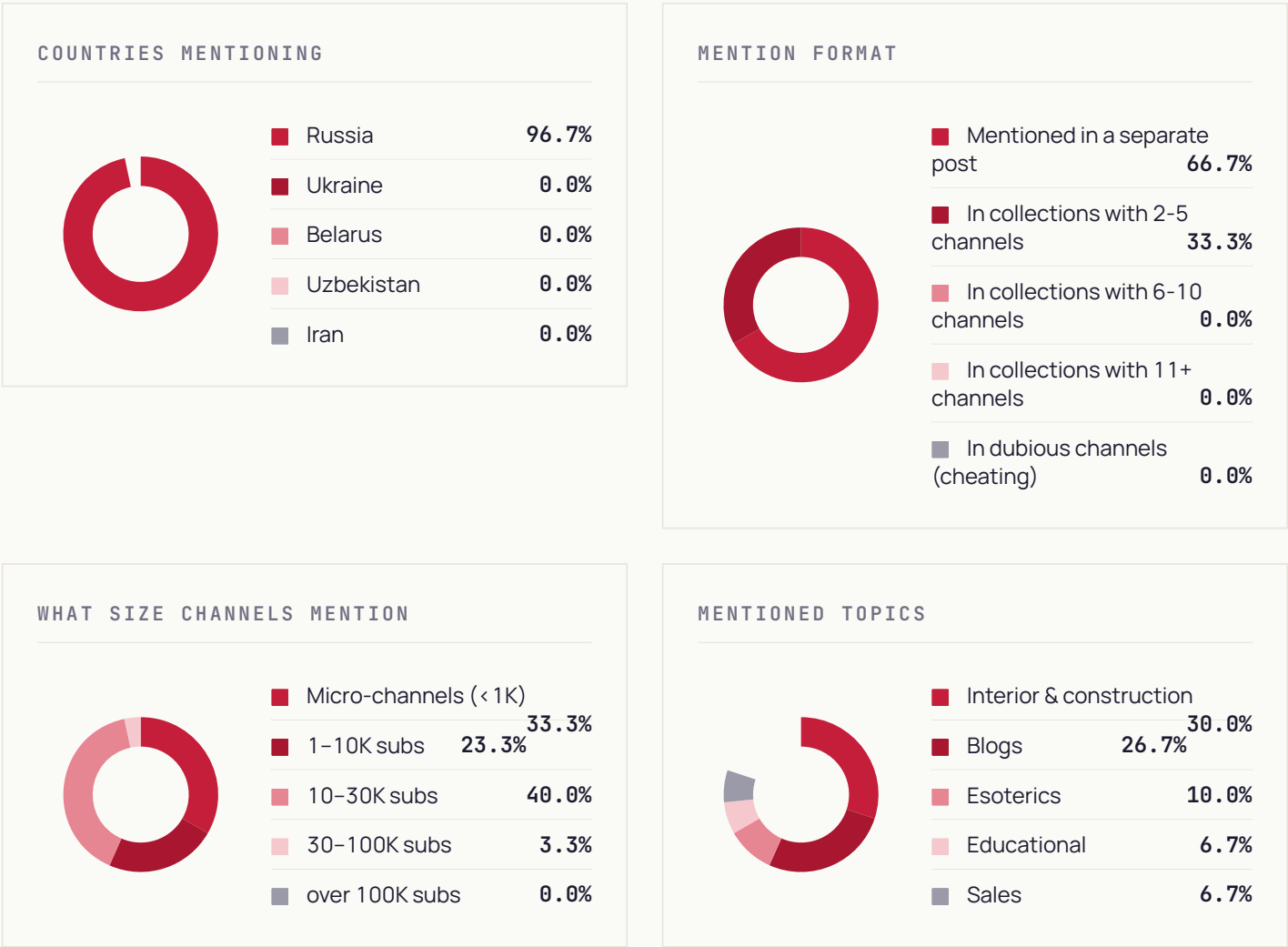
NET GROWTH

+9 889

SECTION 04 · MENTIONS

Who and how mentions the channel

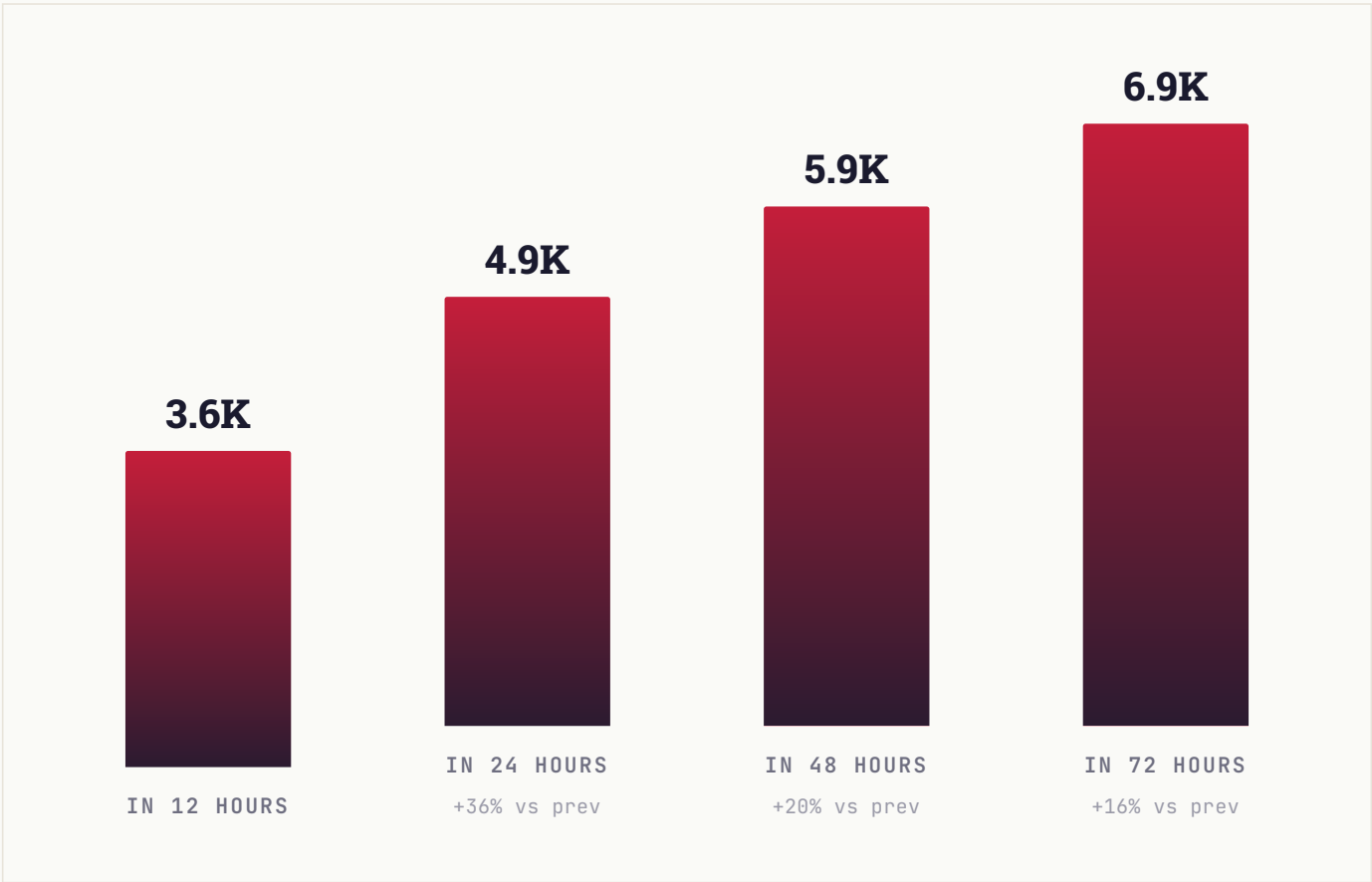
Citation index **10** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **25** different channels.



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 DOMEO. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
K« Channel «Dom Byta» YOU	43.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 91 niches — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2**, they brought **4 659** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	965	
December 2025	1	1	805	
Nov 2025	0	0	608	
Oct 2025	0	0	578	
Sep 2025	0	0	773	
August 2025	0	0	930	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
2	6	4 659

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name and value are displayed below the bar.

SUBSCRIBERS

worse than median by 65%

median 126.5K

35.3K 43 700 – your channel 432.9K

AVG REACH / POST

better than 61% of niche

median 6.6K

1.2K 11 991 – your channel 32.7K

CITATION INDEX

worse than median by 98%

median 412

0 10 – your channel 2.5K

Metric	Channel Value	Median	Comparison
Subscribers	43,700	126.5K	worse than median by 65%
Avg Reach / Post	11,991	6.6K	better than 61% of niche
Citation Index	10	412	worse than median by 98%

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

On this day at 13:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video better
retains
audience**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 through us and hit your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager