

PUBLIC REPORT PROMTPRESS

Channel audit

Design at its best!



@dom_designe

😊 Collecting top designers' best ideas! Ad 📄 https://t.me/price_tgm/3 RKN: <https://gosuslugi.ru/snet/67b3f96c10cb33650ed8346d>

SUBSCRIBERS

70 585

-411 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.5%

REACH/POST

3.4K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 70 585 —	 SUBSCRIBER REACH 4.88% avg % of subs see post	 VIEWS/POST 3.4K median 3.5K · 29 days	 POSTS/WEEK 7.7 for the period
 7D TREND -11.4% vs previous week	 REACTIONS/POST 36.7 only 1,174 reactions, 665 reposts, 0 comments	 POST LENGTH 256 chars median 144 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 1.8K avg over 24h	 CHURN / MONTH -411 last month	 CITATION RATE 584 citation index · 1,162 channels mentioned it ever	 CHANNEL AGE 8 years 11 months created 01.07.2017

AI EDITOR SUMMARY

Channel «Design at its best!» — 70 585 subs. Each post averages 3.4K people (5% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. For week 8–14 Jun, reach dropped -11.4% to week 1–7 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **32** posts over 29 days.
- 02 Dominant format — **Photo** (22/32 posts).
- 03 Avg post length — **256** characters (median 144).
- 04 Peak audience activity — **Thu, 13:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (4.2K avg for top vs 3K for worst) — among 32 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 12:26 PHOTO Bathroom interior for lovers of light, slightly romantic tones. Project by: Anastasia Surkova.	VIEWS 4 327 REPOSTS 18	REACTIONS 24 ER 6.1%
Nº2 04.06 · 10:02 PHOTO Interior of a 120 sqm private house in the Moscow region. Project by: Jennet Koytemirova.	VIEWS 4 168 REPOSTS 17	REACTIONS 54 ER 5.9%
Nº3 26.05 · 08:01 PHOTO Kitchen-living in modern luxury aesthetics! Nelli Gayazova combined coziness, natural textures, and expressive...	VIEWS 4 080 REPOSTS 27	REACTIONS 31 ER 5.8%

Nº4 01.06 • 12:03 PHOTO «How rarely (never) do I come across bathrooms with a WINDOW in an apartment 😊 After all, natural light and air are such important components...	VIEWS 4 064 REPOSTS 19 REACTIONS 36 ER 5.8%
Nº5 07.06 • 15:40 PHOTO Kitchen-living 17.53m² & hallway 3.37m² in Moscow, Barclay 6 residential complex Interior in light tones with warm wood and...	VIEWS 3 932 REPOSTS 21 REACTIONS 33 ER 5.6%

WORST 3

↓ 30.05 • 14:02 PHOTO I'm Igor Malikov, making furniture in Moscow since 2013. Over 12 years, I built my team and production. What I hate most is when people...	VIEWS 3 145 REPOSTS 10 REACTIONS 10 ER 4.5%
↓ 21.06 • 12:01 PHOTO Kids' room in beige-blue: arches, carved frames, patterned details catch the eye. Shelves neatly hold porcelain, candlesticks and...	VIEWS 2 864 REPOSTS 13 REACTIONS 48 ER 4.1%
↓ 20.06 • 12:11 VIDEO Mesmerizing sand 'painting' for a coffee table ☒	VIEWS 2 847 REPOSTS 34 REACTIONS 53 ER 4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

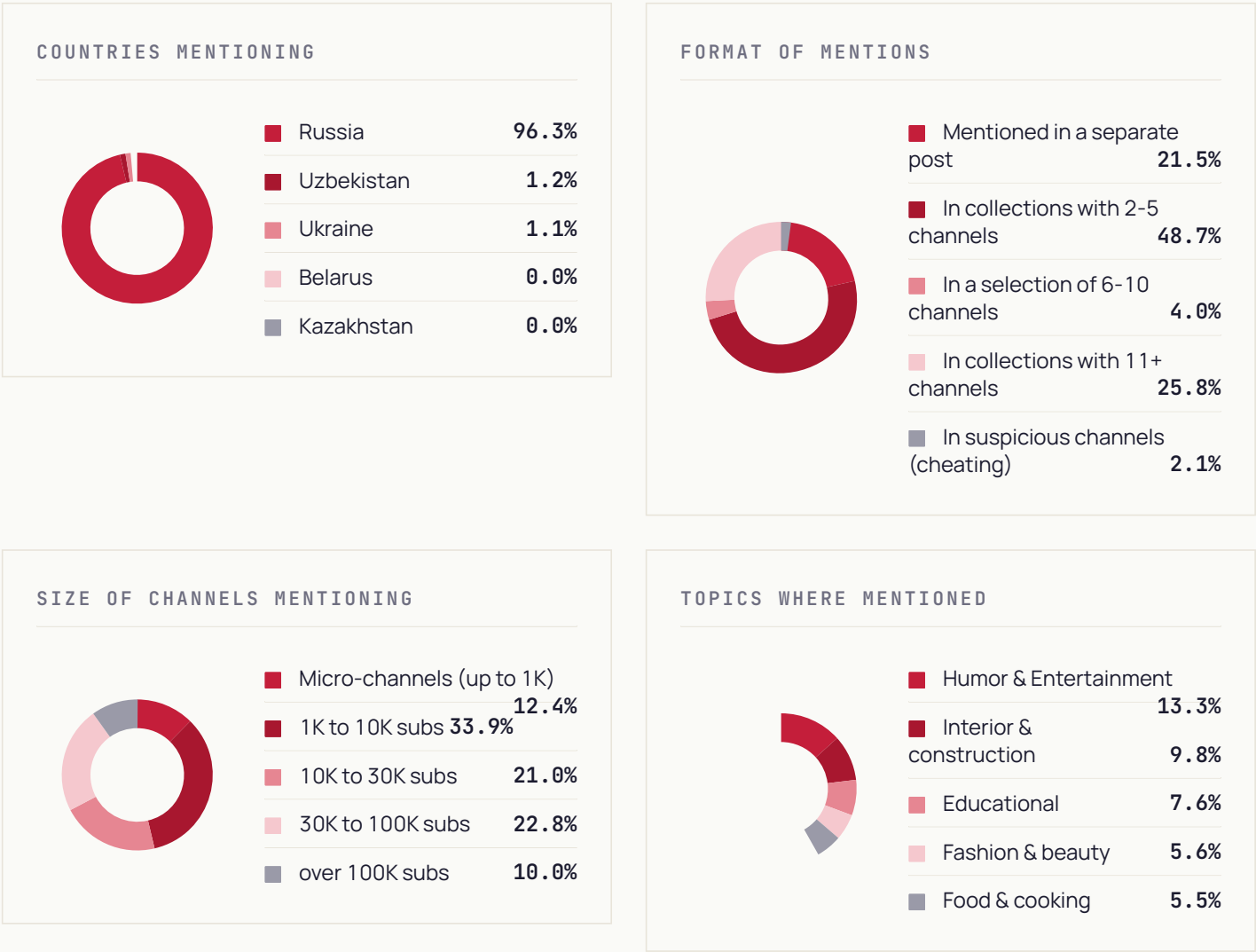
Subscriber growth chart over the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

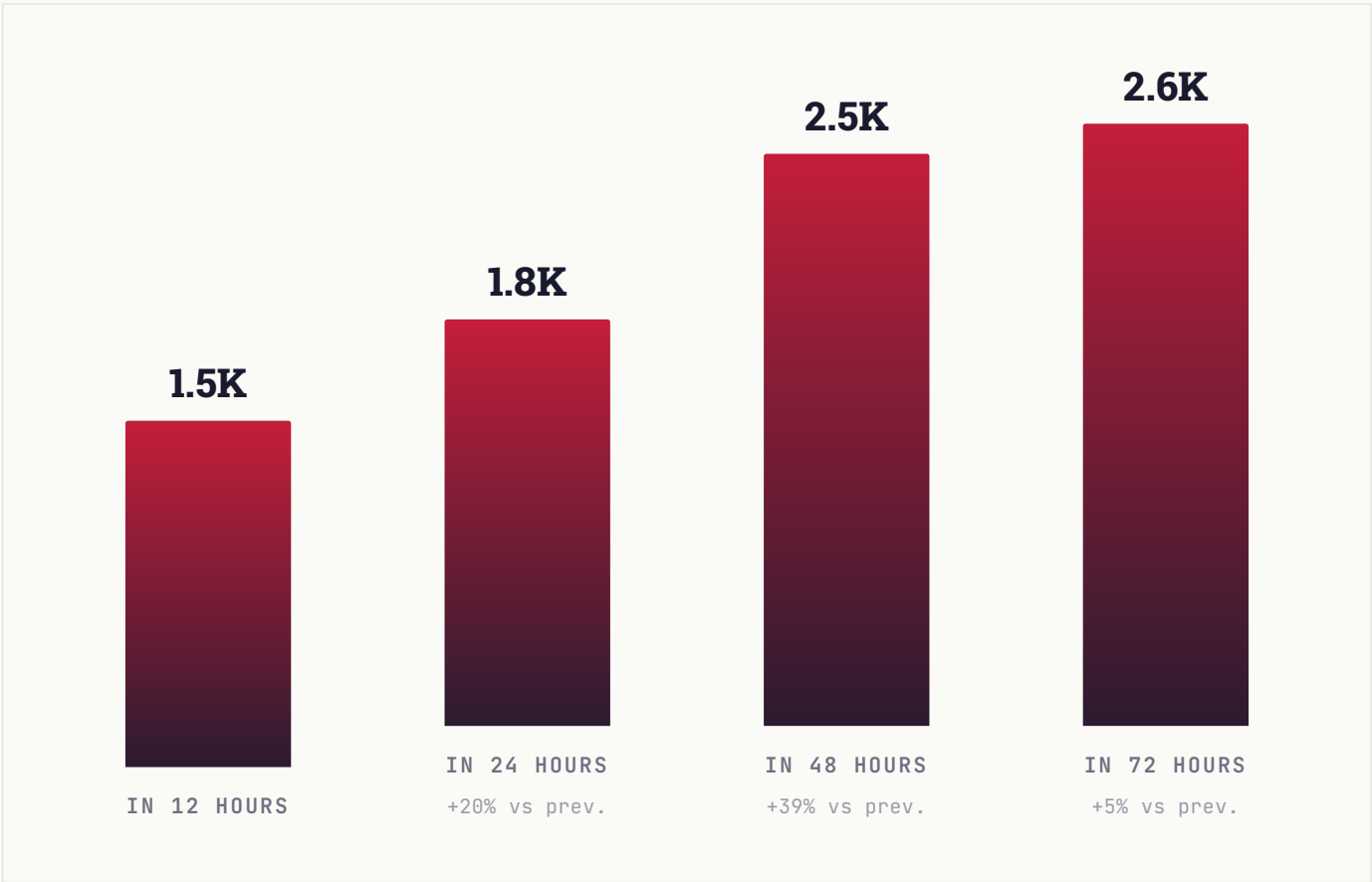
Citation index **584** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **1 162** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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 ProRealEstate	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
DN Design at its best! YOU	70.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#78 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **2**, they brought **295** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	0	
Nov 2025	0	0	10	
Oct 2025	1	1	285	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
2	6	295

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

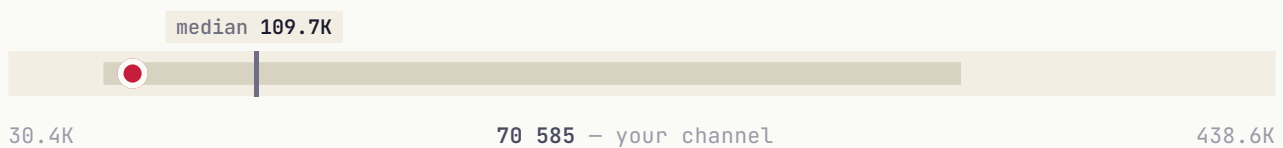
#78 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

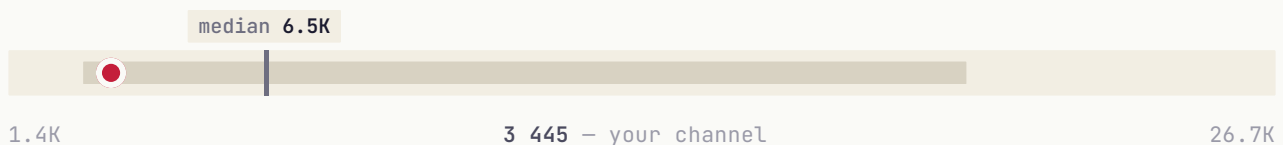
SUBSCRIBERS

worse than median by 36%



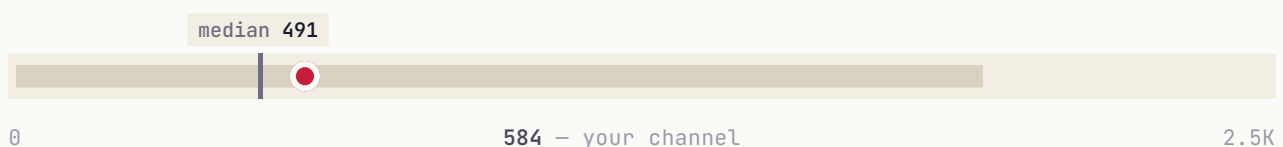
AVG REACH / POST

worse than median by 47%



CITATION INDEX

better than 52% of niche



— 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

Best post day — Thursday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.88% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.6pp ER

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 nearby channels

Exchange posts quarterly with same-segment channels. 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 plan in a month.

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

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