

PROMTPRESS PUBLIC REPORT

# Channel audit

## Home Master



@dom\_mas

№ 5177669079 Building 4 corners, sharing tips, telling what others keep quiet! domashmaster@diymakers.ru Building frame houses Mozhaysk and radius 100km! Write me @ser\_mas House projects...

SUBSCRIBERS

**49 885**

+159 per month

ERR (% SEE POSTS)

**21.0%**

daily 7.6%

REACH/POST

**9.9K**

ad reach 3.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                                         |                                                                                                                                                                                                              |                                                                                                                                                                                                        |                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>49 885</div> <div>—</div>            | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>19.95%</div> <div>avg % subs see post</div>                          | <div><div></div><div>VIEWS/POST</div></div> <div>9.9K</div> <div>median 11K · 26 days</div>                           | <div><div></div><div>POSTS/WEEK</div></div> <div>5.7</div> <div>for period</div>                        |
| <div><div></div><div>7D TREND</div></div> <div>+5.0%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>83.5</div> <div>total 1,838 reactions, 170 reposts, 394 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>261 chars.</div> <div>median 96 · 26 days</div>                     | <div><div></div><div>POSTS ANALYZED</div></div> <div>22</div> <div>26 days</div>                        |
| <div><div></div><div>AD REACH</div></div> <div>3.8K</div> <div>24h avg</div>          | <div><div></div><div>CHURN / MONTH</div></div> <div>+159</div> <div>last month</div>                                       | <div><div></div><div>QUOTE RATE</div></div> <div>64</div> <div>citation index · 79 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>4 years 4 months</div> <div>created 26.02.2022</div> |

AI EDITOR SUMMARY

Channel «Home Master» — 49 885 subs. Each post avg views 9.9K people (20% of subs), average reach — room to grow. Publishes 6 posts per week (~1/day) — rare. Week Jul 6–12 reach grew +5.0% by week Jun 29 – Jul 5 — positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **22** posts in 26 days.
- 02 Dominant format — **Video** (18/22 posts).
- 03 Avg post length — **261** chars (median 96).
- 04 Peak audience activity — **Monday**, 15:00 MSK.
- 05 Top posts get **3x** more views than weakest (13.8K avg top vs 5.4K worst) — among 22 posts in 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                     |                                                                  |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>22.06 · 12:26</div><div>PHOTO</div></div> <div> On construction sites, tasks often arise where a non-standard diameter clamp is needed. In such cases, I use MH clamp tape from...</div> | <div>VIEWS</div> <div>14 615</div> <div>REP.</div> <div>13</div> | <div>REACTIONS</div> <div>76</div> <div>ER</div> <div>29.3%</div> |
| <div><div>Nº2</div><div>06.07 · 11:03</div><div>VIDEO</div></div> <div>Building a house 2.45×5 by this project <a href="https://dommast.ru/245">https://dommast.ru/245</a><br/>! In August after the 10th we'll raffle it off, and not only: 🔥 1st place house 2.45×5...</div>                      | <div>VIEWS</div> <div>13 723</div> <div>REP.</div> <div>9</div>  | <div>REACTIONS</div> <div>92</div> <div>ER</div> <div>27.5%</div> |
| <div><div>Nº3</div><div>02.07 · 05:56</div><div>VIDEO</div></div> <div>Continuing the house build 💪 Building this project <a href="https://dommast.ru/245">https://dommast.ru/245</a></div>                                                                                                         | <div>VIEWS</div> <div>13 159</div> <div>REP.</div> <div>5</div>  | <div>REACTIONS</div> <div>72</div> <div>ER</div> <div>26.4%</div> |

|                                                                                                                                                                                             |                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 25.06 • 12:16 <span>VIDEO</span><br>Building 2 twins and one small project Shed roof 12 m² - what to call it?) one-room project?) studio?) 😊 Building by this project...         | <div>VIEWS</div> <div>13 065</div> <div>REACTIONS</div> <div>92</div> <div>REP.</div> <div>9</div> <div>ER</div> <div>26.2%</div>  |
| <b>Nº5</b> 19.06 • 16:34 <span>VIDEO</span><br>A bit of the build process 6x11 Building this project https://dommast.ru/6111 They won't let us go) most likely we'll do turnkey, in free... | <div>VIEWS</div> <div>12 921</div> <div>REACTIONS</div> <div>119</div> <div>REP.</div> <div>7</div> <div>ER</div> <div>25.9%</div> |

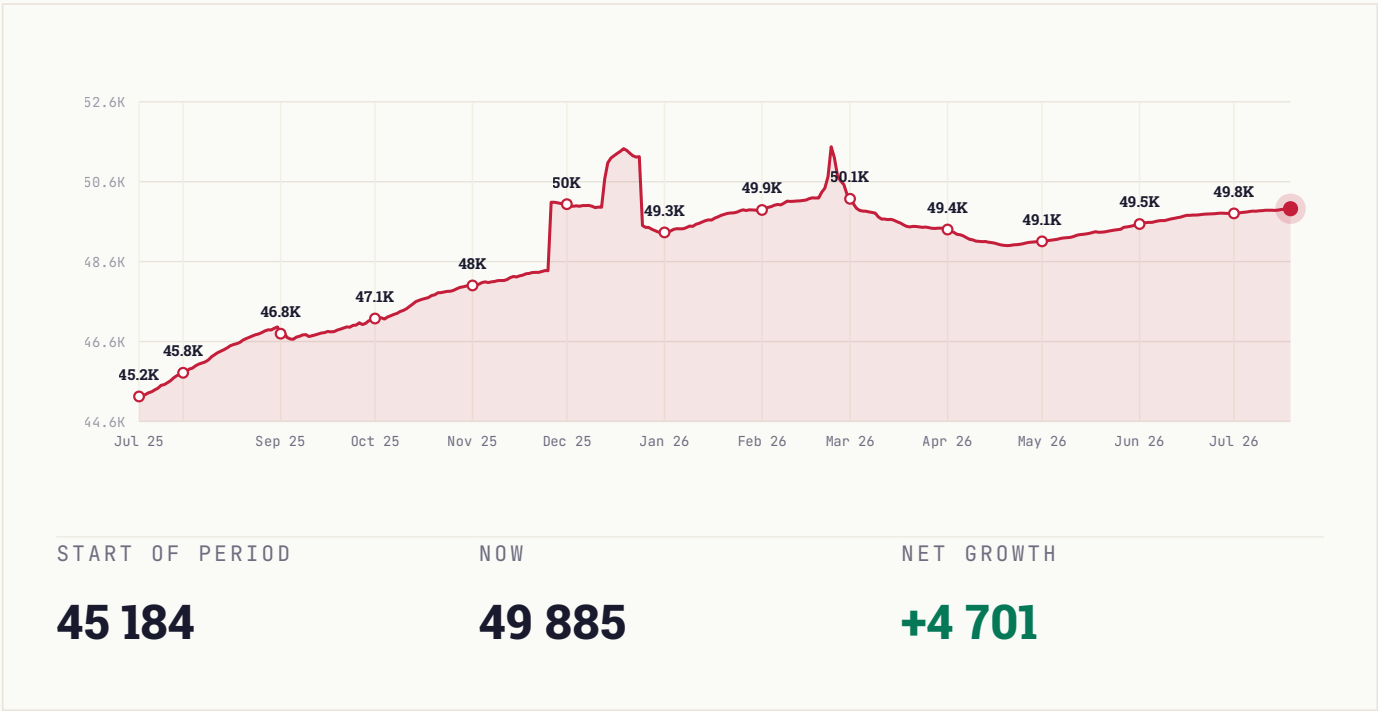
## WORST 3

|                                                                                                                                                             |                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <div>↓</div> 15.07 • 07:01 <span>VIDEO</span><br>Second day of construction 7.5x10.5 Building by this project https://dommast.ru/75105                      | <div>VIEWS</div> <div>5 566</div> <div>REACTIONS</div> <div>91</div> <div>REP.</div> <div>5</div> <div>ER</div> <div>11.2%</div> |
| <div>↓</div> 15.07 • 15:06 <span>VIDEO</span><br>Platform ready 🤖                                                                                           | <div>VIEWS</div> <div>5 330</div> <div>REACTIONS</div> <div>88</div> <div>REP.</div> <div>9</div> <div>ER</div> <div>10.7%</div> |
| <div>↓</div> 15.07 • 15:38 <span>PHOTO</span><br>Made a reel of us building this house 🤖 youtube https://youtu.be/w3kh8-tsn-Q?si=OBt1V6EQVRoW9gVX Rutube... | <div>VIEWS</div> <div>5 313</div> <div>REACTIONS</div> <div>38</div> <div>REP.</div> <div>7</div> <div>ER</div> <div>10.7%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

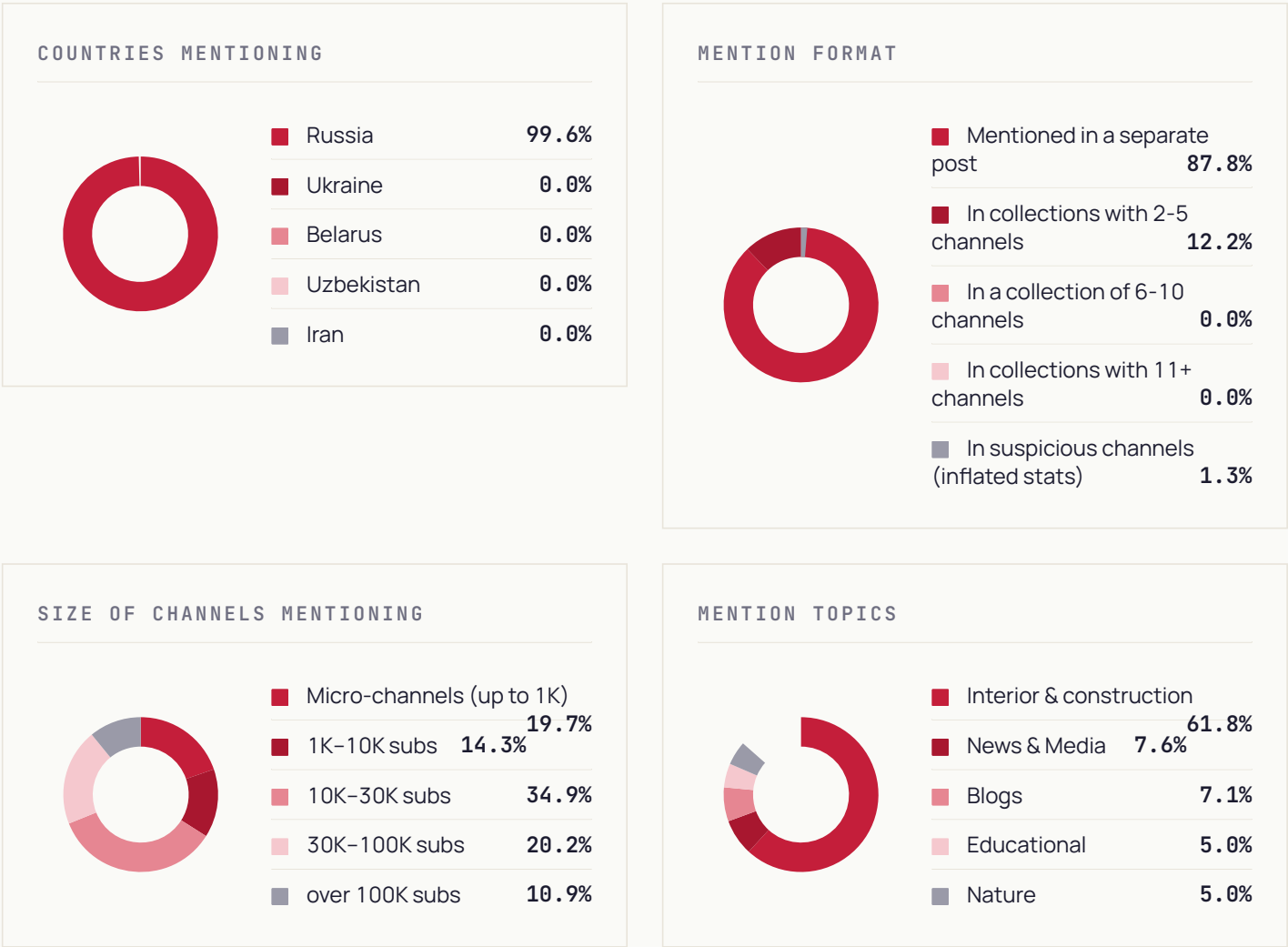
Subscriber growth chart for the year. Key months show exact subscriber count.  
Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

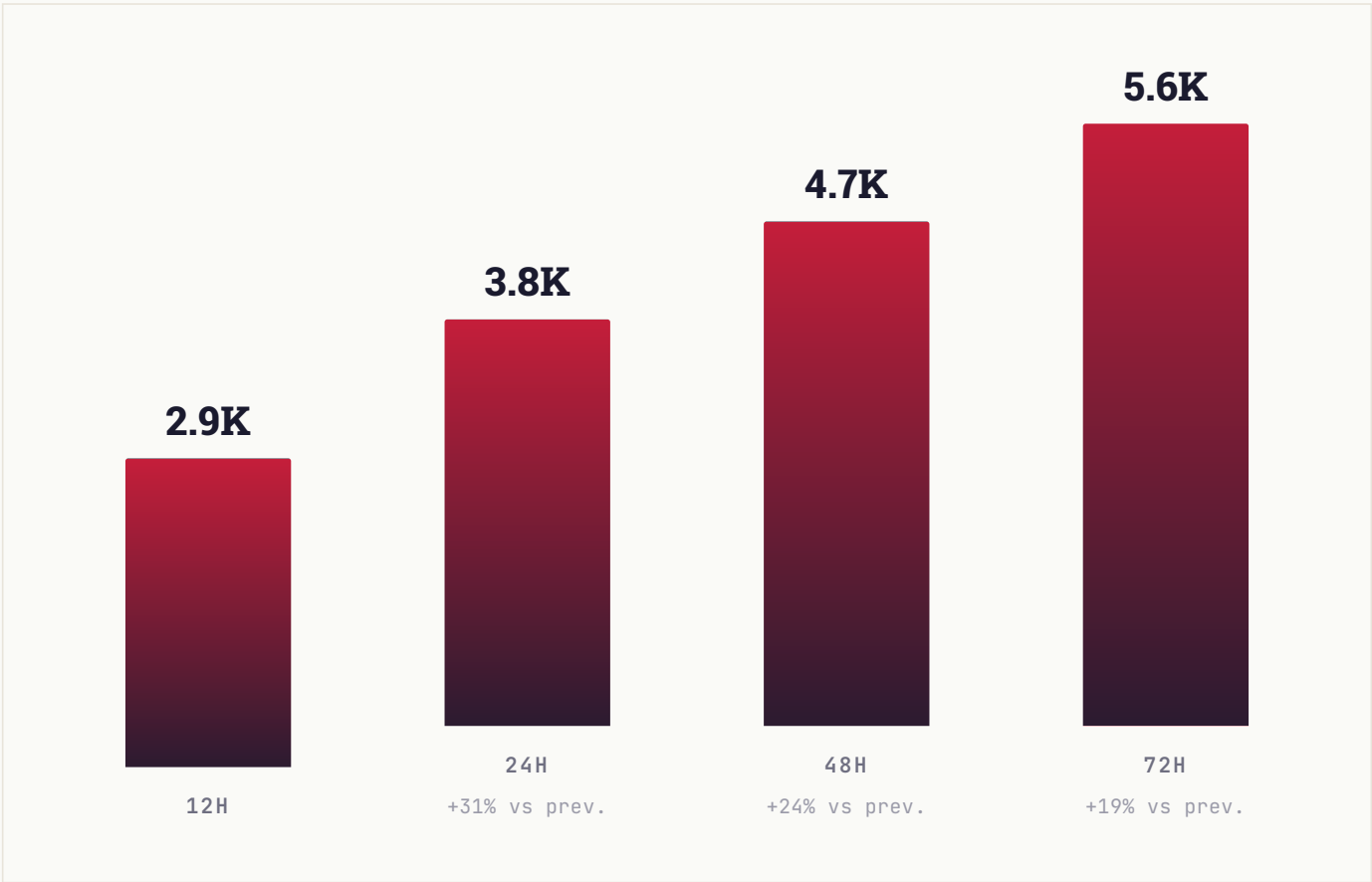
Citation index **64** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel “weighs” more than from a 1K subs channel. All time channel was mentioned **79** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

| CHANNEL                                  | SUBSCRIBERS |
|------------------------------------------|-------------|
| DD DOMEО. ДИЗАЙН   РЕМОНТ   НЕДВИЖИМОСТЬ | 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      |
| DM Home Master YOU                       | 49.9K       |

COMPARATIVE CONCLUSION

Channel not yet outside top 91 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **8**, they brought **6 957** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------|----------|----------|---------------------|
| Jan 2026       | 2        | 1        | 604                 |
| December 2025  | 6        | 6        | 1 523               |
| November 2025  | 0        | 0        | 2 125               |
| October 2025   | 0        | 0        | 891                 |
| September 2025 | 0        | 0        | 625                 |
| August 2025    | 0        | 0        | 1 189               |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 8              | 6              | 6 957                 |

— 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 band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



## — 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****Main post of the week — on Monday**

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window  
for an  
important post****02****Systematic traffic buying**

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

EFFECT

**+1000-3000  
subs****03****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****04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. 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 niche keywords — organic traffic source.

EFFECT

**Organic traffic  
source**

★ 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.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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