

— PUBLIC REPORT BY PROMTPRESS

Channel audit

HOME OF YOUR DREAMS



@dom_tvoey_mechty

Channel registered with Roskomnadzor <https://gosuslugi.ru/snet/67a473214689c2151c71b762> Ads @smm_pablik_design

SUBSCRIBERS

60 490

-404 per month

ERR (% SEE POSTS)

8.0%

per day **3.3%**

REACH/POST

5K

ad reach **2K**/24h

— CONTENT · 2026

What's inside the report

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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 period it covers.

 SUBSCRIBERS 60 490 —	 SUBS REACH 8.29% avg % subs see post	 VIEWS/POST 5K median 5K · 26 days	 POSTS/WEEK 4.2 over period
 7D TREND -7.9% vs previous week	 REACTIONS/POST 35.0 total 560 reactions, 227 reposts, 7 comments	 POST LENGTH 48 chars median 41 · 26 days	 POSTS ANALYZED 16 26 days
 AD REACH 2K 24h avg	 CHURN / MONTH -404 last month	 CITATION RATE 0 citation index · 11 channels mentioned ever	 CHANNEL AGE 7 years 1 month created 13.05.2019

AI EDITOR SUMMARY

Channel «HOME OF YOUR DREAMS» – 60 490 subs. Each post averages 5K people (8% from subs), reach is low – expand audience. Publishes 4 posts per week (~1/day) – rare posts. For week 8–14 Jun reach dropped -7.9% by week 1–7 Jun – analyze why.

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 16 posts in 26 days.
- 02 Dominant format — Photo (10/16 posts).
- 03 Avg post length — 48 chars (median 41).
- 04 Peak audience activity — Sunday, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (6.4K avg for top vs 4.2K for worst) — among 16 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 15:45 PHOTO How do you like this interior style?	VIEWS 7 338 REPOSTS 10	REACTIONS 52 ER 12.1%
Nº2 05.06 · 05:45 PHOTO 10 hallway designs. Which one do you like 1, 2, 3...10?	VIEWS 6 223 REPOSTS 15	REACTIONS 23 ER 10.3%
Nº3 11.06 · 13:30 VIDEO 	VIEWS 5 561 REPOSTS 10	REACTIONS 38 ER 9.2%

Nº4 03.06 · 05:25 PHOTO Vote for the prettiest lunch group. Which one do you like more 1, 2, 3...9?	VIEWS 5 492 REPOSTS 7	REACTIONS 22 ER 9.1%
Nº5 27.05 · 05:05 PHOTO A few shots from a stylish apartment project. How do you like the design? We are on MAH We are on VK	VIEWS 5 328 REPOSTS 9	REACTIONS 33 ER 8.8%

WORST 3

↓ 18.06 · 14:06 PHOTO How do you like this interior style? ☒ or ☒	VIEWS 4 724 REPOSTS 11	REACTIONS 51 ER 7.8%
↓ 15.06 · 10:30 VIDEO One-bedroom 33 m² overview	VIEWS 4 068 REPOSTS 13	REACTIONS 34 ER 6.7%
↓ 17.06 · 08:16 PHOTO Calculating countertop height correctly ☒	VIEWS 3 935 REPOSTS 26	REACTIONS 26 ER 6.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

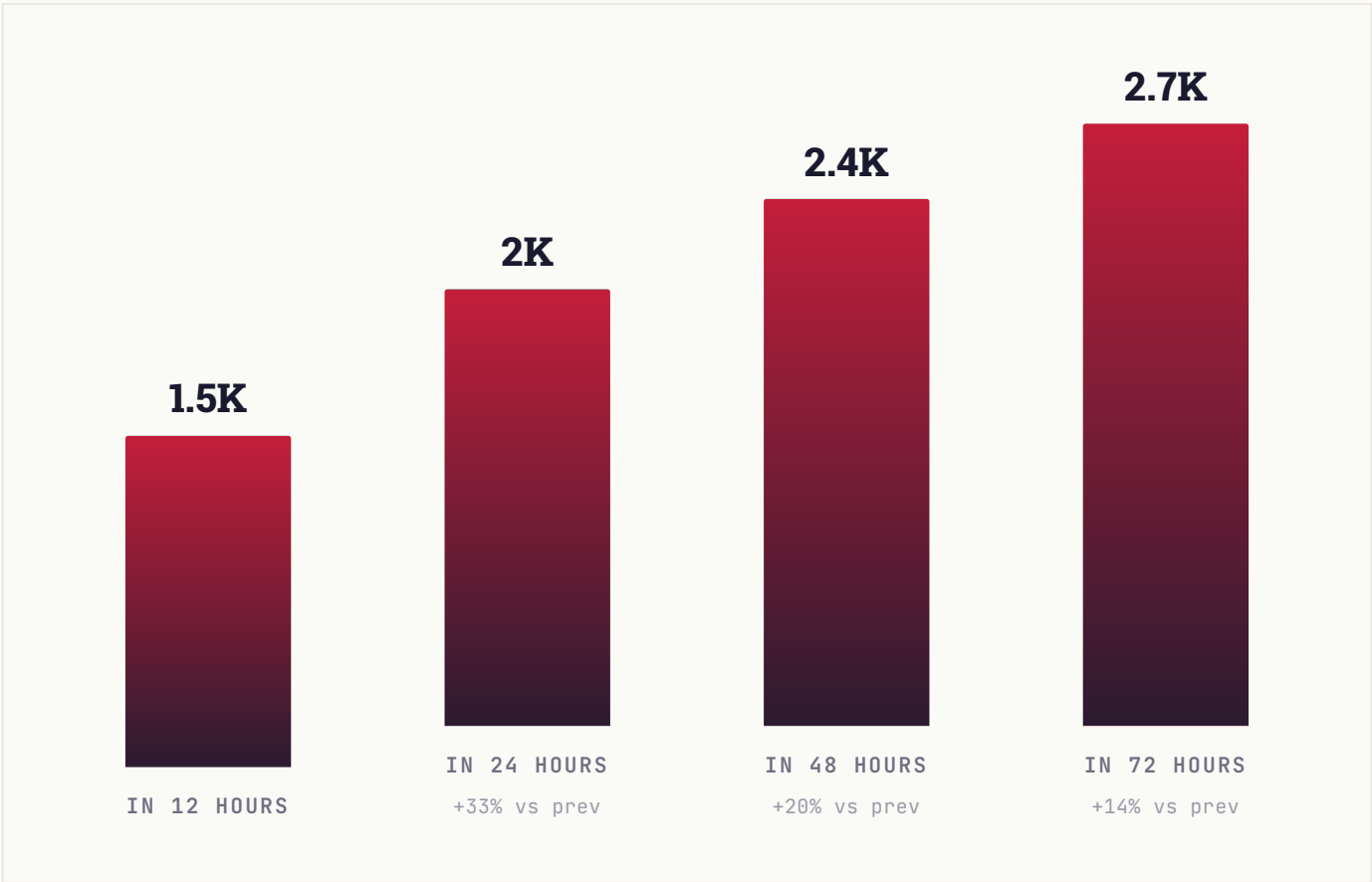
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · 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 DOME0. DESIGN RENOVATION REAL ESTATE	523.8K
PL Planner	455.5K
AI Interior & decor	452K
MK My apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProRealEstate	378.2K
ГФ ГК ФСК	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
DT HOME OF YOUR DREAMS YOU	60.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#92 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 06 · 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 **5**, they brought **2 054** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	125
November 2025	0	0	764
October 2025	2	1	508
September 2025	2	1	318
August 2025	0	0	221
July 2025	0	0	118

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
5	6	2 054

— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

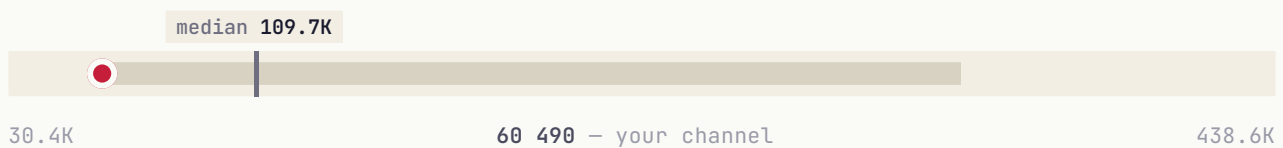
Took top-100 channels in category "Interior & construction» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#92 /100

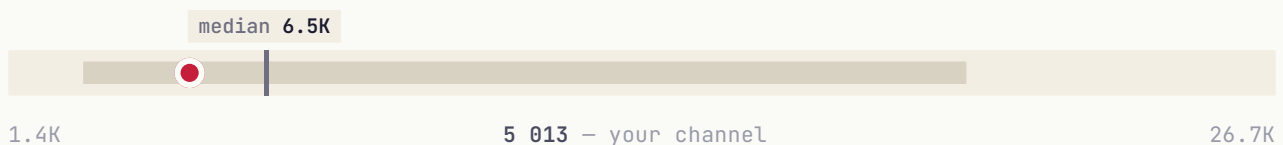
RANK IN NICHE

Channel in the bottom half of the ranking

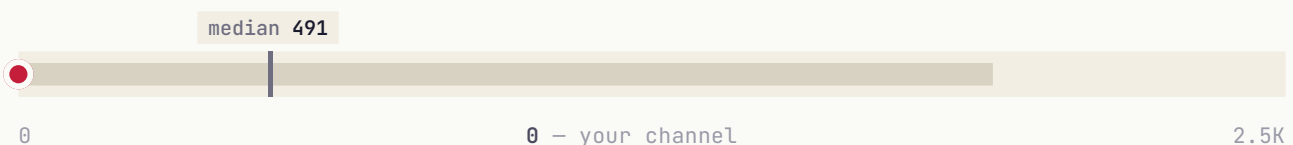
SUBSCRIBERS

45% below median

AVG REACH / POST

23% below median

CITATION INDEX

99% below median

— SECTION 08 · 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 4.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

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

On this day at 18:00 MSK audience is most active.

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 & interactive formats**

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

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 close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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