

PROMTPRESS PUBLIC REPORT

Channel audit

Domostroy



@domostroy_channel

Construction of real estate and everything related. ID NOM idnom.ru
For ads @id_nom Editorial domostroy-channel@yandex.ru MAX
https://max.ru/domostroy_channel Registered in RKN <https://clck.ru/3FAXnV>

SUBSCRIBERS

42 794

-59 per month

ERR (% SEE POSTS)

22.0%

per day 15.3%

REACH/POST

8.7K

ad reach 6.5K/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

Rank in «Interior & Construction»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 42 794 —	 SUBS REACH 20.25% avg % of subs see post	 VIEWS/POST 8.7K median 7.4K · 29 days	 POSTS/WK 40.0 for the period
 7D TREND -13.2% vs previous week	 REACTIONS/POST — MTProto only	 POST LENGTH 670 chars median 864 · 29 days	 POSTS ANALYZED 171 29 days
 AD REACH 6.5K 24h avg	 CHURN / MONTH -59 last month	 CITATION RATE 673 citation index · 2,861 channels mentioned ever	 CHANNEL AGE 7 years 14 days created 24.06.2019

AI EDITOR SUMMARY

Channel «Domostroy» — 42 794 subs. Each post averages 8.7K people (20% of subs), average reach — room to grow. Publishes 40 posts per week (~6/day) — active posting. For week 22–28 Jun reach dropped -13.2% to week 15–21 Jun — worth analyzing reasons.

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 171 posts over 29 days.
- 02 Dominant format — Text (76/171 posts).
- 03 Avg post length — 670 chars (median 864).
- 04 Audience peak — Wed, 12:00 MSK.
- 05 Top posts get 9x more views than the weakest (59.9K avg for top vs 6.5K for worst) — among 171 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

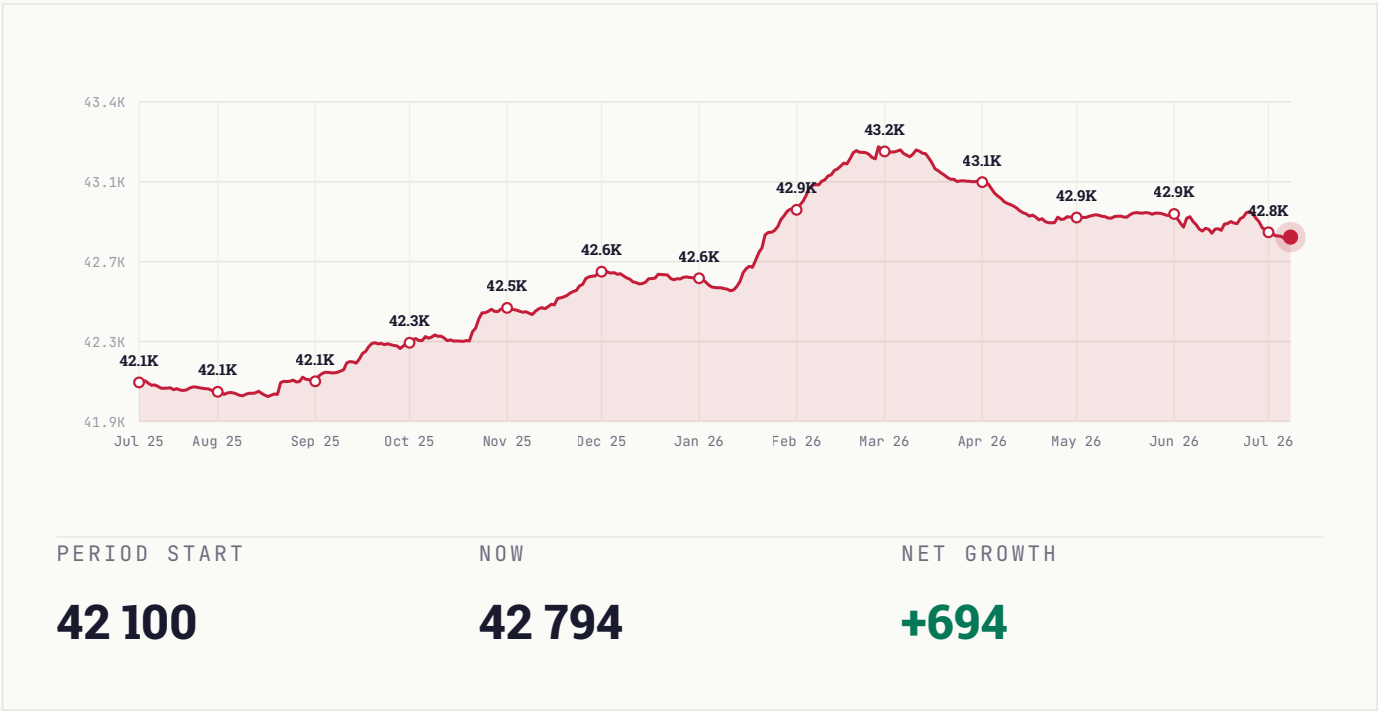
№101.07 · 09:32PHOTO	VIEWS		REACTIONS
	66 589		—
Delinquency spiked. ▶As of early June, the Central Bank reports mortgage arrears up to RUB 239.9 bln. ■If...	REPOSTS		ER
	33		155.6%
№230.06 · 12:32VIDEO	VIEWS		REACTIONS
	59 679		—
Nerves shot. ▶Defrauded shareholders of residential complex "Svetly Mir.Station L" by developer Seven Suns can't wait for their apartments, so they "moved in"...	REPOSTS		ER
	41		139.5%
№317.06 · 14:32PHOTO	VIEWS		REACTIONS
	53 557		—
Residential developers are actively entering Moscow's office market. ▶According to Donstroy CEO Andrey Bagaev, for the company this...	REPOSTS		ER
	162		125.2%

Nº4 17.06 • 13:32 TEXT ▶ Ildar Borisovich shares insights on new "family mortgage" terms: ■ From July 1, the rate may be tied to number of children and region. For...	VIEWS 17 949 REPOSTS 53 REACTIONS — ER 41.9%
Nº5 17.06 • 06:32 VIDEO Developers start giving away apartments. ▶ A new generosity trend in Krasnodar: buy a two-room for 9.7M RUB and...	VIEWS 16 925 REPOSTS 90 REACTIONS — ER 39.5%
 WORST 3	
↓ 25.06 • 07:30 VIDEO ⚡ "Building materials won't spike sharply. We have spare capacity to boost output by 20–25%," – co-owner and managing partner...	VIEWS 6 475 REPOSTS 3 REACTIONS — ER 15.1%
↓ 03.07 • 15:10 VIDEO Some Chinese residential areas are testing rooftop air cooling systems. Around buildings they install...	VIEWS 6 453 REPOSTS 44 REACTIONS — ER 15.1%
↓ 30.06 • 08:32 TEXT Housing sector: dynamics since start of year. ▶ Dom.rf released a big housing market review: ■ In five months sales...	VIEWS 6 447 REPOSTS 14 REACTIONS — ER 15.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

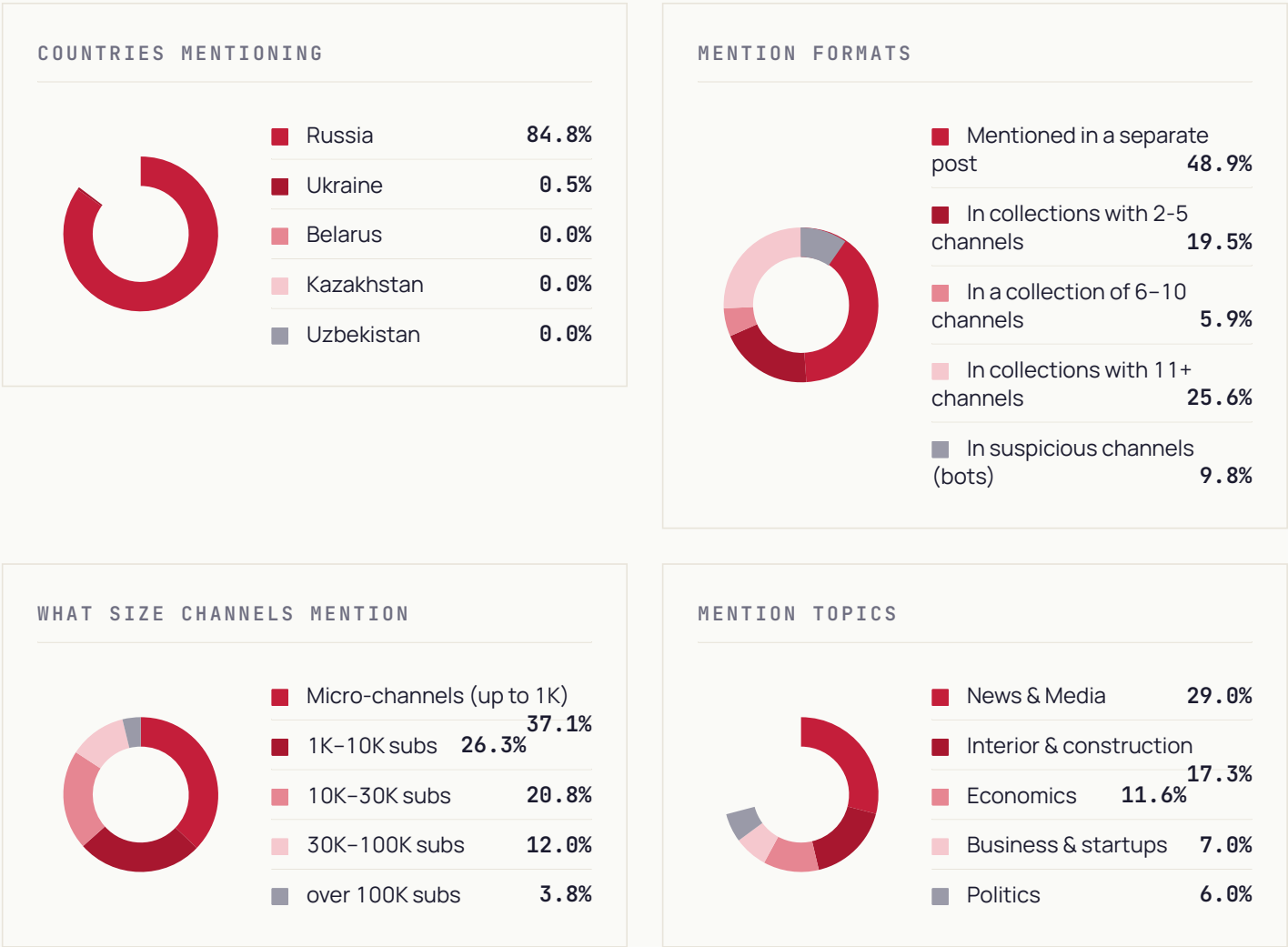
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

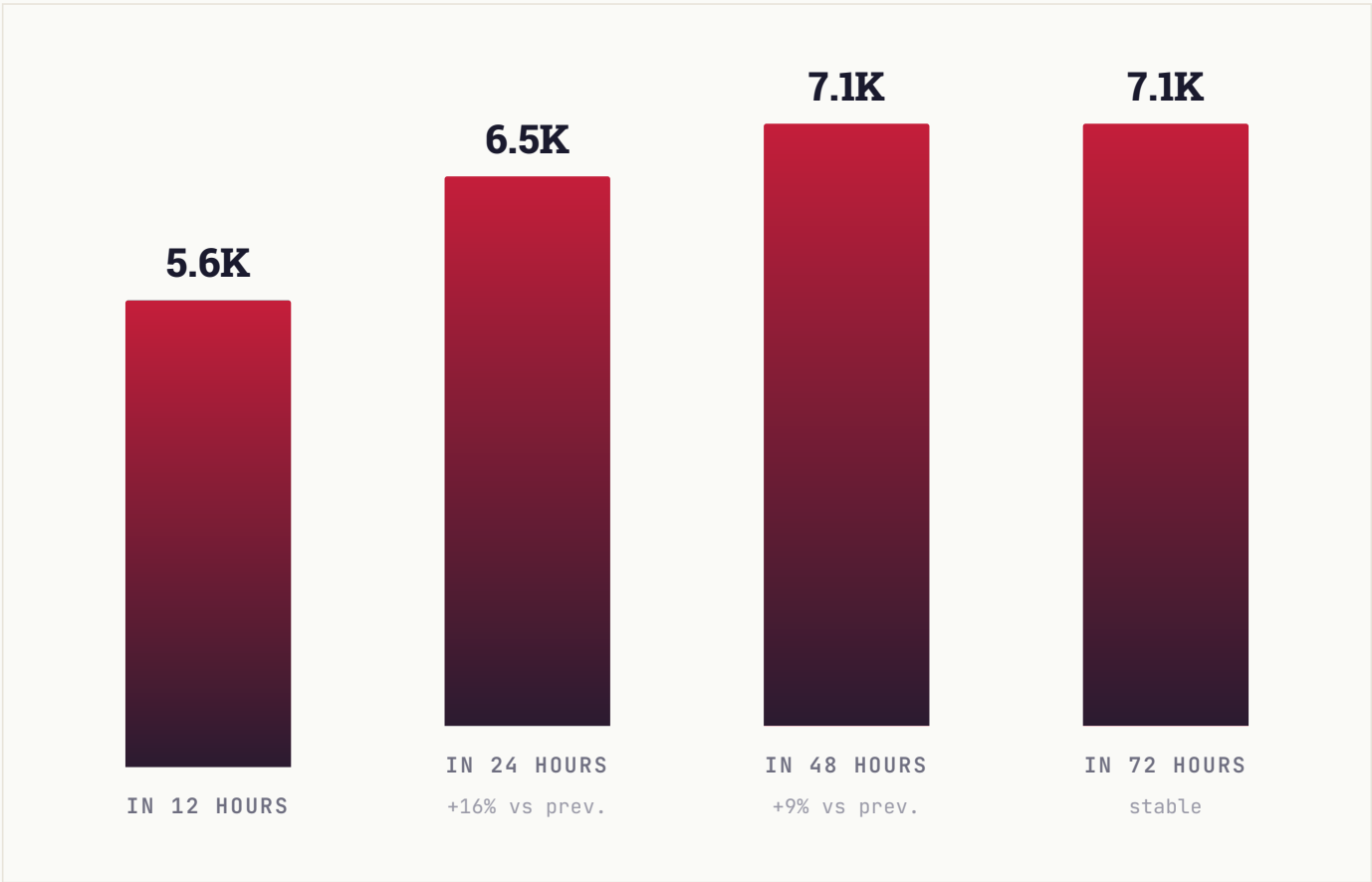
Citation index **673** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 861** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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
DD DOMEO. DESIGN RENOVATION REAL ESTATE	530.5K
PL Layout	453.6K
AI Interior & decor	450K
MK My apt	427.9K
MS Wise Builder	410.2K
LK Favorite apt	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
Before Domostroy YOU	42.8K

COMPARATIVE INSIGHT

Channel not yet outside top-89 of niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (530.5K), top-89 median: 108.5K. First goal: enter top-89 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1 874**, they brought **1 280** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	305	144	396	
December 2025	336	149	78	
Nov 2025	375	182	211	
Oct 2025	320	147	233	
September 2025	325	160	227	
August 2025	213	108	135	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
1 874	6	1 280

Where the channel stands in its league

SUBSCRIBERS 61% below median

median 109.2K

30.4K 42 794 — your channel 435.2K

AVG REACH / POST better than 56% of niche

median 6.2K

1.4K 8 668 — your channel 26.1K

CITATION INDEX better than 54% of niche

median 518

0 673 — your channel 2.5K

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar and a darker beige inner bar. A vertical line marks the median value, and a red dot indicates the 'your channel' value. The first chart for 'SUBSCRIBERS' shows a value of 42,794, which is 61% below the median of 109.2K. The second chart for 'AVG REACH / POST' shows a value of 8,668, which is better than 56% of the niche, with a median of 6.2K. The third chart for 'CITATION INDEX' shows a value of 673, which is better than 54% of the niche, with a median of 518. The values for 'your channel' are 42,794, 8,668, and 673 respectively.

Metric	Median	Your Channel Value	Comparison
SUBSCRIBERS	109.2K	42 794	61% below median
AVG REACH / POST	6.2K	8 668	better than 56% of niche
CITATION INDEX	518	673	better than 54% 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

Top post of the week — on Wednesday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best slot for
key posts****02**

Systematic traffic buying

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

EFFECT

**+1000-3000
subs****03**

Test polls and interactive formats

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

EFFECT

+5-15% ER**04**

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience****05**

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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