

PROMTPRESS PUBLIC REPORT

Channel audit

Dom s Kartinki



@domskartinki

About home, cozy interior and all sorts of useful things in everyday life 🏠 For all questions - @Vitaliy29924 For ads: @Diggsale
Registered in RKN: №51 15757663 Telega IN:...

SUBSCRIBERS

23 423

-117 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.2%

REACH/POST

1.1K

ad reach 519/24h

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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 period it covers.

 SUBSCRIBERS 23 423 —	 SUBSCRIBER REACH 4.8% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 28 days	 POSTS/WEEK 21.4 for period
 7D TREND -30.9% vs previous week	 REACTIONS/POST 16.8 total 1,478 reactions, 852 reposts, 236 comments	 POST LENGTH 396 chars median 268 · 28 days	 POSTS ANALYZED 88 28 days
 AD REACH 519 24h avg	 CHURN / MONTH -117 last month	 CITATION RATE 402 citation index · 1,610 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 21.08.2022

AI EDITOR SUMMARY

Channel «Dom s Kartinki» — 23 423 subs. Each post avg views 1.1K people (5% from subs), reach low — expand audience. Publishes 21 posts/week (~3/day) — active posting. Week Jun 22–28 reach dropped -30.9% by week Jun 15–21 — investigate causes.

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 **88** posts in 28 days.
- 02 Dominant format — **Video** (74/88 posts).
- 03 Avg post length — **396** chars (median 268).
- 04 Peak audience activity — **Wednesday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2K avg top vs 905 worst) — among 88 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 04:11 VIDEO Cute decor from plastic tubes ❤️ Pretty easy to replicate. And looks great. How do you like the idea? Rate it with your favorite...	VIEWS 2 177 REP. 5	REACTIONS 29 ER 9.3%
Nº2 10.06 · 14:56 VIDEO ✂️ Laser closing scissors Laser pointer shows cut line — no need to draw, no need to guess. Turn on, aim, cut straight...	VIEWS 2 001 REP. 8	REACTIONS 23 ER 8.5%
Nº3 19.06 · 15:51 PHOTO 📧 Know that small apartment pain? 😊 You want a beautiful big sofa 'like on Pinterest', but in reality — either it takes half the room, or...	VIEWS 1 948 REP. 7	REACTIONS 13 ER 8.3%

Nº4

14.06 · 15:57

VIDEO

Unusual dry brush pattern 🔥 Apply thick paint, take a dry brush and start circling. This creates a soft, lively...

VIEWS

1 869

REACTIONS

35

REP.

7

ER

8.0%

Nº5

09.06 · 12:41

VIDEO

 DIY magic house Who would have thought that an ordinary glass jar and some clay could turn into a real...

VIEWS

1 804

REACTIONS

20

REP.

13

ER

7.7%

WORST 3

↓

29.06 · 08:03

VIDEO

Such a panel will catch any guest's eye 😍 You won't need many components to make it. And the process itself isn't too...

VIEWS

928

REACTIONS

12

REP.

4

ER

4.0%

↓

30.06 · 08:21

VIDEO

A selection of hardy flowers that will beautify your home 🌸
Comment which ones you liked best! ✨🏠 Home with...

VIEWS

908

REACTIONS

17

REP.

23

ER

3.9%

↓

05.07 · 08:00

VIDEO

When I want fresh ideas for home coziness, I read «Magic of a Cozy Home» 😊 It has the best...

VIEWS

881

REACTIONS

8

REP.

6

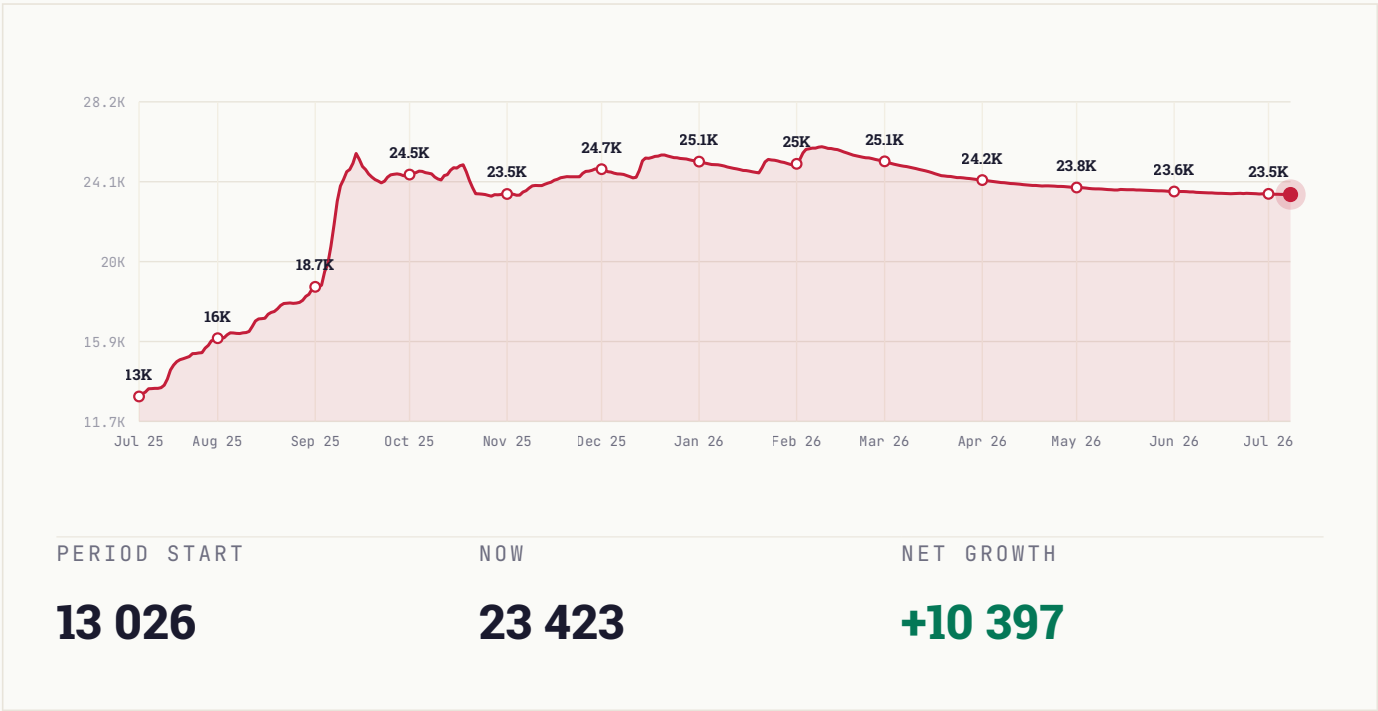
ER

3.8%

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.

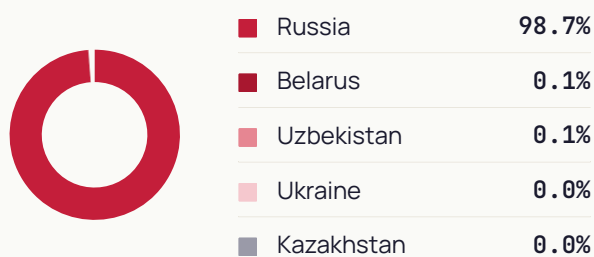


SECTION 04 • MENTIONS

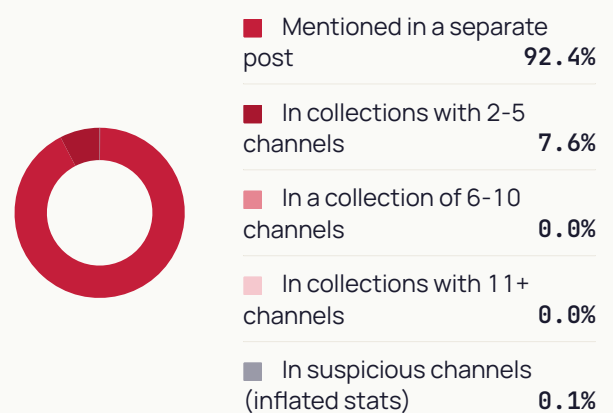
Who mentions the channel and how

Citation index **402** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 610** different channels.

COUNTRIES MENTIONING YOU



MENTIONED IN WHICH FORMAT



WHAT SIZE CHANNELS MENTION YOU



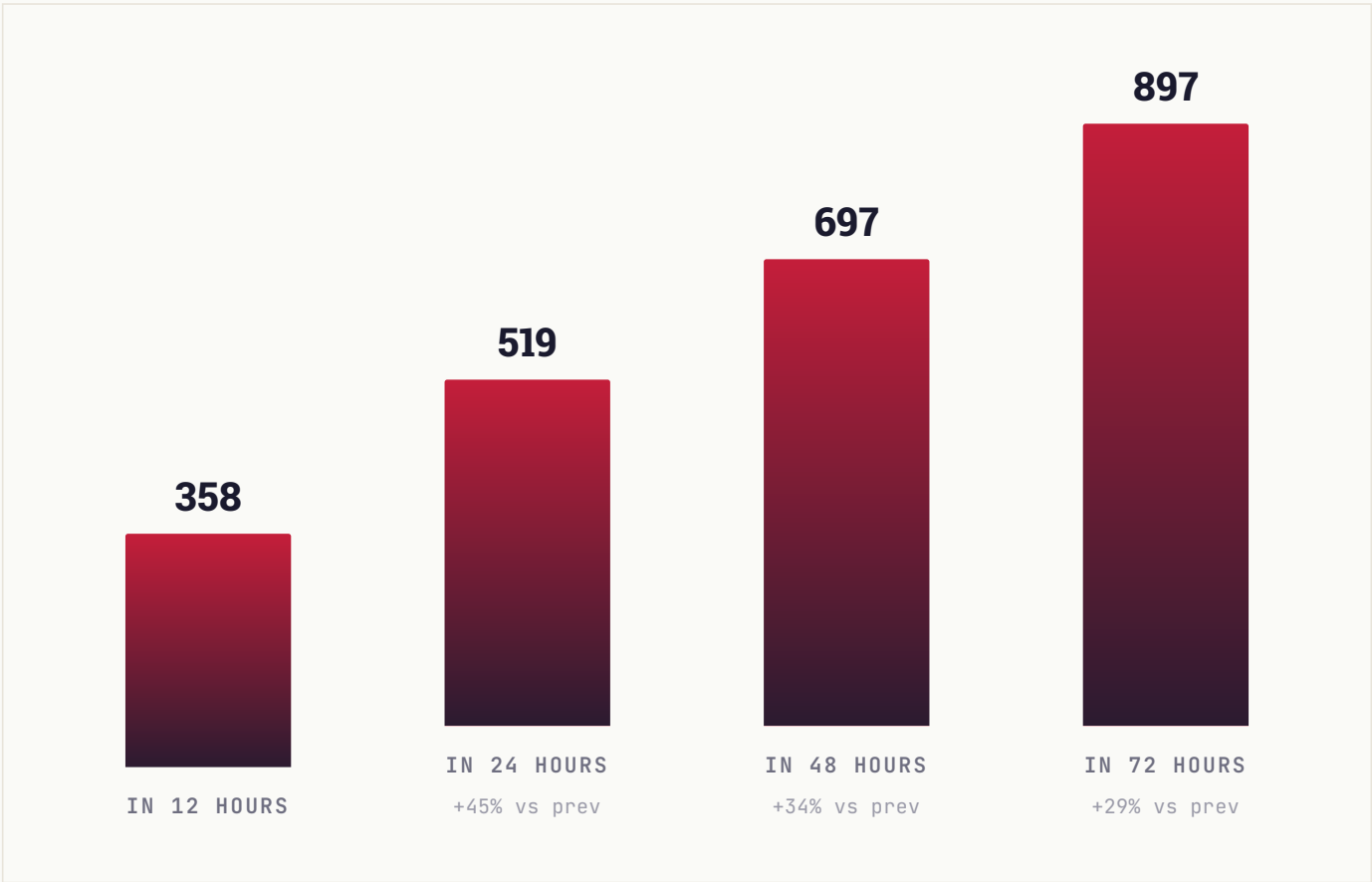
MENTIONED IN WHICH TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Layout	453.6K
AI Interior & decor	450K
MK My apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
DS Dom s Kartinki YOU	23.4K

COMPARATIVE CONCLUSION

Channel is still outside top-89 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal — enter top-89 through systematic traffic & content work.

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 **1 078**, they brought **14 592** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	8	693
December 2025	161	49	1 206
Nov 2025	282	187	1 374
Oct 2025	149	87	1 190
September 2025	240	205	7 475
August 2025	238	226	2 654

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
1 078	6	14 592

Where the channel stands in its league

Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Wednesday
 Audience is most active on this day at 17:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 4.8% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+0.7pp ER
- 03

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
- 04

Test polls and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One weekly poll on a hot topic — easy win.

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 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
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02	Contact manager	t.me/PromptPress_manager
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