

PROMTPRESS PUBLIC REPORT

Channel audit

FL Haus — Модульные дома



@fl_haus_tg

• Warm turnkey homes from 1.6M RUB • Built 700 homes since 2015 • St. Petersburg +7(812)443-57-27 • Moscow +7(499)681-94-65 • Quality control +7(921)777-96-88 Site fl-haus.ru SHOWROOM...

SUBSCRIBERS

17 363

08.07.2026

+1 per month

ERR (% SEE POSTS)

14.0%

per day **7.3%**

REACH/POST

2.6K

ad reach **1.3K**/24h

[HTTPS://PROMTPRESS.COM/AUDIT/FL_HAUS_TG](https://promptpress.com/audit/fl_haus_tg)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 17 363 —	 SUBS REACH 15.26% avg % of subs see post	 VIEWS/POST 2.6K median 2.8K · 26 days	 POSTS/WEEK 4.9 over period
 7D TREND -12.6% vs prev week	 REACTIONS/POST 29.5 total 561 reactions, 209 reposts, 21 comments	 POST LENGTH 485 chars median 524 · 26 days	 POSTS ANALYZED 19 26 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +1 last month	 CITATION RATE 356 citation index · 384 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «FL Haus — Modular Homes» — 17 363 subs. Each post avg views 2.6K people (15% of subs), this is avg reach — room to grow. Publishes 5 posts per week (~1/day) — infrequent. For week 22–28 Jun reach dropped -12.6% to week 15–21 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts over 26 days.
- 02 Dominant format – Photo (10/19 posts).
- 03 Avg post length – 485 chars (median 524).
- 04 Audience peak – Thu, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.6K avg for top vs 2K for bottom) – among 19 posts in 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 08:48 PHOTO At home you especially want to host guests and create coziness. Which table setting do you like more? ⚡ – With tulips ❤️ – With...	VIEWS 3 710 REPOSTS 3	REACTIONS 62 ER 21.4%
Nº2 17.06 · 14:25 PHOTO Guys, breaking news! Family mortgage changes from July 1. Here's what it means for you: Most likely rates will be: ✓ ...	VIEWS 3 598 REPOSTS 14	REACTIONS 23 ER 20.7%
Nº3 11.06 · 08:11 TEXT Friends, we want to share more beautiful stories. But we need your votes 😞 If you have premium...	VIEWS 3 543 REPOSTS 1	REACTIONS 22 ER 20.4%

Nº4 19.06 · 11:16 VIDEO Adriano explained it all Nothing to add 🧑 Do you have a bathhouse? 🔥 ⚡ – Yes, we steam! ❤️ – No, but really want 🔥 – Agree with Adriano	VIEWS 3 384 REPOSTS 6 REACTIONS 37 ER 19.5%
Nº5 15.06 · 12:50 VIDEO How much are utilities in a modular home? 👁️ Honest review. 🙌 Full episodes about modular home living at...	VIEWS 3 268 REPOSTS 5 REACTIONS 20 ER 18.8%

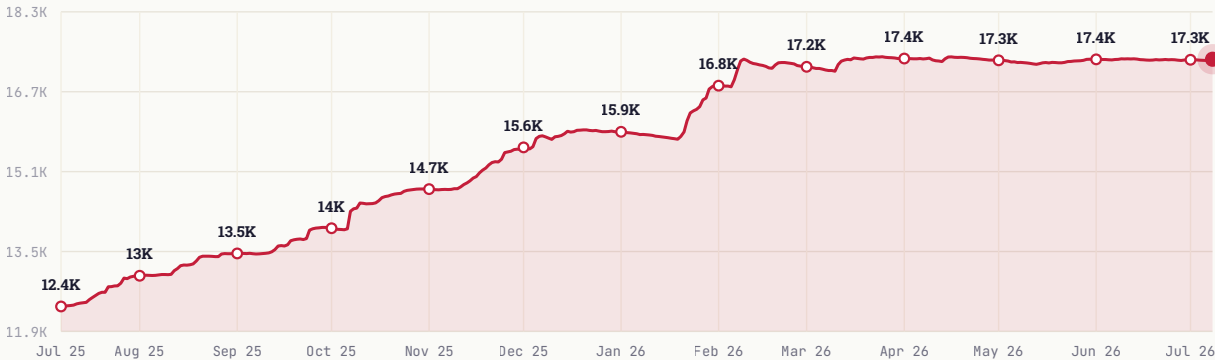
WORST 3

↓ 02.07 · 14:59 TEXT How to choose a plot for a country house? Bought a plot because you liked the price and photo? Then found out the house is on...	VIEWS 2 128 REPOSTS 4 REACTIONS 19 ER 12.3%
↓ 03.07 · 10:14 VIDEO Call or write: 📞 SPb: +78124435727 MSK: +74996819465	VIEWS 2 056 REPOSTS 3 REACTIONS 18 ER 11.8%
↓ 02.07 · 13:56 PHOTO Would you build a home for yourself or for rent? Share your plans: ❤️ - permanent residence 🔥 - for...	VIEWS 1 945 REPOSTS 2 REACTIONS 64 ER 11.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

12 390

NOW

17 359

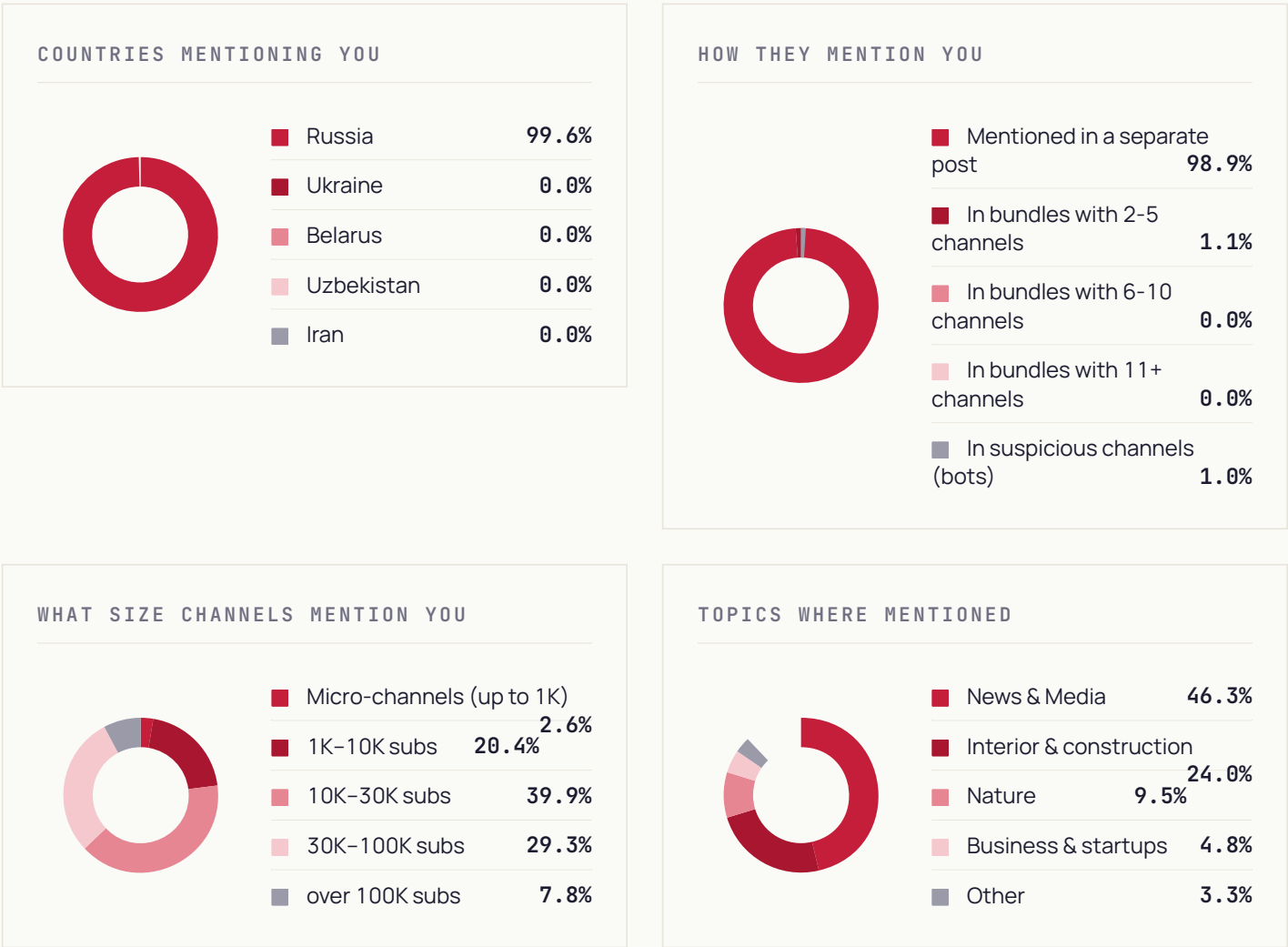
NET GROWTH

+4 969

SECTION 04 · MENTIONS

Who mentions the channel and how

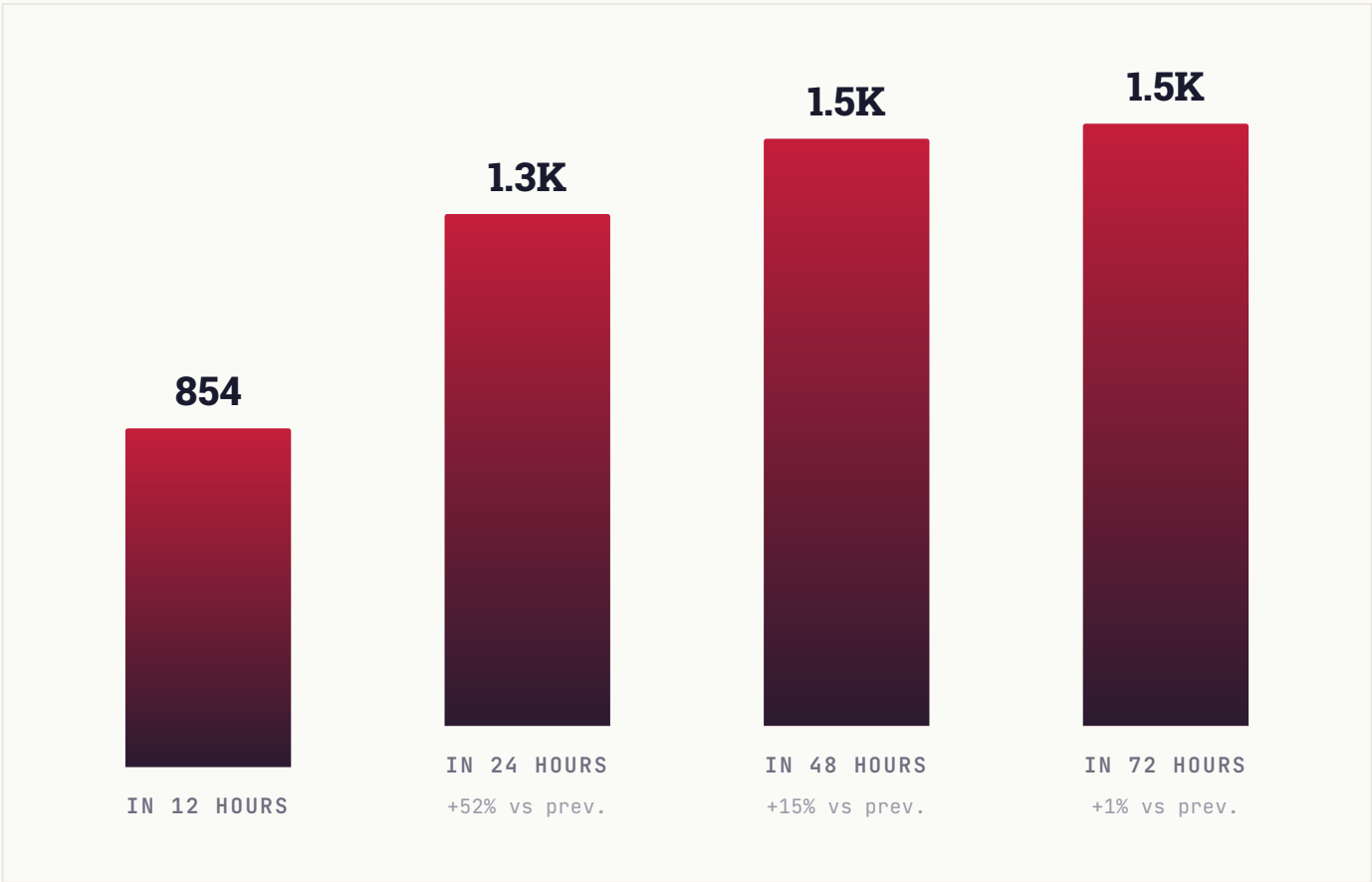
Citation index **356** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **384** different channels.



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 closest 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
FH FL Haus — Модульные дома YOU	17.4K

COMPARATIVE INSIGHT

Channel not yet outside top-89 of 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 **335**, they brought **4 332** new subs.

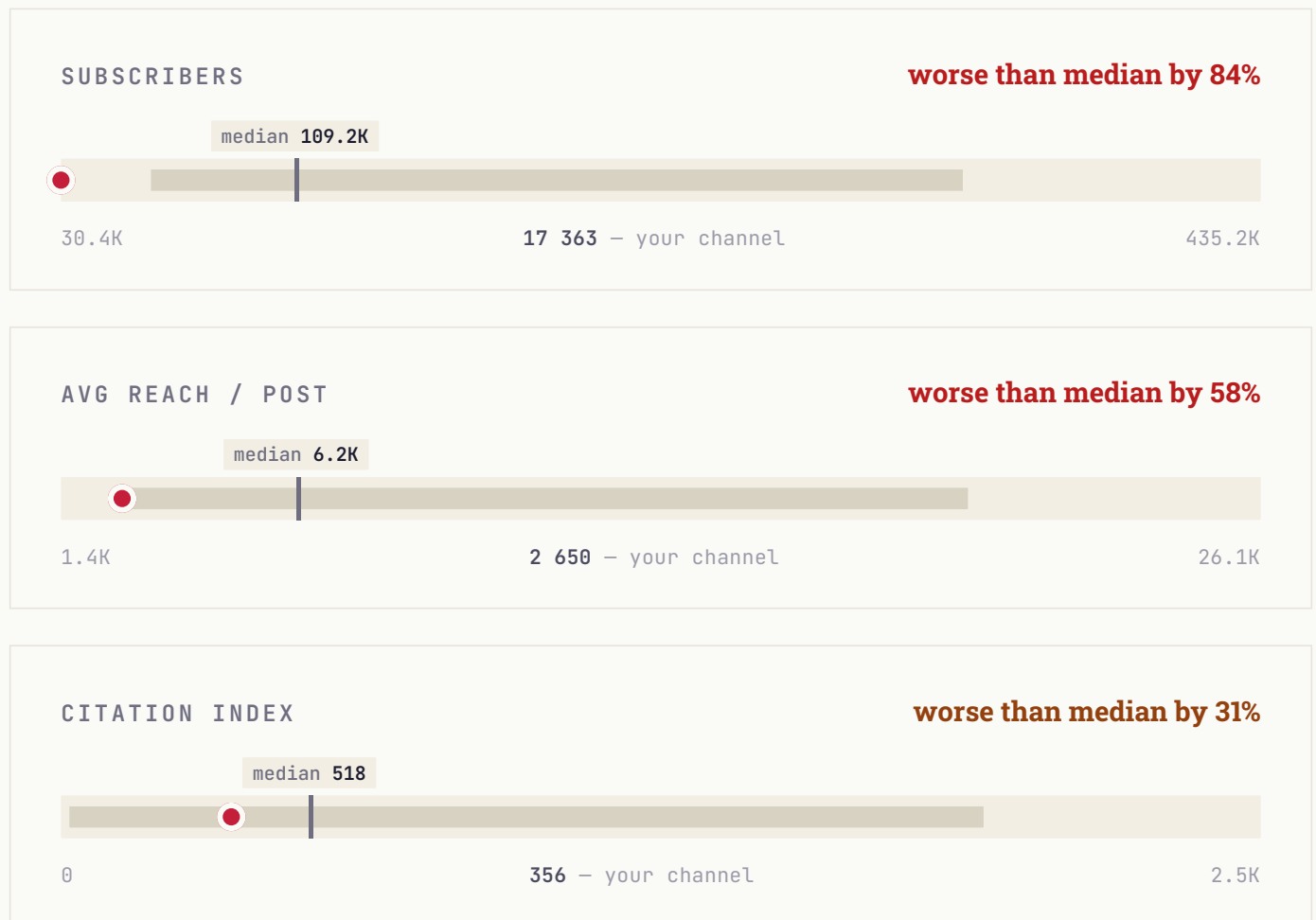
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	51	51	1 096	
December 2025	63	61	531	
Nov 2025	71	67	827	
Oct 2025	46	41	837	
September 2025	52	51	563	
August 2025	52	48	478	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
335	6	4 332

— 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-p90). 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 in a month.

01**Increase posting frequency**

Now 4.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Thursday**

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best time for
key posts****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 & interactive formats**

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche.
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 more? Run ads with 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
