

PUBLIC REPORT PROMTPRESS

Channel audit

FlowWow



@flowwow_tg

Flower & gift marketplace in 1,300+ cities ■ Order in the app: <https://flowwow.com/s/telegram> Questions? VK or email: feedback@flowwow.com No...

SUBS

109 182

-8491 per month

ERR (% SEE POSTS)

5.0%

per day 1.4%

REACH/POST

8.4K

ad reach 1.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly 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 rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «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.

 SUBS 109 182 —	 SUBSCRIBER REACH 7.7% avg % of subs see post	 VIEWS/POST 8.4K median 3.5K · 29 days	 POSTS/WEEK 8.9 for the period
 7D TREND +3.3% vs previous week	 REACTIONS/POST 66.9 total 2,542 reactions, 1,174 reposts, 0 comments	 POST LENGTH 264 chars median 214 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -8491 last month	 CITATION RATE 300 citation index · 683 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 15.03.2022

AI EDITOR SUMMARY

Channel «Flauwau» — 109 182 subs. Each post averages 8.4K people (8% from subs), reach is low — consider growing audience. Publishes 9 posts per week (~1/day) — consistent. For week Jun 8–14 reach stable (+3.3% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **38** posts in 29 days.
- 02 Dominant format – **Photo** (24/38 posts).
- 03 Avg post length – **264** characters (median 214).
- 04 Peak audience activity – **Wed**, 16:00 MSK.
- 05 Top posts get **22x** more views than the weakest (65.9K avg for top vs 3K for bottom) – among 38 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 13:07 TEXT 📌 WOW GIVEAWAY FROM FLAUWAU 📌 We're usually about flowers & gifts. Today – about Ye. Giving away 2 tickets to Ye's concert in Tbilisi (Georgia) on June 12. How...	VIEWS 99 000 REPOSTS 346	REACTIONS 396 ER 90.7%
Nº2 19.06 · 16:22 PHOTO We give promo codes for the Flauwau store and other gifts📌 On June 27-28, the brightest event of this summer – Flauwau Fest – will take place in Moscow. You'll find...	VIEWS 93 160 REPOSTS 332	REACTIONS 313 ER 85.3%
Nº3 26.05 · 16:40 PHOTO Coffee? ☺ Flauwau space has its own coffee shop. Drop by to take a break from the city bustle and try signature drinks...	VIEWS 5 624 REPOSTS 21	REACTIONS 96 ER 5.2%

Nº4 28.05 · 13:23 PHOTO Caught the mood and bottled it! New post — gift sets for yourself or loved ones 🐱 📦 Bath bomb set 📦...	VIEWS 5 094 REPOSTS 5	REACTIONS 61 ER 4.7%
Nº5 26.05 · 16:31 VIDEO ♥ A place you'll want to return to We opened a store in the city center where you can grab good coffee and find something...	VIEWS 5 024 REPOSTS 21	REACTIONS 70 ER 4.6%

|

WORST 3

↓ 22.06 · 06:25 VIDEO How to make flowers last longer? 📦 Share hacks! Save this post 🤔	VIEWS 3 149 REPOSTS 11	REACTIONS 48 ER 2.9%
↓ 06.06 · 13:38 VIDEO 🌸🌸🌸 Build a bouquet? We have a 'Flowers by the Bunch' category with fresh-cut flowers no wrap 📦 It's the ultimate...	VIEWS 3 105 REPOSTS 9	REACTIONS 44 ER 2.8%
↓ 02.06 · 15:19 POLL (post without caption — poll)	VIEWS 2 669 REPOSTS 2	REACTIONS 16 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

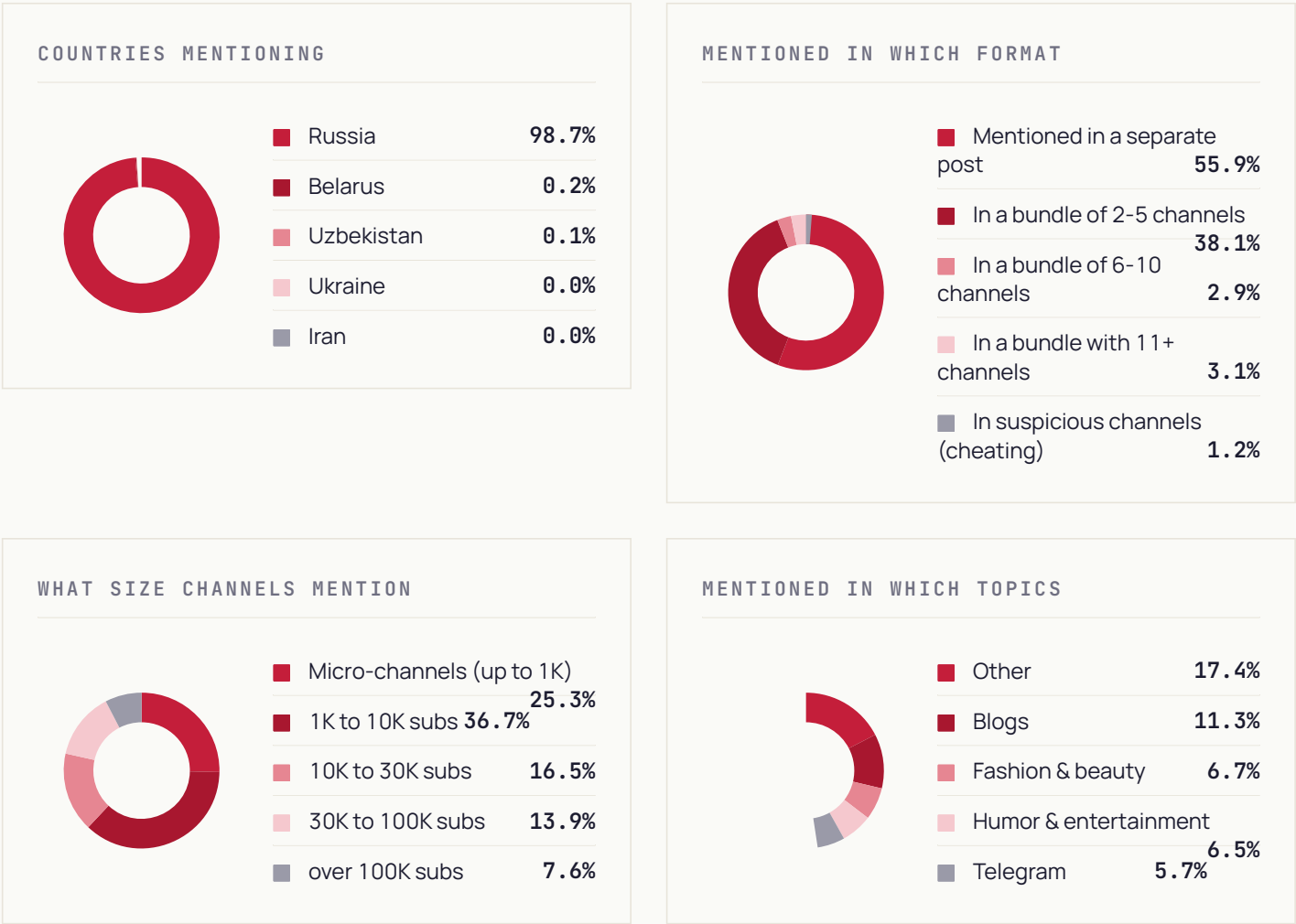
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

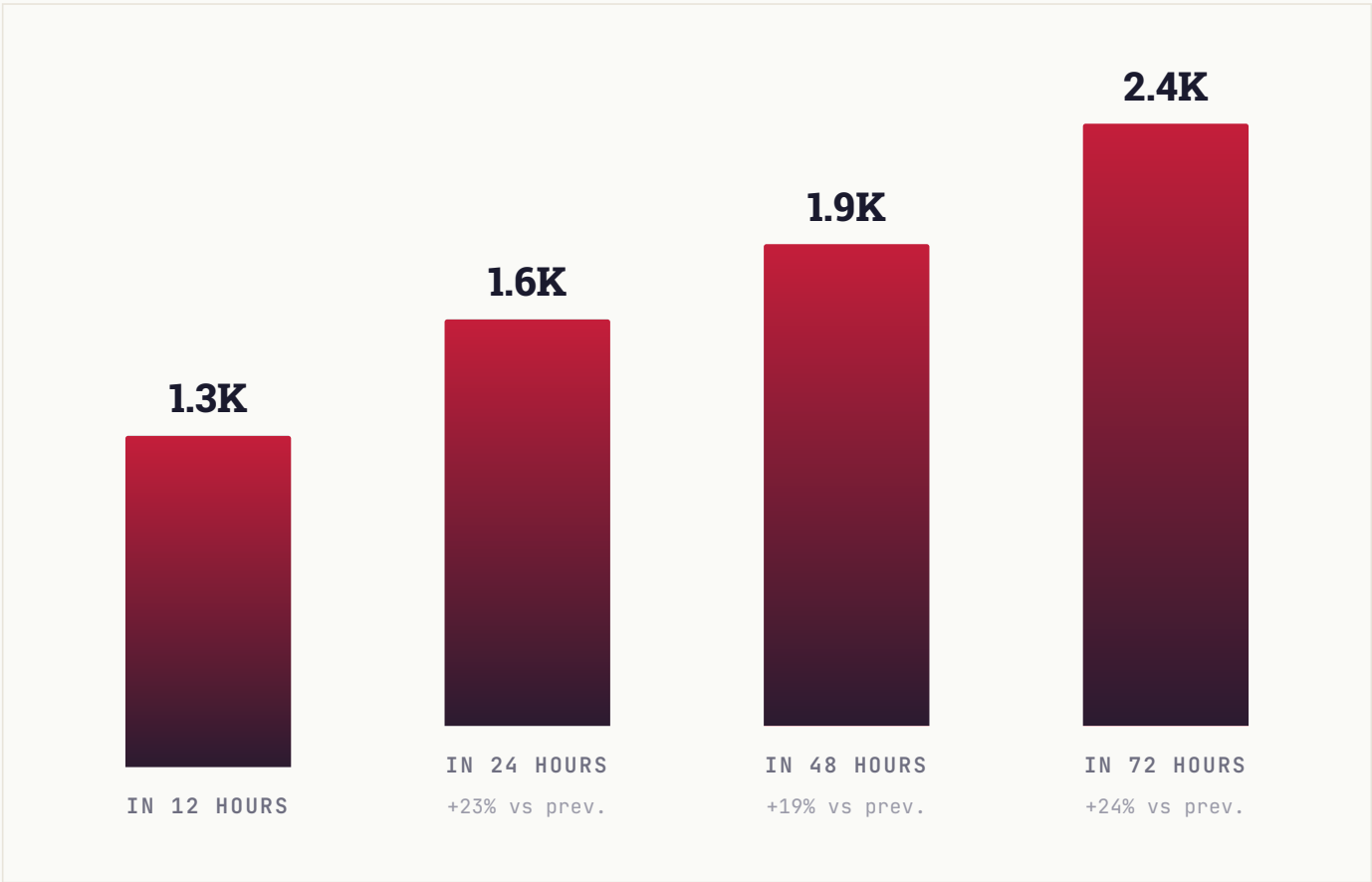
Citation index **300** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **683** different channels.



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	SUBS
DD DOME0. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & decor	452K
MK My apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProRealEstate	378.2K
GF GC FSK	377.7K
Smart Builder	354.6K
PI PIK	340.7K
FL FlowWow YOU	109.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#51 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **236**, they brought **100 895** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	32	23	13 435
Nov 2025	82	60	36 984
Oct 2025	39	34	35 267
September 2025	26	20	5 846
August 2025	41	28	5 678
July 2025	16	15	3 685
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
236	6	100 895	

SECTION 08 · NICHE COMPARISON

Where channel ranks 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.

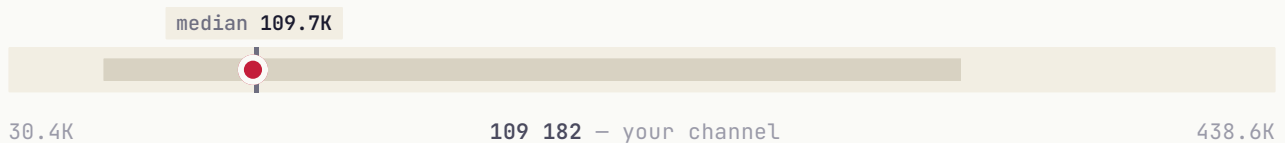
#51/100

POSITION IN NICHE

Channel in the bottom half of the ranking

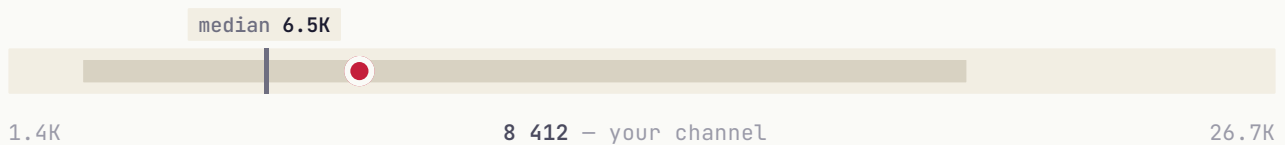
SUBS

1% below median



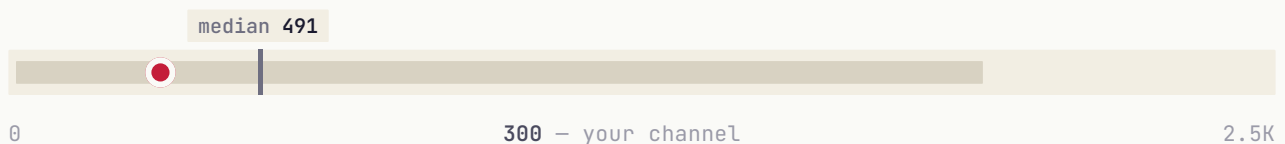
AVG REACH / POST

better than 55% of niche



CITATION INDEX

39% below median



— 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

On this day at 16:00 MSK audience is most active.

IMPACT

**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 picks sources for your niche.

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

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

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

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

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

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

IMPACT

**Organic traffic
source**

★ 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 get a monthly growth plan.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager