

PUBLIC REPORT BY PROMTPRESS

Channel audit

Forest-Home



@foresthome

Official channel of Forest-Home Online store support:
@Forest_Home_bot Website: forest-home.ru Phone: 8 (800)
775-64-18 No. 5162776513

SUBSCRIBERS

50 931

-62 per month

ERR (% SEE POSTS)

20.0%

daily 11.5%

REACH/POST

9.7K

ad reach 5.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 50 931 —	SUBSCRIBER REACH 19.07% avg % subs see post	VIEWS/POST 9.7K median 10.1K · 27 days	POSTS/WEEK 21.1 for period
7D TREND -10.2% vs prev week	REACTIONS/POST 227.0 total 19,064 reactions, 2,970 reposts, 1,154 comments	POST LENGTH 117 chars median 80 · 27 days	POSTS ANALYZED 84 27 days
AD REACH 5.9K 24h avg	CHURN / MONTH -62 last month	CITATION RATE 24 citation index · 126 channels mentioned ever	CHANNEL AGE 6 years 2 months created Apr 15, 2020

AI EDITOR SUMMARY

Channel «Forest-Home» — 50 931 subs. Each post avg views 9.7K people (19% from subs), this is avg reach — room to grow. Publishes 21 posts/week (~3/day) — active posting. For week Jun 22–28 reach dropped -10.2% by week Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **84** posts over 27 days.
- 02 Dominant format – **Photo** (42/84 posts).
- 03 Avg post length – **117** chars (median 80).
- 04 Audience peak activity – **Tue**, 18:00 MSK.
- 05 Strongest posts bring in **2x** more views than the weakest (13.8K avg for top vs 7.8K for worst) – among 84 posts over 27 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 10:29 VIDEO How to slack off at work 🐼	VIEWS	REACTIONS
	14 357	253
	REPOSTS	ER
	18	28.2%
Nº2 09.06 · 18:12 PHOTO 🔔 We're raffling a Kristal Pogonya Black G10 knife To enter: 1. Subscribe to our Telegram channel! -...	VIEWS	REACTIONS
	13 775	399
	REPOSTS	ER
	180	27.0%
Nº3 16.06 · 09:52 PHOTO Vosteed unveiled Raccoon Doodle Monster – a bright new version of their popular Raccoon knife.	VIEWS	REACTIONS
	13 136	220
	REPOSTS	ER
	38	25.8%

Nº4 16.06 • 15:47 TEXT STRIDER half price and new SOCOM! – Microtech changes the game https://youtu.be/fHYnvnJapBo Watch on: 🐕 YouTube 🦀 VK Video...	VIEWS 12 478 REPOSTS 10 REACTIONS 96 ER 24.5%
Nº5 24.06 • 10:08 PHOTO Hey guys! Who jokes like that? That's not cool. Delete it.	VIEWS 12 231 REPOSTS 22 REACTIONS 465 ER 24.0%
WORST 3	
↓ 30.06 • 10:24 PHOTO Microtech now offers Kydex sheaths for their Akris models – in black and sand colors.	VIEWS 7 861 REPOSTS 10 REACTIONS 152 ER 15.4%
↓ 30.06 • 10:29 VIDEO BENCHMADE x ABEL® – limited collab of two American brands. Only 1,000 units worldwide	VIEWS 7 792 REPOSTS 35 REACTIONS 192 ER 15.3%
↓ 03.07 • 14:44 PHOTO ☒ Friends! We have two open positions: 1. Sales Consultant 🇺🇸 ☐ More details ☐ Apply 2. Picker-Packer...	VIEWS 7 777 REPOSTS 20 REACTIONS 133 ER 15.3%

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.



— SECTION 04 · MENTIONS

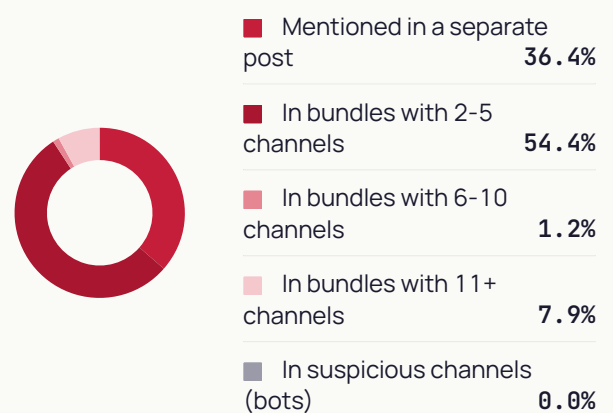
Who mentions the channel & how

Citation index **24** — 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 1K. All time, your channel was mentioned **126** different channels.

COUNTRIES MENTIONING



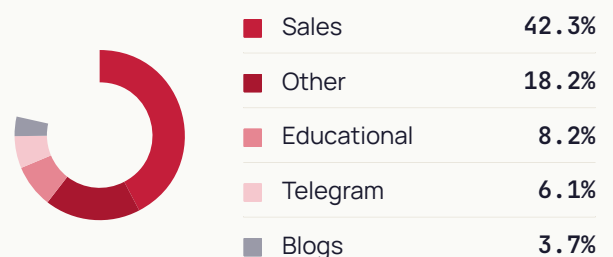
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



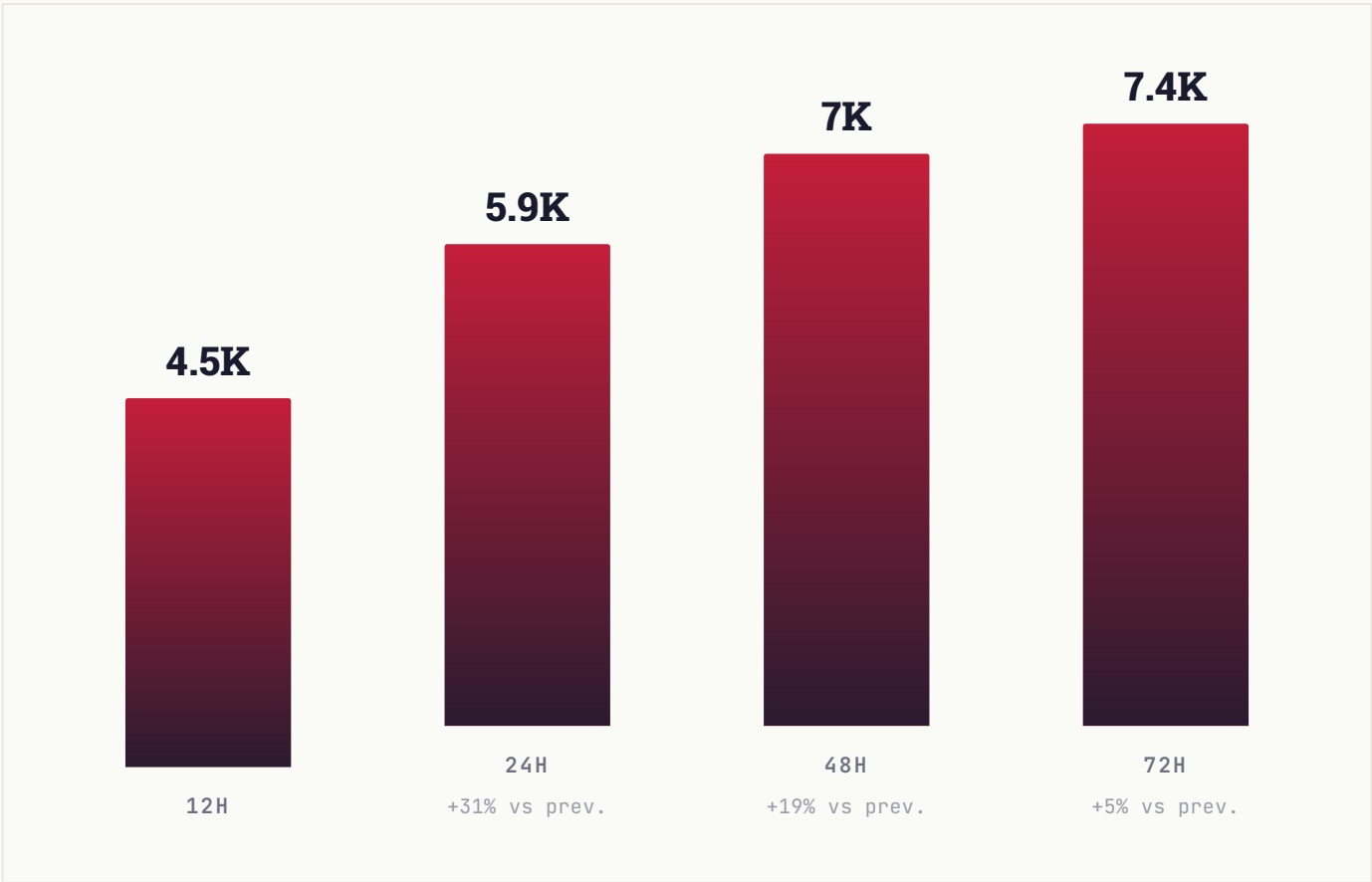
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by 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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
CIS Market discounts	1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
FO Forest-Home YOU	50.9K

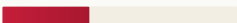
COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 via systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **95**, they brought **1 812** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	13	3	34 
December 2025	12	4	250 
November 2025	15	4	211 
October 2025	21	3	334 
September 2025	17	5	570 
August 2025	17	5	413 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
95	6	1 812

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name and value are displayed below the bar.

SUBSCRIBERS

74% below median

median 193.6K

66.3K 50 931 – your channel 714.1K

AVG REACH / POST

better than 57% of niche

median 5.8K

1 9 714 – your channel 35K

CITATION INDEX

94% below median

median 371

0 24 – your channel 3.2K

Metric	Channel Value	Median	Comparison
Subscribers	50,931	193.6K	74% below median
Avg Reach / Post	9,714	5.8K	better than 57% of niche
Citation Index	24	371	94% 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 — Tuesday**

Audience most active on this day at 18:00 MSK.

EFFECT

**Best time 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 give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
