

PUBLIC REPORT PROMTPRESS

Channel audit

FORUMHOUSE



@forumhouseru

www.forumhouse.ru - #1 portal on country construction. #POS5E

Ads on Forumhouse: <https://clck.ru/3ELZ7e> VK <https://vk.com/forumhouse>

forumhouse Yandex Zen <https://zen.yandex.ru/forumhouse>

SUBSCRIBERS

52 224

-493 per month

ERR (% SEE POSTS)

14.0%

per day 7.0%

REACH/POST

7.3K

ad reach 3.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 52 224 —	 SUBSCRIBER REACH 14.0% avg % subs see post	 VIEWS/POST 7.3K median 7.5K · 24 days	 POSTS/WEEK 9.2 for period
 7D TREND -7.1% vs previous week	 REACTIONS/POST 59.9 total 1,978 reactions, 636 reposts, 1,708 comments	 POST LENGTH 873 chars median 1,000 · 24 days	 POSTS ANALYZED 33 24 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -493 last month	 CITATION RATE 27 citation index · 180 channels mentioned all time	 CHANNEL AGE 8 years 3 months created 02.04.2018

AI EDITOR SUMMARY

Channel «FORUMHOUSE» — 52 224 subs. Each post avg views 7.3K people (14% from subs), reach is low — expand audience. Publishes 9 posts per week (~1/day) — consistent. Week Jul 6–12 reach dropped -7.1% by week Jun 29 – Jul 5 — analyze why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **33** posts in 24 days.
- 02 Dominant format — **Photo** (24/33 posts).
- 03 Avg post length — **873** chars (median 1,000).
- 04 Peak audience activity — **Friday, 15:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (10.2K avg top vs 4.8K worst) — among 33 posts in 24 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 12:02 PHOTO Why aluminum fences don't rust: short and to the point. We've already talked about aluminum fences, now let's break down why they...	VIEWS 10 919 REP. 12	REACTIONS 42 ER 20.9%
Nº2 25.06 · 06:03 PHOTO Hi, #withyouValya. So I open the gate on Saturday to meet the courier. And thanks to some strange intuition, I do it slowly...	VIEWS 9 990 REP. 6	REACTIONS 75 ER 19.1%
Nº3 24.06 · 12:02 PHOTO Plastic shed — a modern solution for your yard When it comes to a utility block for a summer house or country home, many habitually...	VIEWS 9 707 REP. 13	REACTIONS 44 ER 18.6%

Nº4 24.06 · 06:03 PHOTO Monolithic dome house Friends, it's great that this topic was born on our forum and describes real projects. Total area...	VIEWS 9 399 REP. 7	REACTIONS 54 ER 18.0%
Nº5 03.07 · 07:01 TEXT Soon no one will build from aerated concrete because the quality has become terrible (c) Well friends, let's hype on Friday? The title of this...	VIEWS 8 867 REP. 22	REACTIONS 56 ER 17.0%

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WORST 3

↓ 15.07 · 06:38 PHOTO Country life is a series of useless victories Friends, #adminon. On Monday Valya already told about my "end of the world"...	VIEWS 4 978 REP. 13	REACTIONS 76 ER 9.5%
↓ 15.07 · 12:02 PHOTO Metal fence without welding. What's the secret? A metal fence without a single weld! Is that even possible? Of course...	VIEWS 4 905 REP. 16	REACTIONS 41 ER 9.4%
↓ 16.07 · 06:01 PHOTO Hi, #withyouValya. When my husband and I planned our move out of town, we agreed right away – no garden. At most small boxes for...	VIEWS 4 598 REP. 16	REACTIONS 83 ER 8.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

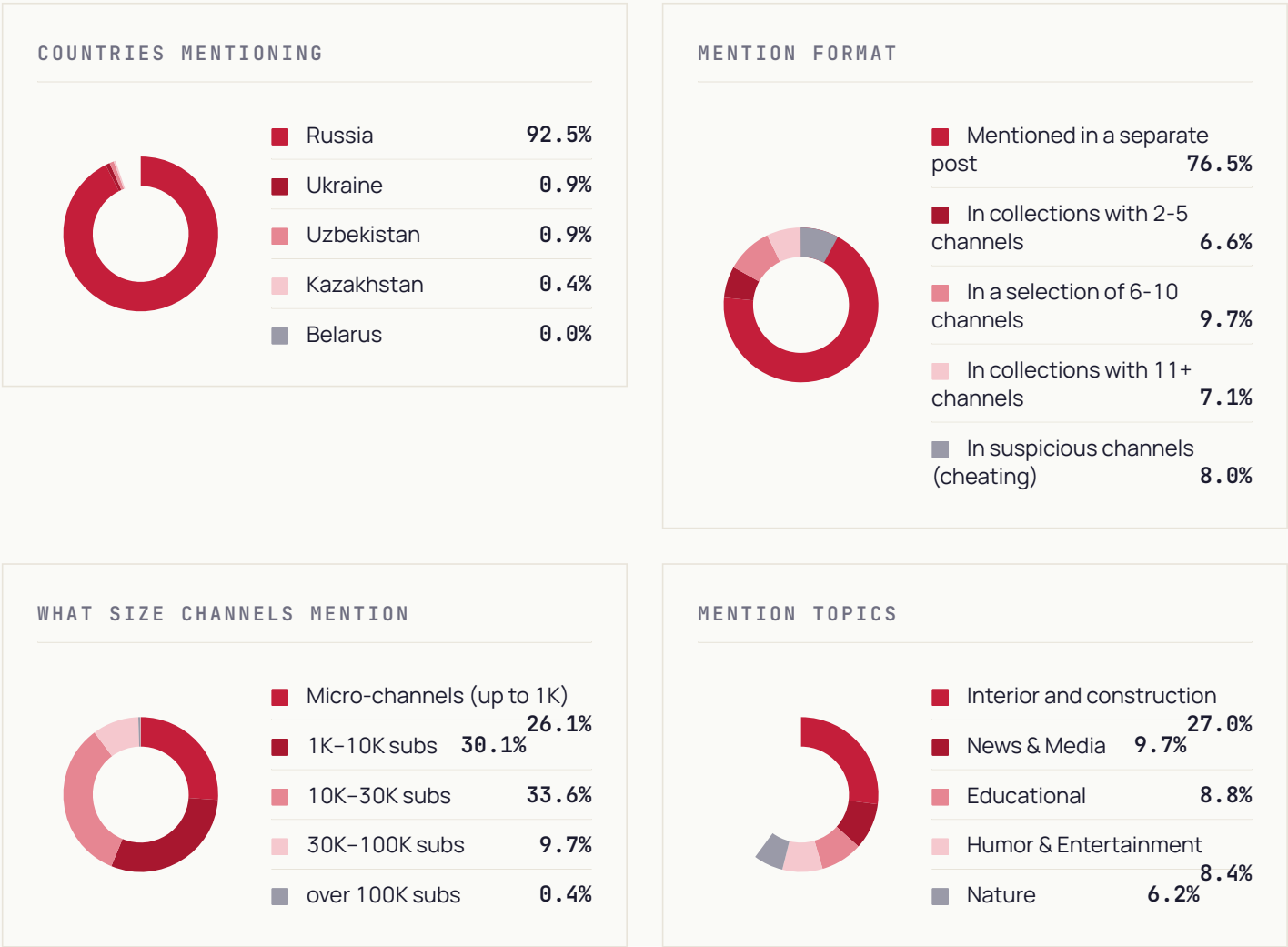
Subscriber growth chart for the year. On key months the exact number of subscribers is shown. You can see which months the channel gained and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

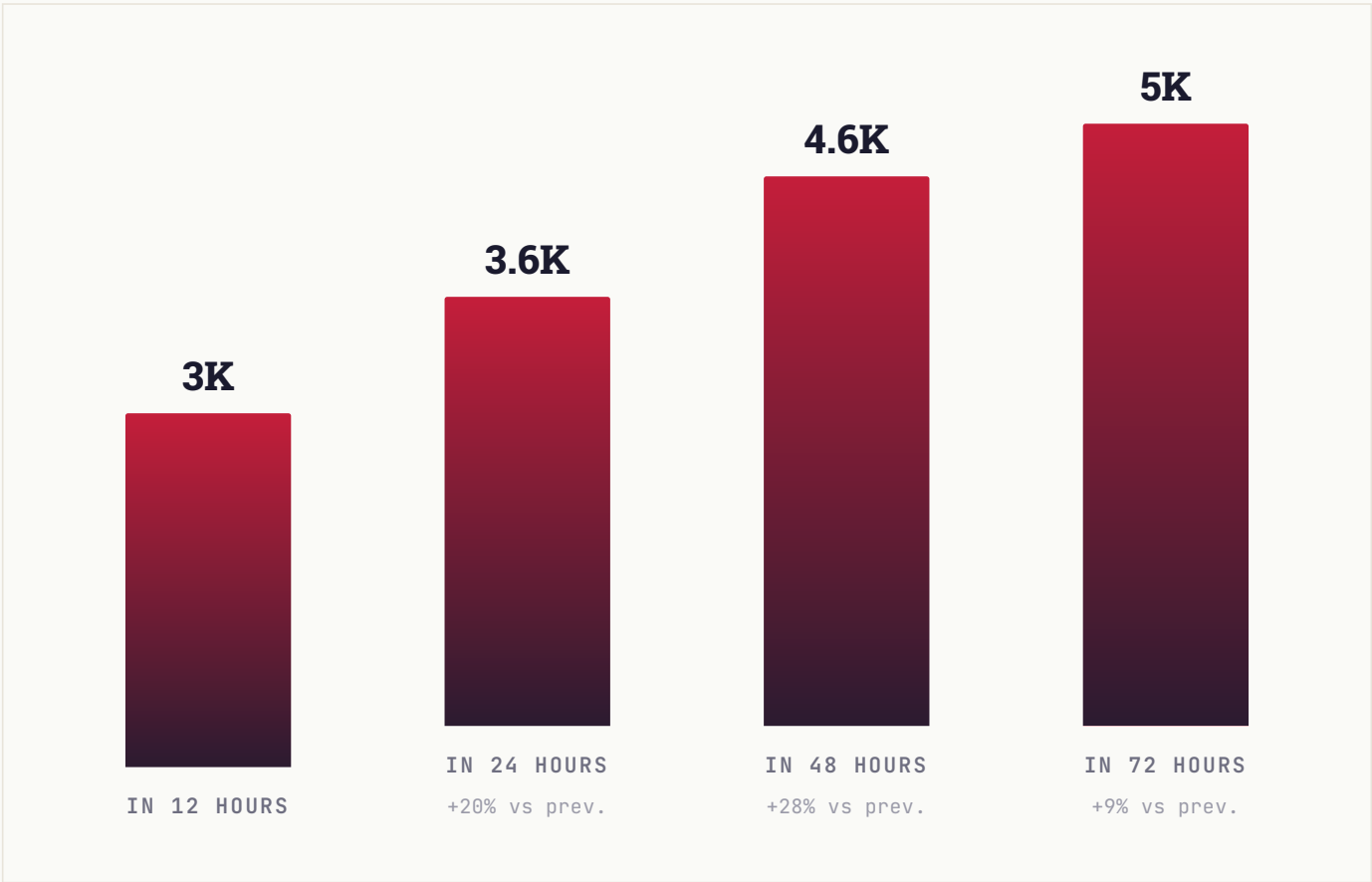
Citation index **27** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **180** different channels.



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 stays relevant.



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 DOME0. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout	451.9K
AI Interior and decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
FO FORUMHOUSE YOU	52.2K

COMPARATIVE CONCLUSION

Channel not yet outside top 91 of niche — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic traffic & content work.

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 **16**, they brought **22 451** new subs.

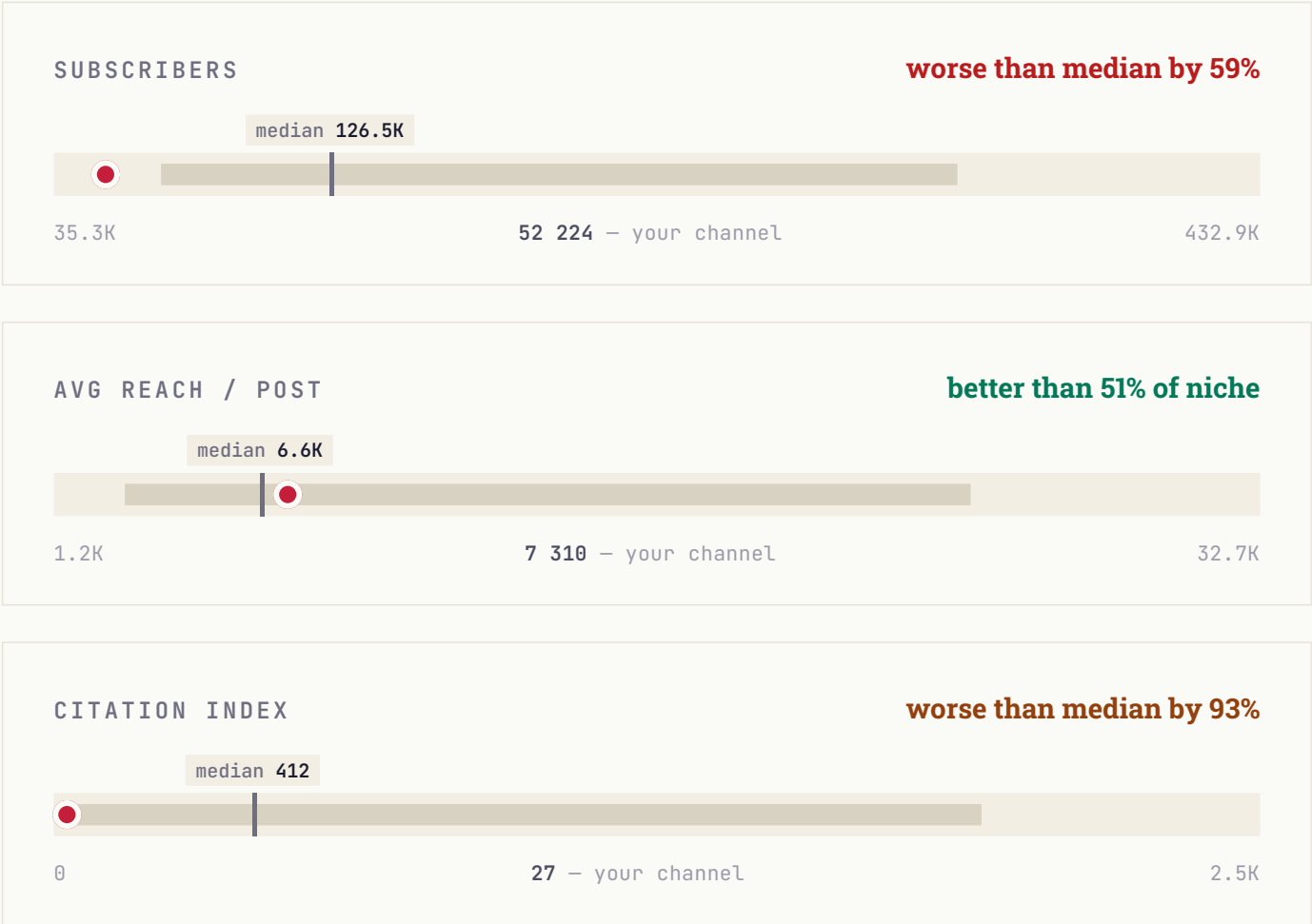
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	3 646
December 2025	4	3	4 850
Nov 2025	8	6	11 837
Oct 2025	0	0	800
September 2025	0	0	563
August 2025	3	3	755

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
16	6	22 451

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

Took top-100 channels in category "Interior and construction» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Friday

On this day at 15:00 MSK the audience is most active.

EFFECT

**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 finds sources for your niche.

EFFECT

**+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 — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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