

PROMTPRESS PUBLIC REPORT

Channel audit

HOMEASY -

идеи для дома



@homeasy

Interior ideas, home staging, decor. For ads — @maxim1303

Roskomnadzor registry: <https://rknn.link/Js>

SUBSCRIBERS

185 242

-1213 per month

ERR (% SEE POSTS)

4.0%

per day 2.5%

REACH/POST

7K

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 185 242 —	 SUBSCRIBER REACH 3.76% avg % subs see post	 VIEWS/POST 7K median 7.1K · 29 days	 POSTS/WEEK 14.1 for period
 7D TREND +3.9% vs previous week	 REACTIONS/POST 74.7 total 4,407 reactions, 1,514 reposts, 0 comments	 POST LENGTH 286 chars median 220 · 29 days	 POSTS ANALYZED 59 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH -1213 last month	 QUOTE RATE 425 citation index · 353 channels mentioned all time	 CHANNEL AGE 8 years 8 months created 05.10.2017

AI EDITOR SUMMARY

Channel «HOMEASY - ideas for home» — 185 242 subs. Each post averages 7K people (4% from subs), reach low — expand audience. Publishes 14 posts per week (~2/day) — steady pace. Week of Jun 8–14 reach stable (+3.9% vs week June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **59** posts in 29 days.
- 02 Dominant format – **Photo** (53/59 posts).
- 03 Avg post length – **286** chars (median 220).
- 04 Audience peak – **Wed**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8.5K avg for top vs 5.6K for bottom) – among 59 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 12:37 PHOTO Eclectic Moscow apartment with art deco nods. Clients wanted a warm, unique interior...	VIEWS 8 590 REP. 30	REACTIONS 70 ER 4.6%
Nº2 12.06 · 18:11 PHOTO Color and details that make interiors come alive. #inspo	VIEWS 8 590 REP. 21	REACTIONS 66 ER 4.6%
Nº3 15.06 · 18:11 PHOTO vintage aesthetic🏡 #inspo	VIEWS 8 398 REP. 25	REACTIONS 142 ER 4.5%

Nº4 03.06 · 11:36 PHOTO Apartment in Minsk with a spacious dressing room. A calm neutral palette without flashy details. Clients wanted to get...	VIEWS 8 128 REP. 30	REACTIONS 74 ER 4.4%
Nº5 15.06 · 09:49 PHOTO Mustard, terracotta, pink (and no minimalism) Yellow ceiling, 'lipstick' cornices, vintage accents, modern...	VIEWS 8 056 REP. 47	REACTIONS 141 ER 4.3%

|

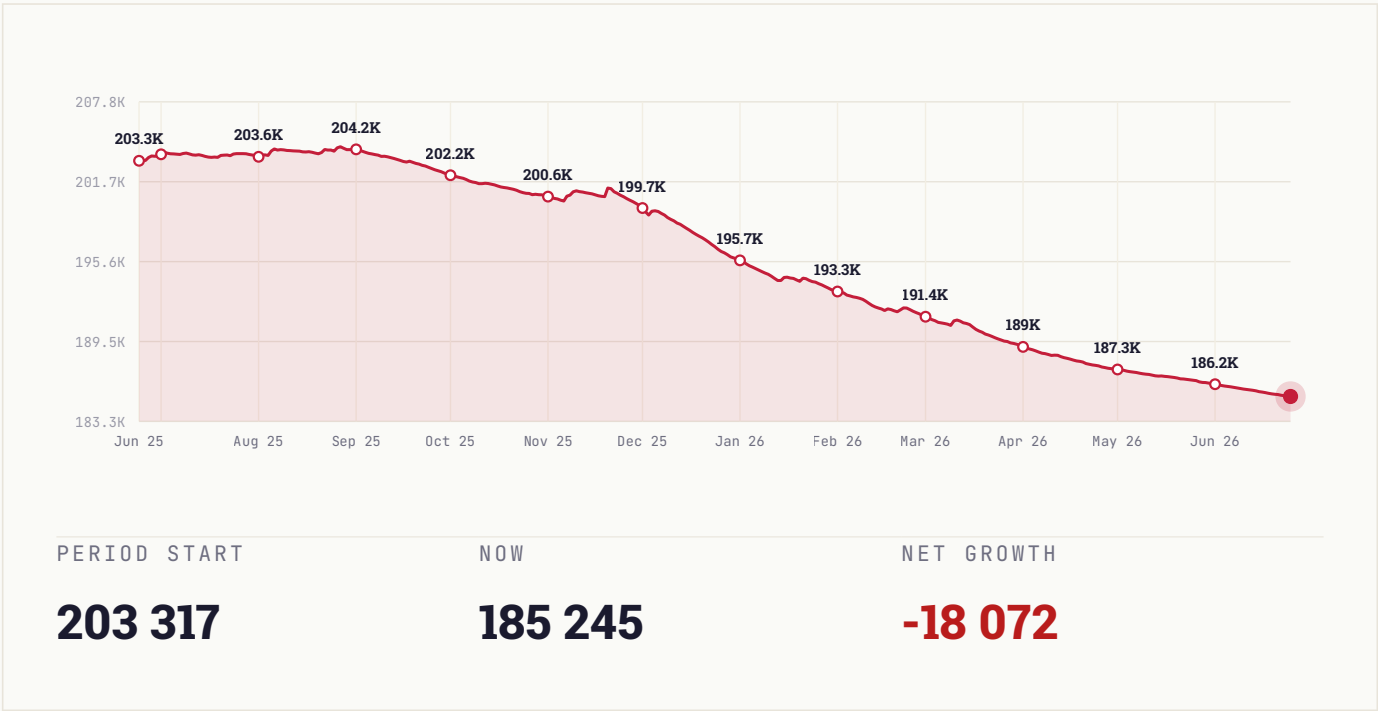
WORST 3

↓ 29.05 · 16:10 TEXT Ad. OOO "FAKEL" INN 7751063720 erid: 2VtzqwUxm8L	VIEWS 5 810 REP. —	REACTIONS — ER 3.1%
↓ 22.06 · 07:06 PHOTO Compact apartment in Ivanovo. The interior combines rough concrete and brick textures with soft natural...	VIEWS 5 581 REP. 22	REACTIONS 60 ER 3.0%
↓ 22.06 · 07:46 PHOTO Two families can live in identical apartments. But they need completely different kitchens. Some cook every day. Others use...	VIEWS 5 424 REP. 7	REACTIONS 26 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

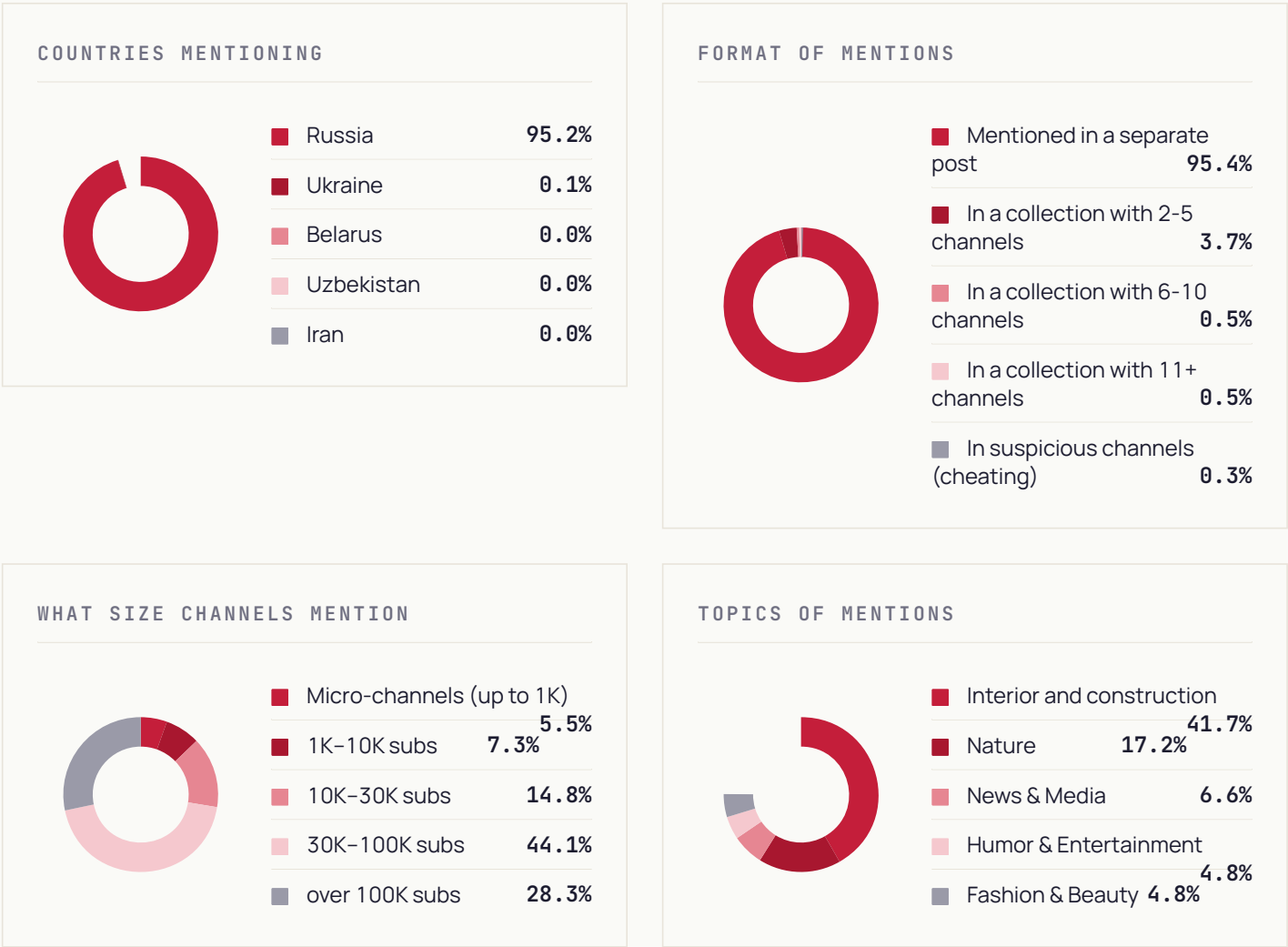
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

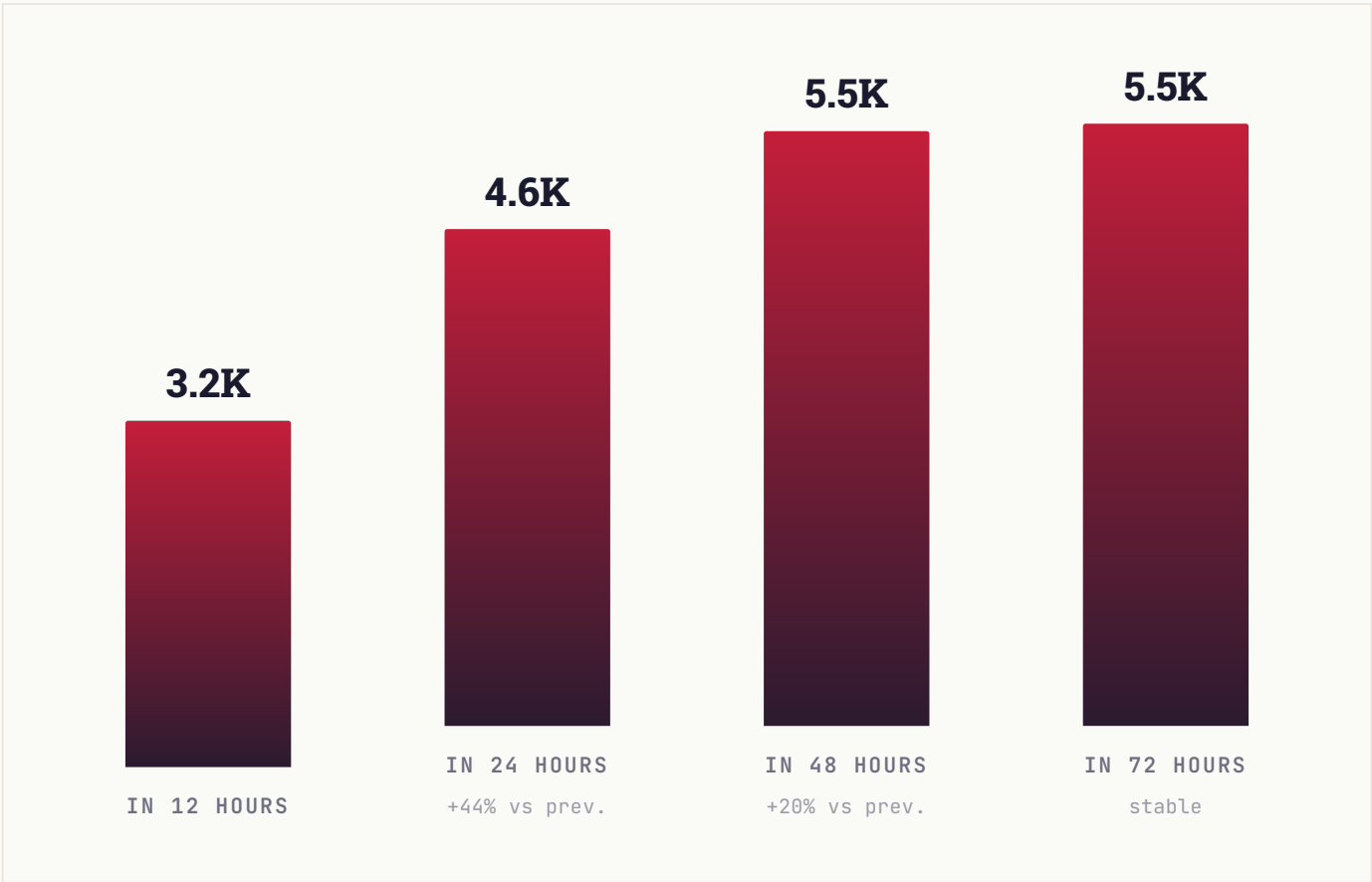
Citation index **425** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **353** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	523.8K
PL Layout	455.5K
AI Interior and decor	452K
MK My apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProRealty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
H- HOMEASY - идеи для дома YOU	185.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#27 of 89). Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K), median subs 108.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** mentions count **24**, they brought **4 065** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
December 2025	4	4	319
November 2025	8	8	1 442
October 2025	3	3	70
September 2025	3	2	59
August 2025	3	3	1 382
July 2025	3	3	793

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
24	6	4 065

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

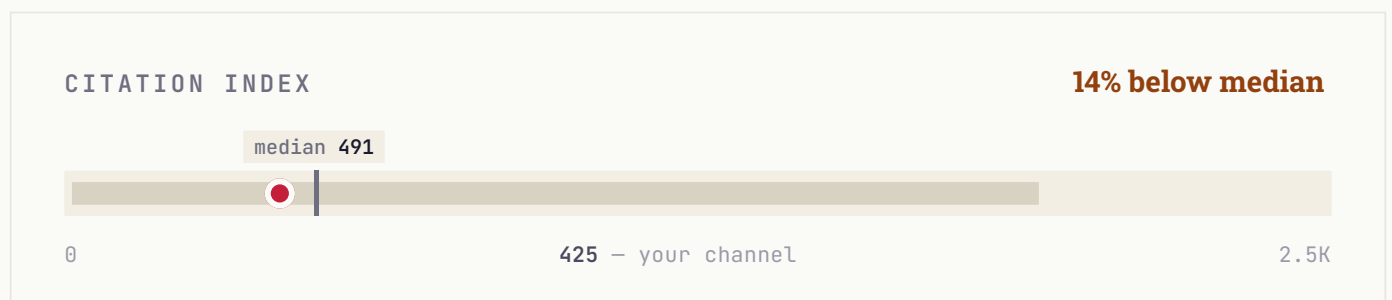
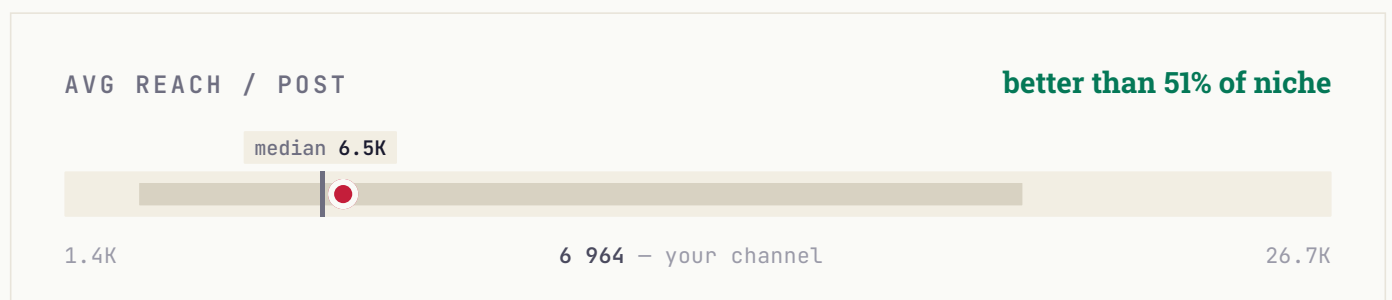
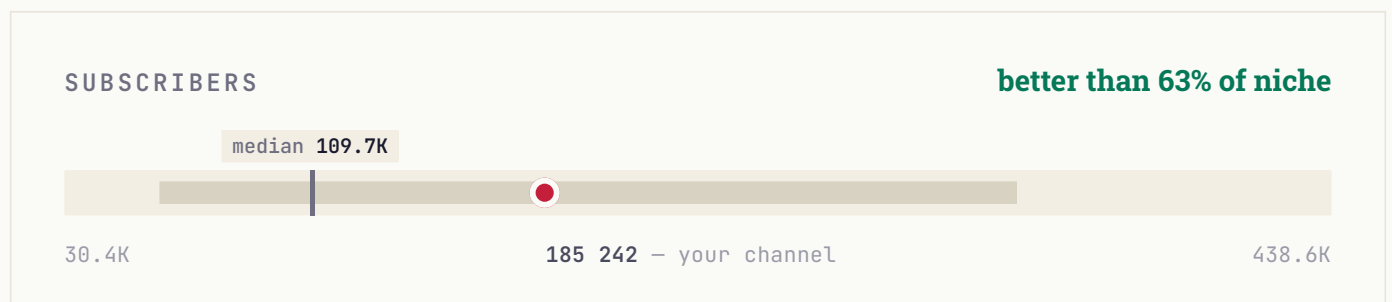
Took top-100 channels in category «Interior and construction» (Russia) and compared your channel. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#27

/100

NICHE RANK

Channel in the top half of the ranking



— 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

Main post of the week — on Wednesday

On this day at 14:00 MSK audience is most active.

EFFECT

Best slot for an important post

02

Increase video posts share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

Video holds audience better

03

ER below niche benchmark — rethink formats

Current ER 3.76% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.7pp ER

04

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

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — we can do it in minutes from public data. Want more? Run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
