
PROMTPRESS PUBLIC REPORT

Channel audit

HOMELY FINDS / Home finds & tips — from useful gadgets to cute little things



@homely_finds

Ad manager: @Alinna788_pr Registered in RK: <https://clck.ru/3QVLMG>

SUBS

165 026

+23997 per month

ERR (% SEE POSTS)

30.0%

last 24 hrs 14.6%

REACH/POST

50.7K

ad reach 22.8K/24h

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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 165 026 —	 SUB REACH 30.73% avg % subs see post	 VIEWS/POST 50.7K median 54.4K · 23 days	 POSTS/WEEK 2.9 for period
 7D TREND -11.7% vs previous week	 REACTS/POST 2647.7 only 26,477 reactions, 8 reposts, 172 comments	 POST LENGTH 1,000 chars median 1000 · 23 days	 POSTS ANALYZED 10 23 days
 AD REACH 22.8K 24h avg	 CHURN / MONTH +23997 last month	 CITATION RATE 27 citation index · 931 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 22.05.2023

AI EDITOR SUMMARY

Channel «HOMELY FINDS / Home finds & tips – from useful gadgets to cute little things» – 165 026 subs. Avg views per post 50.7K people (31% of subs), good reach. Publishes 3 posts/week (~0/day) – rare. For week Jul 6–12 reach dropped -11.7% by week Jun 29 – Jul 5 – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 23 days.
- 02 Dominant format — Photo (6/10 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Audience activity peak — Thursday, 21:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (64K avg for top vs 39.7K for worst) — among 10 posts over 23 days. Analyze what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 18:28 PHOTO SPF every day: why it's no longer a "summer thing" but a skincare staple ☀️ If earlier sunscreen was only taken out before vacation, now...	VIEWS 67 946 REP. 1	REACTS 2 663 ER 41.2%
Nº2 30.06 · 17:38 VIDEO Girls, I want to share a find for those who, like me, love home self-care but don't always have time for a cosmetologist...	VIEWS 62 827 REP. 1	REACTS 2 869 ER 38.1%
Nº3 04.07 · 19:44 VIDEO (post without caption — video)	VIEWS 61 377 REP. 1	REACTS 2 976 ER 37.2%

Nº4 10.07 · 18:12 PHOTO How many steps should you take in summer? 🌞🌿 Summer itself invites you to walk more – in the morning, after work, or on a warm evening. And that's a great...	VIEWS 55 750 REP. 1	REACTS 2 903 ER 33.8%
Nº5 07.07 · 13:27 PHOTO 2026 increasingly cements one notable trend at home – «smart space organization» 🛋️✨ It's no longer about “declutter once a year...”	VIEWS 54 739 REP. 1	REACTS 2 773 ER 33.2%

|

WORST 3

↓ 14.07 · 09:41 VIDEO Which kitchen novelties caught attention in July? ✨ If you love cooking for pleasure, not "out of necessity", these finds will definitely...	VIEWS 44 953 REP. 1	REACTS 2 708 ER 27.2%
↓ 16.07 · 13:56 PHOTO Looks like that time has come when you want to refresh the whole house... 😊✨ End of June brought great news – a big...	VIEWS 39 336 REP. —	REACTS 2 592 ER 23.8%
↓ 18.07 · 13:23 VIDEO (post without caption – video)	VIEWS 34 738 REP. —	REACTS 2 270 ER 21.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

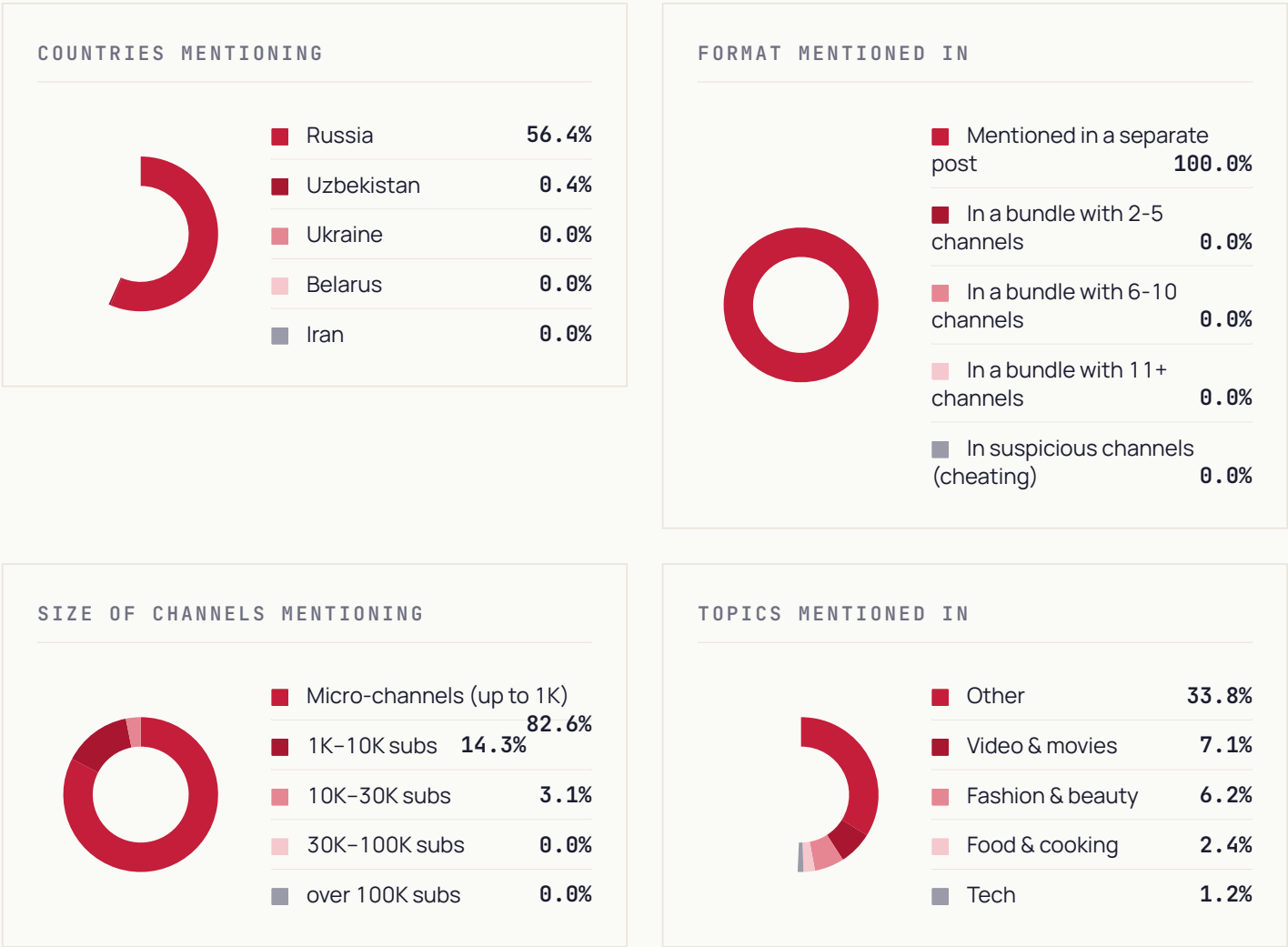
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

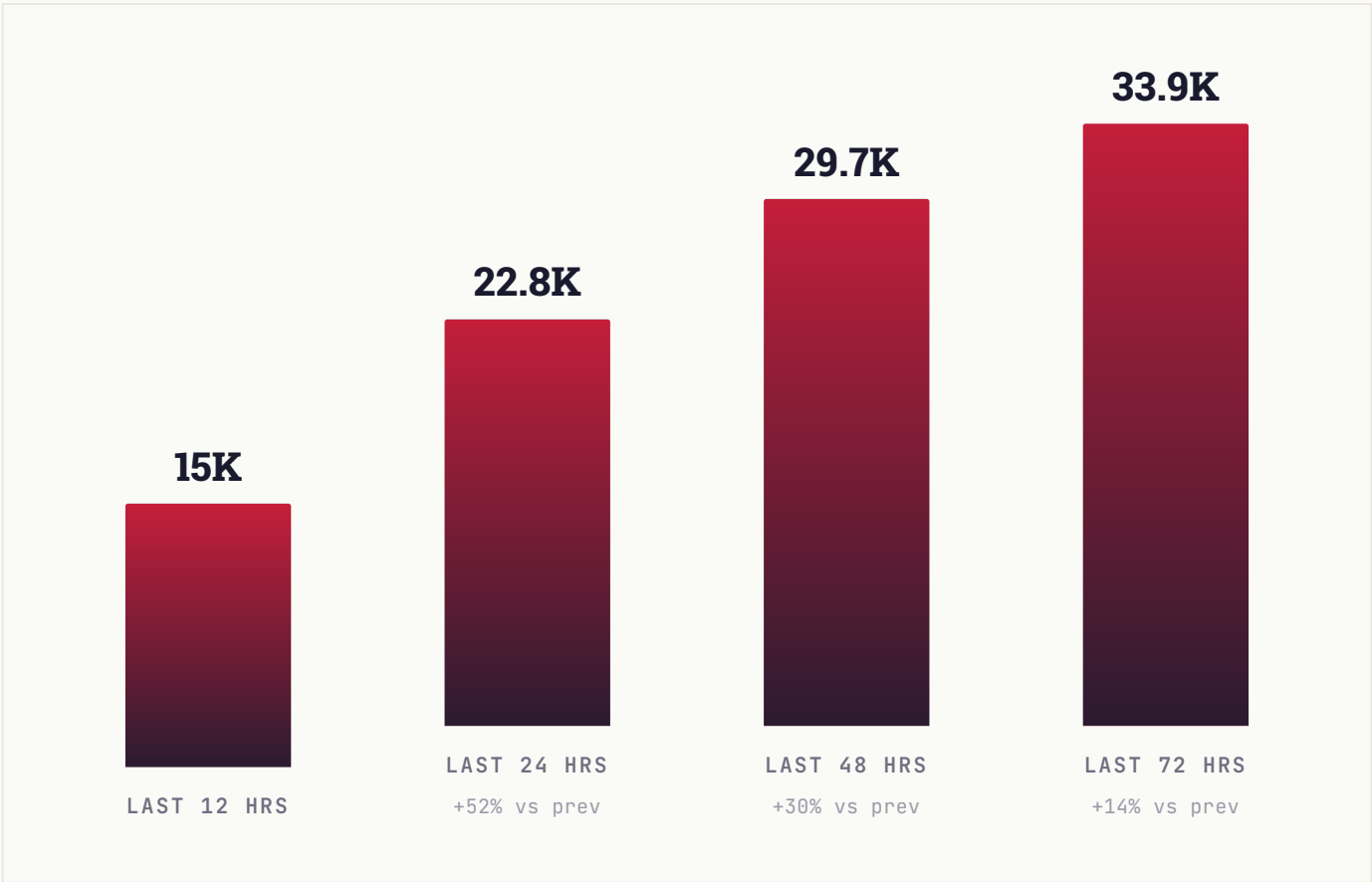
Citation index **27** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel «weighs» more than from a 1K subs channel. All time the channel was mentioned **931** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.2M
E1 EVELONE 192	1.1M
AB Anastasia Bragina	1.1M
LJ broen lives here	1.1M
HF HOMELY FINDS / Home finds & tips — from useful gadgets to cute little things YOU	165K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

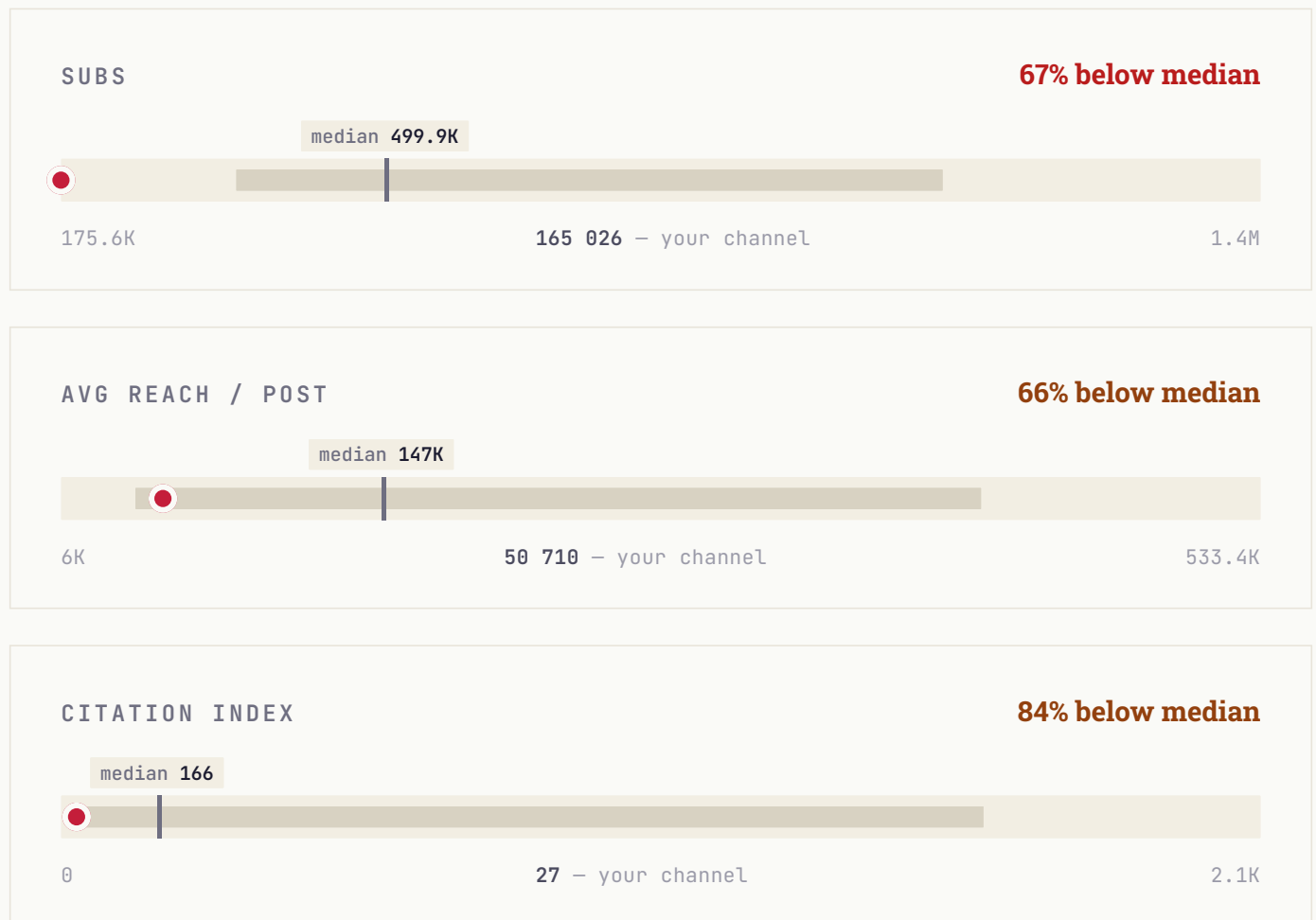
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions occurred **26**, they brought **6 016** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	10	10	5 963	
December 2025	16	16	14	
Nov 2025	0	0	39	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	26	MONTHS OF DATA	6	ATTRACTED SUBS
			6 016	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

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% to ER.
One poll per week on a «hot» topic — an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighbor channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
