

PUBLIC REPORT BY PROMTPRESS

Channel audit

My Home



@houseik

Ideas for Your Home 🏠@redcat — ad t.me/redcatmedia/40 — price (commercial) We on exchange: telega.in/channels/+jxlvpymh3Wo2YzJi/card?r=Bty1tSUN Channel link:...

SUBSCRIBERS

136 989

-981 per month

ERR (% WHO SEE POSTS)

2.0%

per day **1.2%**

REACH/POST

2.7K

ad reach **1.7K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citations

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Interior & Construction» category

09 Strategy

5 priority actions

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 136 989 —	 SUBSCRIBER REACH 1.99% avg % subs see post	 VIEWS/POST 2.7K median 2.9K · 29 days	 POSTS/WEEK 35.0 over period
 7D TREND -2.9% vs previous week	 REACTIONS/POST 13.7 only 2,014 reactions, 1,128 reposts, 0 comments	 POST LENGTH 187 chars median 182 · 29 days	 POSTS ANALYZED 147 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -981 last month	 CITATIONS 1 137 citation index · 911 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 10.03.2021

AI EDITOR SUMMARY

Channel «My Home» – 136 989 subs. Each post gets avg 2.7K people (2% from subs), reach is low – need to grow audience. Publishes 35 posts per week (~5/day) – active posting. Week of Jun 8–14 reach stable (-2.9% vs week of June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 147 posts over 29 days.
- 02 Dominant format — Video (145/147 posts).
- 03 Avg post length — 187 chars (median 182).
- 04 Audience peak activity — Thu, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (3.3K avg for top vs 2.2K for bottom) — among 147 posts over 29 days. Worth analyzing what the top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 10:36 VIDEO Cool bedside folding table ☒ The folding design makes the space near the bed more practical, allowing comfortable reading or...	VIEWS 3 348 REP. 14	REACTIONS 11 ER 2.4%
Nº2 05.06 · 08:02 VIDEO DIY wall painting in bedroom ☒☒ This decor highlights bedroom style and fills space with coziness, harmony...	VIEWS 3 328 REP. 9	REACTIONS 19 ER 2.4%
Nº3 28.05 · 13:38 VIDEO Practical pantry in the kitchen ☒ A well-designed pantry makes efficient use of space and greatly simplifies...	VIEWS 3 315 REP. 10	REACTIONS 20 ER 2.4%

Nº4 30.05 · 16:42 VIDEO Gorgeous decor with shelf details ☒ Even a simple shelf becomes a striking accent in a room if you pick the right items and...	VIEWS 3 230 REP. 2	REACTIONS 15 ER 2.4%
Nº5 27.05 · 16:54 VIDEO Cozy compact kids' room design ☒ Even a small room can be stylish, functional and comfortable for...	VIEWS 3 226 REP. 5	REACTIONS 11 ER 2.4%

|

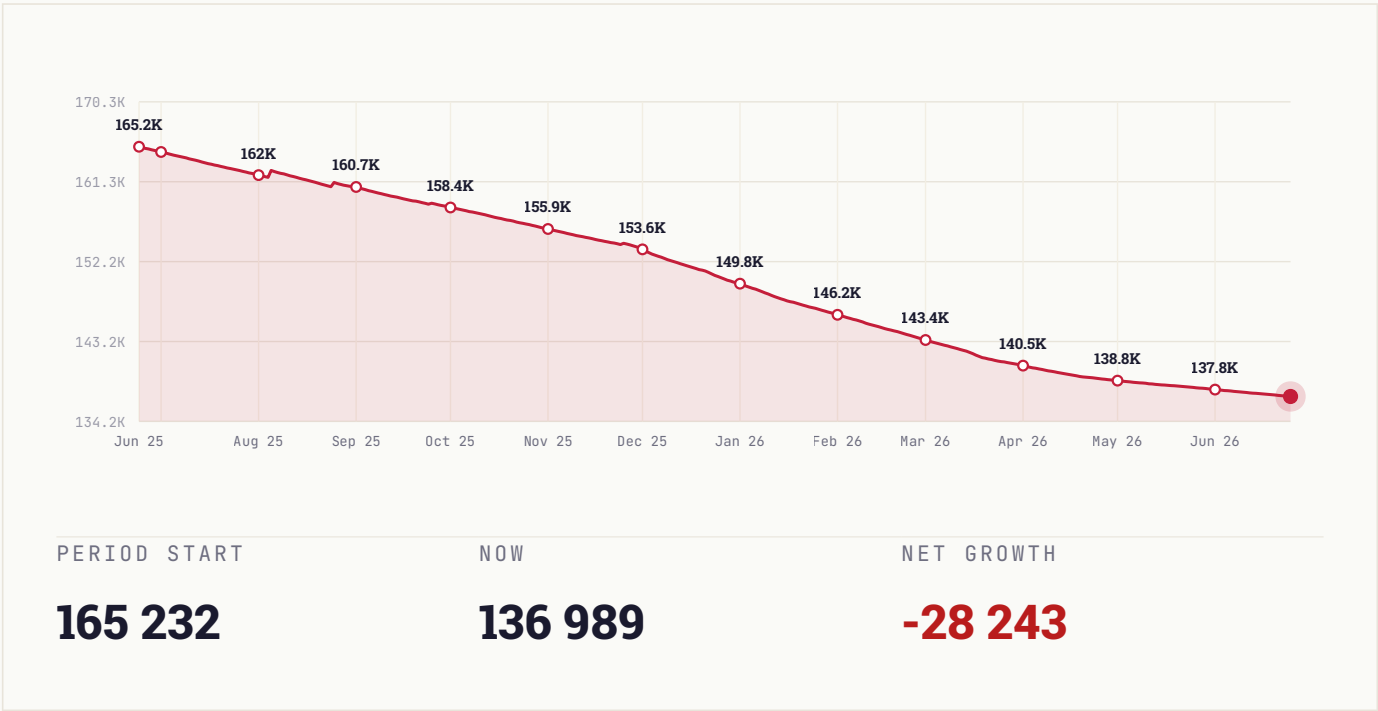
WORST 3

↓ 19.06 · 08:03 VIDEO Purple accents in bathroom 😊 Creating coziness and beauty: from accessories to decorative details that make the interior harmonious and...	VIEWS 2 242 REP. 1	REACTIONS 1 ER 1.6%
↓ 22.06 · 11:34 VIDEO Easy & simple interior decor ☒ Sometimes to refresh your interior, you don't need to renovate – just add a few accents and...	VIEWS 2 242 REP. 3	REACTIONS 4 ER 1.6%
↓ 19.06 · 09:05 VIDEO My husband will leave me for the oven! That's what I think now, because he asks to cook everything only there. A couple of weeks ago a friend subscribed...	VIEWS 2 227 REP. 1	REACTIONS 1 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

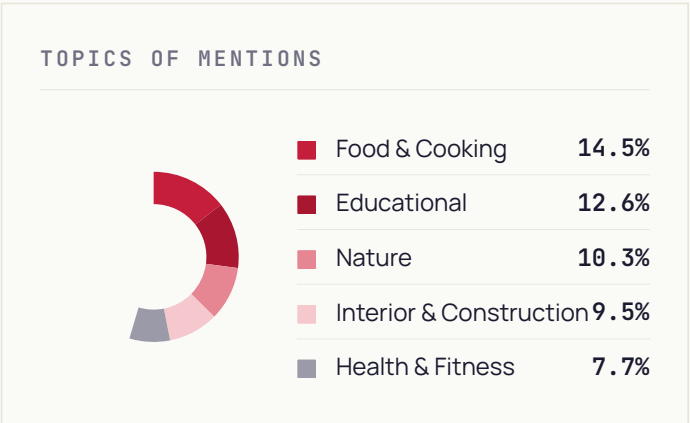
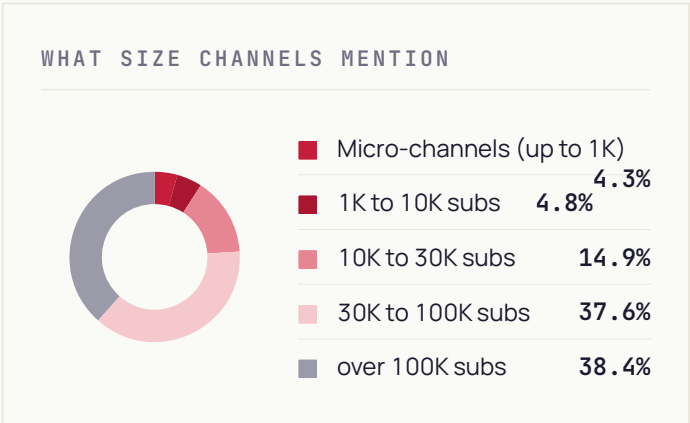
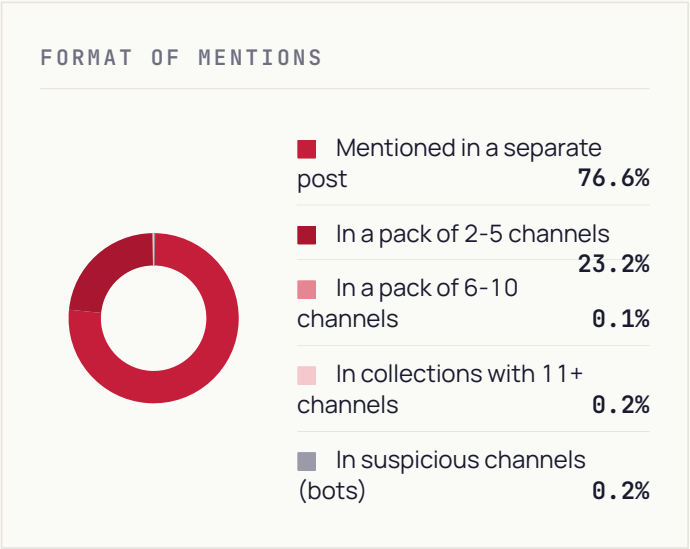
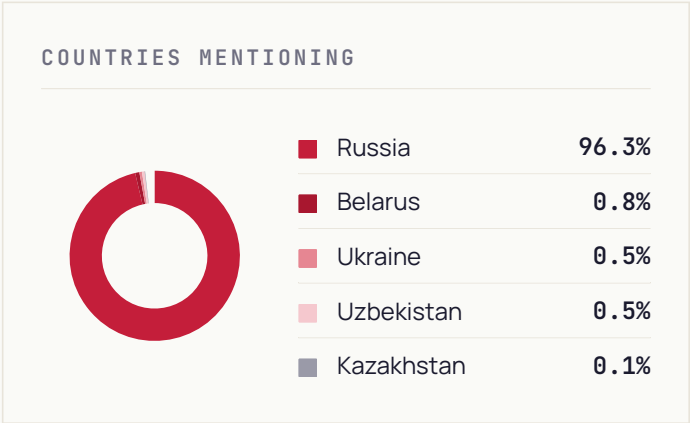
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

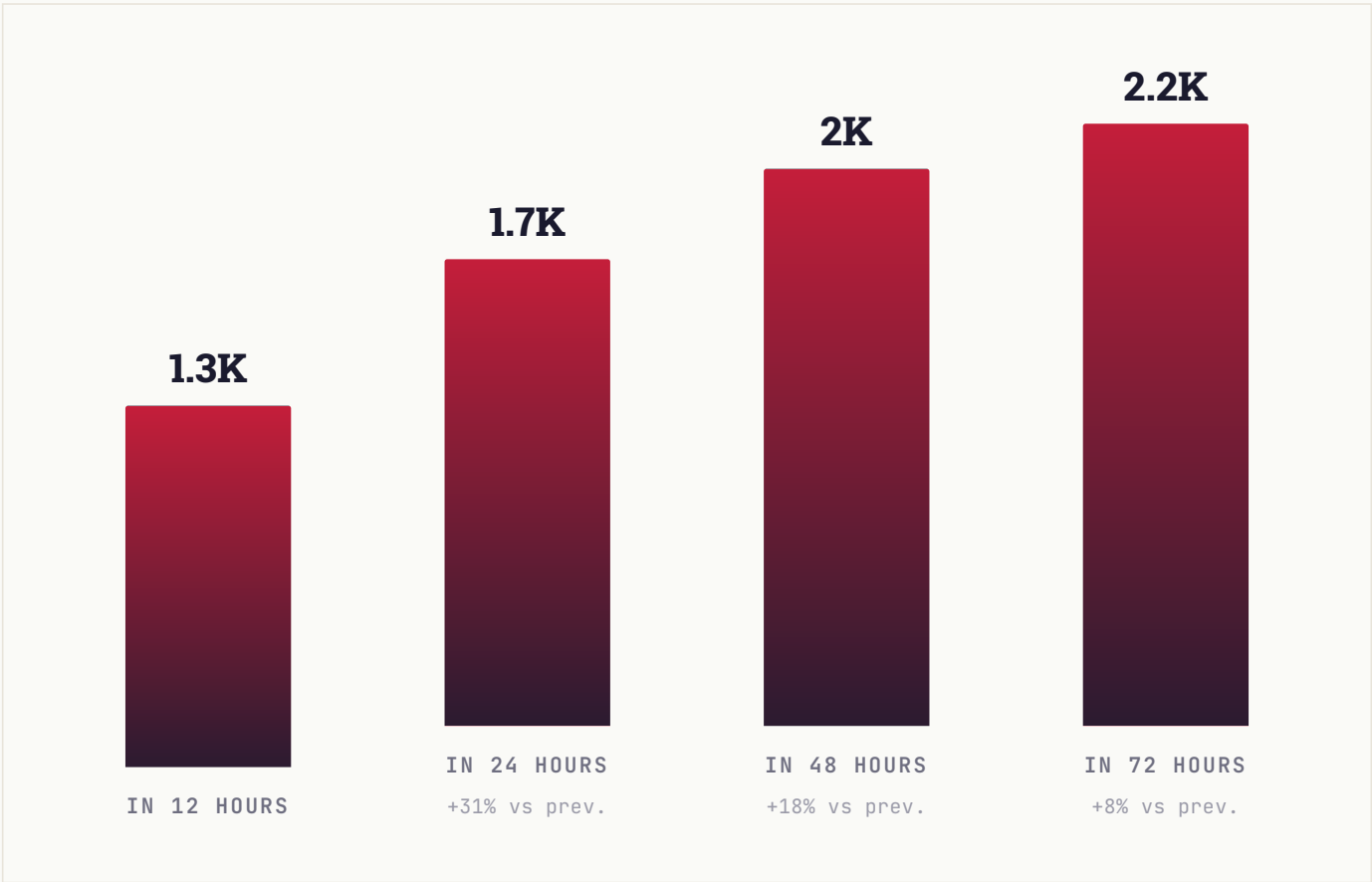
Citation index **1 137** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **911** different channels.



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

CHANNEL	SUBSCRIBERS
DD DOMEO. 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 ProRealty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
MD My Home YOU	137K

COMPARATIVE INSIGHT

Channel in top half of niche (#42 of 89). Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (523.8K), median subs 108.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

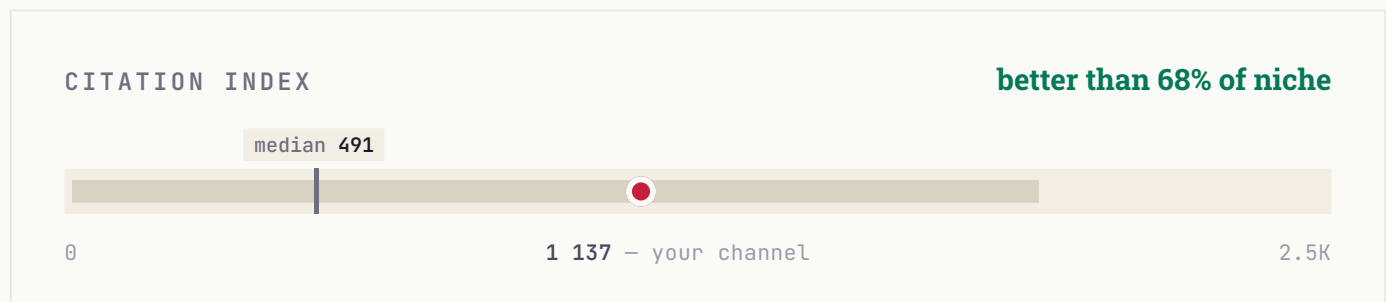
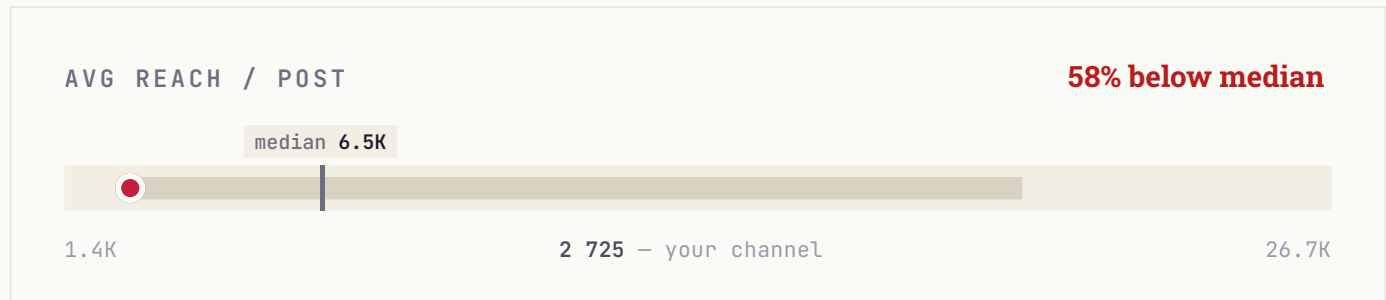
Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **24**, they brought **1 539** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	0	
November 2025	1	1	133	
October 2025	0	0	0	
September 2025	3	2	119	
August 2025	5	3	1 287	
July 2025	14	12	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
24	6	1 539

Where channel ranks in its league

#42 /100 NICHE RANK
Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Thursday
 On this day at 16:00 MSK audience is most active.

EFFECT
Best time for a key post
- 02

ER below niche benchmark — rethink formats
 Current ER 1.99% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+3.5pp ER
- 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 and interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 05

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

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads with 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
