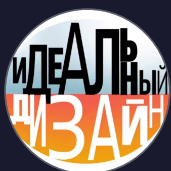


PROMTPRESS PUBLIC REPORT

Channel audit

IDEAL DESIGN



@ideal_design2

11 of your contacts subscribed! Everything about home improvement and creating a beautiful, and most importantly, comfortable interior! Contact: @idealkanals Chat: <https://t.me/designchat20> Ads:...

SUBSCRIBERS

59 513

-471 per month

ERR (% SEE POSTS)

4.0%

per day **1.8%**

REACH/POST

1.8K

ad reach **1.1K**/24h

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5 priority actions

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.

 SUBSCRIBERS 59 513 —	 SUBSCRIBER REACH 3.04% avg % subs see post	 VIEWS/POST 1.8K median 1.9K · 28 days	 POSTS/WEEK 24.1 over period
 7D TREND -7.8% vs previous week	 REACTIONS/POST 30.3 only 3,032 reactions, 2,073 reposts, 8 comments	 POST LENGTH 267 chars median 232 · 28 days	 POSTS ANALYZED 100 28 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -471 last month	 CITATIONS 612 citation index · 763 channels mentioned ever	 CHANNEL AGE 3 years 4 months created 07.02.2023

AI EDITOR SUMMARY

Channel «IDEAL DESIGN» — 59 513 subs. Each post averages 1.8K people (3% from subs), reach is low — need to expand audience. Publishes 24 posts per week (~3/day) — active posting. For week Jun 8–14, reach dropped -7.8% vs week Jun 1–7 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **100** posts over 28 days.
- 02 Dominant format – **Video** (75/100 posts).
- 03 Avg post length – **267** chars (median 232).
- 04 Audience peak activity – **Thursday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.6K avg for top vs 1.5K for bottom) – among 100 posts over 28 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 17:07 PHOTO Rate on a scale of 1 to 5 Neural networks are useful for generating images. To do this, just enter keywords into the program - based on them...	VIEWS 2 832 REPOSTS 16	REACTIONS 27 ER 4.8%
Nº2 05.06 · 15:00 VIDEO Dormer balcony window A dormer balcony window is a two-leaf window for the attic. The leaves open easily and...	VIEWS 2 510 REPOSTS 19	REACTIONS 45 ER 4.2%
Nº3 03.06 · 09:00 VIDEO Napkin peonies This is a noble flower that adorned the palace halls of kings and emperors. White and... will look spectacular.	VIEWS 2 452 REPOSTS 40	REACTIONS 50 ER 4.1%

Nº4 14.06 · 14:29 PHOTO Cream-toned interior with beige, pink, and persimmon accents (extra photos in comments) Area: 71 sq m...	VIEWS 2 445 REPOSTS 13	REACTIONS 31 ER 4.1%
Nº5 12.06 · 17:00 PHOTO Kids' corner Kids' play area - a true kingdom for the little ones. This space not only allows unlimited...	VIEWS 2 436 REPOSTS 17	REACTIONS 30 ER 4.1%

WORST 3

↓ 29.05 · 09:00 POLL (post without caption – poll)	VIEWS 1 512 REPOSTS 12	REACTIONS 19 ER 2.5%
↓ 02.06 · 15:00 VIDEO Guest house Vadivor Suit in Firtina Valley, Turkey📺 channel chat 📺 join MAX	VIEWS 1 512 REPOSTS 19	REACTIONS 40 ER 2.5%
↓ 29.05 · 09:00 VIDEO 5 features of my bathroom Bathroom renovation is a great chance to get creative and implement interesting, modern solutions📺 channel ...	VIEWS 1 504 REPOSTS 21	REACTIONS 30 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

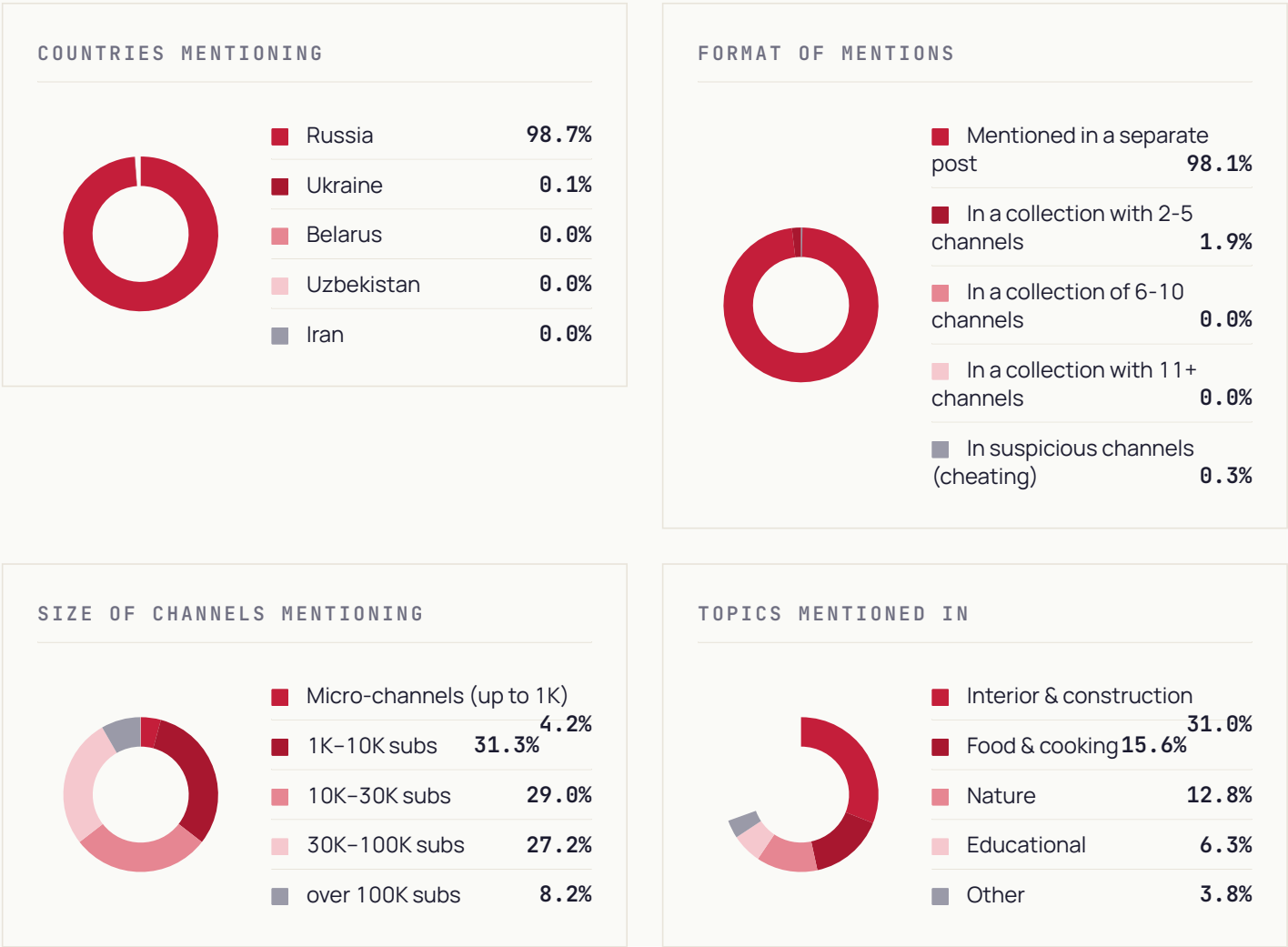


PERIOD START	NOW	NET GROWTH
52 872	59 513	+6 641

SECTION 04 · CITATIONS

Who mentions the channel and how

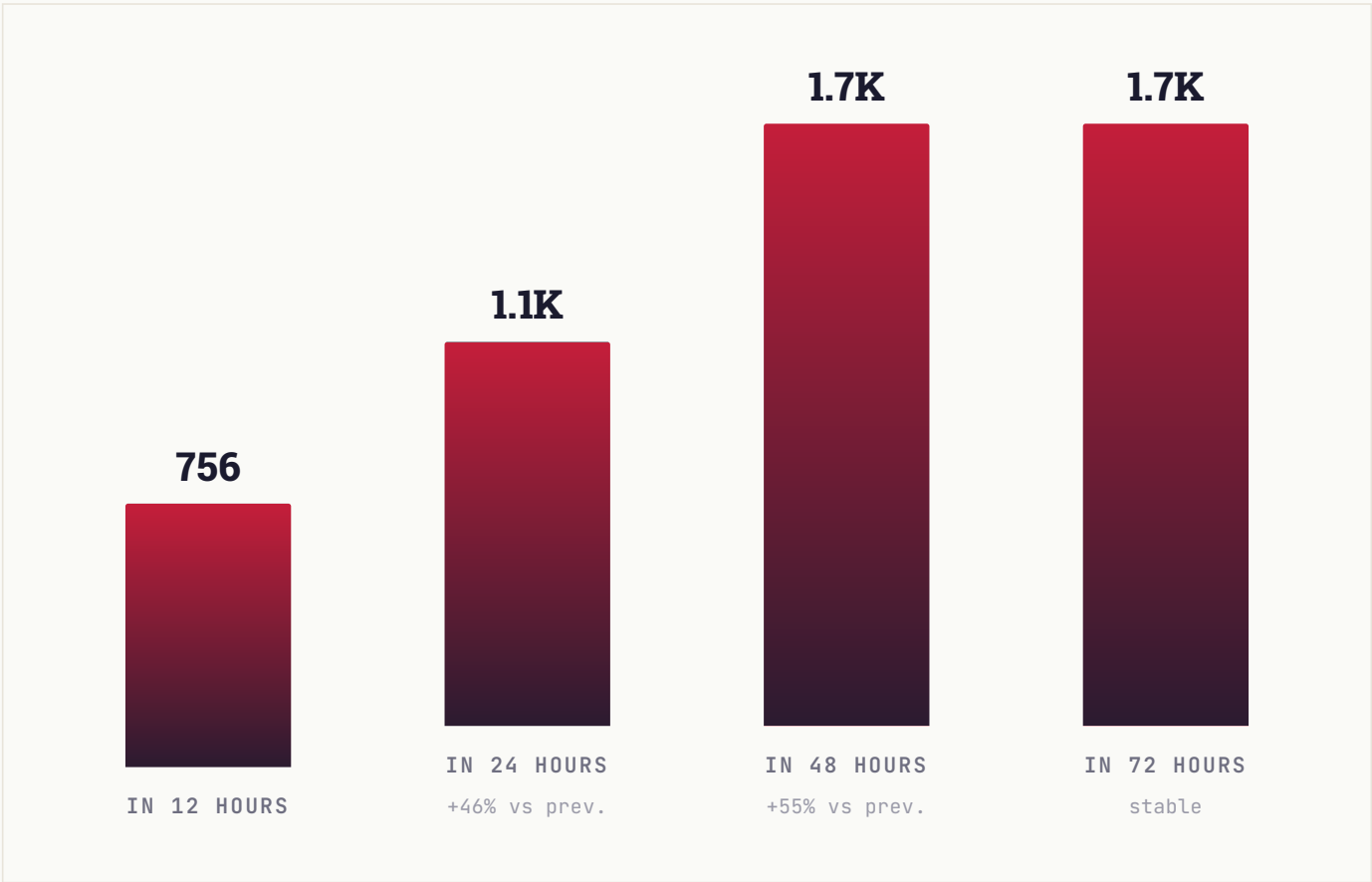
Citation index **612** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **763** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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 DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	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 ProRealEstate	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
ID IDEAL DESIGN YOU	59.5K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#94 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K).

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 **193**, they brought **12 228** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	6	6	787
November 2025	57	57	1 560
October 2025	49	47	3 029
September 2025	38	29	3 241
August 2025	21	21	2 224
July 2025	22	21	1 387

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
193	6	12 228

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#94 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

46% below median



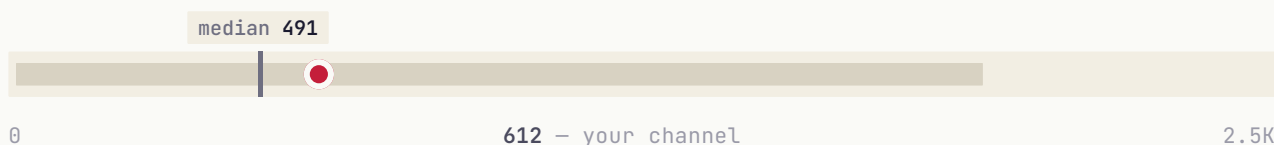
AVG REACH / POST

72% below median



CITATION INDEX

better than 53% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Best post day — Thursday**

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for
an important
post****02****ER below niche benchmark — rethink formats**

Current ER 3.04% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.5pp ER**03****Systematic Traffic Buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

EFFECT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with nearby channels**

Swap 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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further? — Run ads with us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact Manager	t.me/PromptPress_manager
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