

PUBLIC REPORT BY PROMTPRESS

Channel audit

Interior Design



@idei_decora_doma

Simple ideas & tricks for your apartment! Ads: @bogdantg Invite link:
<https://t.me/+oJ4wrKrD1HlhMjUy> We on exchange: https://telega.in/channels/idei_decora_doma/card RKN:...

SUBSCRIBERS

72 501

-435 per month

ERR (% SEE POSTS)

4.0%

per day 2.5%

REACH/POST

2.9K

ad reach 1.8K/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.

 SUBSCRIBERS 72 501 —	 SUBS REACH 3.99% avg % of subs see post	 VIEWS/POST 2.9K median 3K · 29 days	 POSTS/WEEK 35.5 over period
 7D TREND -4.3% vs previous week	 REACTIONS/POST 33.5 total 5,029 reactions, 2,929 reposts, 0 comments	 POST LENGTH 81 chars median 78 · 29 days	 POSTS ANALYZED 150 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -435 over last month	 CITATION RATE 399 citation index · 355 channels mentioned ever	 CHANNEL AGE 3 yrs 8 mo created 15.10.2022

AI EDITOR SUMMARY

Channel «Interior Design» — 72 501 subs. Each post averages 2.9K people (4% from subs), reach is low — consider expanding audience. Publishes 36 posts per week (~5/day) — active posting. Week of Jun 8–14 reach stable (-4.3% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 150 posts over 29 days.
- 02 Dominant format – Video (120/150 posts).
- 03 Avg post length – 81 chars (median 78).
- 04 Peak audience activity – Thursday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (3.5K avg for top vs 2.4K for worst) – among 150 posts over 29 days. Worth analyzing what top posts have in common – topic, format, time.

TOP 5 POSTS

№130.05 · 09:10PHOTO	VIEWS	REACTIONS
	3 491	26
How we furnished a standard 54 m² two-room without a designer. What do you think? 🤔 - Great 🤔 - Not so much... Interior Design 😊	REPOSTS	ER
	7	4.8%
№207.06 · 09:10PHOTO	VIEWS	REACTIONS
	3 454	36
Luxurious apartment interior. Like it? 🤔 - Nice 🤔 - Not so much... Interior design 😊	REPOSTS	ER
	20	4.8%
№302.06 · 09:10PHOTO	VIEWS	REACTIONS
	3 445	42
Bright, cheerful apartment tour. Like it? 🤔 - Nice 🤔 - Not so much... Interior design 😊	REPOSTS	ER
	10	4.8%

Nº4 27.05 · 09:10 PHOTO Modern kitchen. Which option did you like more? 🗳️ - First ♥️ - Second Interior design 😊	VIEWS 3 442 REPOSTS 10	REACTIONS 100 ER 4.7%
Nº5 28.05 · 09:10 PHOTO Elegant interior with character. How do you like it? 🗳️ - Great 🗳️ - Not so much... Interior design 😊	VIEWS 3 441 REPOSTS 13	REACTIONS 70 ER 4.7%

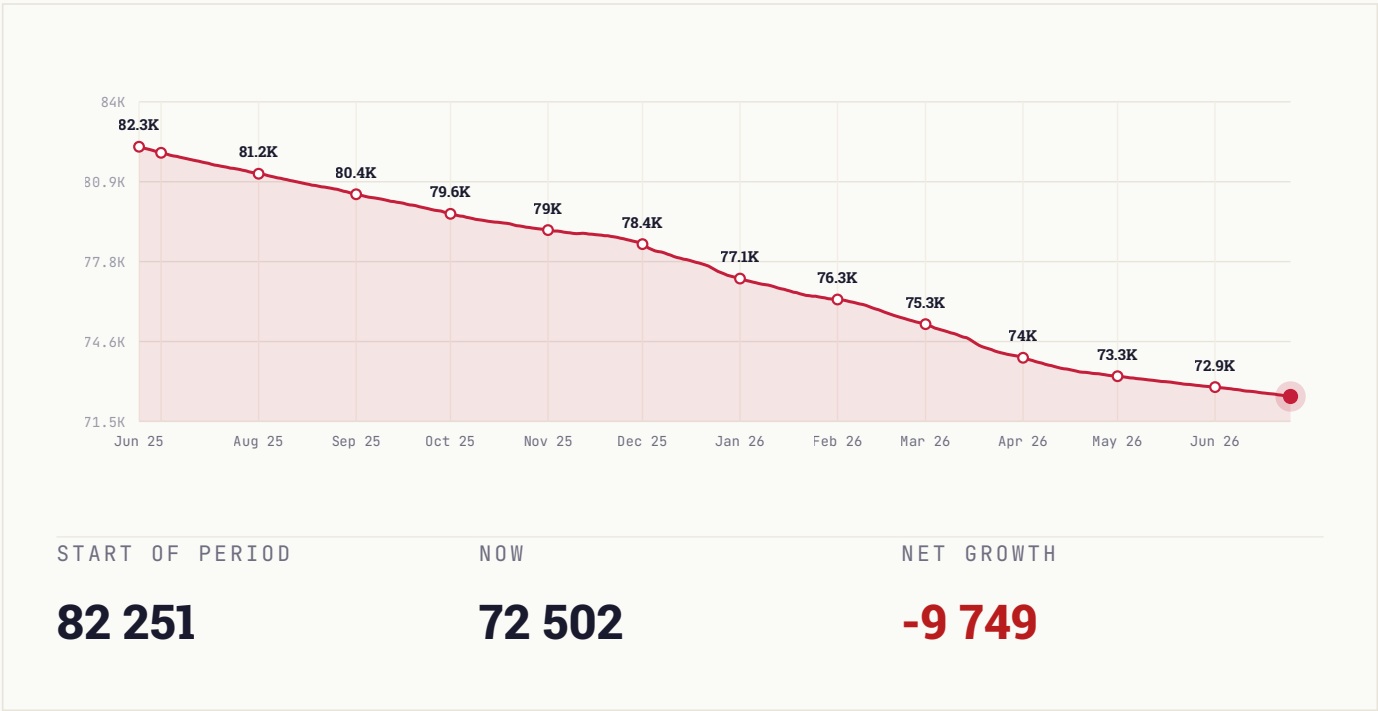
WORST 3

↓ 21.06 · 12:10 VIDEO DIY ideas from boards and slats Interior Design 😊	VIEWS 2 429 REPOSTS 12	REACTIONS 12 ER 3.4%
↓ 22.06 · 15:10 VIDEO Minimalist idea for kitchen outlets Interior Design 😊	VIEWS 2 420 REPOSTS 16	REACTIONS 21 ER 3.3%
↓ 22.06 · 18:10 VIDEO Beautiful flowerbed for your dacha DIY 🗳️ Like the idea? Interior Design 😊	VIEWS 2 410 REPOSTS 44	REACTIONS 39 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

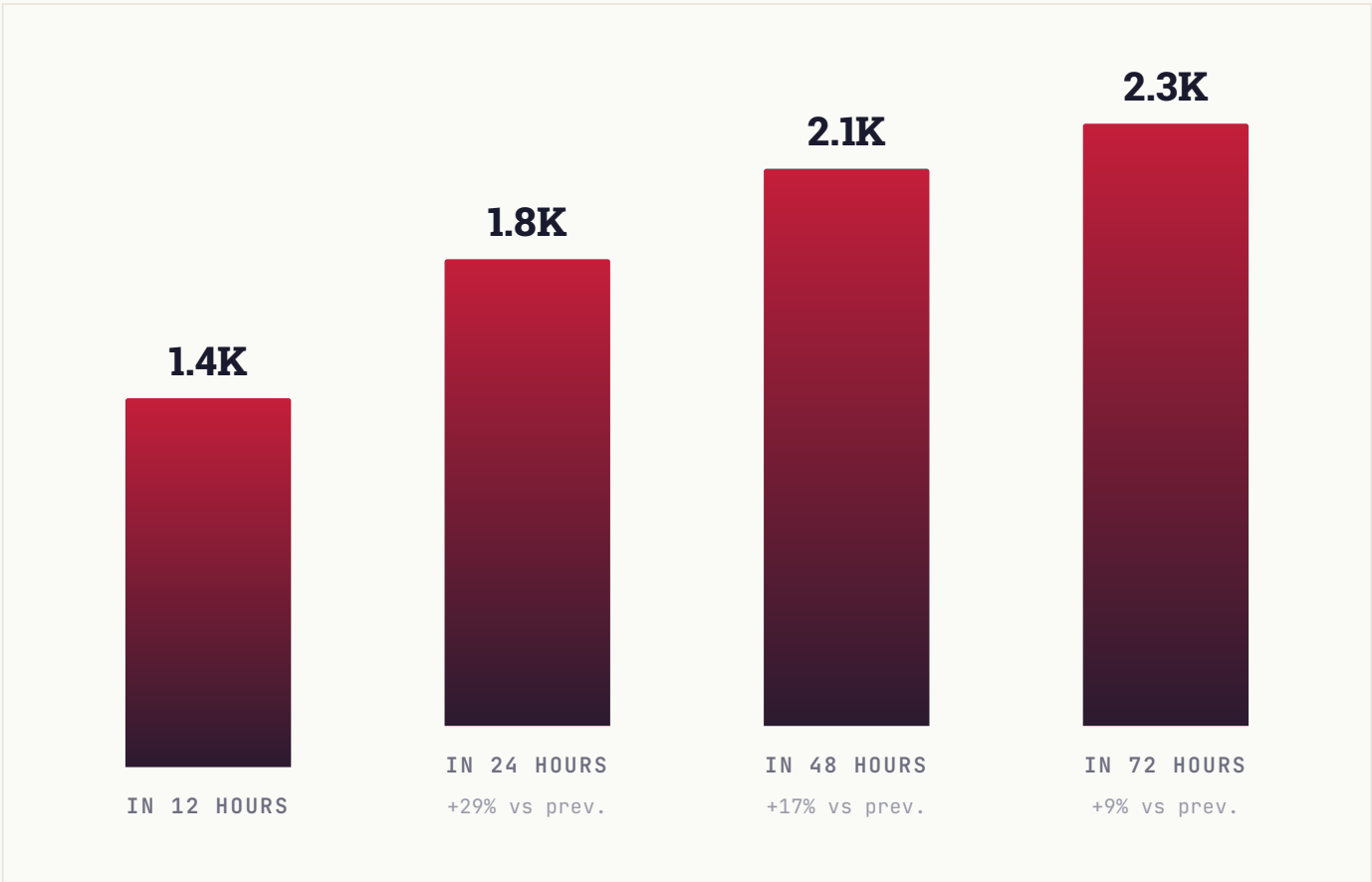
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEQ. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & Decor	452K
MC My Apartment	429.1K
MS Wise Builder	411.3K
LC Favorite Apartment	410K
PR ProRealEstate	378.2K
GF FSK Group	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
DI Interior Design YOU	72.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#72 of 89). Niche median — 108.7K subs. First growth KPI — hit the median. Leader: DOMEQ. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **185**, they brought **12** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	20	6	0	
November 2025	33	6	12	
October 2025	51	10	0	
September 2025	24	4	0	
August 2025	31	3	0	
July 2025	26	7	0	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBS
185		6		12

— SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

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

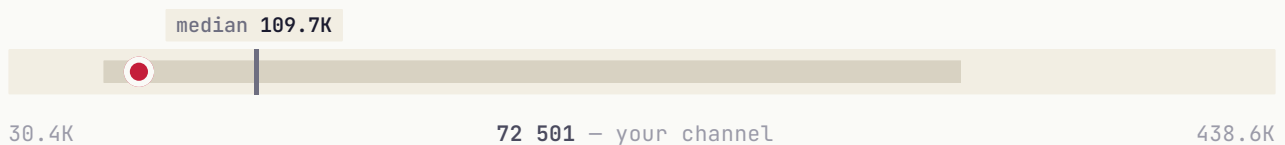
#72 /100

RANK IN NICHE

Channel in the bottom half of the ranking

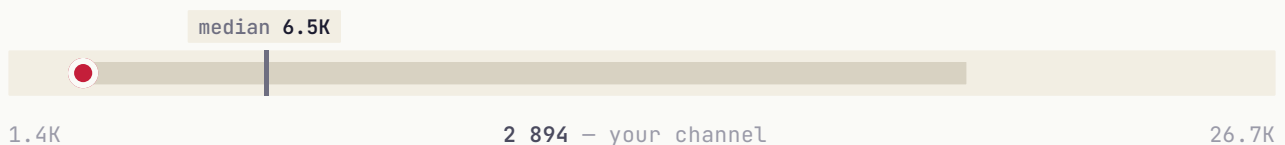
SUBSCRIBERS

34% below median



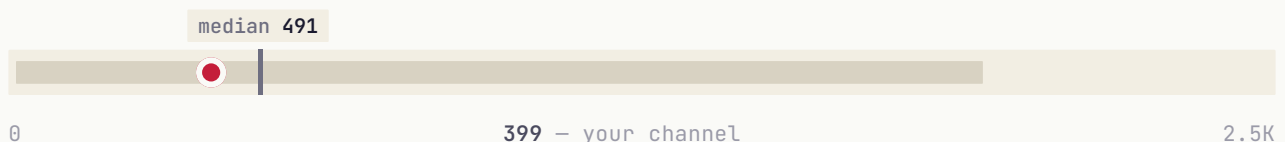
AVG REACH / POST

55% below median



CITATION INDEX

19% below median



— SECTION 08 · 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**

Audience most active on this day at 17:00 MSK.

EFFECT

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

Current ER 3.99% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.5pp 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

+1K-3K 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 win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring 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 a few minutes based on public data. If you want to go further — run ads through us and close 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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