

— PROMTPRESS PUBLIC REPORT

Channel audit

Design | Home Interior



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SUBSCRIBERS

62 895

-559 per month

ERR (% SEE POSTS)

7.0%

per day 2.9%

REACH/POST

4K

ad reach 1.9K/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 62 895 —	 SUBSCRIBER REACH 6.32% avg % of subs see post	 VIEWS/POST 4K median 4.1K · 26 days	 POSTS/WEEK 6.0 over period
 7D TREND +6.2% vs previous week	 REACTIONS/POST 44.3 only 1,018 reactions, 306 reposts, 37 comments	 POST LENGTH 126 chars median 93 · 26 days	 POSTS ANALYZED 23 26 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH -559 last month	 MENTIONS 1 citation index · 12 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Design | Home Interior» — 62 895 subs. Each post averages 4K people (6% from subs), reach is low — need to grow audience. Publishes 6 posts per week (~1/day) — rare. For week 8–14 Jun reach up +6.2% to week 1–7 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 23 posts over 26 days.
- 02 Dominant format – Video (20/23 posts).
- 03 Avg post length – 126 chars (median 93).
- 04 Audience activity peak – Thu, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.6K avg for top vs 3.4K for bottom) – among 23 posts in 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№128.05 · 18:36VIDEO	VIEWS	REACTIONS
	5 854	42
Spacious bedroom in light tones. Centerpiece is a bed with soft LED perimeter lighting - adds...	REPOSTS	ER
	18	9.3%
№216.06 · 08:37PHOTO	VIEWS	REACTIONS
	5 830	48
Which bathroom do you like more: 1-♥ or 2-☒?	REPOSTS	ER
	11	9.3%
№330.05 · 18:31VIDEO	VIEWS	REACTIONS
	5 082	75
Cool wall decor. Like the idea? yes - ☒ no - ☒	REPOSTS	ER
	17	8.1%

Nº4 13.06 · 17:22 VIDEO A cozy kitchen in a country house creates a warm and calm atmosphere. Like the interior? yes - ♥, no - ☒	VIEWS 5 047 REPOSTS 13	REACTIONS 53 ER 8.0%
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Nº5 11.06 · 13:41 VIDEO Even a small crack can ruin a wall's look. One way to fix it neatly and for good.	VIEWS 4 765 REPOSTS 24	REACTIONS 34 ER 7.6%
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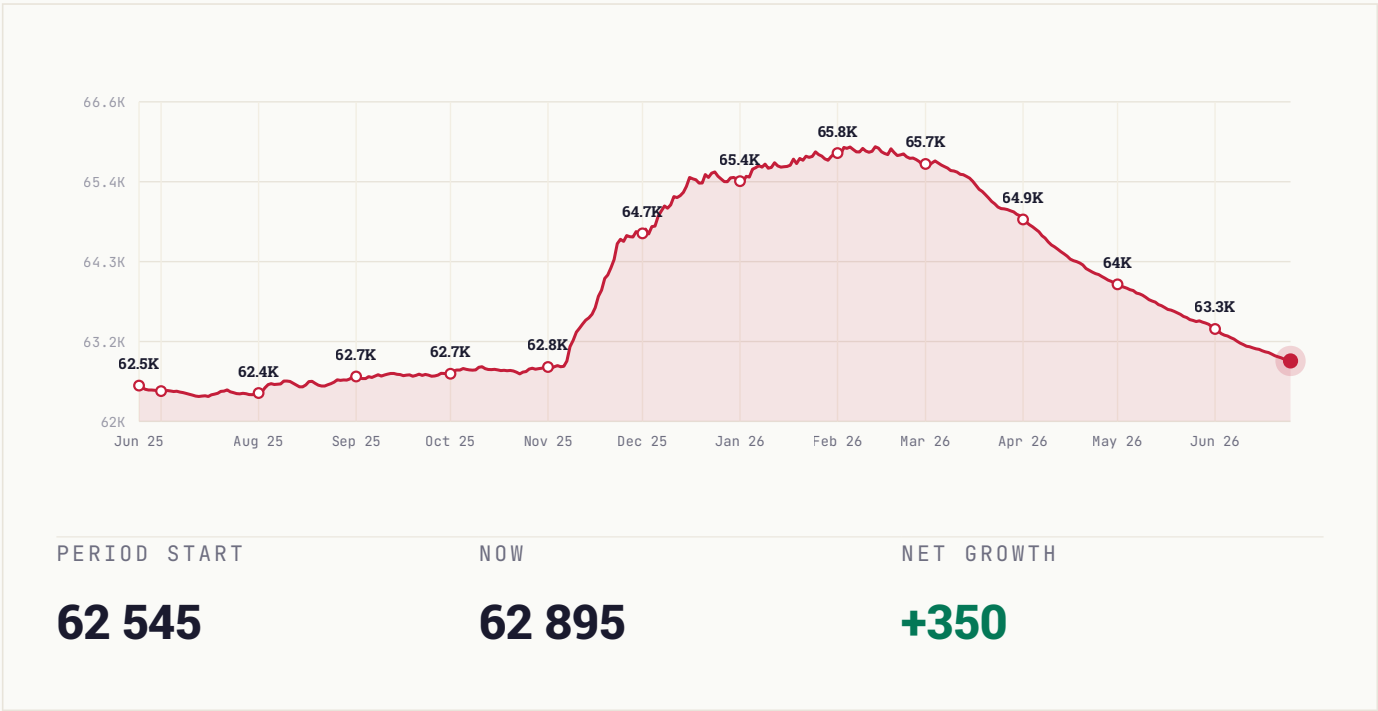
WORST 3

↓ 02.06 · 18:12 VIDEO Step-by-step guide on laying laminate in a tricky corner.	VIEWS 3 831 REPOSTS 27	REACTIONS 52 ER 6.1%
↓ 03.06 · 13:39 VIDEO Great hallway makeover ☒ Like the result: yes - ♥, no - ☒?	VIEWS 3 575 REPOSTS 5	REACTIONS 59 ER 5.7%
↓ 22.06 · 17:57 VIDEO Like the house design: yes - ♥, no - ☒?	VIEWS 2 751 REPOSTS 11	REACTIONS 55 ER 4.4%

SECTION 03 · SUBS 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

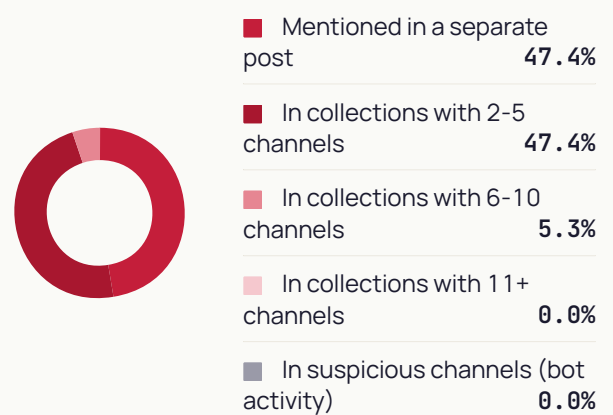
Who mentions the channel and how

Citation index **1** — 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 1K. All time channel was mentioned **12** different channels.

COUNTRIES MENTIONING YOU



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING YOU



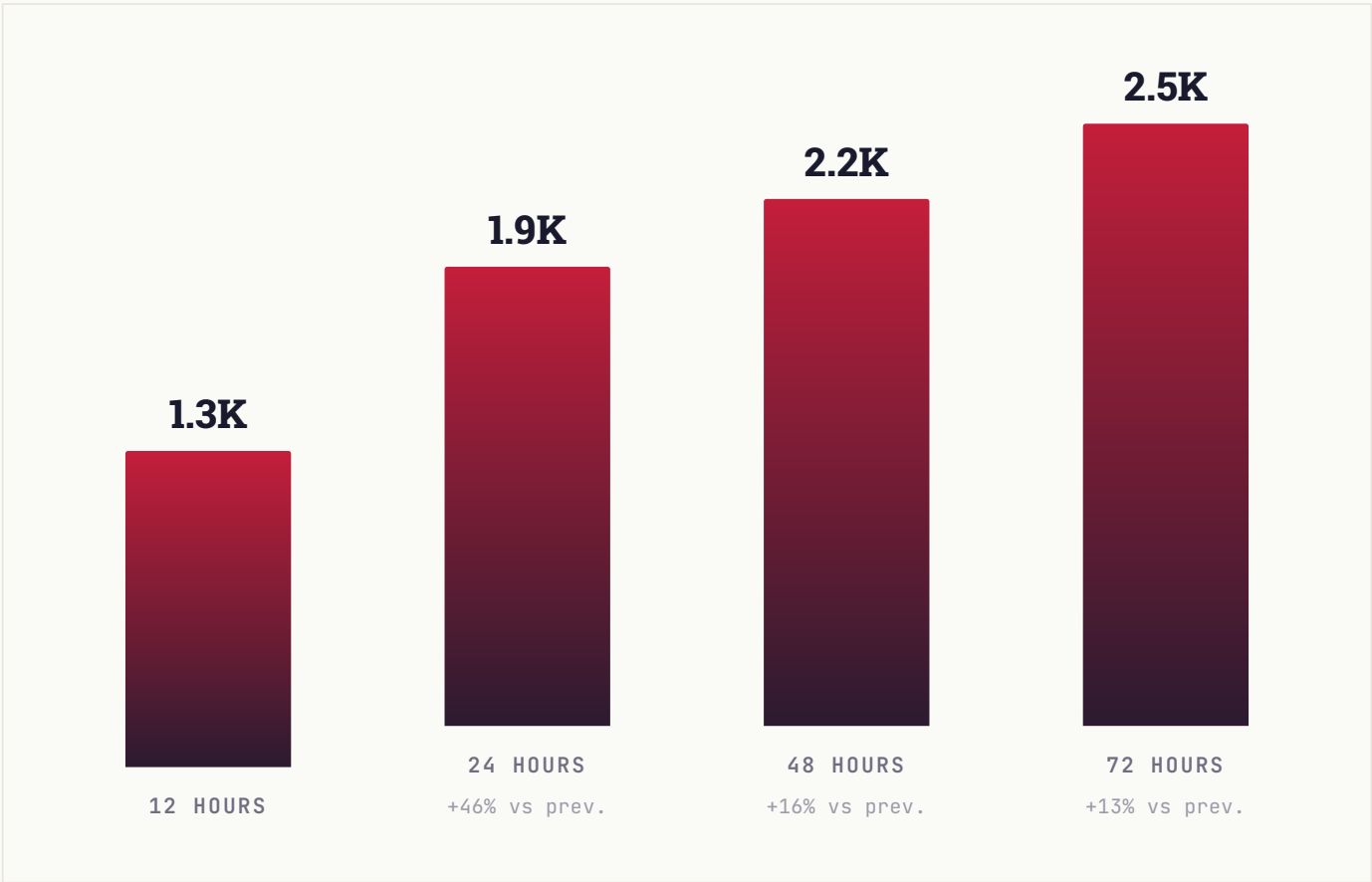
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEQ. 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
DI Design Home Interior YOU	62.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#85 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEQ. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **4 182** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	1 171	
November 2025	0	0	2 006	
October 2025	0	0	244	
September 2025	0	0	203	
August 2025	0	0	423	
July 2025	0	0	135	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
0	6	4 182

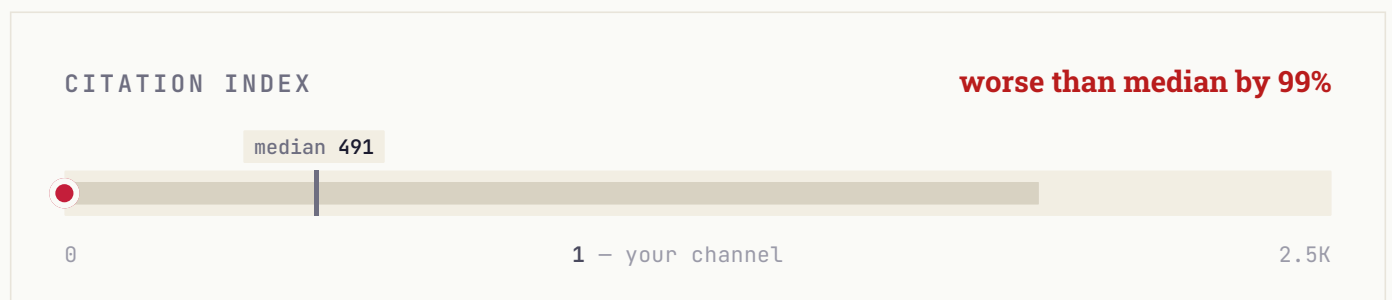
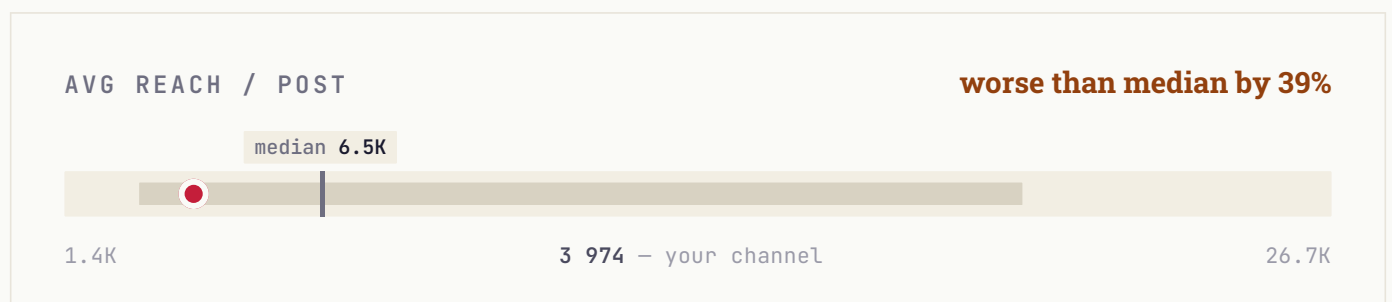
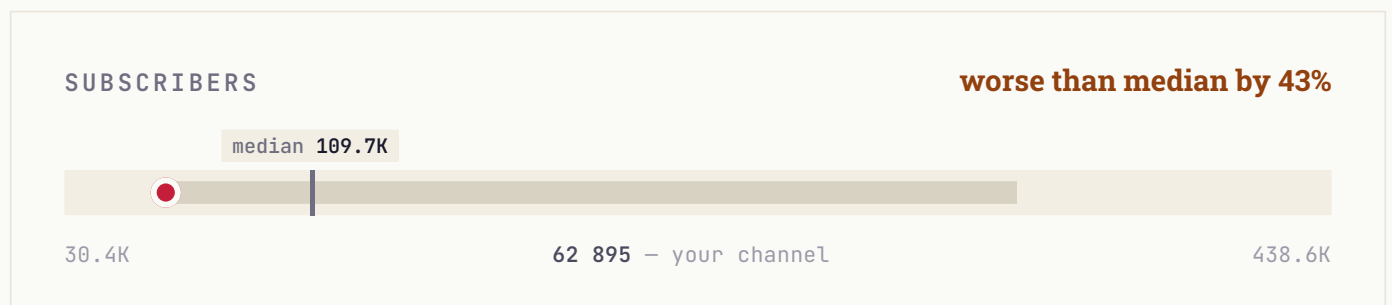
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Interior & Construction» (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.

#85/100

POSITION IN NICHE
 Channel in the bottom 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 Thursday

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is something we can do in 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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