

PUBLIC PROMTPRESS REPORT

Channel audit

DIY!



@idei_sdelay_sam

Best DIY projects: repair, furniture, crafts. Short, clear, no fluff!
https://t.me/Anton_Vasyagin - for all questions. Buy ads via
 exchange:...

SUBSCRIBERS

87 788

-414 per month

ERR (% SEE POSTS)

7.0%

per day 3.8%

REACH/POST

5.4K

ad reach 3.3K/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

Year chart · growth

04 Citation rate

Who mentions the channel and how

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 health indicator. Subtitle shows the period.

SUBSCRIBERS 87 788 —	SUBSCRIBER REACH 6.2% avg % subs see post	VIEWS/POST 5.4K median 5.6K · 29 days	POSTS/WEEK 43.4 for the period
7D TREND -4.6% vs previous week	REACTIONS/POST 31.1 total 5,683 reactions, 3,962 reposts, 0 comments	POST LENGTH 47 chars. median 30 · 29 days	POSTS ANALYZED 183 29 days
AD REACH 3.3K 24h avg	CHURN / MONTH -414 last month	CITATION RATE 638 citation index · 629 channels mentioned ever	CHANNEL AGE 4 years 7 months created 19.11.2021

AI EDITOR SUMMARY

Channel «Do it yourself!» — 87 788 subs. Each post averages 5.4K people (6% from subs), reach is low — expand audience. Publishes 43 posts per week (~6/day) — active posting. Week of Jun 8–14 reach stable (-4.6% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **183** posts in 29 days.
- 02 Dominant format — **Video** (122/183 posts).
- 03 Avg post length — **47** characters (median 30).
- 04 Peak audience activity — **Friday, 08:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (6.6K avg for top vs 4.5K for worst) — among 183 posts in 29 days. Analyze what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 17:05 VIDEO Invincible warrior.	VIEWS 6 725 REP. 48	REACTIONS 66 ER 7.7%
Nº2 04.06 · 13:05 PHOTO Cabinet for... something else.	VIEWS 6 659 REP. 18	REACTIONS 6 ER 7.6%
Nº3 31.05 · 13:05 PHOTO Small table-stand.	VIEWS 6 468 REP. 14	REACTIONS 5 ER 7.4%

Nº4 27.05 · 13:05 PHOTO Collapsible grill	VIEWS 6 455 REP. 49	REACTIONS 7 ER 7.4%
Nº5 27.05 · 17:05 VIDEO "Helpful" tips)	VIEWS 6 421 REP. 29	REACTIONS 47 ER 7.3%

|

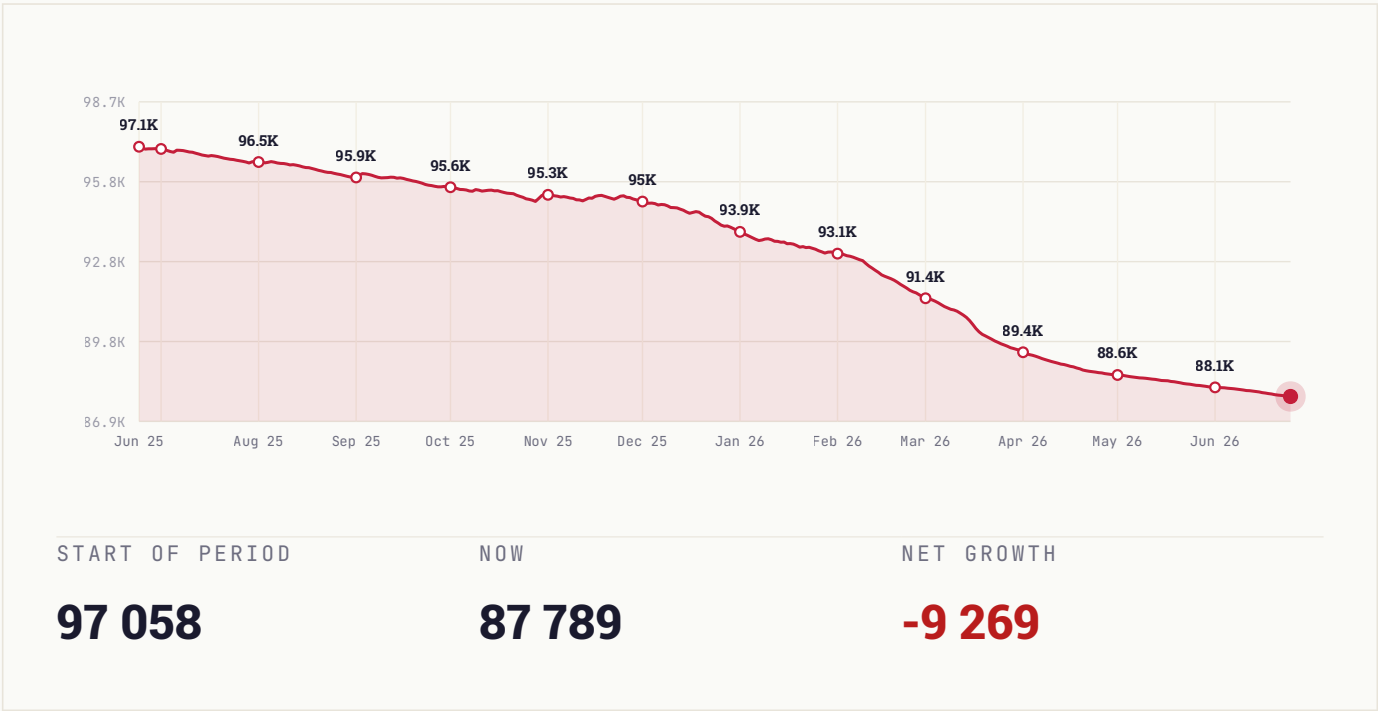
WORST 3

↓ 22.06 · 17:05 VIDEO Awesome metal sculpture	VIEWS 4 559 REP. 6	REACTIONS 36 ER 5.2%
↓ 22.06 · 13:05 PHOTO TV cabinet	VIEWS 4 522 REP. 12	REACTIONS 4 ER 5.2%
↓ 22.06 · 10:05 VIDEO ☒Rate the girl's coffee table.	VIEWS 4 436 REP. 19	REACTIONS 38 ER 5.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

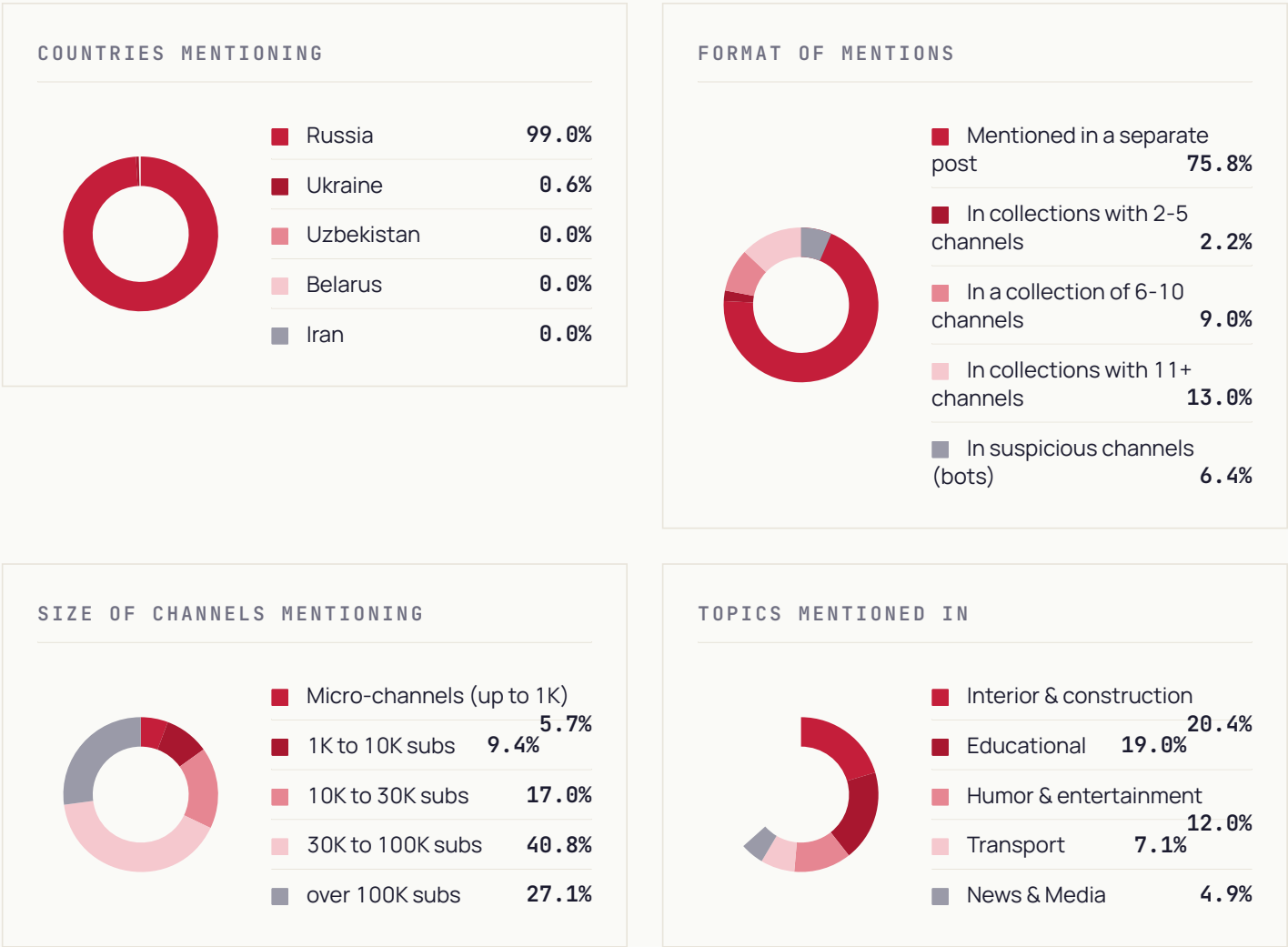
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

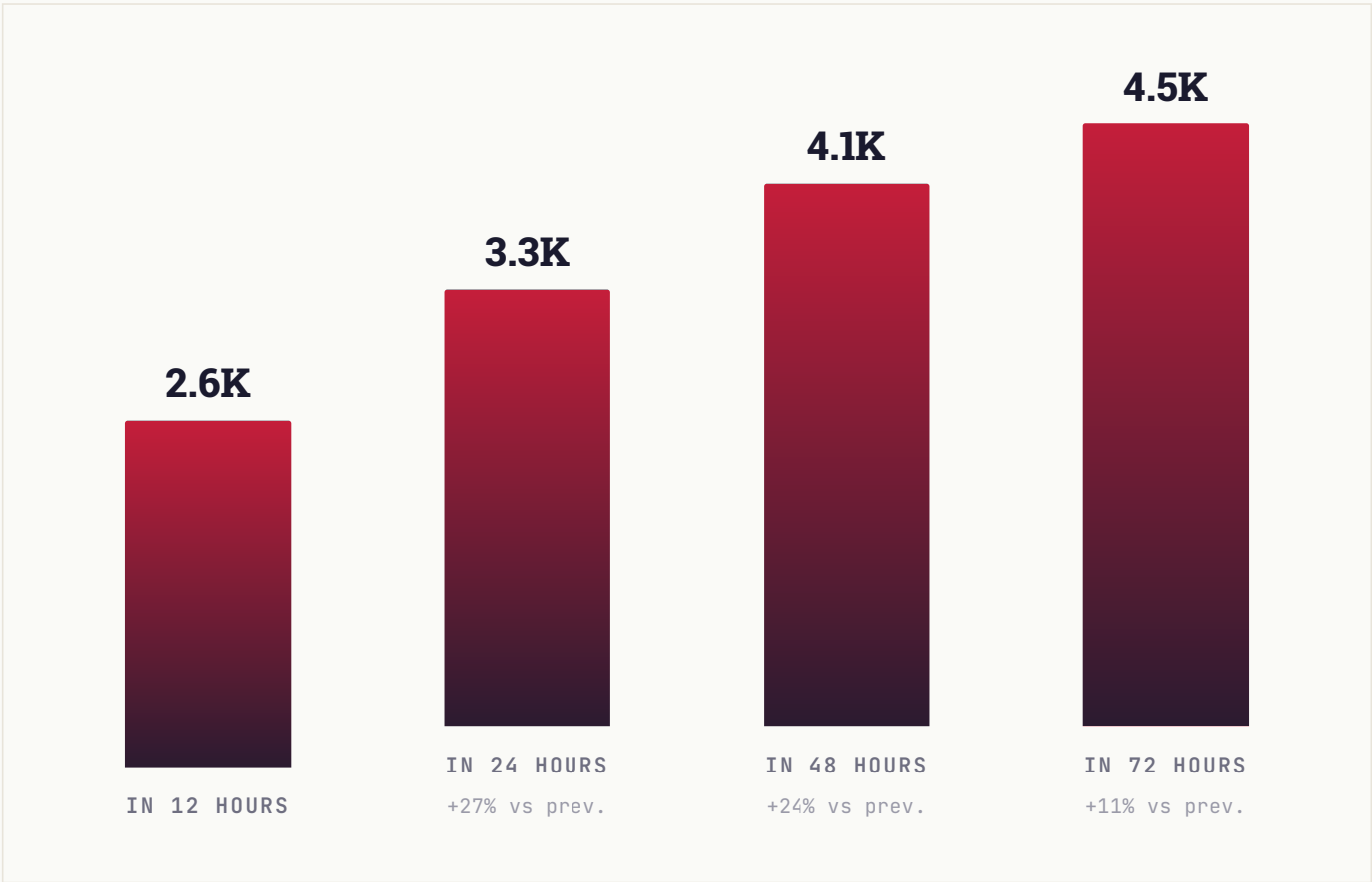
Citation index **638** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time the channel was mentioned **629** different channels.



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 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 DOME0. 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
USSR DIY! YOU	87.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#59 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** mentions found **206**, they brought **1 226** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	37	22	108	
Nov 2025	38	36	361	
Oct 2025	49	29	361	
September 2025	40	27	187	
August 2025	18	17	61	
July 2025	24	13	148	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
206	6	1 226

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Top-100 channels in category "Interior & construction» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#59

/100

RANK IN NICHE

Channel in bottom half of ranking

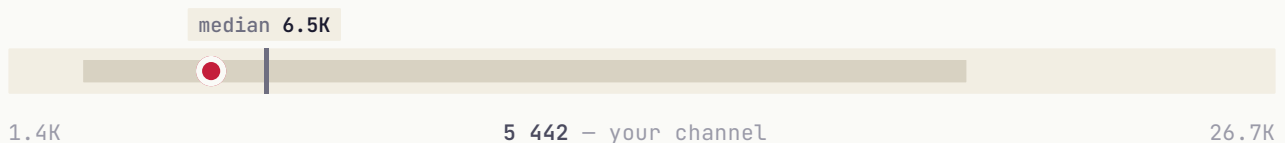
SUBSCRIBERS

20% below median



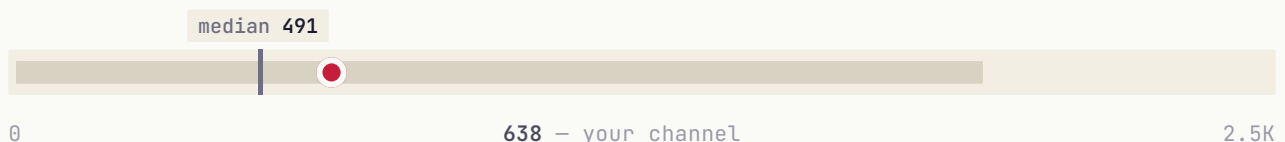
AVG REACH / POST

16% below median



CITATION INDEX

better than 54% of niche



— 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 Friday**

Audience is most active on this day at 08:00 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 picks 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 — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Cross-post with same-segment channels 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
