

PUBLIC REPORT BY PROMTPRESS

Channel audit

INMYROOM



@inmyroom

Interiors • Renovation • Furniture • Design Owner: LLC «OPERATOR INMYROOM», e-mail: relax@inmyroom.ru. Included by Roskomnadzor in the list of personal pages:...

SUBSCRIBERS

70 868

-213 per month

ERR (% SEE POSTS)

8.0%

per day 4.7%

REACH/POST

5.2K

ad reach 3.3K/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 70 868 —	 SUBS REACH 7.31% avg % of subs see post	 VIEWS/POST 5.2K median 5.4K · 29 days	 POSTS/WEEK 27.4 over period
 7D TREND +1.4% vs previous week	 REACTIONS/POST 40.7 total 4,679 reactions, 1,299 reposts, 137 comments	 POST LENGTH 428 chars median 362 · 29 days	 POSTS ANALYZED 115 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -213 over last month	 CITATION RATE 37 citation index · 217 channels mentioned all time	 CHANNEL AGE 10 yrs 4 mo created 13.02.2016

AI EDITOR SUMMARY

Channel «INMYROOM» — 70 868 subs. Each post gets avg 5.2K people (7% from subs), reach is low — consider expanding audience. Publishes 27 posts per week (~4/day) — active posting. For the week of Jun 8–14, reach stable (+1.4% 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 HAVE IN COMMON

- 01 Analysis based on 115 posts over 29 days.
- 02 Dominant format — Photo (89/115 posts).
- 03 Avg post length — 428 chars (median 362).
- 04 Audience peak — Sunday, 11:00 MSK.
- 05 Top posts get 2× more views than the weakest (6.9K avg for top vs 4.3K for worst) — among 115 posts over 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 08:02 VIDEO 📺New video! 'Ruined' Stalin-era 69 m²: BEFORE and AFTER. Renovation without a designer! Brick, vintage and a bathroom with a window Watch on platforms: YouTube...	VIEWS 8 767 REPOSTS 23	REACTIONS 65 ER 12.4%
Nº2 14.06 · 08:05 VIDEO 📺New video! 2 rooms for 4 people?! 2-room 60 m² where EVERYTHING is thought out: walk-in closet, kids' room and 'master' bathroom...	VIEWS 6 046 REPOSTS 20	REACTIONS 27 ER 8.5%
Nº3 28.05 · 08:03 VIDEO 📺New podcast episode! Your own country house: dream or costly mistake? A developer tells the truth Your own house – coffee on the terrace or...	VIEWS 6 025 REPOSTS 14	REACTIONS 21 ER 8.5%

Nº4

27.05 • 15:02

PHOTO

Want natural flooring but worried about practicality?
Choosing flooring often becomes a headache: you want aesthetics...

VIEWS

6 023

REPOSTS

27

REACTIONS

29

ER

8.5%

Nº5

29.05 • 05:25

PHOTO

Country house 227 m² on a Belarusian farmstead: minimalist interior with forest & field views The interior of this two-story house was created by a designer...

VIEWS

5 993

REPOSTS

20

REACTIONS

44

ER

8.5%

WORST 3

↓ 21.06 • 16:29 POLL
(post without caption – poll)

VIEWS

4 379

REPOSTS

—

REACTIONS

22

ER

6.2%

↓ 22.06 • 14:10 PHOTO

Workspace by the window: how to organize space wisely:
<https://www.inmyroom.ru/posts/44843> #tips™ Our VK community ☒ Our channel...

VIEWS

4 321

REPOSTS

18

REACTIONS

22

ER

6.1%

↓ 21.06 • 14:31 PHOTO

Before & after: re-planned & beautifully renovated 1-room Khrushchevka 41 m²: <https://www.inmyroom.ru/posts/44829> #remodel...

VIEWS

4 309

REPOSTS

7

REACTIONS

29

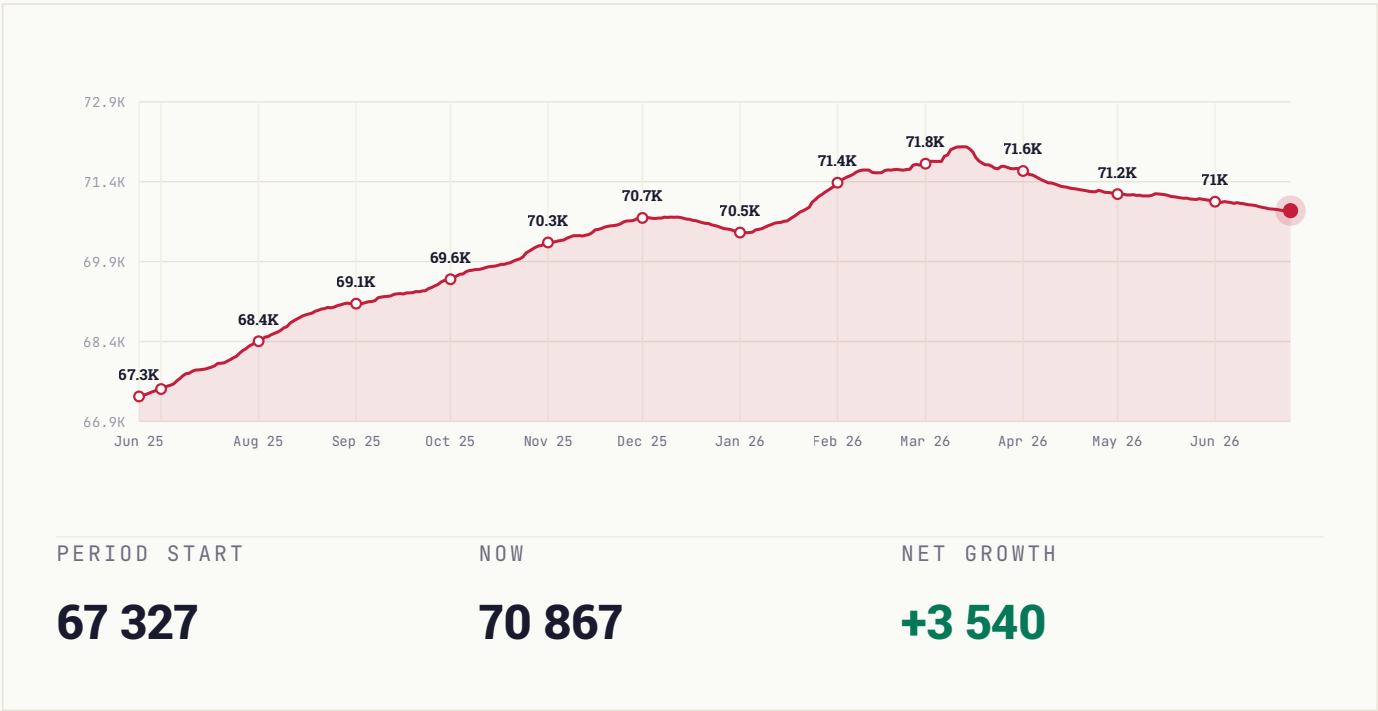
ER

6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

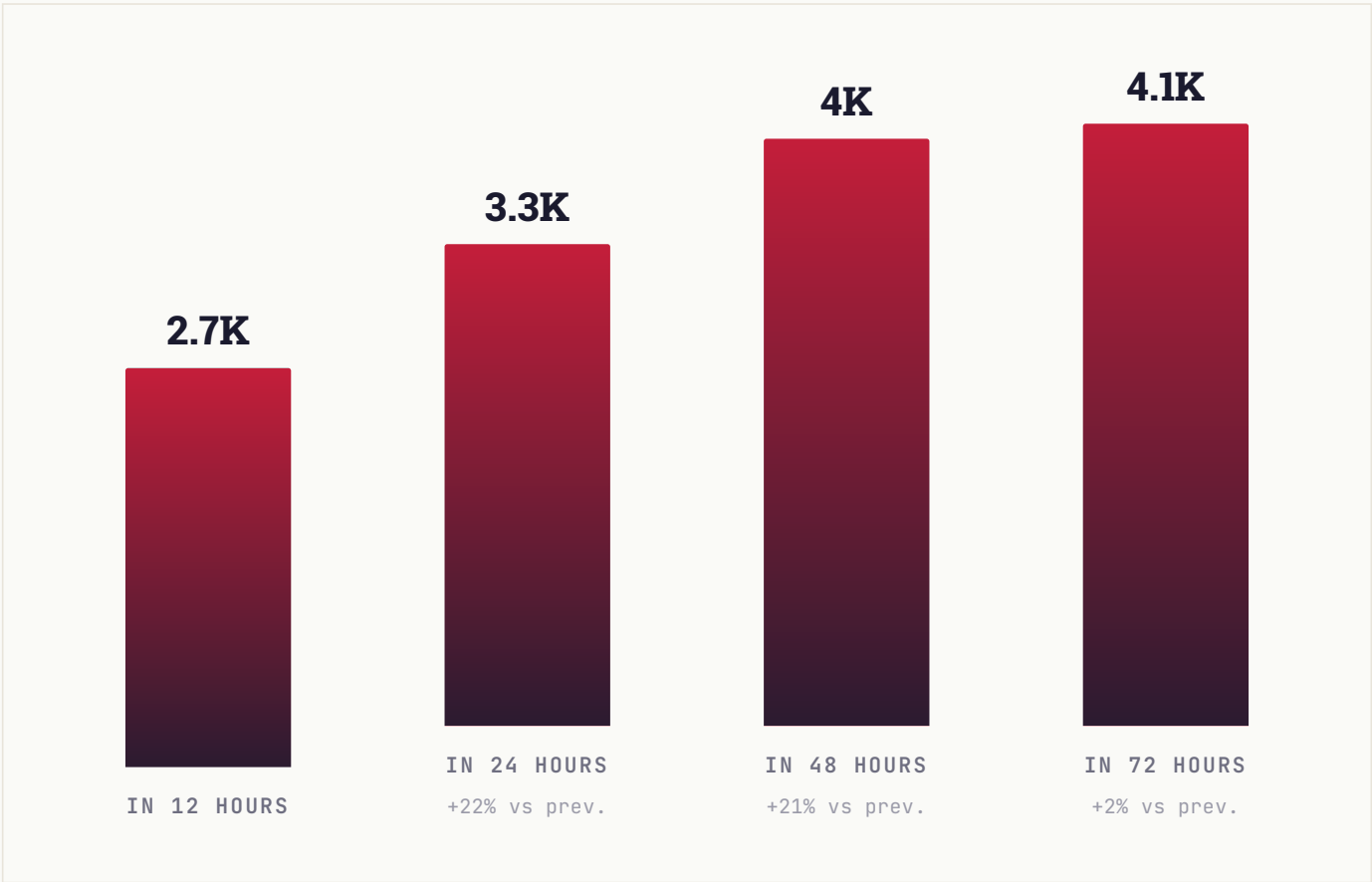
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	523.8K
PL Planner	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 FSK Group	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
IN INMYROOM YOU	70.9K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#77 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOME0. 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 **10**, they brought **3 382** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	42
November 2025	1	1	500
October 2025	1	1	700
September 2025	3	3	468
August 2025	1	1	778
July 2025	3	3	894

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
10	6	3 382

— SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

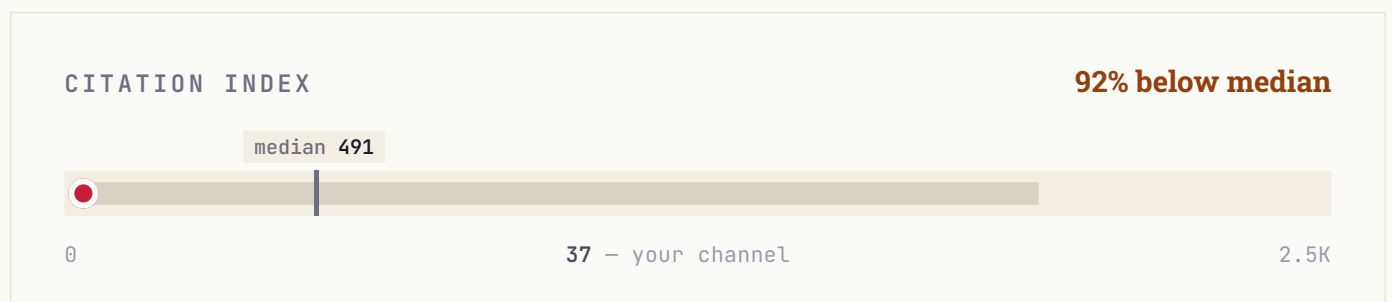
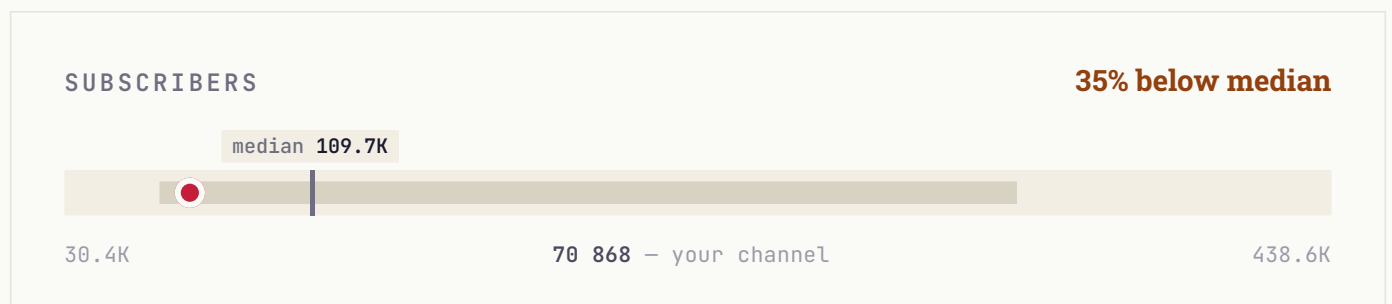
Took top-100 channels in category «Interior & construction» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#77

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday

Audience is most active on this day at 11:00 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 get +5-15% ER. One poll a week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with similar 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 what we can do in minutes using public data. 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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