

PUBLIC REPORT BY PROMTPRESS

Channel audit

Interior Piggy Bank



@interior_collection

Inspiration & comfort. Ads — @maxim1303 RKN registry: <https://rknn.link/tM>

SUBSCRIBERS

60 622

-435 per month

ERR (% SEE POSTS)

8.0%

per day 3.4%

REACH/POST

4.7K

ad reach 2.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 60 622 -	 SUBSCRIBER REACH 7.74% avg % subs see post	 VIEWS/POST 4.7K median 5K · 29 days	 POSTS/WEEK 10.1 for the period
 7D TREND -9.0% vs previous week	 REACTIONS/POST 41.9 only 1,760 reactions, 753 reposts, 0 comments	 POST LENGTH 284 chars. median 154 · 29 days	 POSTS ANALYZED 42 29 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -435 last month	 CITATION RATE 152 citation index · 88 channels mentioned it ever	 CHANNEL AGE 5 years 4 months created 11.02.2021

AI EDITOR SUMMARY

Channel «Interior Piggy Bank» – 60 622 subs. Each post gets avg 4.7K people (8% of subs), reach is low – need to expand audience. Publishes 10 posts per week (~1/day) – regular schedule. For week June 8–14, reach dropped -9.0% vs week 1–7 June – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **42** posts over 29 days.
- 02 Dominant format – **Photo** (37/42 posts).
- 03 Avg post length – **284** chars (median 154).
- 04 Peak audience activity – **Monday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.3K avg for top vs 4.1K for worst) – among 42 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 18:49 PHOTO AliExpress is having a Great Chinese Sale now! 🇨🇳 Discounts up to -90% Main categories: Sale homepage Fast...	VIEWS 6 465 REPOSTS 6	REACTIONS 27 ER 10.7%
Nº2 04.06 · 11:07 PHOTO A selection of placemats for those who also love beautiful breakfasts and small interior details 🍷 One Two Three Four Five	VIEWS 6 168 REPOSTS 30	REACTIONS 56 ER 10.2%
Nº3 01.06 · 15:07 PHOTO I love finding beauty in details, and every item in this selection is filled with coziness and aesthetics🍷 Sharing with you: Vase Soap Knife for...	VIEWS 6 121 REPOSTS 42	REACTIONS 76 ER 10.1%

Nº4

11.06 · 11:55

PHOTO

Ali has a premium natural textile brand For lovers of quiet luxury, natural fabrics and...

VIEWS

6 038

REPOSTS

36

REACTIONS

62

ER

10.0%

Nº5

03.06 · 12:26

PHOTO

While the Great Chinese Sale is on – grab the most aesthetic home finds One Two Three Four Five Six Seven Eight Nine Ten

VIEWS

5 831

REPOSTS

21

REACTIONS

49

ER

9.6%

WORST 3

↓ 20.06 · 12:38 PHOTO These tables become a bright accent in any interior – bold shapes, rich colors, and unconventional design turn Lime Orange	VIEWS 4 310 REPOSTS 6 REACTIONS 34 ER 7.1%
↓ 19.06 · 11:41 PHOTO Bold mix of eras and forms: mid-century interior One Two Three Four Five Six Seven Eight	VIEWS 4 117 REPOSTS 17 REACTIONS 34 ER 6.8%
↓ 30.05 · 09:04 VIDEO Artefact / Artefact Artefact – light where time comes alive. Designer collection by Alexey Danilin @designdanilin Alabaster, like...	VIEWS 3 906 REPOSTS 3 REACTIONS 16 ER 6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

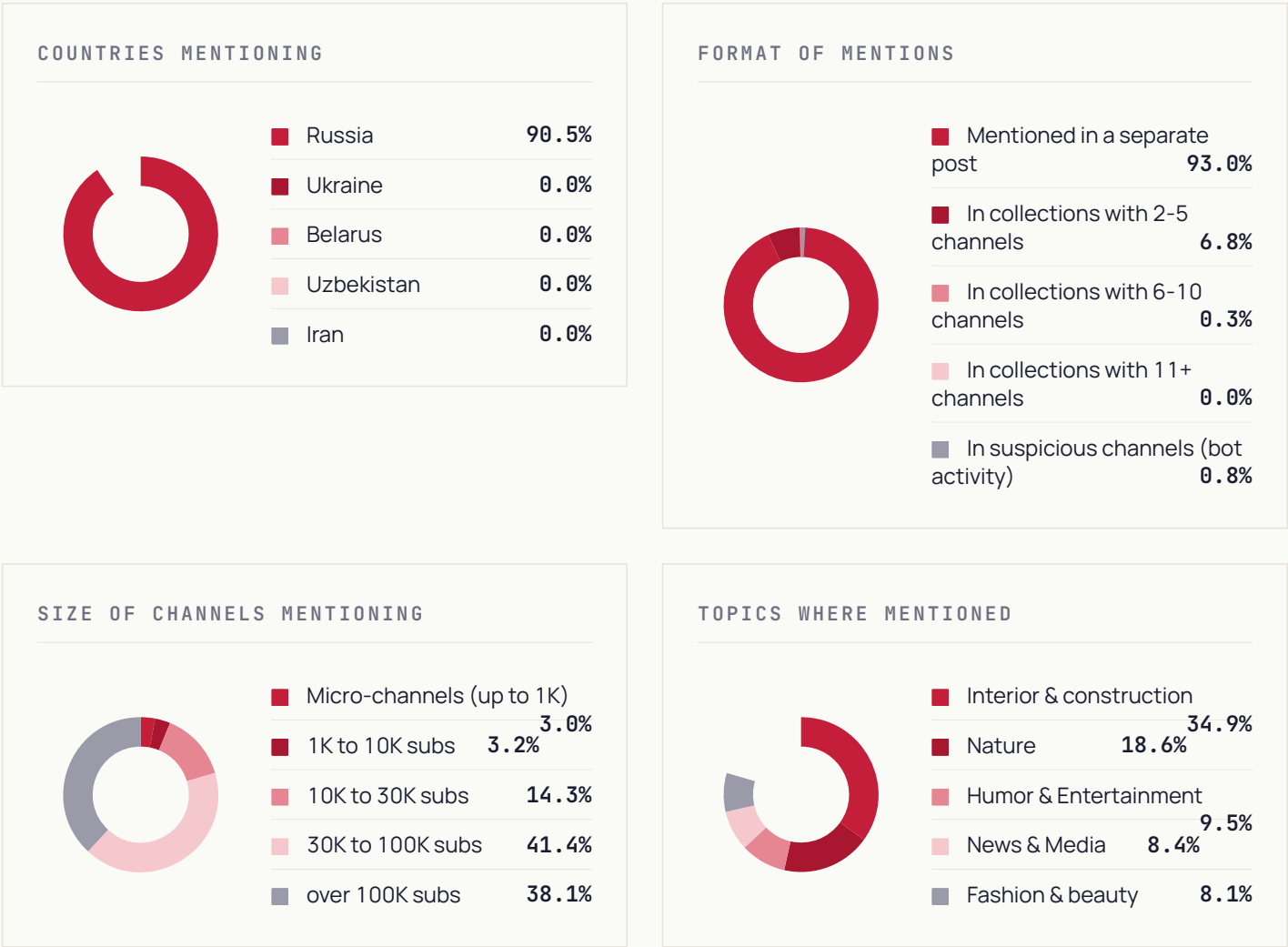
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

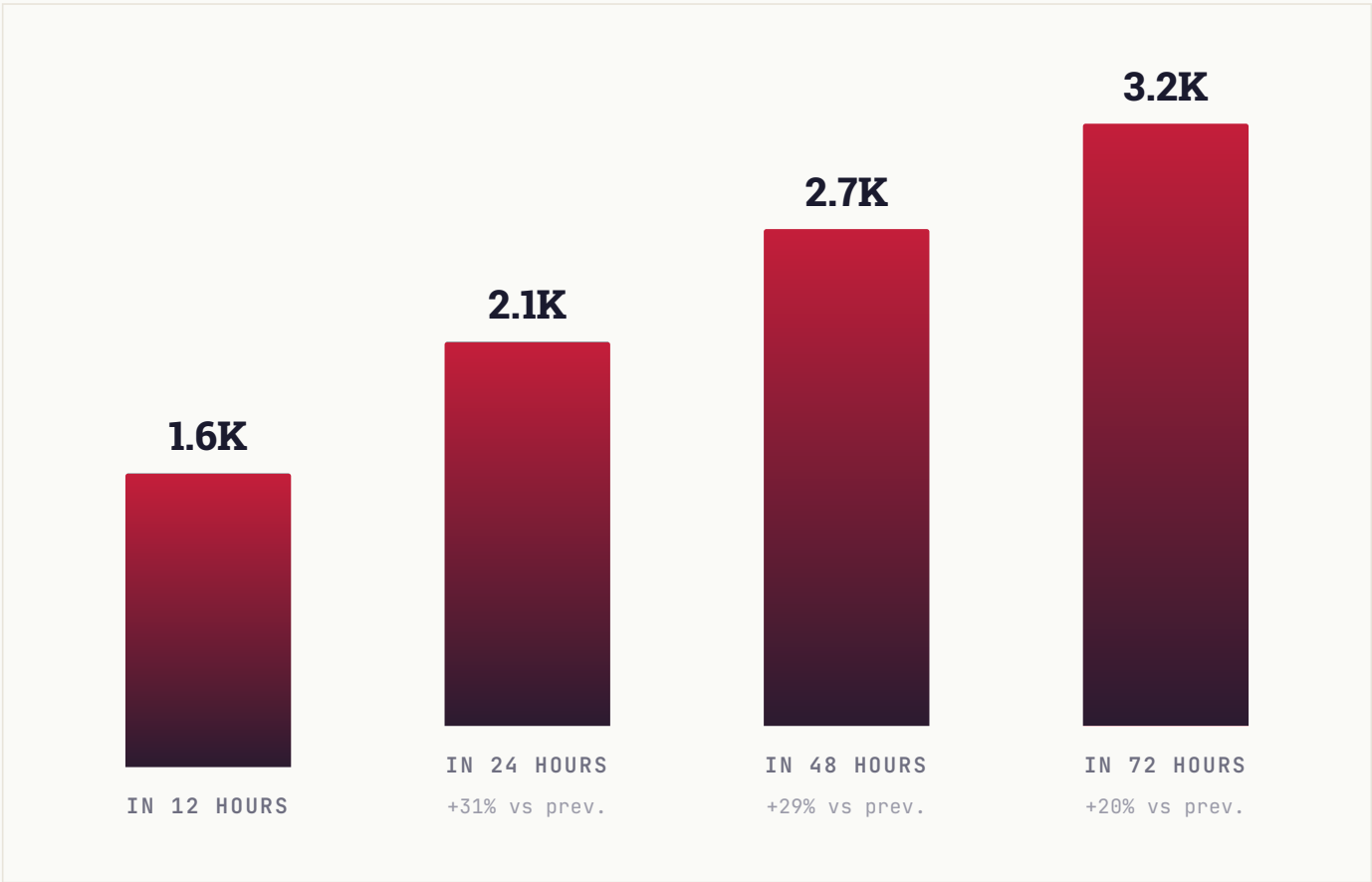
Citation index **152** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **88** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEO. 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 Real estate promo	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
IC Interior Piggy Bank YOU	60.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#91 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION TRENDS

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 **31**, they brought **5 298** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	6	1 287
Nov 2025	9	7	1 489
Oct 2025	3	3	263
Sep 2025	2	2	253
August 2025	4	4	1 284
July 2025	3	3	722

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
31	6	5 298

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.

#91/100

POSITION IN NICHE

Channel in the lower half of the ranking

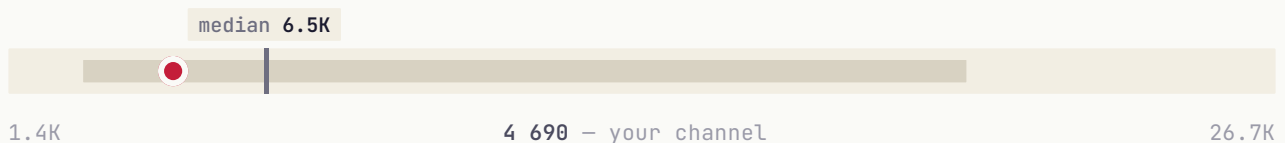
SUBSCRIBERS

45% below median



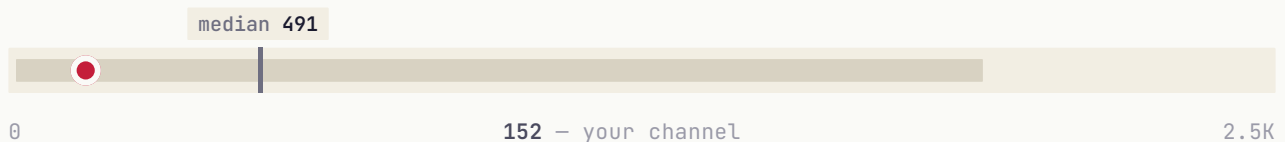
AVG REACH / POST

28% below median



CITATION INDEX

69% below median



— 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

Main post of the week — on Monday
Audience is most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Recommend share 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your 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 point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through 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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