

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kitchens

Moscow SPB •

Wardrobes

Moscow SPB •

Furniture

Moscow SPB |

Kukhnev



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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 25 329 —	 SUBSCRIBER REACH 6.69% avg % subs see post	 VIEWS/POST 1.7K median 1.8K · 29 days	 POSTS/WEEK 6.5 over period
 7D TREND -2.8% vs previous week	 REACTIONS/POST 9.6 only 259 reactions, 257 reposts, 2 comments	 POST LENGTH 523 chars median 515 · 29 days	 POSTS ANALYZED 27 29 days
 AD REACH 661 24h avg	 CHURN / MONTH -163 last month	 CITATIONS 580 citation index · 392 channels mentioned it ever	 CHANNEL AGE 4 years 4 months created 04.03.2022

AI EDITOR SUMMARY

Channel «Kitchens Moscow SPB • Wardrobes Moscow SPB • Furniture Moscow SPB | Kukhnev» — 25 329 subs. Each post averages 1.7K people (7% subs), reach is low — consider expanding audience. Publishes 6 posts per week (~1/day) — rare publications. For the week of June 22–28, reach stable (-2.8% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 27 posts in 29 days.
- 02 Dominant format — Video (15/27 posts).
- 03 Avg post length — 523 characters (median 515).
- 04 Audience peak activity — Sat, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.1K avg for top vs 1.4K for worst) — across 27 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

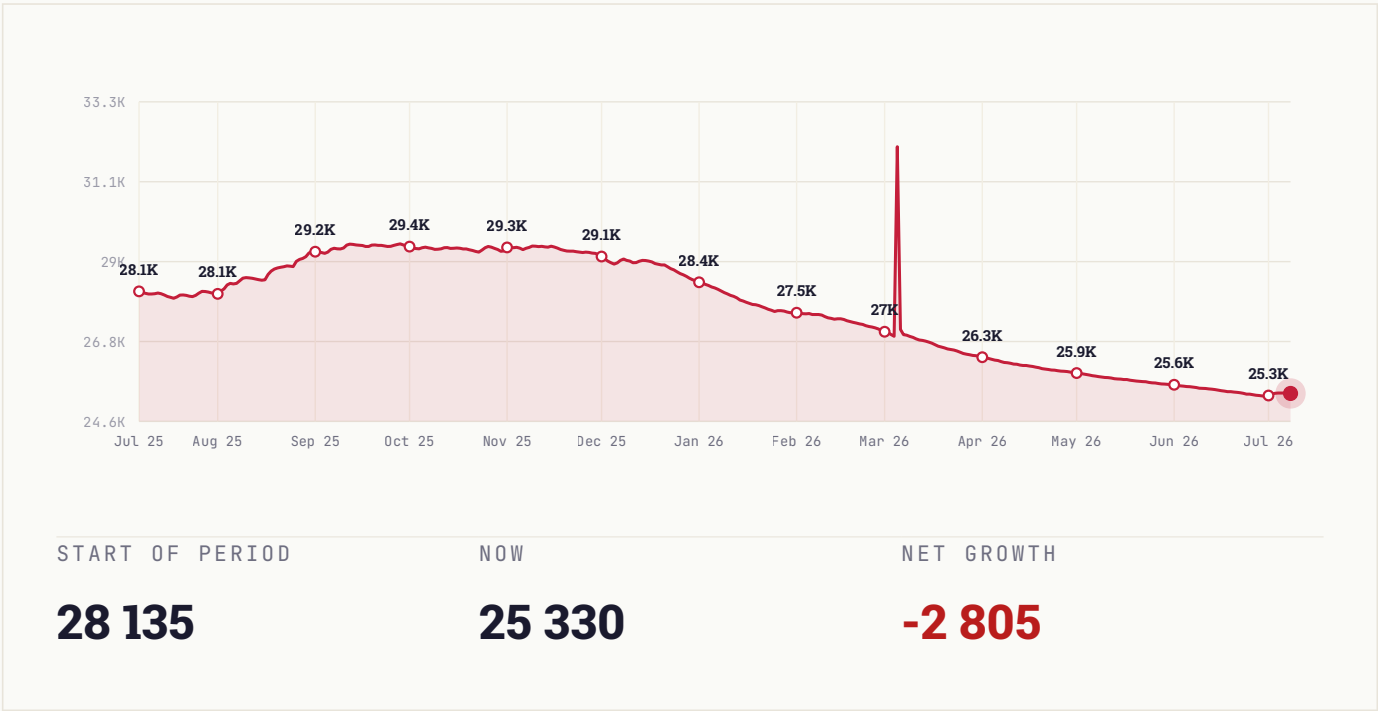
Nº1 27.06 · 08:04 PHOTO This kitchen will bruise you and your guests! SOS The blueprint looks perfect, but in reality you get constant bruises from corners and splashes of boiling oil. We analyzed a real...	VIEWS 2 106 REPOSTS 13	REACTIONS 11 ER 8.3%
Nº2 10.06 · 15:44 VIDEO You'll regret ordering THIS kitchen! 🛑 This project is a walking disaster. Watch the video on how to fix technical...	VIEWS 2 042 REPOSTS 8	REACTIONS 13 ER 8.1%
Nº3 21.06 · 11:58 PHOTO 10 forgotten outlets you remember too late 😬⚠️ Our favorite section! A collection of 10 non-obvious outlets that...	VIEWS 2 016 REPOSTS 17	REACTIONS 15 ER 8.0%

Nº4 17.06 • 11:22 PHOTO Exploring Zarema's dressing room and hallway in detail 📍 The two most important places in the house – 80% of your stuff will be stored here...	VIEWS 2 013 REPOSTS 12 REACTIONS 9 ER 7.9%
Nº5 13.06 • 09:03 PHOTO Kitchens are NOT all our team can do! 😊 Showing a full living room furnishing project. Details: ✓ Spacious wardrobe...	VIEWS 2 005 REPOSTS 5 REACTIONS 11 ER 7.9%
WORST 3	
↓ 29.06 • 12:05 VIDEO Your design project could be a disaster like this 😬 We regularly save clients' nerves and budgets by fixing others' mistakes even at...	VIEWS 1 470 REPOSTS 9 REACTIONS 7 ER 5.8%
↓ 30.06 • 11:03 VIDEO A kitchen in Moscow for a million – is that normal? 💰 In the new video we show the ins and outs of pricing using a real estimate for our client...	VIEWS 1 383 REPOSTS 9 REACTIONS 7 ER 5.5%
↓ 04.07 • 07:03 VIDEO Is your kitchen really non-toxic? 😬 Cheap countertops = weak edge. One knife scratch and the surface swells from water, starting...	VIEWS 1 203 REPOSTS 2 REACTIONS 3 ER 4.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

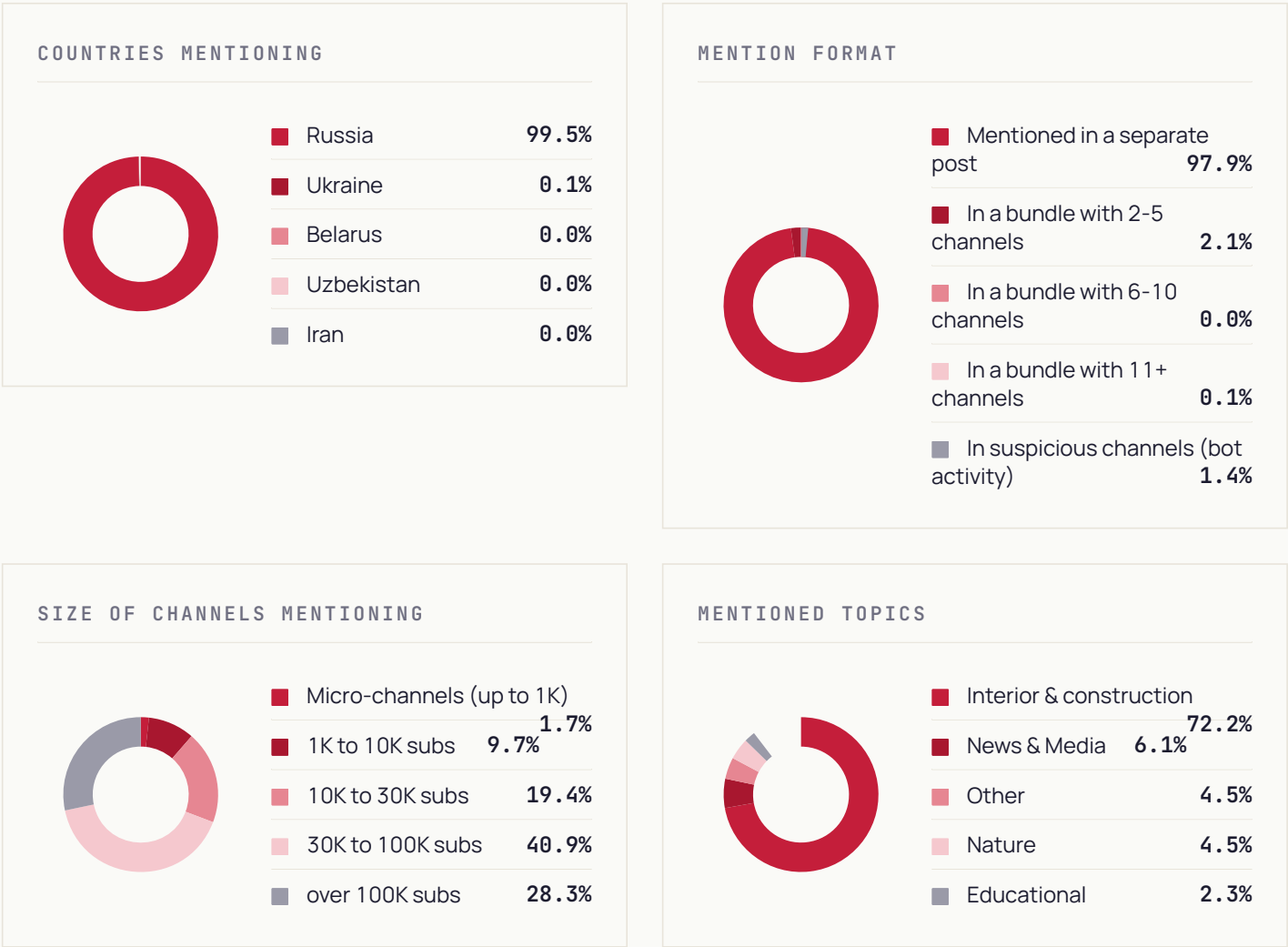
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

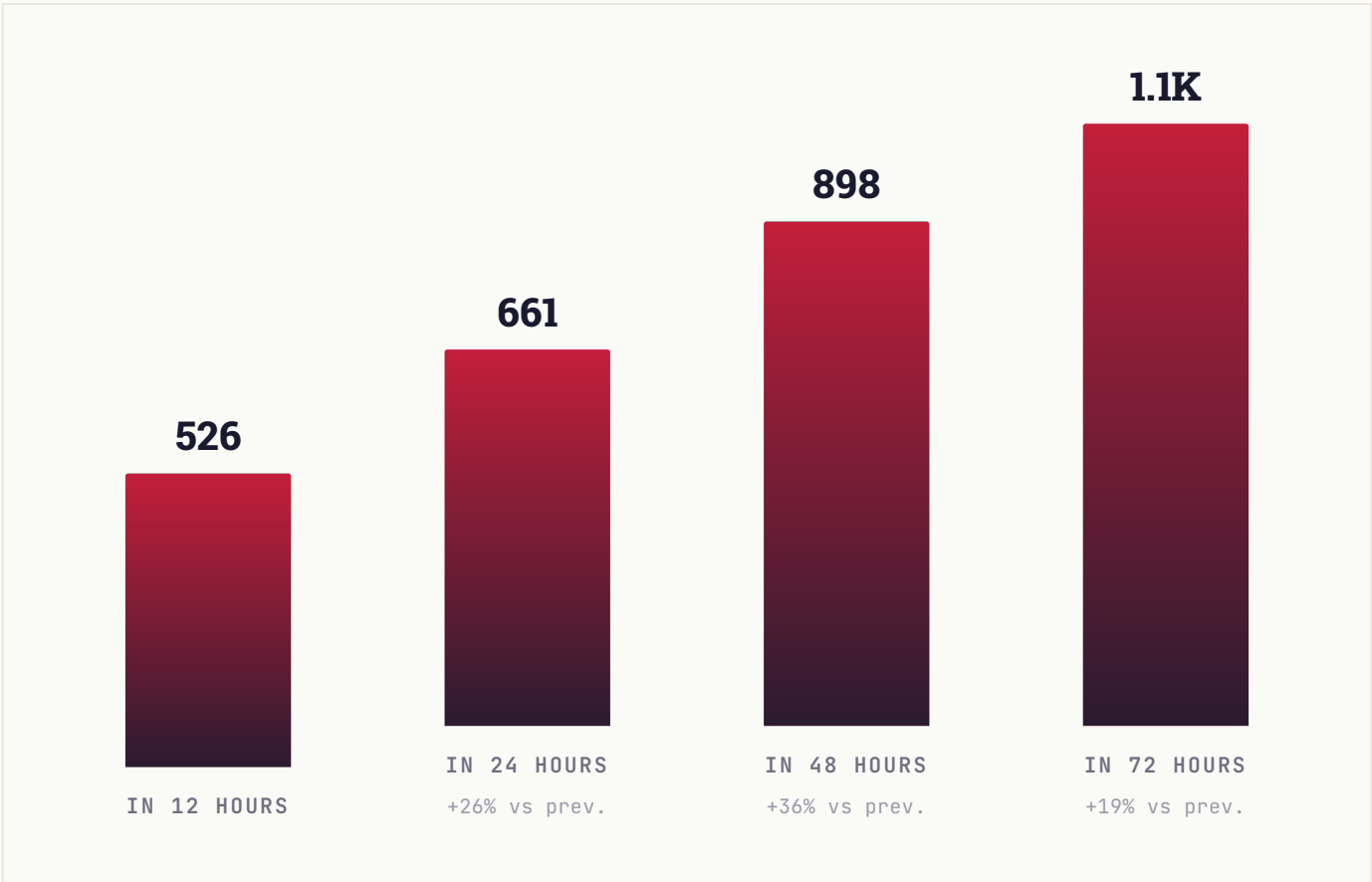
Citation index **580** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **392** different channels.



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 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Layout Planner	453.6K
AI Interior & decor	450K
МК My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite Apartment	408.6K
GF GC FSK	378.1K
PR Pro Real Estate	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
КМ Kitchens Moscow SPB • Wardrobes Moscow SPB • Furniture Moscow SPB Kukhnev	25.3K

COMPARATIVE INSIGHT

Channel not yet outside top 89 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal: enter top-89 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** mentions found **166**, they brought **2 435** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	15	15	34
December 2025	20	20	204
November 2025	48	46	265
October 2025	27	26	273
September 2025	20	20	387
August 2025	36	35	1 272

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
166	6	2 435

Where the channel stands in its league

SUBSCRIBERS

77% below median

median 109.2K

30.4K 25 329 — your channel 435.2K

AVG REACH / POST

73% below median

median 6.2K

1.4K 1 696 — your channel 26.1K

CITATION INDEX

better than 51% of niche

median 518

0 580 — your channel 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

On this day at 11:00 MSK audience is most active.

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 give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap 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 — organic traffic source.

EFFECT

Organic traffic source

★ 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 hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
