

PUBLIC REPORT BY PROMTPRESS

Channel audit

Landscape Design



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Landscape Design Your Yard DIY! Make your home and garden even more beautiful with us! Channel link: <https://t.me/+3KbnyhzDFWBjYjFi> Exchange:...

SUBSCRIBERS

100 628

-1052 per month

ERR (% SEE POSTS)

7.0%

per day **3.7%**

REACH/POST

6.2K

ad reach **3.7K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Mentions

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Interior & Construction»

09 Strategy

5 priority actions

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 100 628 —	 SUBSCRIBER REACH 6.14% avg % of subs see post	 VIEWS/POST 6.2K median 6.5K · 29 days	 POSTS/WEEK 33.2 for the period
 7D TREND -12.1% vs previous week	 REACTIONS/POST 22.7 total 3,179 reactions, 2,697 reposts, 0 comments	 POST LENGTH 131 chars median 86 · 29 days	 POSTS ANALYZED 140 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH -1052 last month	 MENTIONS 326 citation index · 298 channels mentioned it ever	 CHANNEL AGE 1 year 2 months created 24.04.2025

AI EDITOR SUMMARY

Channel «Landscape Design» — 100 628 subs. Each post averages 6.2K people (6% from subs), reach is low — need to grow audience. Publishes 33 posts per week (~5/day) — active posting. For week June 15–21, reach dropped -12.1% by week of June 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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 140 posts over 29 days.
- 02 Dominant format — Video (112/140 posts).
- 03 Avg post length — 131 chars (median 86).
- 04 Audience peak activity — Thu, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.6K avg for top vs 5K for worst) — among 140 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 07:05 VIDEO ☒ In summer, plants need regular watering. But standing with a hose for hours is not necessary. Oscillating sprinkler Plantic (art...	VIEWS 8 163 REP. 16	REACTIONS 15 ER 8.1%
Nº2 28.05 · 09:07 VIDEO DIY flower bed ☒ Landscape Design ☒ Subscribe Our channel in MAX ☒☒	VIEWS 7 378 REP. 41	REACTIONS 23 ER 7.3%
Nº3 27.05 · 15:07 VIDEO Swing gazebo DIY Landscape Design ☒ Subscribe Our channel in MAX ☒☒	VIEWS 7 339 REP. 16	REACTIONS 14 ER 7.3%

Nº428.05 · 15:07 VIDEO Wow Landscape Design Subscribe Our channel in MAX	VIEWS 7 322 REP. 13	REACTIONS 29 ER 7.3%
Nº528.05 · 18:07 VIDEO Backyard idea Landscape Design Subscribe Our channel in MAX	VIEWS 7 307 REP. 10	REACTIONS 22 ER 7.3%

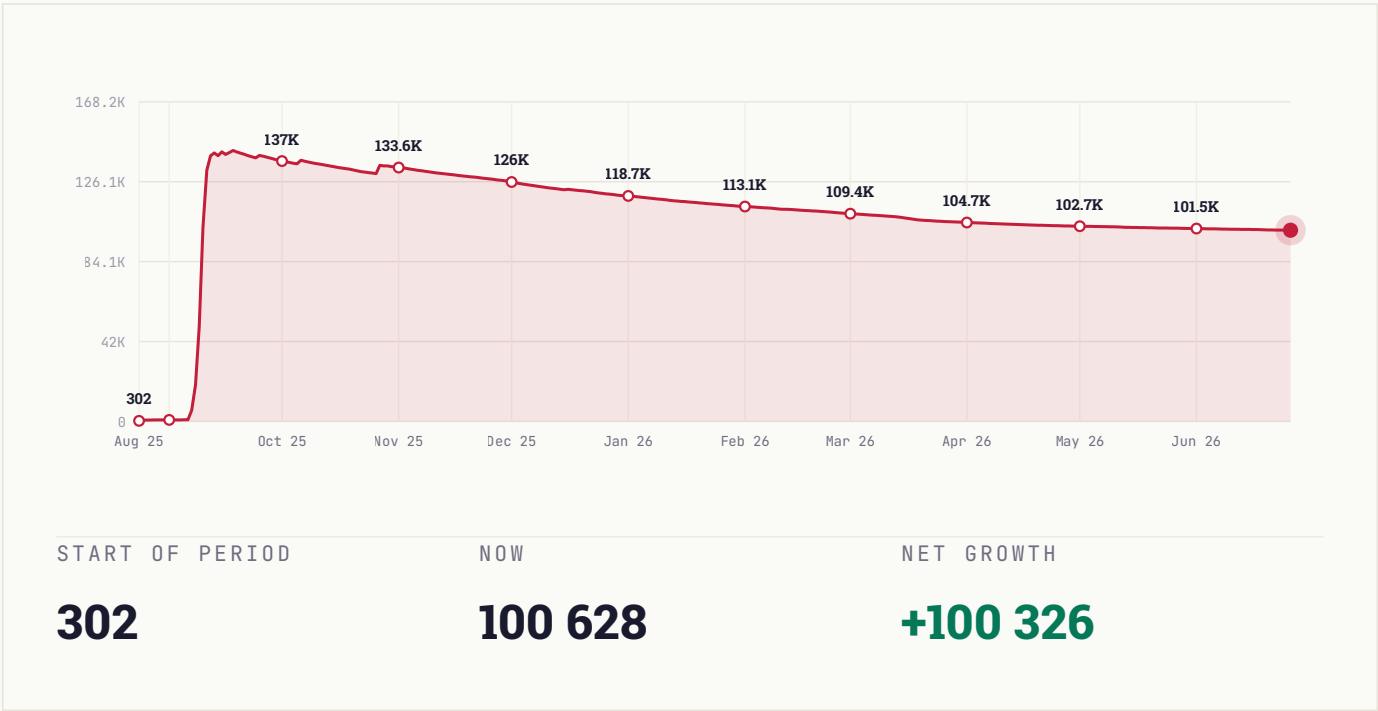
WORST 3

↓ 19.06 · 12:07 VIDEO Original garden decor DIY Landscape Design Subscribe Our channel in MAX	VIEWS 5 013 REP. 26	REACTIONS 23 ER 5.0%
↓ 20.06 · 12:07 VIDEO Tall flower beds for hedges Tall flower beds fit perfectly into the landscape and allow compact placement...	VIEWS 4 946 REP. 9	REACTIONS 20 ER 4.9%
↓ 20.06 · 09:07 VIDEO Level lawn area Landscape Design Subscribe Our channel in MAX	VIEWS 4 906 REP. 41	REACTIONS 13 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

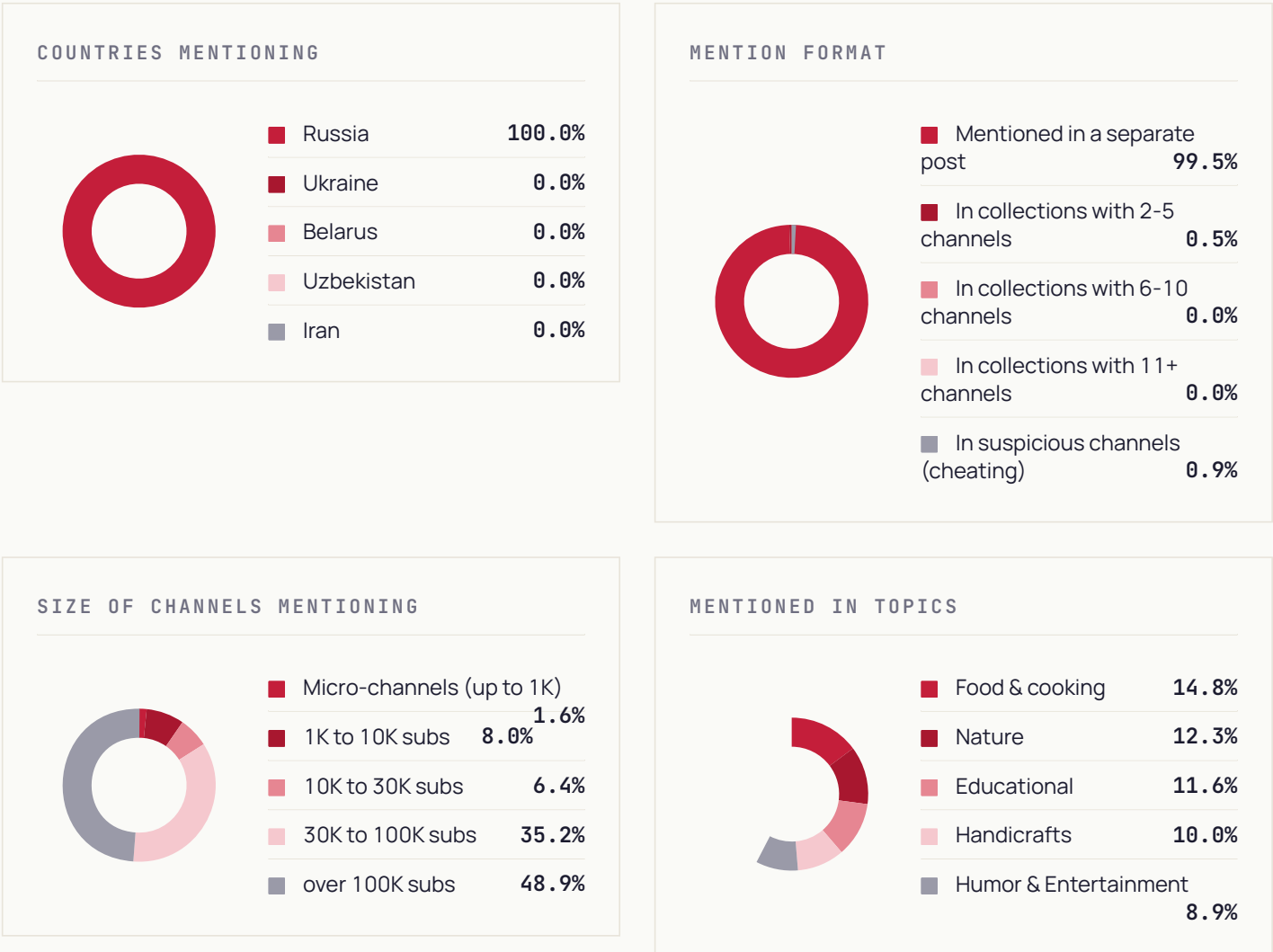
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

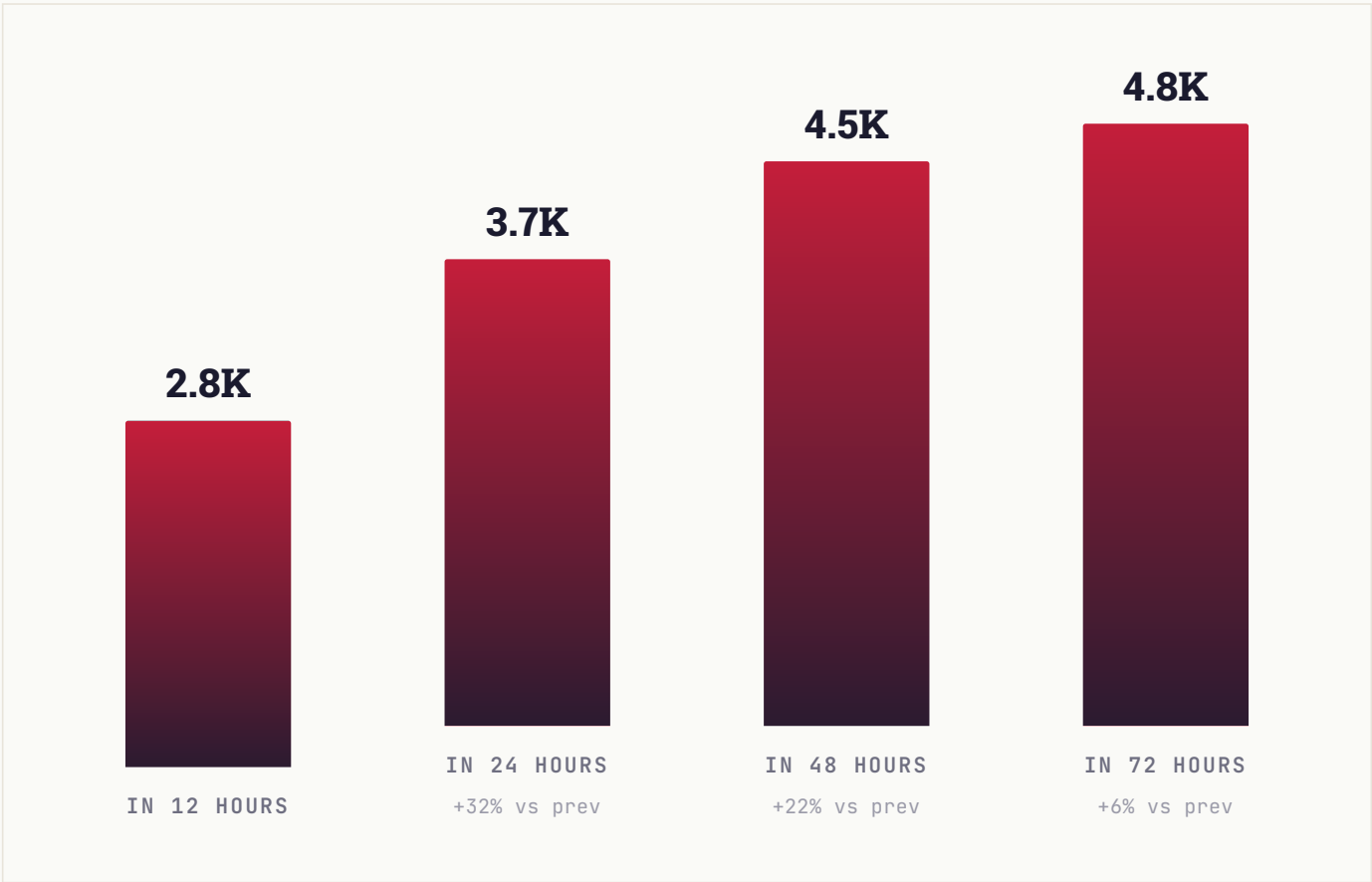
Citation index **326** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **298** different channels.



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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout Planner	455.5K
AI Interior & decor	452K
MC My Apartment	429.1K
MS Wise Builder	411.3K
LC Favorite Apartment	410K
PR ProRealty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
LD Landscape Design YOU	100.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#55 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **431**, they brought **153 029** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	254	
November 2025	0	0	0	
October 2025	71	60	6 315	
September 2025	255	254	145 942	
August 2025	105	99	518	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
431	6	153 029

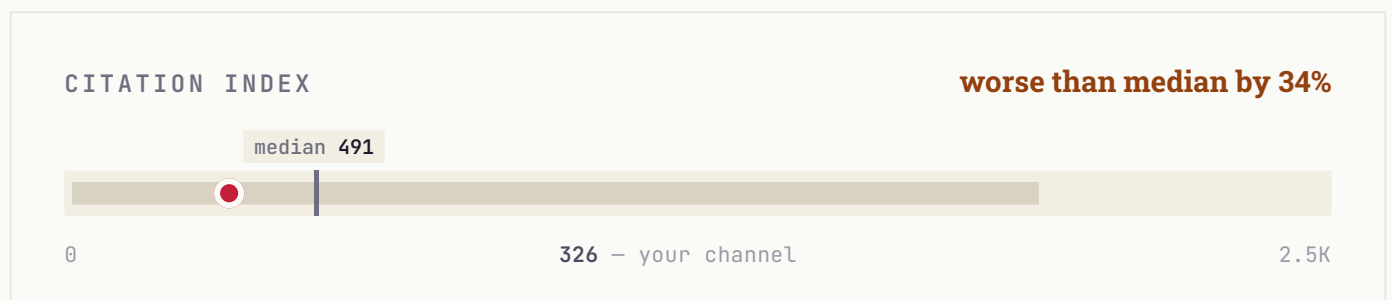
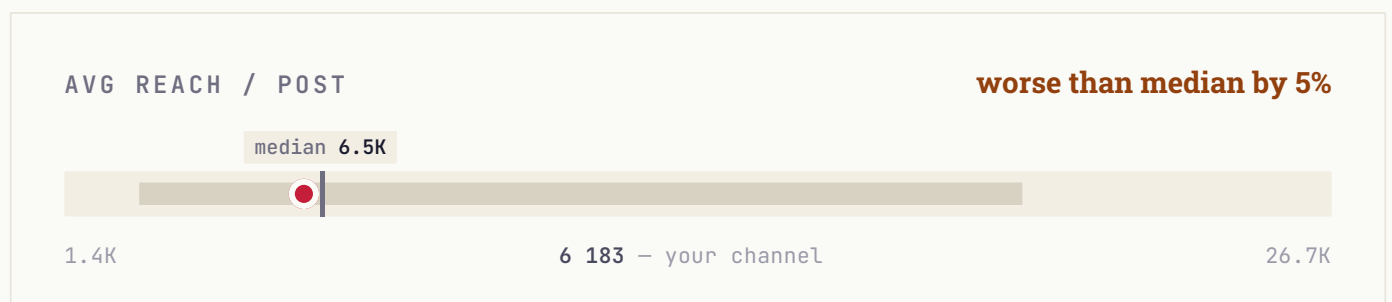
SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#55 /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 them off and revisit this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 10:00 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 is an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Quarterly cross-posts with channels in the same segment. 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 — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
