

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Small apartment

**@malometr**

Budget renovation and ideas for tiny apartments! ♥ @redcat — ads
t.me/redcatmedia/49 — price list (commercial) Channel link: <https://t.me/+mKfK6jvQu4IkYjRi> Exchange:...

SUBSCRIBERS

125 549

-1550 per month

ERR (% SEE POSTS)

4.0%

per day 2.0%

REACH/POST

4.2K

ad reach 2.5K/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 125 549 —	 SUBSCRIBER REACH 3.32% avg % of subs see post	 VIEWS/POST 4.2K median 4.3K · 29 days	 POSTS/WEEK 28.8 over period
 7D TREND -7.7% vs previous week	 REACTIONS/POST 22.6 total 2,733 reactions, 2,192 reposts, 249 comments	 POST LENGTH 203 chars. median 139 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -1550 last month	 CITATION RATE 1 068 citation index · 660 channels mentioned ever	 CHANNEL AGE 3 years 11 months created 11.07.2022

AI EDITOR SUMMARY

Channel "Malometrazhka" — 125 549 subs. Each post averages 4.2K people (3% from subs), reach is low — expand audience. Publishes 29 posts per week (~4/day) — active publishing. For week 15–21 Jun reach dropped -7.7% to week 8–14 Jun — analyze 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 121 posts in 29 days.
- 02 Dominant format — Video (83/121 posts).
- 03 Avg post length — 203 chars (median 139).
- 04 Peak audience activity — Tuesday, 07:00 MSK.
- 05 Top posts get 1x more views than the weakest (5.1K avg for top vs 3.6K for worst) — among 121 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№109.06 · 04:49PHOTO	VIEWS		REACTIONS
	5 139		33
Good morning! 34 m² apartment Small flat We're in MAX Memorable, lively, bold interior with character Author: Arina...	REPOSTS		ER
	22		4.1%
№204.06 · 07:04PHOTO	VIEWS		REACTIONS
	5 060		24
Good morning! Sharing a 31 sq.m. apartment. Small flat We're in MAX Design by furora. studio. "High ceilings and...	REPOSTS		ER
	8		4.0%
№303.06 · 06:49PHOTO	VIEWS		REACTIONS
	5 050		38
Good morning! ♥ Sharing a studio of 18+9 sq.m. Small flat We're in MAX Design by invest_kvartira. Gorgeous tiny...	REPOSTS		ER
	18		4.0%

Nº4 29.05 • 06:33 PHOTO Good morning! ☒ Sharing a 2-room Brezhnevka for a young couple, 40.5 m² Small flat We're in MAX Author: Olga Pushkareva...	VIEWS 5 012 REPOSTS 12 REACTIONS 29 ER 4.0%
Nº5 07.06 • 06:24 PHOTO Good morning! ♥ 27 m² studio. Author: Galina Gusarova What do you think of the design? #отдизайнера	VIEWS 4 989 REPOSTS 15 REACTIONS 32 ER 4.0%

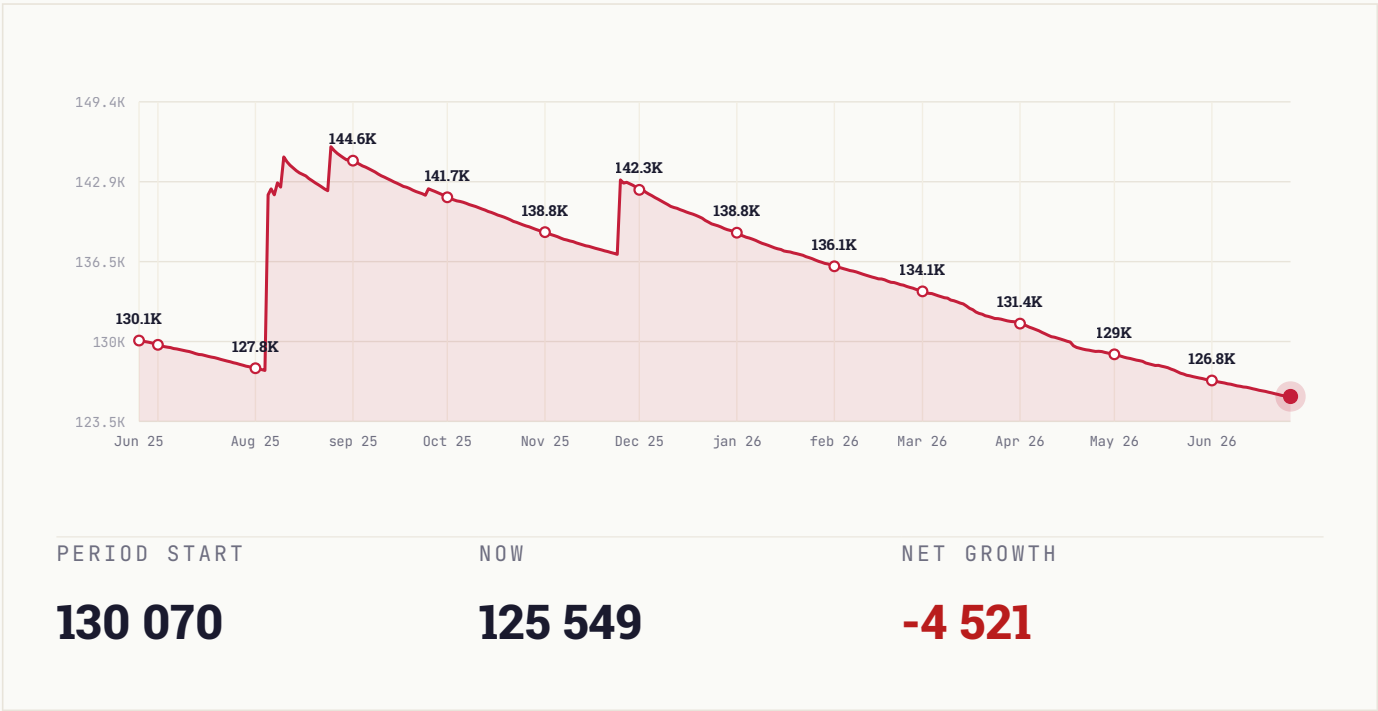
WORST 3

↓ 19.06 • 08:00 PHOTO MTK Grand launched a loyalty program for new residents Buying an apartment or house is a joyful event, but after getting the keys...	VIEWS 3 700 REPOSTS 4 REACTIONS 2 ER 2.9%
↓ 22.06 • 15:50 VIDEO Cool features in a modern kitchen ☒ Malometrazhka We in MAX Which did you like more?	VIEWS 3 665 REPOSTS 41 REACTIONS 33 ER 2.9%
↓ 20.06 • 08:42 VIDEO Cool solutions for small apartments ☒ Malometrazhka We in MAX Which did you like more?	VIEWS 3 536 REPOSTS 9 REACTIONS 15 ER 2.8%

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.

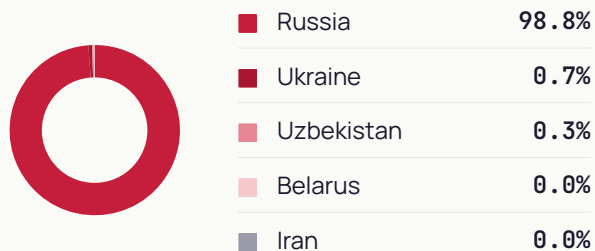


— SECTION 04 · MENTIONS

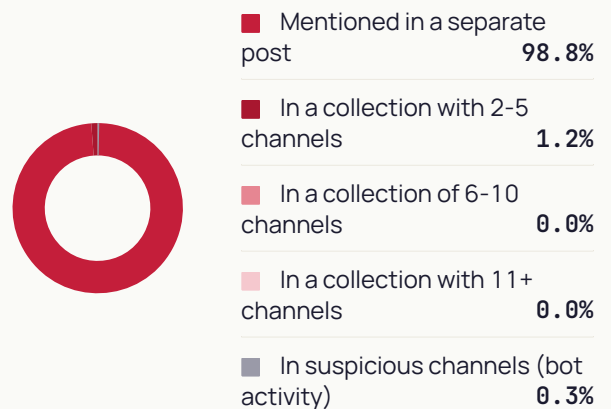
Who mentions the channel and how

Citation index **1 068** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel mentioned **660** different channels.

COUNTRIES MENTIONING



IN WHICH FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



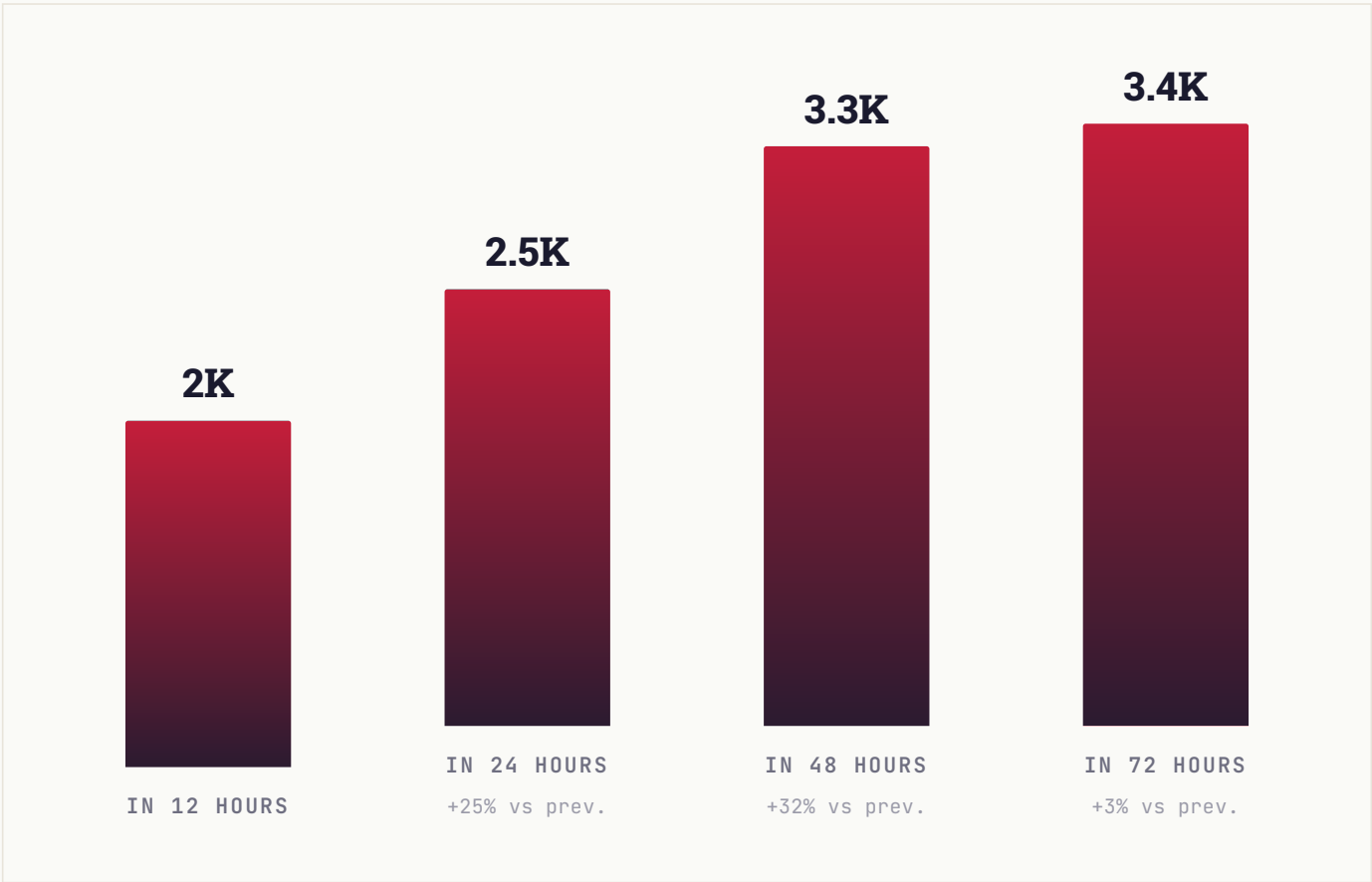
IN WHICH TOPICS MENTIONED



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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	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 Pro Real Estate	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
MA Small apartment YOU	125.5K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#46 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** mentions count **424**, they brought **28 361** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	17
November 2025	90	73	6 094
October 2025	25	25	0
September 2025	2	2	518
August 2025	145	124	21 732
July 2025	162	160	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
424	6	28 361

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

#46 /100

POSITION IN NICHE

Channel in top half of rating

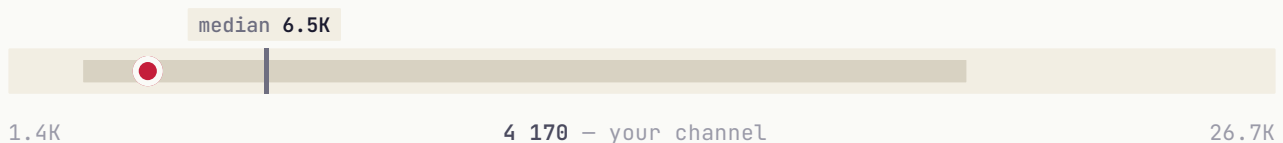
SUBSCRIBERS

better than 52% of niche



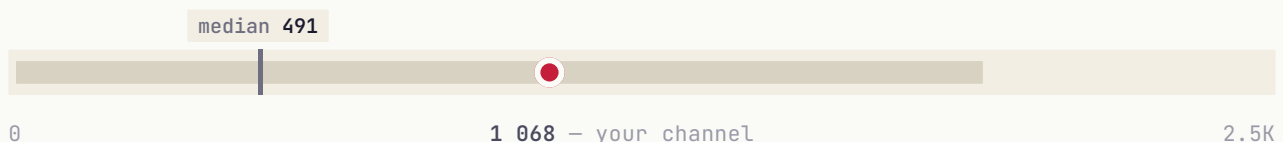
AVG REACH / POST

36% below median



CITATION INDEX

better than 66% of niche



— SECTION 09 · STRATEGY

What to do now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01**Main post of the week — on Tuesday**

On this day at 07:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.32% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.2pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap 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 minutes using public data. Want more? Run ads with 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
