

PUBLIC REPORT BY PROMTPRESS

Channel audit

Maria Kitchens & Wardrobes



@mf_marya

Channel for inspiration Factory «Maria» – custom furniture for the whole home • 26 years on the market • over 695,000 happy clients
• 127 cities Free design project:...

SUBSCRIBERS

22 394

-318 per month

ERR (% SEE POSTS)

7.0%

per day 3.1%

REACH/POST

1.6K

ad reach 699/24h

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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 22 394 —	SUBSCRIBER REACH 7.36% avg % subs see post	VIEWS/POST 1.6K median 1.6K · 27 days	POSTS/WEEK 11.0 for the period
7D TREND -5.7% vs previous week	REACTIONS/POST 28.9 total 1,273 reactions, 447 reposts, 33 comments	POST LENGTH 819 chars median 999 · 27 days	POSTS ANALYZED 44 27 days
AD REACH 699 24h avg	CHURN / MONTH -318 last month	CITATION RATE 430 citation index · 373 channels mentioned it ever	CHANNEL AGE 4 years 4 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Kitchens & Wardrobes «Maria»» – 22 394 subs. Each post averages 1.6K people (7% of subs), reach is low – worth expanding audience. Publishes 11 posts per week (~2/day) – regular schedule. For the week of June 22–28, reach dropped by -5.7% to the week of June 15–21 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 44 posts in 27 days.
- 02 Dominant format – Photo (27/44 posts).
- 03 Avg post length – 819 characters (median 999).
- 04 Audience peak activity – Wed, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.4K avg for top vs 1.3K for worst) – among 44 posts in 27 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 09:28 PHOTO HOT GIVEAWAY OF A PREMIUM VARD COFFEE MAKER! Together with VARD – a brand combining high tech and Scandinavian aesthetics –...	VIEWS 2 756 REPOSTS 195	REACTIONS 337 ER 12.3%
Nº2 20.06 · 09:47 VIDEO 5 smart ideas for perfect home order from creative director of Maria factory How to organize space if you have two...	VIEWS 2 154 REPOSTS 6	REACTIONS 24 ER 9.6%
Nº3 17.06 · 12:33 PHOTO Details: how Natalya Orki's interior was created Continuing our room tour, we share the full furniture spec...	VIEWS 2 153 REPOSTS 6	REACTIONS 24 ER 9.6%

Nº4 19.06 • 07:49 PHOTO Closet from another angle👁👁 Interior designer Ekaterina Bachurina broke the rules in her project and turned the #Mix22_Maria closet into...	VIEWS 2 121 REPOSTS 12 REACTIONS 25 ER 9.5%
Nº5 12.06 • 13:34 PHOTO A selection of home offices – for your inspiration 🏠 Without a dedicated workspace, even a small one, modern...	VIEWS 2 119 REPOSTS 7 REACTIONS 27 ER 9.5%

WORST 3

↓ 04.07 • 09:04 VIDEO Kitchen planning mistake #4: draw furniture first, then think where to put appliances We keep telling you how...	VIEWS 1 352 REPOSTS 4 REACTIONS 40 ER 6.0%
↓ 08.06 • 12:50 PHOTO And here's Narnia! 🗝 This is the second, duplicate kitchen in the cottage – not a closet but a full space for prep...	VIEWS 1 317 REPOSTS 4 REACTIONS 21 ER 5.9%
↓ 29.06 • 13:32 PHOTO When it comes to an apartment in historic central Moscow, where every square meter is worth its weight in gold, special attention is needed for #CultOfStorage...	VIEWS 1 123 REPOSTS 4 REACTIONS 13 ER 5.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

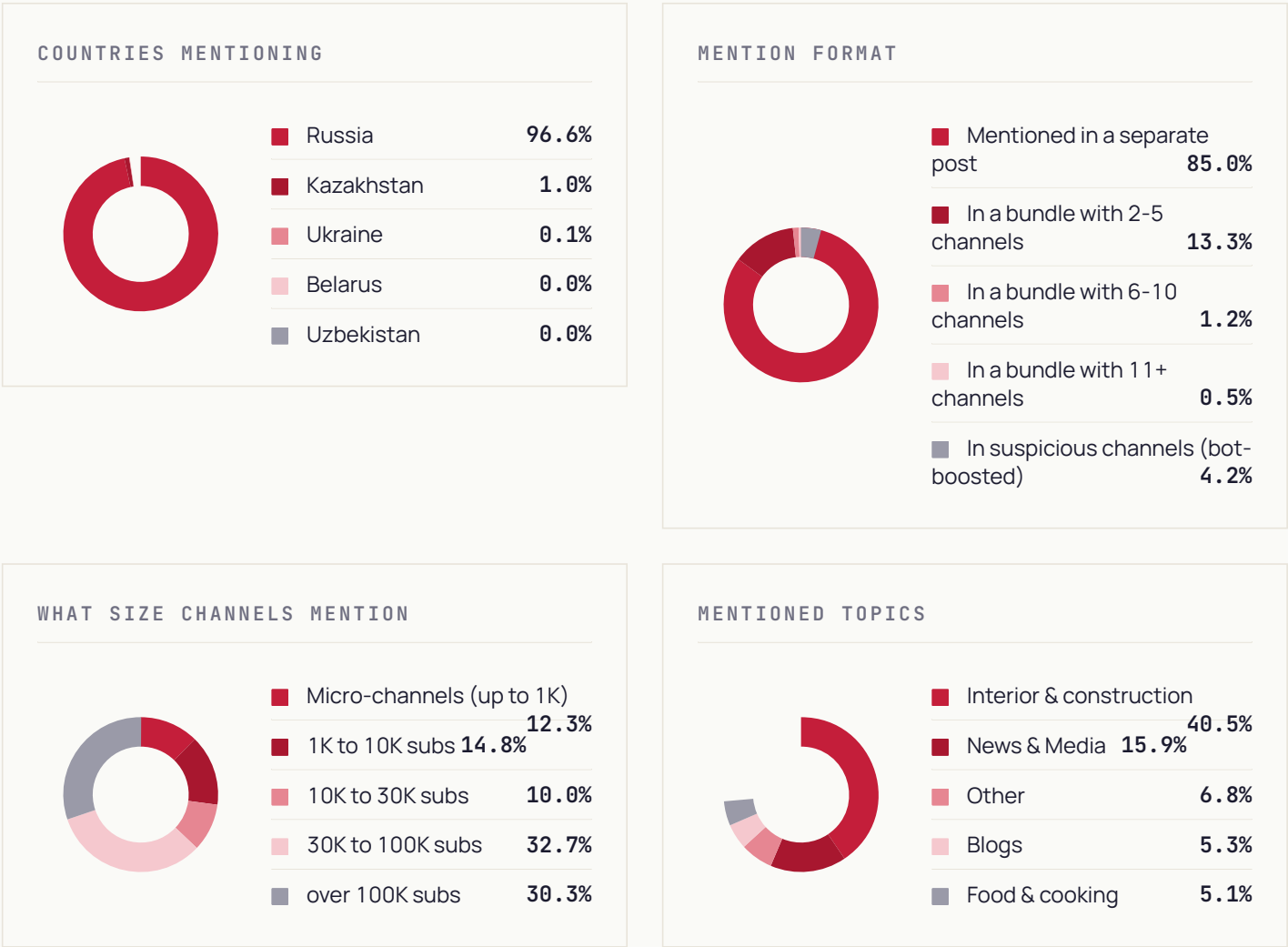
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

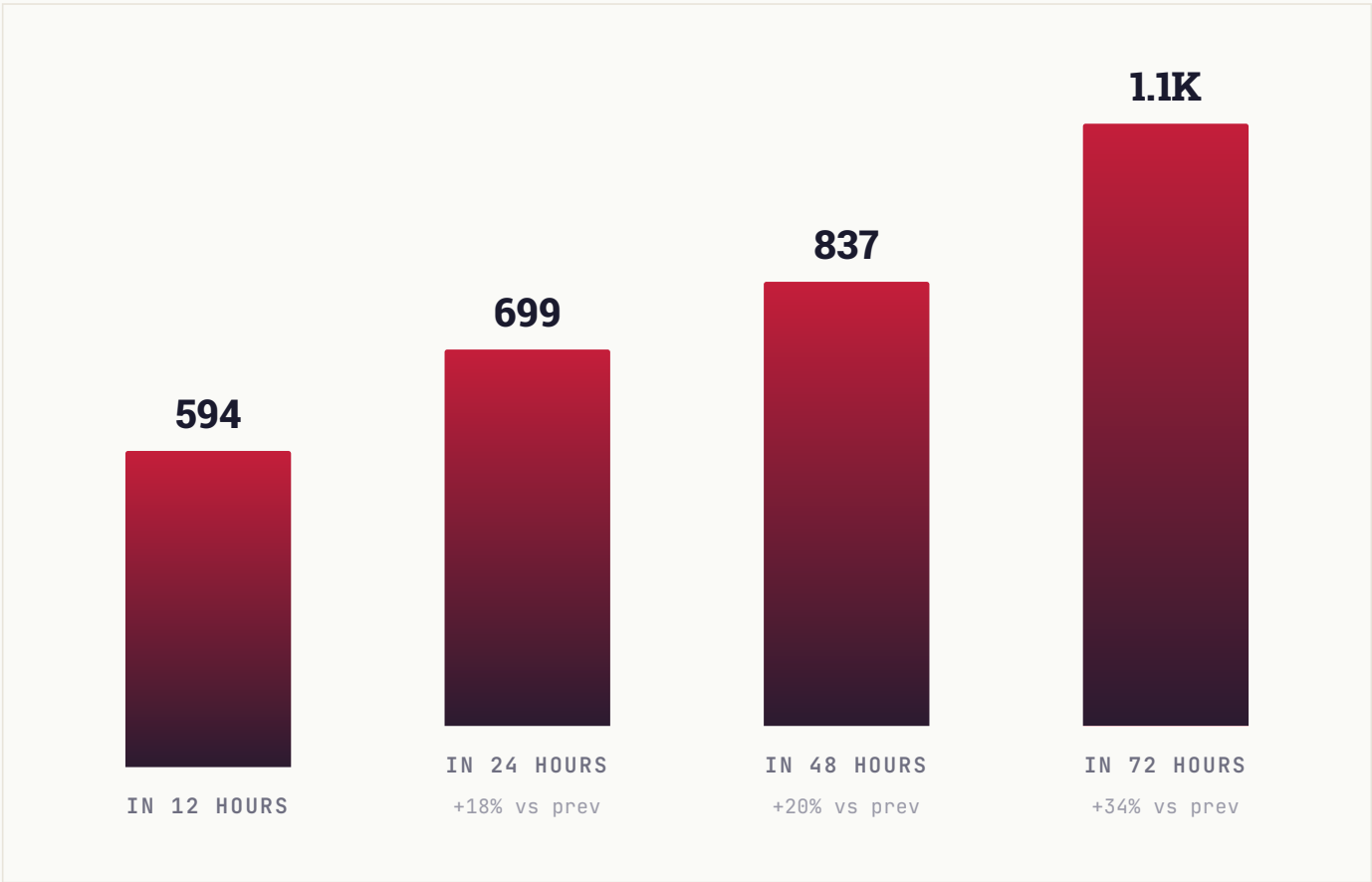
Citation index **430** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **373** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	530.5K
PL Layout Planner	453.6K
AI Interior & decor	450K
MC My Apartment	427.9K
MS Wise Builder	410.2K
LC Favorite Apartment	408.6K
GF GC FSK	378.1K
PR ProRealEstate	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
CI Maria Kitchens & Wardrobes YOU	22.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 89 of niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (530.5K), top-89 median: 108.5K. First goal: enter top-89 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **110**, they brought **7 226** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	19	14	1 503	
December 2025	12	12	45	
November 2025	16	14	707	
October 2025	20	17	1 511	
September 2025	7	5	1 819	
August 2025	36	25	1 641	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
110	6	7 226

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the peer group, and a vertical line for the median. A red dot indicates the channel's position.

- SUBSCRIBERS:** The median is 109.2K. The channel's value is 22,394, which is worse than the median by 79%. The range is from 30.4K to 435.2K.
- AVG REACH / POST:** The median is 6.2K. The channel's value is 1,649, which is worse than the median by 74%. The range is from 1.4K to 26.1K.
- CITATION INDEX:** The median is 518. The channel's value is 430, which is worse than the median by 17%. The range is from 0 to 2.5K.

Metric	Median	Channel Value	Worse than Median by	Range (Min-Max)
SUBSCRIBERS	109.2K	22,394	79%	30.4K - 435.2K
AVG REACH / POST	6.2K	1,649	74%	1.4K - 26.1K
CITATION INDEX	518	430	17%	0 - 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 15:00 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 weekly poll on a hot topic is an easy growth lever.

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 — 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 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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