

PROMTPRESS PUBLIC REPORT

Channel audit

UYUT SVOIMI RUKAMI | Design & Decor



@moskvasegodnya24

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SUBS	ERR (% SEE POSTS)	REACH/POST
46 092	4.0%	1.9K
08.07.2026 ⁻²⁸¹ per month	per day ^{1.8%}	ad reach ⁸³⁸ /24h
HTTPS://PROMTPRESS.COM/AUDIT/MOSKVASEGODNYA24		

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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.

 SUBS 46 092 —	 SUBSCRIBER REACH 4.06% avg % subs see post	 VIEWS/POST 1.9K median 1.9K · —	 POSTS/WK 1.0 for the period
 7D TREND — no data for period	 REACTS/POST 5.0 only 5 reactions, 5 reposts, 0 comments	 POST LENGTH 254 chars median 254 · —	 POSTS ANALYZED 1 —
 AD REACH 838 24h avg	 CHURN / MONTH -281 last month	 CITATION RATE 456 citation index · 516 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 12.09.2023

AI EDITOR SUMMARY

Channel «COZY WITH YOUR OWN HANDS | Design & Decor» — 46 092 subs. Each post averages 1.9K people (4% of subs), reach is low — consider expanding audience. Publishes 1 posts/week (~0/day) — rare posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – **Video** (1/1 posts).
- 03 Avg post length – **254** chars (median 254).
- 04 Peak audience activity – **Thursday**, 16:00 MSK.
- 05 Top posts get **0×** more views than the weakest (623 avg for top vs 1.9K for worst) – among 1 posts for –. Analyze what top posts share – topic, format, time.

TOP 1 POSTS

Nº1 25.06 · 13:21 **VIDEO**
Cable organizer You can use special organizers, e.g., plastic or silicone, to hide wires from...

VIEWS	REACTS
1 870	5
REPOSTS	ER
5	4.1%

WORST 1

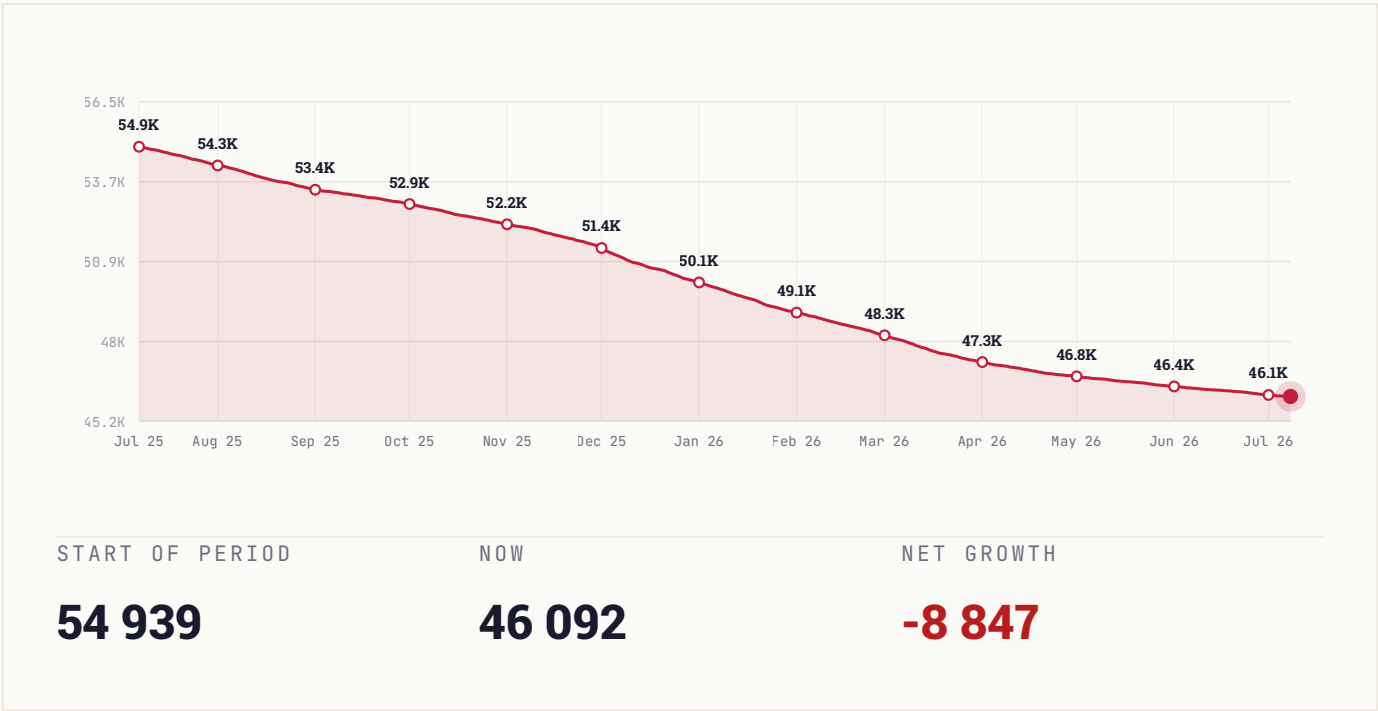
↓ 25.06 · 13:21 **VIDEO**
Cable organizer You can use special organizers, e.g., plastic or silicone, to hide wires from...

VIEWS	REACTS
1 870	5
REPOSTS	ER
5	4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

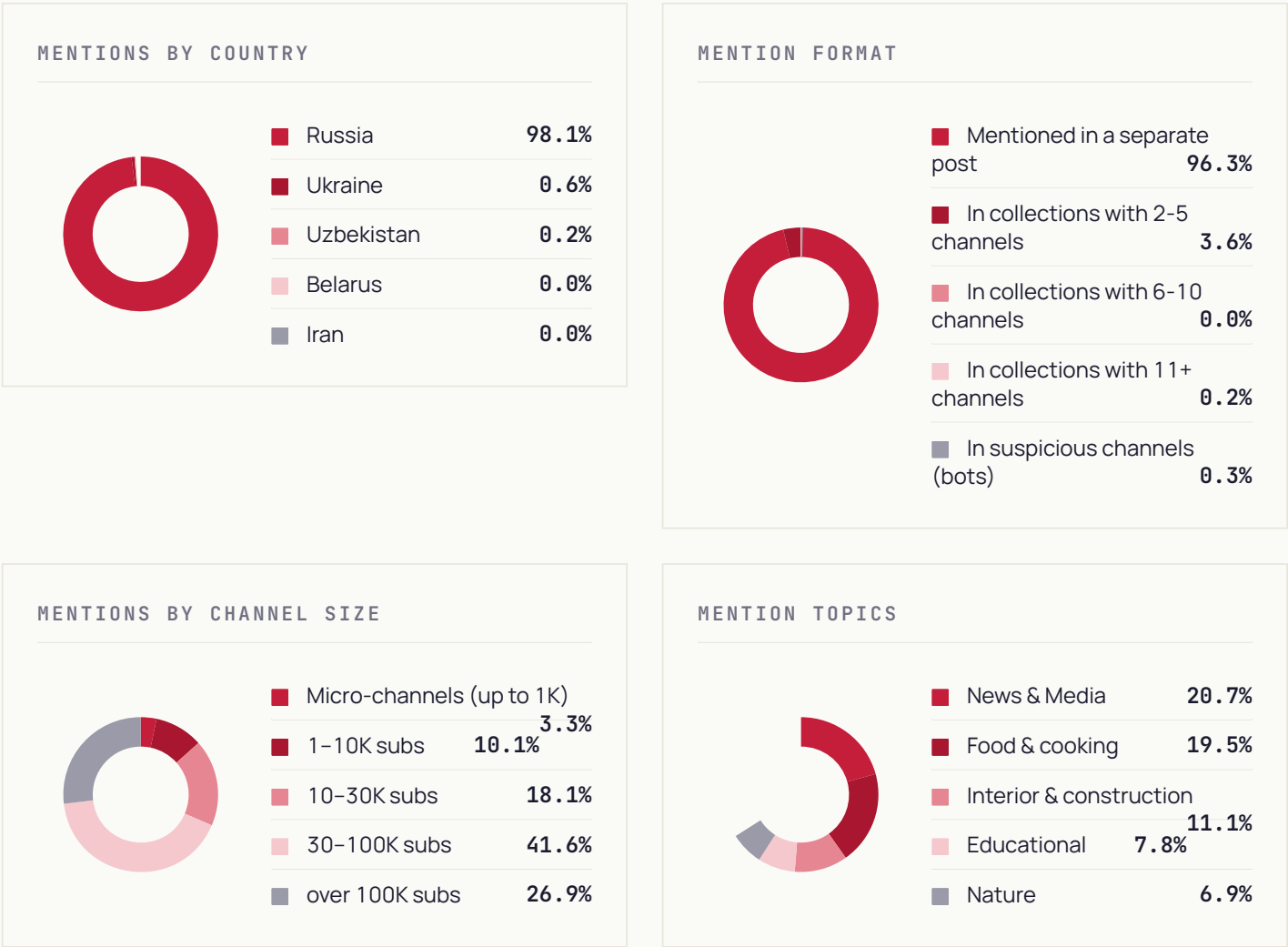
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

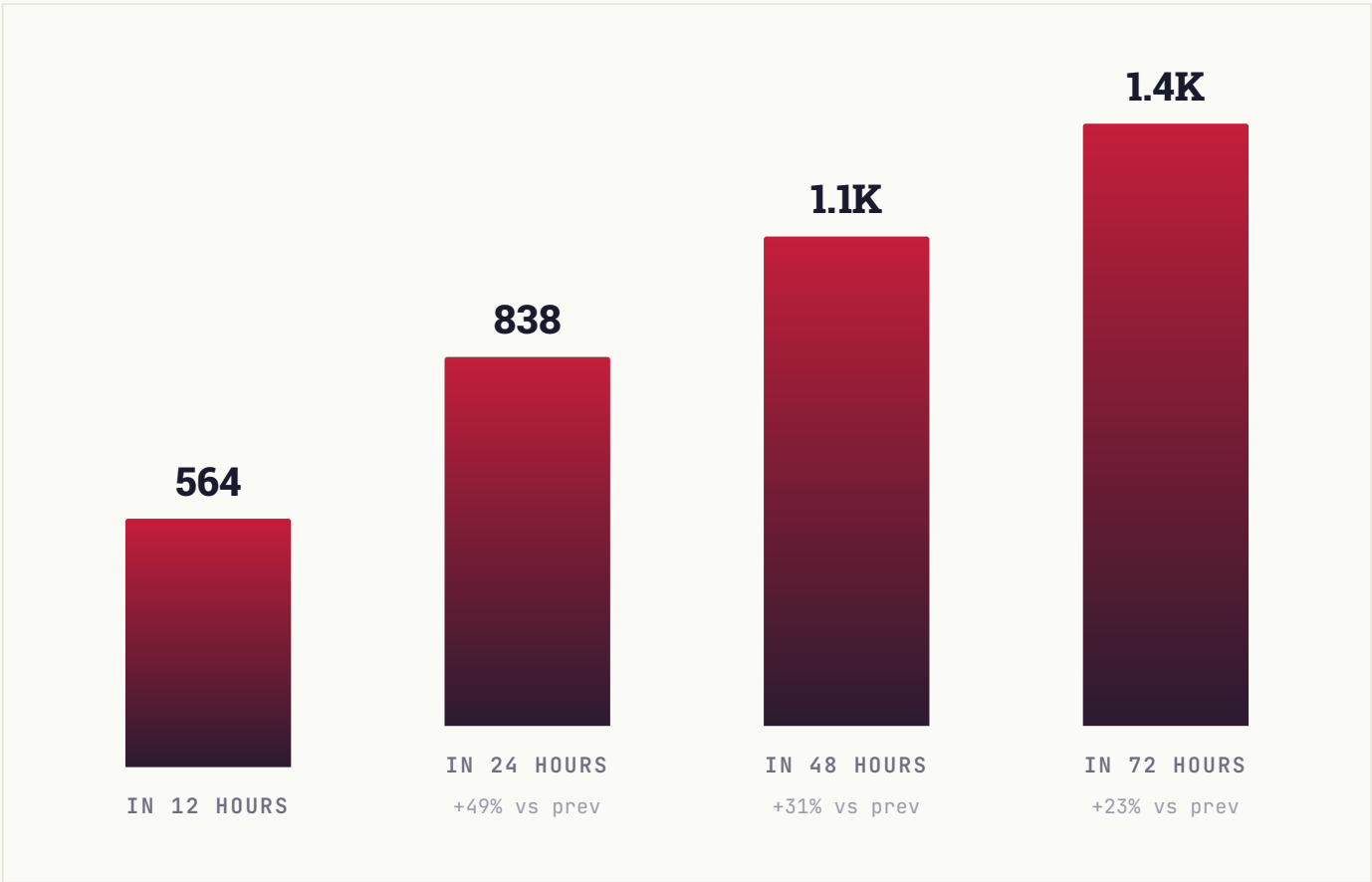
Citation index **456** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **516** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 peers.

CHANNEL	SUBS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Planning	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 ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
US UYUT SVOIMI RUKAMI Design & Decor YOU	46.1K

COMPARATIVE INSIGHT

Channel still outside top-89 niche – early growth stage. Niche leader – DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal – enter top-89 through systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 1.0 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Thursday**

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post****03****ER below niche benchmark — rethink formats**

Current ER 4.06% vs norm 5.5%. Try polls and
interactive formats.

EFFECT

+1.4pp ER**04****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****05****Test polls and interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
