

PROMTPRESS PUBLIC REPORT

Channel audit

My Domovoy | Speakers



@moy_domovoy_com

Top media platform for those who create, buy, and invest in real estate. Current mortgage programs, subsidies, and credit hacks. Honest breakdowns of construction trends and...

SUBSCRIBERS

33 500

+7018 per month

ERR (% SEE POSTS)

57.0%

per day 48.6%

REACH/POST

18.9K

ad reach 15.9K/24h

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05 Ad potential

How long a post generates reach

06 Competitors

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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 33 500 —	SUBS REACH 56.41% avg % subs see a post	VIEWS/POST 18.9K median 18.1K · 27 days	POSTS/WEEK 6.8 over period
7D TREND +27.8% vs previous week	REACTS/POST 127.8 total 3,451 reactions, 2,297 reposts, 312 comments	POST LENGTH 1,000 chars median 1K · 27 days	POSTS ANALYZED 27 27 days
AD REACH 15.9K 24h avg	CHURN / MONTH +7018 last month	CITATION RATE 2 citation index · 235 channels mentioned all time	CHANNEL AGE 3 years 2 months created 15.04.2023

AI EDITOR SUMMARY

Channel «My Domovoy|Speakers» — 33 500 subs. Each post averages 18.9K people (56% from subs), wide reach for a channel this size. Publishes 7 posts/week (~1/day) — rare. Week 22–28 Jun reach up +27.8% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts over 27 days.
- 02 Dominant format — Video (13/27 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Audience peak — Tuesday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (28.9K avg for top vs 14.3K for worst) — among 27 posts in 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 11:58 PHOTO Three types of seaside property I wouldn't buy in 2026. When the market is hot, you can be sure that your...	VIEWS 35 850 REPOSTS 208	REACTS 192 ER 107.0%
Nº2 09.06 · 11:44 PHOTO For many years I've been selecting and supporting investment projects in real estate, specializing in properties that...	VIEWS 28 342 REPOSTS 58	REACTS 164 ER 84.6%
Nº3 03.07 · 11:51 PHOTO 12 tax mistakes in real estate that cost entrepreneurs hundreds of thousands of rubles 📌 1. Understating the contract price...	VIEWS 22 426 REPOSTS 127	REACTS 158 ER 66.9%

Nº4

03.07 · 11:50

VIDEO

(no-caption post – video)

VIEWS	REACTS
22 408	123
REPOSTS	ER
48	66.9%

Nº5

01.07 · 12:01

PHOTO

How to get land worth 1M for 30,000 RUB? A working scheme without auctions, middlemen, or special conditions. Many...

VIEWS	REACTS
20 518	122
REPOSTS	ER
78	61.2%

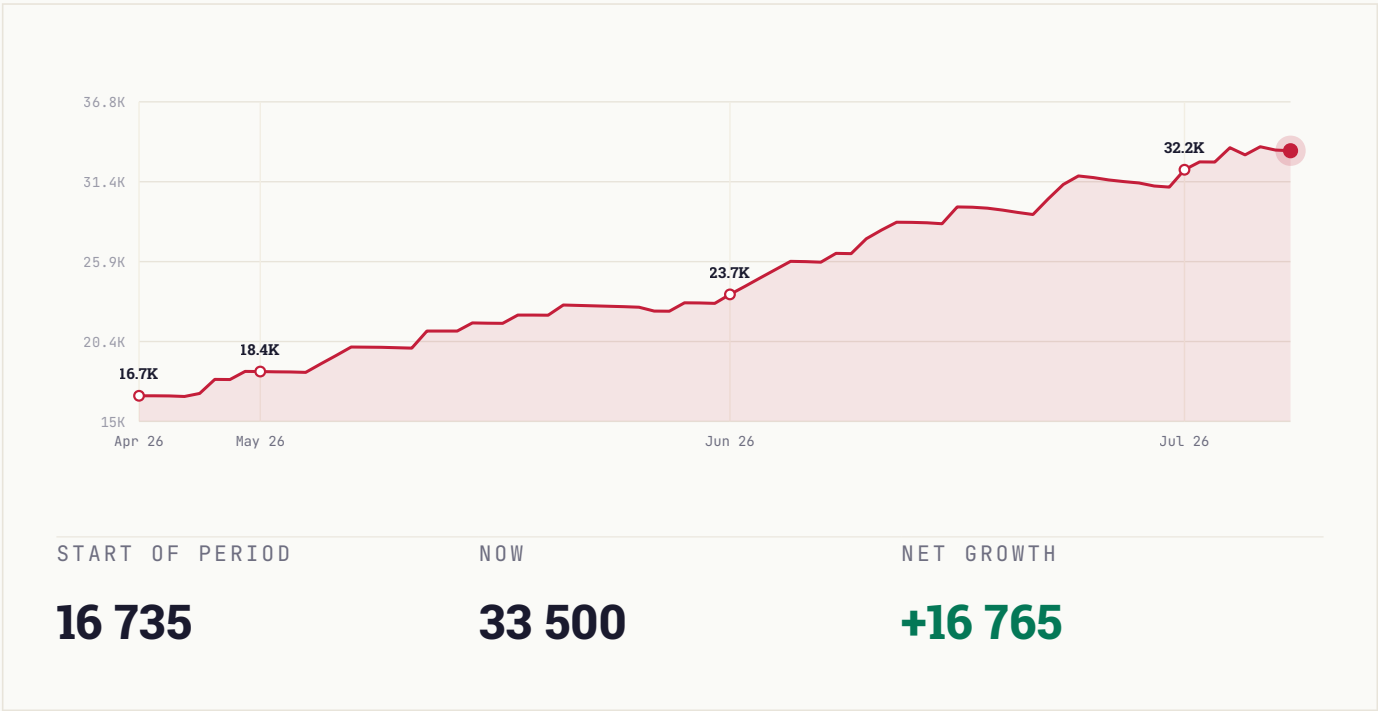
WORST 3

↓ 11.06 · 11:57 PHOTO 📧 7 steps to transform your interior. If you're selling/renting a property, evaluate the interior not as the owner, but as someone who...	<table><tr><td>VIEWS</td><td>REACTS</td></tr><tr><td>14 801</td><td>143</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>84</td><td>44.2%</td></tr></table>	VIEWS	REACTS	14 801	143	REPOSTS	ER	84	44.2%
VIEWS	REACTS								
14 801	143								
REPOSTS	ER								
84	44.2%								
↓ 19.06 · 15:00 TEXT Why beautiful renders don't save a house from resident complaints? This topic was discussed at the «Dvizhenie» forum as part of a series of industry sessions...	<table><tr><td>VIEWS</td><td>REACTS</td></tr><tr><td>14 099</td><td>87</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>85</td><td>42.1%</td></tr></table>	VIEWS	REACTS	14 099	87	REPOSTS	ER	85	42.1%
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↓ 10.06 · 11:44 VIDEO (no-caption post – video)	<table><tr><td>VIEWS</td><td>REACTS</td></tr><tr><td>13 964</td><td>122</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>6</td><td>41.7%</td></tr></table>	VIEWS	REACTS	13 964	122	REPOSTS	ER	6	41.7%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

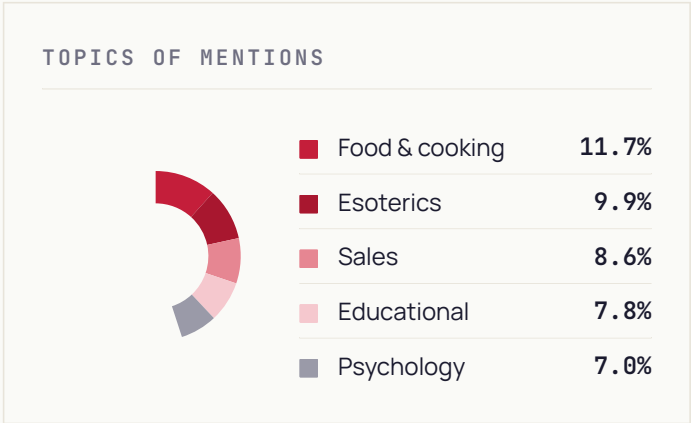
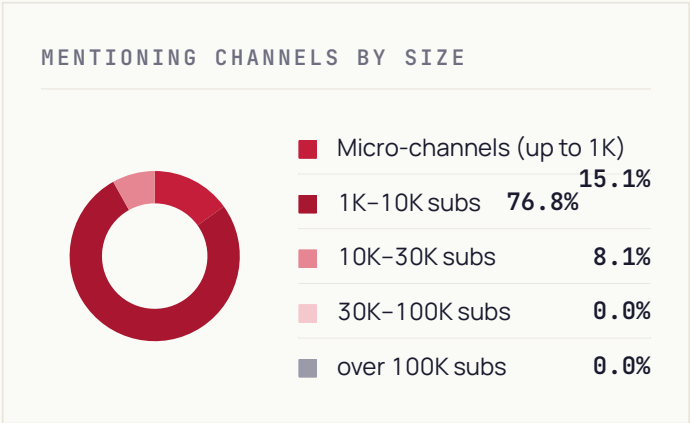
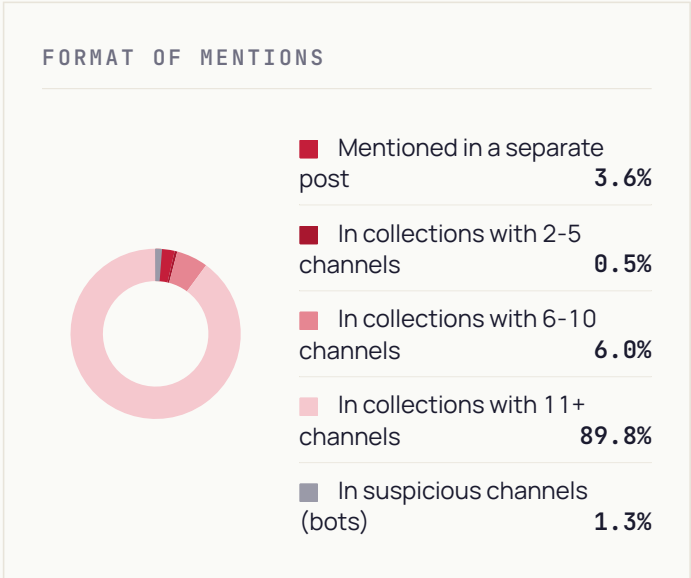
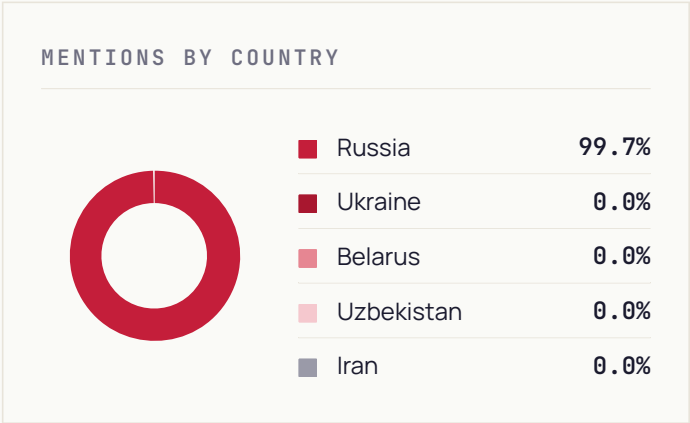
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

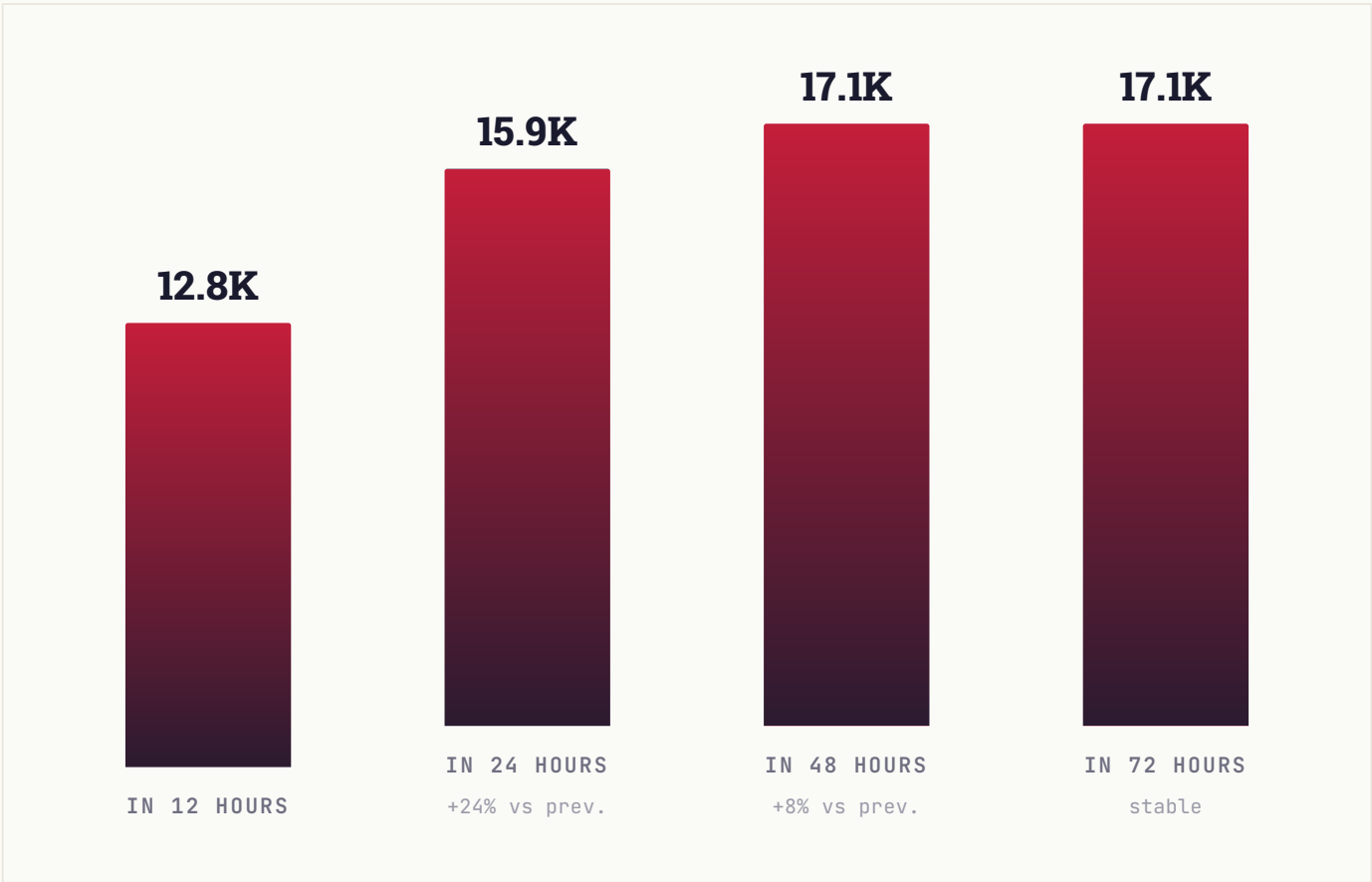
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **235** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Planner	453.6K
AI Interior & decor	450K
MK 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
MD My Domovoy Speakers YOU	33.5K

COMPARATIVE CONCLUSION

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

Where 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 in the niche, a darker beige bar representing the distribution, and a vertical line indicating the median. A red dot marks the channel's performance.

- SUBSCRIBERS:** The median is 109.2K. The channel's performance is 33,500, which is 69% below the median. The range is from 30.4K to 435.2K.
- AVG REACH / POST:** The median is 6.2K. The channel's performance is 18,898, which is better than 86% of the niche. The range is from 1.4K to 26.1K.
- CITATION INDEX:** The median is 518. The channel's performance is 2, which is 99% below the median. The range is from 0 to 2.5K.

Metric	Median	Channel Value	Comparison	Range (Min-Max)
SUBSCRIBERS	109.2K	33,500	69% below median	30.4K - 435.2K
AVG REACH / POST	6.2K	18,898	better than 86% of niche	1.4K - 26.1K
CITATION INDEX	518	2	99% below median	0 - 2.5K

— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — Tuesday

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
posts**

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 — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 us to do this **PromptPress?**

This audit is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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