

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mr.DOORS

Ателье мебели



@mrdoors_russia

👉 @mrdoors_help_bot (consultation) Free design & measurement
 ■ Site <https://clck.ru/32Lo56> ■ Tel. 8(800)505-51-22 Statement
 in the RKN register No.6605742990

SUBSCRIBERS

32 406

+10497 per month

ERR (% SEE POSTS)

3.0%

per day 1.5%

REACH/POST

1.1K

ad reach 332/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions you and how

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 32 406 —	 SUBS REACH 3.26% avg % of subs see post	 VIEWS/POST 1.1K median 848 · 29 days	 POSTS/WEEK 6.8 for the period
 7D TREND -51.9% vs previous week	 REACTIONS/POST 68.9 only 1,929 reactions, 481 reposts, 23 comments	 POST LENGTH 794 chars median 864 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 332 24h average	 CHURN / MONTH +10497 last month	 CITATION RATE 55 citation index · 149 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 27.02.2022

AI EDITOR SUMMARY

Channel «Mr.DOORS Furniture Atelier» — 32 406 subs. Each post averages 1.1K people (3% of subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — infrequent. For the week of Jul 6–12, reach dropped by -51.9% By week of Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts over 29 days.
- 02 Dominant format – **Photo** (23/28 posts).
- 03 Avg post length – **794** chars (median 864).
- 04 Peak audience activity – **Tuesday**, 17:00 MSK.
- 05 Top posts get **4×** more views than the weakest (2.8K avg for top vs 707 for worst) – among 28 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 14:30 PHOTO  SMEG Toaster Giveaway An emerald green matte toaster from the new collection will brighten every morning and become a statement piece...	VIEWS 4 677 REPOSTS 410	REACTIONS 874 ER 14.4%
Nº2 29.06 · 16:00 PHOTO  Mr.DOORS Again in Forbes Ranking The magazine annually compiles a list of the most attractive franchises for starting a business. This year we...	VIEWS 1 917 REPOSTS 4	REACTIONS 64 ER 5.9%
Nº3 02.07 · 16:40 VIDEO Designers on their projects: first and last We asked designers to recall their first project with Mr.DOORS and...	VIEWS 1 798 REPOSTS 2	REACTIONS 55 ER 5.5%

Nº4 24.06 · 17:10 PHOTO 🛋️ What Will Your Sofa Be Like: Upholstered Furniture Trends from an Expert What will be relevant in the coming years? Anton Shatalin, Head of Direction...	VIEWS 1 337 REACTIONS 21 REPOSTS 4 ER 4.1%
Nº5 25.06 · 14:55 PHOTO 🎁 Summer Giveaway from Mr.DOORS Curtains & Textiles: a gift for your interior To celebrate summer, we're launching a giveaway of an exclusive throw...	VIEWS 1 196 REACTIONS 54 REPOSTS 14 ER 3.7%
WORST 3	
↓ 19.07 · 16:40 PHOTO #mrdoors_проекты From a narrow room to a spacious kitchen-dining room When a long and awkward space needs to become a full-fledged...	VIEWS 729 REACTIONS 35 REPOSTS 1 ER 2.2%
↓ 13.07 · 15:00 PHOTO #mrdoors_мысли «Life is like riding a bicycle. To keep your balance, you must keep moving» – Albert Einstein 🚲...	VIEWS 709 REACTIONS 37 REPOSTS 1 ER 2.2%
↓ 18.07 · 15:36 TEXT 🎁 Reminder: we have a giveaway going on! On July 22 we'll pick the winner of an emerald green matte SMEG toaster...	VIEWS 684 REACTIONS 54 REPOSTS — ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

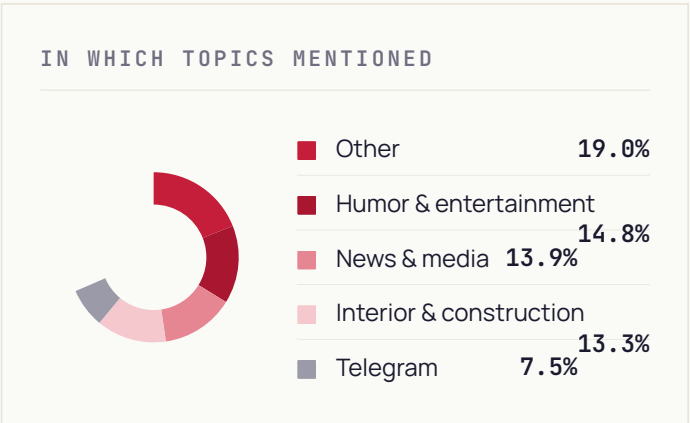
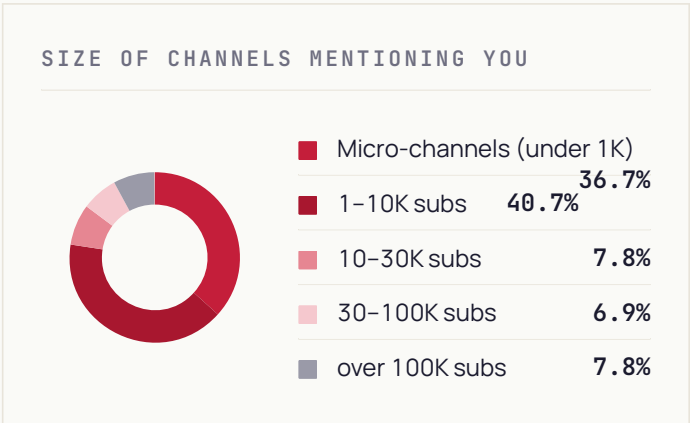
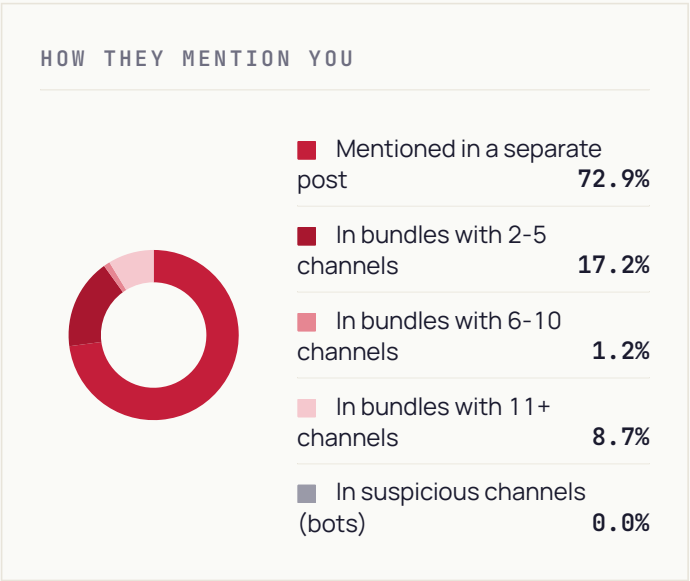
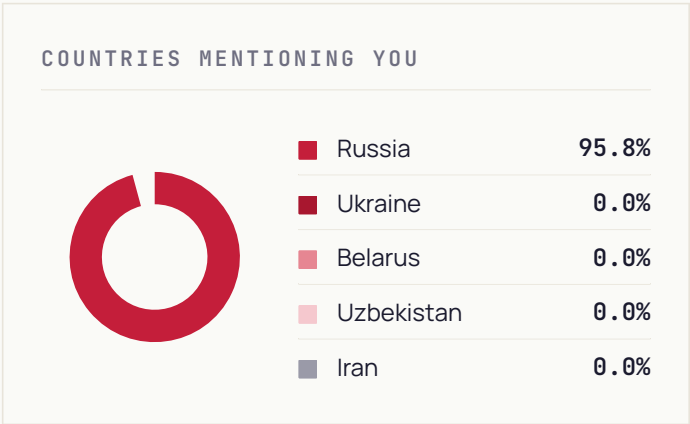
Subscriber growth over the year. Key months show exact subs. See gains and losses.



SECTION 04 · MENTIONS

Who mentions you and how

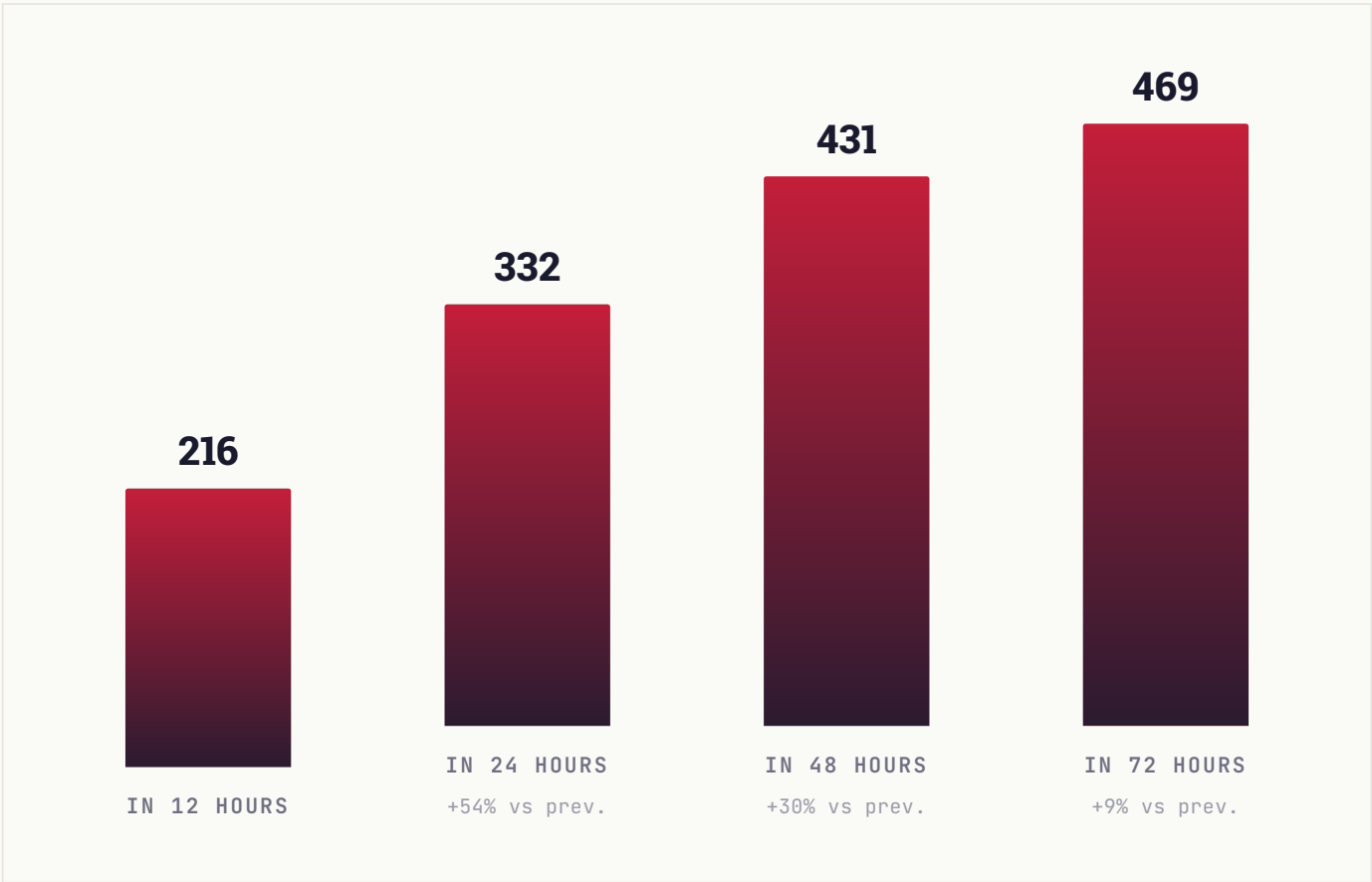
Citation index **55** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel «weighs» more than from a 1K subs one. All-time channel was mentioned **149** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad post reach 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	SUBSCRIBERS
O2 Offerzone 2.	5.7M
OF Offerzone	4.1M
OF Offerzone	1.2M
O3 Offerzone 3.	3.4M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
MB Moshina Bozorim	1.1M
MA Mr.DOORS Ателье мебели YOU	32.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche – early growth stage. Niche leader – Offerzone 2. (5.7M), top-95 median: 400.2K. First goal – enter top-95 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **66**, they brought **32 094** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	9	8	2 862
December 2025	17	12	3 548
Nov 2025	21	17	13 677
Oct 2025	1	1	6 917
Sep 2025	8	8	1 193
August 2025	10	10	3 897

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
66	6	32 094

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Tuesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video posts share

Video in Telegram holds audience longer and ranks better. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.26% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.2pp ER

04

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**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
