

PUBLIC REPORT BY PROMTPRESS

Channel audit

Wise Builder



@mudriystroitel

• Construction & repair channel
@mudriy_admin - write only for ads.
@lionsmedia1 @doberman1998 RKN: <https://rkn.link/Qxz>
@Spiral_Miya

SUBSCRIBERS

410 974

-2477 per month

ERR (% SEE POSTS)

5.0%

daily 2.9%

REACH/POST

19.3K

ad reach 12K/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

Year chart · growth

04 Quotability

Who mentions the channel and how

05 Ad Potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Interior & Construction»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 410 974 —	SUBSCRIBER REACH 4.69% avg % subs see post	VIEWS/POST 19.3K median 20.1K · 29 days	POSTS/WEEK 27.3 for period
7D TREND -5.6% vs previous week	REACTIONS/POST 77.8 total 8,945 reactions, 4,572 reposts, 0 comments	POST LENGTH 166 chars median 151 · 29 days	POSTS ANALYZED 115 29 days
AD REACH 12K 24h avg	CHURN / MONTH -2477 last month	QUOTABILITY 2 537 citation index · 1,566 channels mentioned all time	CHANNEL AGE 6 years 7 months created 25.11.2019

AI EDITOR SUMMARY

Channel «Wise Builder» — 410 974 subs. Each post averages 19.3K people (5% subs), reach is low — expand audience. Publishes 27 posts/week (~4/day) — active posting. For week Jun 15–21 reach dropped -5.6% by week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 115 posts in 29 days.
- 02 Dominant format — Video (113/115 posts).
- 03 Avg post length — 166 chars (median 151).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (25.3K avg for top vs 15.3K for worst) — among 115 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 16:02 VIDEO Wire twisting ⚡ Note this method of twisting wires in a junction box — it's fast and...	VIEWS 26 291 REP. 73	REACTIONS 142 ER 6.4%
Nº2 30.05 · 12:01 VIDEO Opening prep ⚡ When joining blocks, a beard appeared naturally because blocks are hollow inside. Can't leave it like that, so...	VIEWS 24 903 REP. 7	REACTIONS 51 ER 6.1%
Nº3 29.05 · 12:19 VIDEO Paving stones ⚡ The process of laying paving stones on a pre-prepared sand bed, then just fill the joints with...	VIEWS 24 675 REP. 15	REACTIONS 66 ER 6.0%

Nº4 29.05 • 06:01 VIDEO Perfect seams ☒ Using a special tool to achieve smooth, beautiful seams between bricks Wise...	VIEWS 24 586 REACTIONS 132 REP. 31 ER 6.0%
Nº5 31.05 • 07:01 VIDEO Pump connection ☺ Very competent and correct pump station setup – the device will work reliably for a long time Wise...	VIEWS 24 537 REACTIONS 112 REP. 51 ER 6.0%

WORST 3

↓ 24.06 • 13:11 VIDEO Stair finishing ☒ Quality wood stair finish – see how beautifully it turns out, the master nailed it...	VIEWS 15 442 REACTIONS 25 REP. 10 ER 3.8%
↓ 24.06 • 06:33 VIDEO Installation prep ☒ Pipe prep before mounting the installation, take note Wise Builder	VIEWS 15 412 REACTIONS 44 REP. 25 ER 3.8%
↓ 24.06 • 17:11 VIDEO Self-leveling floor ☺ Correct sequence for leveling and base prep...	VIEWS 15 188 REACTIONS 84 REP. 33 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

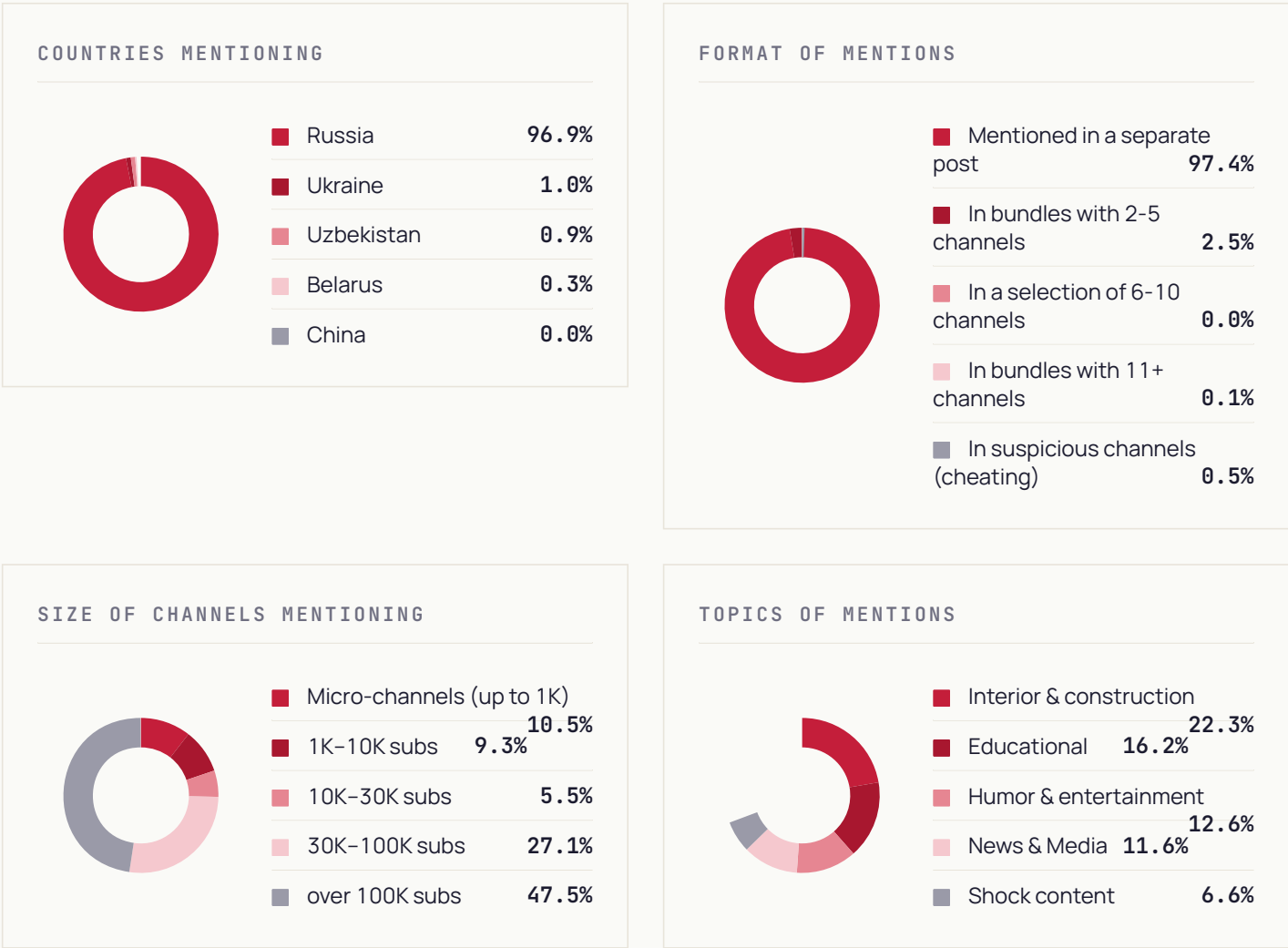
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

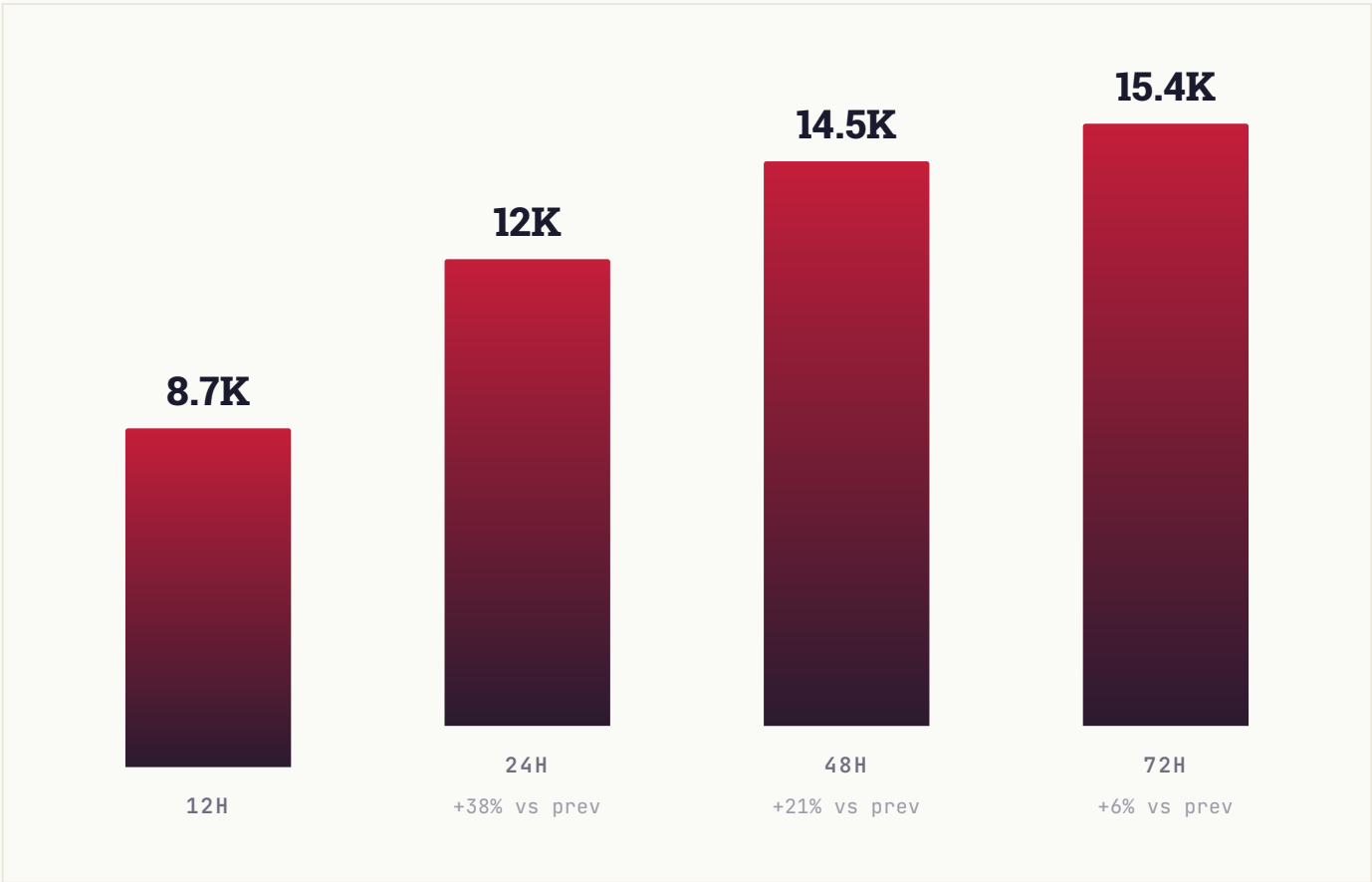
Citation index **2 537** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **1 566** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL		SUBSCRIBERS
DD	DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL	Layout	454.9K
AI	Interior & decor	451.3K
MK	My Apartment	428.8K
MS	Wise Builder YOU	411K
LK	Favorite apartment	409.7K
GF	GC FSK	377K
PR	ProRealty	376.9K
US	Smart Builder	354.3K
PI	PIK	339.8K
Cozy	Cozy	336.3K

COMPARATIVE CONCLUSION

Channel in niche top-10 (#5 of 89). Strong position. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **1 187**, they brought **33 496** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	342	251	7 538
Nov 2025	472	416	9 852
Oct 2025	3	3	0
September 2025	15	14	165
August 2025	40	38	127
July 2025	315	253	15 814

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 187	6	33 496

SECTION 08 · NICHE COMPARISON

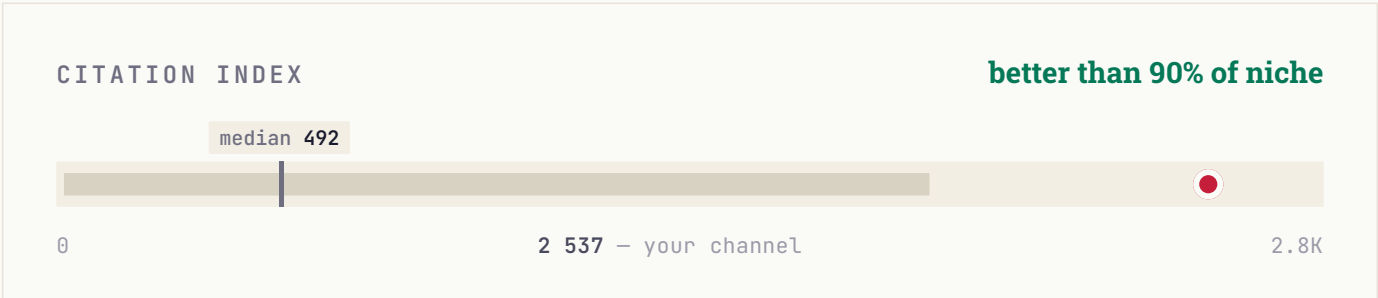
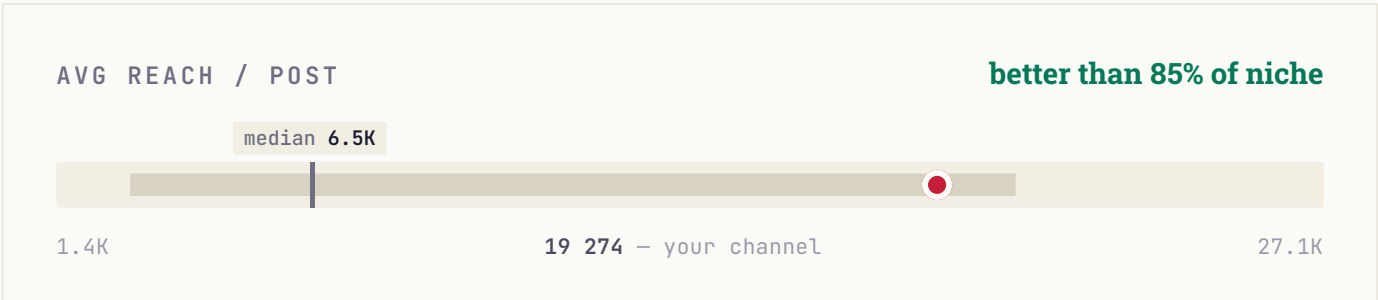
Where channel ranks in its league

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

#5/100

RANK IN NICHE

Channel in top 5% interior & construction Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.69% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.8pp ER

03

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**

04

Test polls and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager