

PUBLIC REPORT BY PROMTPRESS

Channel audit

My Apartment



@mykvrt

■Subscribed. Got ideas. Repeated. @mykvrt — channel link
 @mykvrtbot — suggestion bot (unban) @mykvrtchat — our chat
 @redcat — ads t.me/redcatmedia/29 — price list (commerce) RKN:...

SUBSCRIBERS

428 764

-2662 per month

ERR (% SEE POSTS)

3.0%

per day 1.8%

REACH/POST

12.2K

ad reach 7.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

SUBSCRIBERS 428 764 —	SUBSCRIBER REACH 2.85% avg % subs see post	VIEWS/POST 12.2K median 12.4K · 29 days	POSTS/WEEK 29.2 over period
7D TREND -5.6% vs previous week	REACTIONS/POST 76.1 total 9,358 reactions, 4,781 reposts, 926 comments	POST LENGTH 228 chars median 165 · 29 days	POSTS ANALYZED 123 29 days
AD REACH 7.7K 24h avg	CHURN / MONTH -2662 last month	QUOTE RATE 2 707 citation index · 1,600 channels mentioned all time	CHANNEL AGE 6 years 6 months created 11.12.2019

AI EDITOR SUMMARY

Channel «My Apartment» — 428 764 subs. Each post averages 12.2K people (3% from subs), reach is low — expand audience. Publishes 29 posts per week (~4/day) — active posting. For week Jun 15–21, reach dropped -5.6% to week Jun 8–14 — analyze the 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 123 posts over 29 days.
- 02 Dominant format — Video (67/123 posts).
- 03 Avg post length — 228 chars (median 165).
- 04 Peak audience activity — Tuesday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (14.8K avg for top vs 10.7K for bottom) — across 123 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 16:05 PHOTO Apartment after renovation "I designed our apartment and my parents' apartment myself, visualized, selected references, studied...	VIEWS 14 866 REP. 14	REACTIONS 84 ER 3.5%
Nº2 02.06 · 12:54 PHOTO Bathroom 3.2 m² 😊 Countertop handmade, sanded, stained and varnished, matched to this color, was ordinary...	VIEWS 14 847 REP. 38	REACTIONS 64 ER 3.5%
Nº3 03.06 · 06:56 PHOTO Good morning! ♥ Let's start the day with a kitchen-living room design project. Author: design_sergunina. What style do you think this is...	VIEWS 14 781 REP. 30	REACTIONS 97 ER 3.4%

Nº4 01.06 · 13:25 VIDEO Overview of a 18 sqm kitchen-living room. Space ideally organized for a family of three with a child. There is a full relaxation area...	VIEWS 14 688 REP. 36	REACTIONS 84 ER 3.4%
Nº5 14.06 · 19:12 PHOTO Delicate powder bathroom for a girl (BEFORE renovation at the very end) ♥ Interesting room layout detail. The ledge on the wall is not...	VIEWS 14 521 REP. 21	REACTIONS 74 ER 3.4%

|

WORST 3

↓ 24.06 · 08:10 VIDEO Combined bathroom after major renovation 😊 Especially liked the cabinet and stone top-mount sink. @mykvrt We are in MAX	VIEWS 10 967 REP. 15	REACTIONS 51 ER 2.6%
↓ 20.06 · 09:13 VIDEO Uncomfortable kitchen = daily stress ☹ Proper distances between zones and counter height for your height are the basis of a comfortable kitchen...	VIEWS 10 863 REP. 122	REACTIONS 44 ER 2.5%
↓ 23.06 · 10:42 VIDEO Three must-have solutions for a hallway ☹ Check it out! Share your ideas in comments ☹ @mykvrt We are in MAX	VIEWS 10 324 REP. 38	REACTIONS 32 ER 2.4%

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

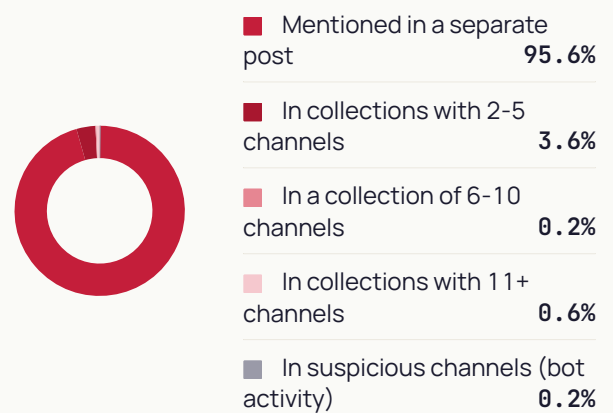
Who mentions the channel and how

Citation index **2 707** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 600** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



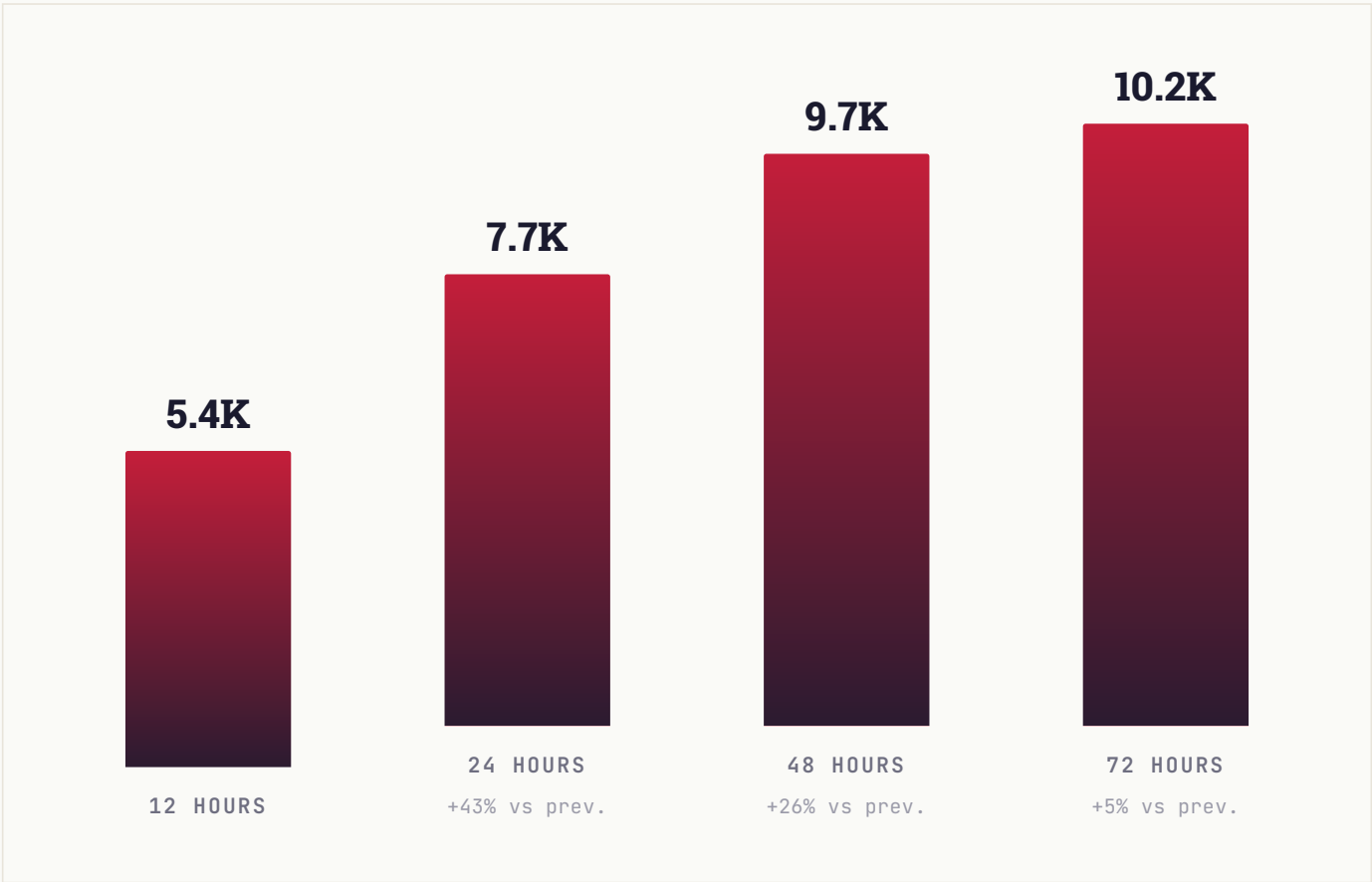
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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 YOU	428.8K
MS Wise Builder	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 top 10 niche (#4 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

We record posts in other channels mentioning yours every month. Over the last **6 months** such mentions were **174**, they brought **16 315** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	41	41	1 033
Nov 2025	38	36	1 010
Oct 2025	40	33	1 378
September 2025	4	4	0
August 2025	34	34	6 249
July 2025	17	16	6 645
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS	
174	6	16 315	

SECTION 08 · NICHE COMPARISON

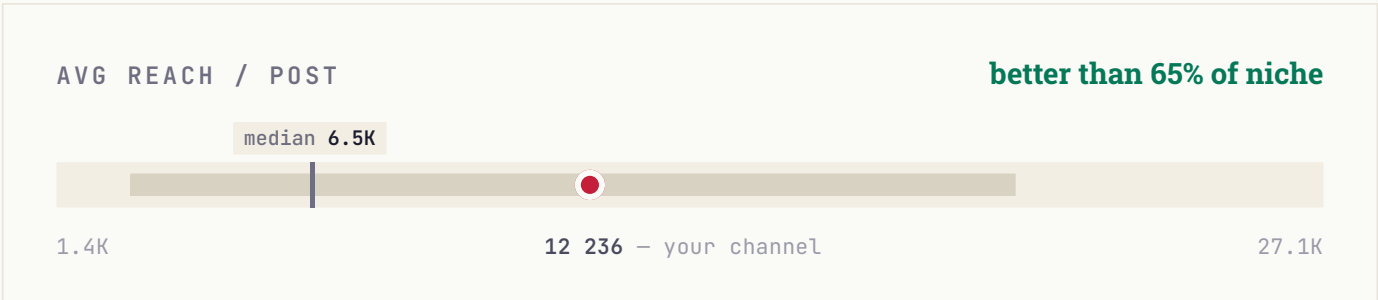
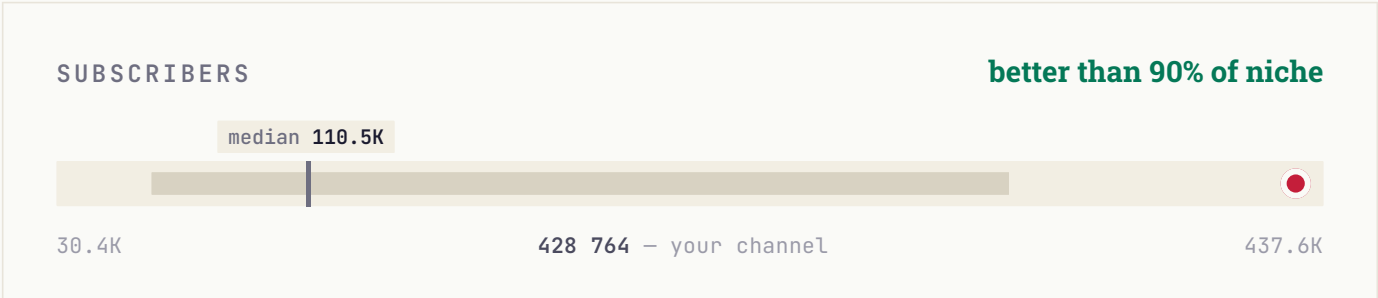
Where the channel stands in its league

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.

#4/100

POSITION IN NICHE

Channel in top 4% interior & construction Russia



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Tuesday**

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 2.85% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.6pp 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 quarterly with channels in the same segment. 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 using public data. To go further, run ads with us and hit your growth target in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager