

PUBLIC REPORT PROMTPRESS

Channel audit

Pankova Home



@pankovahome

■ Creating a cozy home with Katya Pankova ■ ♀ ■ Ideas ■ DIY ■ Design

■ Decor YouTube: <https://clck.ru/3FfgGn> For all collaboration inquiries @valeriaotter Included by Roskomnadzor in the list...

SUBS	ERR (% SEE POSTS)	REACH/POST
60 925	29.0%	17.3K
-147 per month	per day 17.5%	ad reach 10.6K/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.

 SUBS 60 925 —	 SUBSCRIBER REACH 28.39% avg % of subs see post	 VIEWS/POST 17.3K median 17.6K · 28 days	 POSTS/WEEK 19.8 for period
 7D TREND -11.6% vs previous week	 REACTIONS/POST 738.9 total 60,591 reactions, 1,166 reposts, 618 comments	 POST LENGTH 613 chars median 616 · 28 days	 POSTS ANALYZED 82 28 days
 AD REACH 10.6K 24h avg	 CHURN / MONTH -147 last month	 CITATION RATE 8 citation index · 28 channels mentioned it ever	 CHANNEL AGE 5 years 9 months created 02.09.2020

AI EDITOR SUMMARY

Channel «Pankova Home 🏠» — 60 925 subs. Each post averages 17.3K people (28% of subs), good reach. Publishes 20 posts per week (~3/day) — regular schedule. For week Jun 15–21, reach dropped -11.6% to week Jun 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **82** posts over 28 days.
- 02 Dominant format – **Photo** (46/82 posts).
- 03 Avg post length – **613** chars (median 616).
- 04 Audience peak activity – **Thu**, 14:00 MSK.
- 05 Top posts get **2×** more views than the weakest (23.9K avg for top vs 14.3K for worst) – among 82 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 13:00 PHOTO Recently I surprised Pasha with a photo book about our story ↑ When Pasha got it, he was pleasantly surprised. And I...	VIEWS 25 722 REPOSTS 83	REACTIONS 1 157 ER 42.2%
Nº2 11.06 · 11:02 PHOTO Here are examples of this type of milling ☒ First two photos: IKEA and La Redoute♥ Actually, the first...	VIEWS 23 483 REPOSTS 7	REACTIONS 574 ER 38.5%
Nº3 29.05 · 16:03 PHOTO I already bought something for the closet! Found awesome storage boxes on Yandex Market. So pretty I almost feel bad putting them in the closet...	VIEWS 22 512 REPOSTS 21	REACTIONS 618 ER 37.0%

Nº4 11.06 • 08:23 PHOTO We're all having fun with the cabinet... Six large fronts is no joke. And I made it harder with unusual routing 😊 Honestly, when...	VIEWS 22 440 REPOSTS 1 REACTIONS 743 ER 36.8%
Nº5 29.05 • 13:02 PHOTO I've decided on the facade look! ☒ I want milling and layout like in the first photo (big cabinet), and also add...	VIEWS 21 217 REPOSTS 7 REACTIONS 861 ER 34.8%

WORST 3

↓ 24.06 • 08:02 PHOTO A bit more about the house ↓ It's not just a guest house. We're actually building it for Pasha's mom. She'll help us with...	VIEWS 14 472 REPOSTS 16 REACTIONS 1 176 ER 23.8%
↓ 25.06 • 05:27 PHOTO Some things you can't buy in a store. You have to imagine and make them yourself. And they usually appear in our section...	VIEWS 14 426 REPOSTS 40 REACTIONS 718 ER 23.7%
↓ 25.06 • 09:33 VIDEO Yesterday Pasha finished the lags! ☒ Video shows 3 days of work ☒ ☒Day 1: subfloor, mouse mesh, wind barrier; ☒Day 2: frame...	VIEWS 14 113 REPOSTS 15 REACTIONS 748 ER 23.2%

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 and lost subs.



PERIOD START

57 944

NOW

60 925

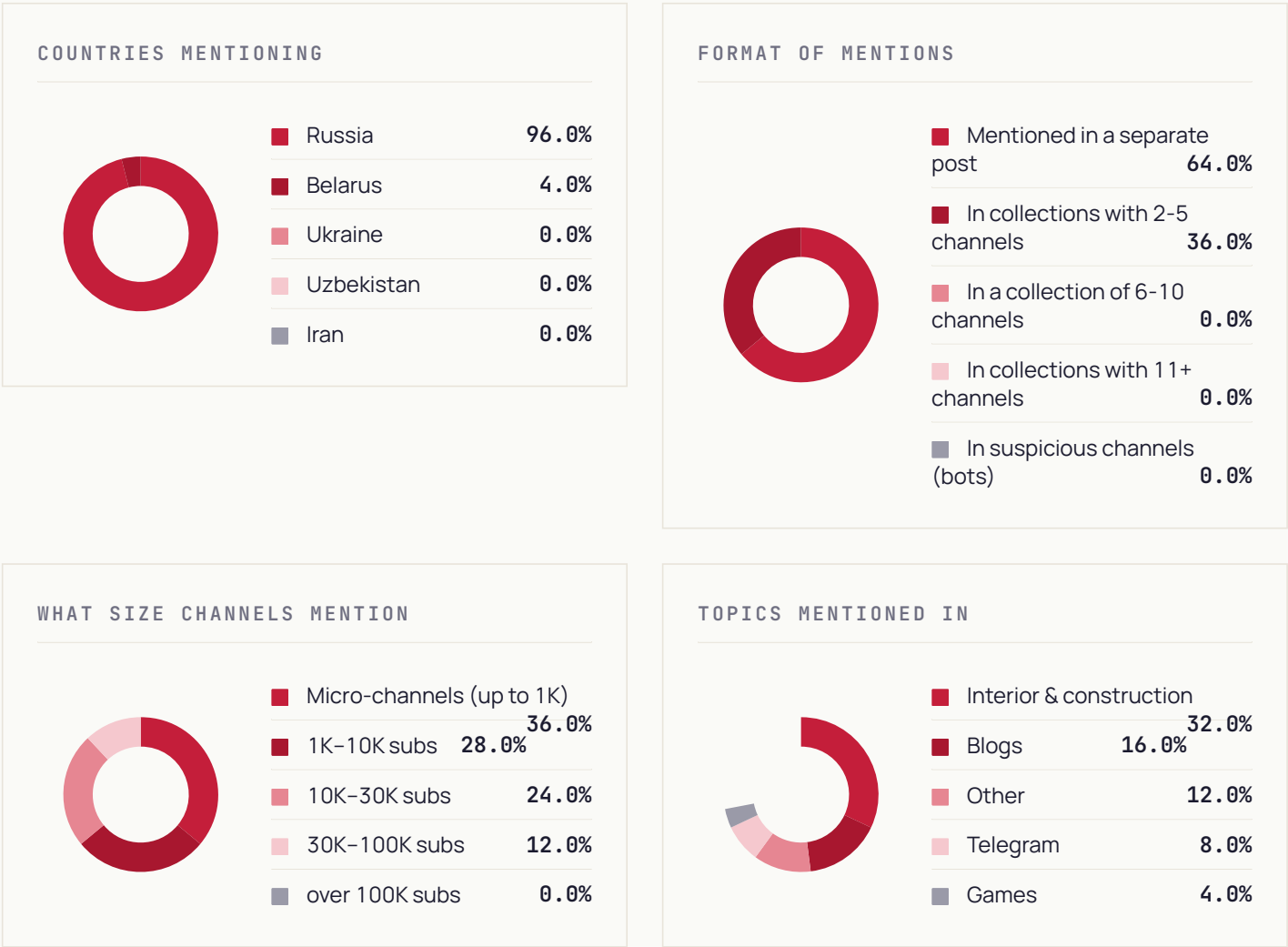
NET GROWTH

+2 981

SECTION 04 · MENTIONS

Who mentions the channel and how

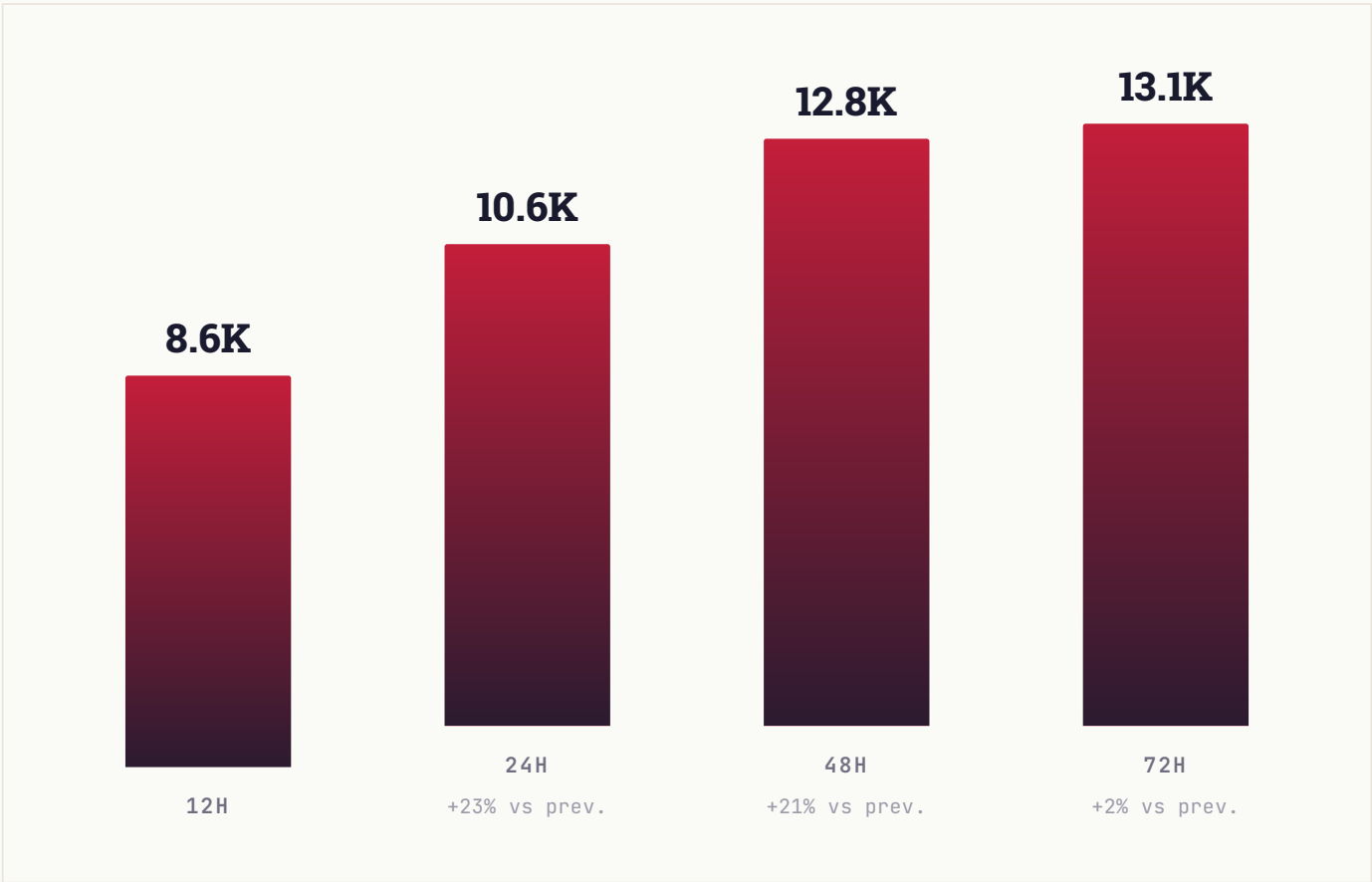
Citation index 8 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from a channel with 1K. All time channel mentioned 28 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
DD DOME0. DESIGN RENOVATION REAL ESTATE	527.4K
PL Layout	454.9K
AI Interior & decor	451.3K
MK My apartment	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
GF GC FSK	377K
PR ProRealty	376.9K
Smart Builder PI PIK	354.3K
PH Pankova Home YOU	60.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 of 89). Niche median — 110.5K subs. First growth KPI — reach the median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **1 512** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	109
November 2025	0	0	577
October 2025	0	0	170
September 2025	0	0	138
August 2025	0	0	260
July 2025	1	1	258

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	1 512

SECTION 08 · NICHE COMPARISON

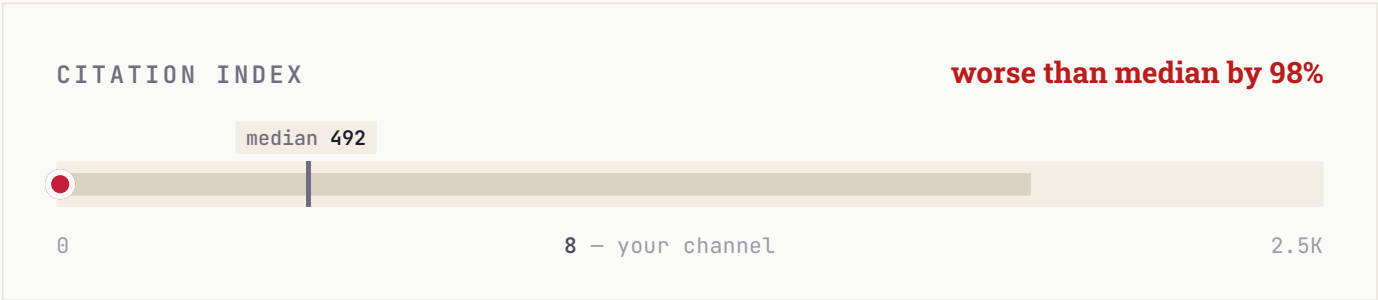
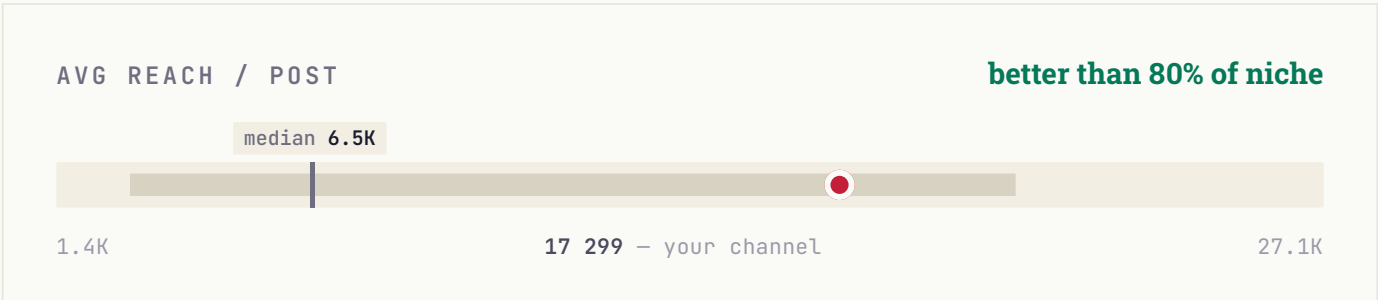
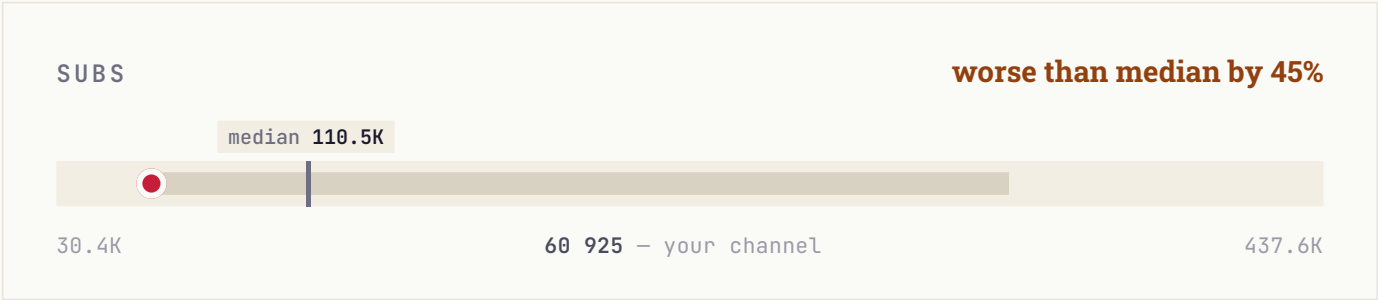
Where the channel ranks in its league

Took top-100 channels in category «Interior & construction» (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.

#90/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · 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 — on Thursday

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

EFFECT

**Best window
for an
important post**

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

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**

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 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 ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager