

PUBLIC REPORT BY PROMTPRESS

Channel audit

Renovation of Old House



@penzinalena

Restoring a 1940s house, turning it into our dream Estate. About renovation, remodeling, restoration, our life. For ads - @s_voyanasti
Registration number 4779995564

SUBSCRIBERS

42 188

-72 per month

ERR (% SEE POSTS)

34.0%

per day 10.0%

REACH/POST

13.2K

ad reach 4.2K/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 42 188 —	 SUBSCRIBER REACH 31.4% avg % subs see post	 VIEWS/POST 13.2K median 14.8K · 25 days	 POSTS/WEEK 1.1 for period
 7D TREND — no data for period	 REACTIONS/POST 387.5 only 1,550 reactions, 239 reposts, 9 comments	 POST LENGTH 420 chars median 301 · 25 days	 POSTS ANALYZED 4 25 days
 AD REACH 4.2K 24h avg	 CHURN / MONTH -72 last month	 QUOTE RATE 0 citation index · 7 channels mentioned it ever	 CHANNEL AGE 1 yr 11 mo created 08/03/2024

AI EDITOR SUMMARY

Channel «Old House Renovation» — 42 188 subs. Each post averages 13.2K people (31% of subs), good reach. Publishes 1 posts per week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 25 days.
- 02 Dominant format — Photo (2/4 posts).
- 03 Avg post length — 420 chars (median 301).
- 04 Peak Audience Activity — Thu, 11:00 MSK.
- 05 Top posts get 1× more views than the weakest (16K avg top vs 11.6K worst) — among 4 posts in 25 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 4 POSTS

Nº1 25.06 · 08:51 VIDEO Welders finished their work, also ordered a box for equipment, Seryozha needs to cover it, then a specialist will come to...	VIEWS 18 231 REP. 6	REACTIONS 586 ER 43.2%
Nº2 21.06 · 14:53 PHOTO Today is the last evening of sales for my course 'Don't be afraid to mess up.' I personally participate in this stream and will be with participants to help...	VIEWS 17 016 REP. 2	REACTIONS 194 ER 40.3%
Nº3 01.07 · 06:45 VIDEO Pool work continues, kids already diving into ice water in anticipation 😊	VIEWS 12 608 REP. 4	REACTIONS 466 ER 29.9%

Nº4 17.07 · 13:02 PHOTO Eclair recipe Ingredients: 110 ml milk 110 ml water 15 g sugar 1/2 tsp salt 105 g butter 135 g flour 3-5 eggs...	VIEWS 5 136 REP. 227	REACTIONS 304 ER 12.2%
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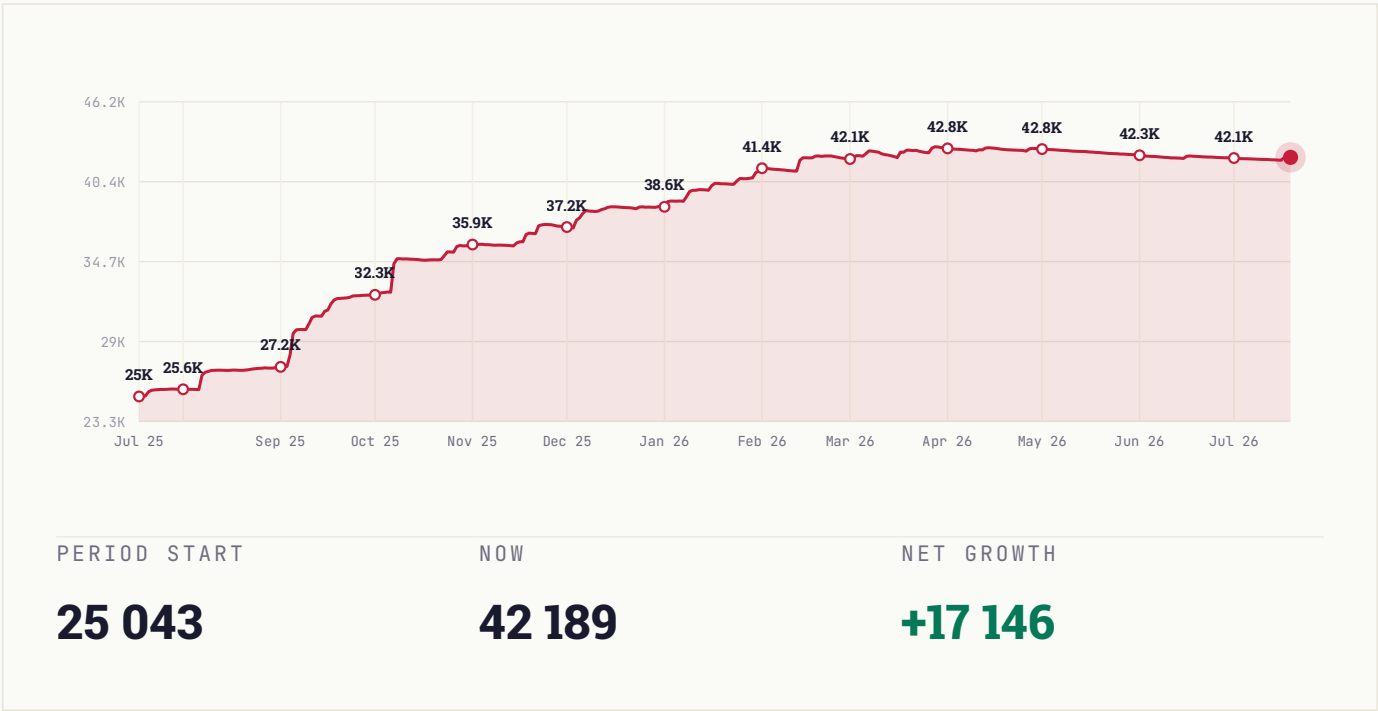
WORST 3

↓ 21.06 · 14:53 PHOTO Today is the last evening of sales for my course 'Don't be afraid to mess up.' I personally participate in this stream and will be with participants to help...	VIEWS 17 016 REP. 2	REACTIONS 194 ER 40.3%
↓ 01.07 · 06:45 VIDEO Pool work continues, kids already diving into ice water in anticipation 😁	VIEWS 12 608 REP. 4	REACTIONS 466 ER 29.9%
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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.
Shows which months the channel gained and lost subs.



SECTION 04 • MENTIONS

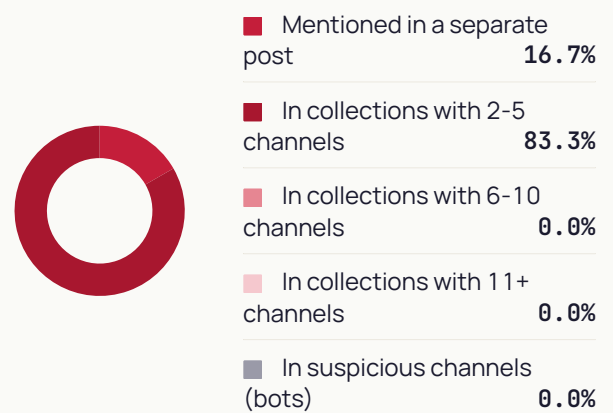
Who and how mentions the channel

Citation index **0** — 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 a 1K subs channel. All-time channel was mentioned **7** different channels.

COUNTRIES MENTIONING



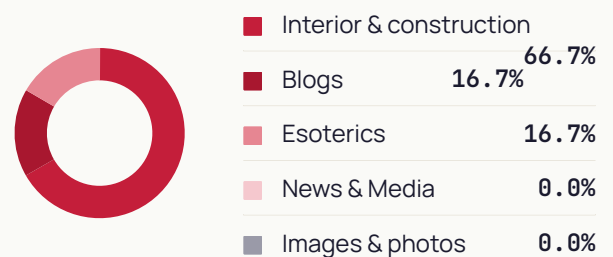
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



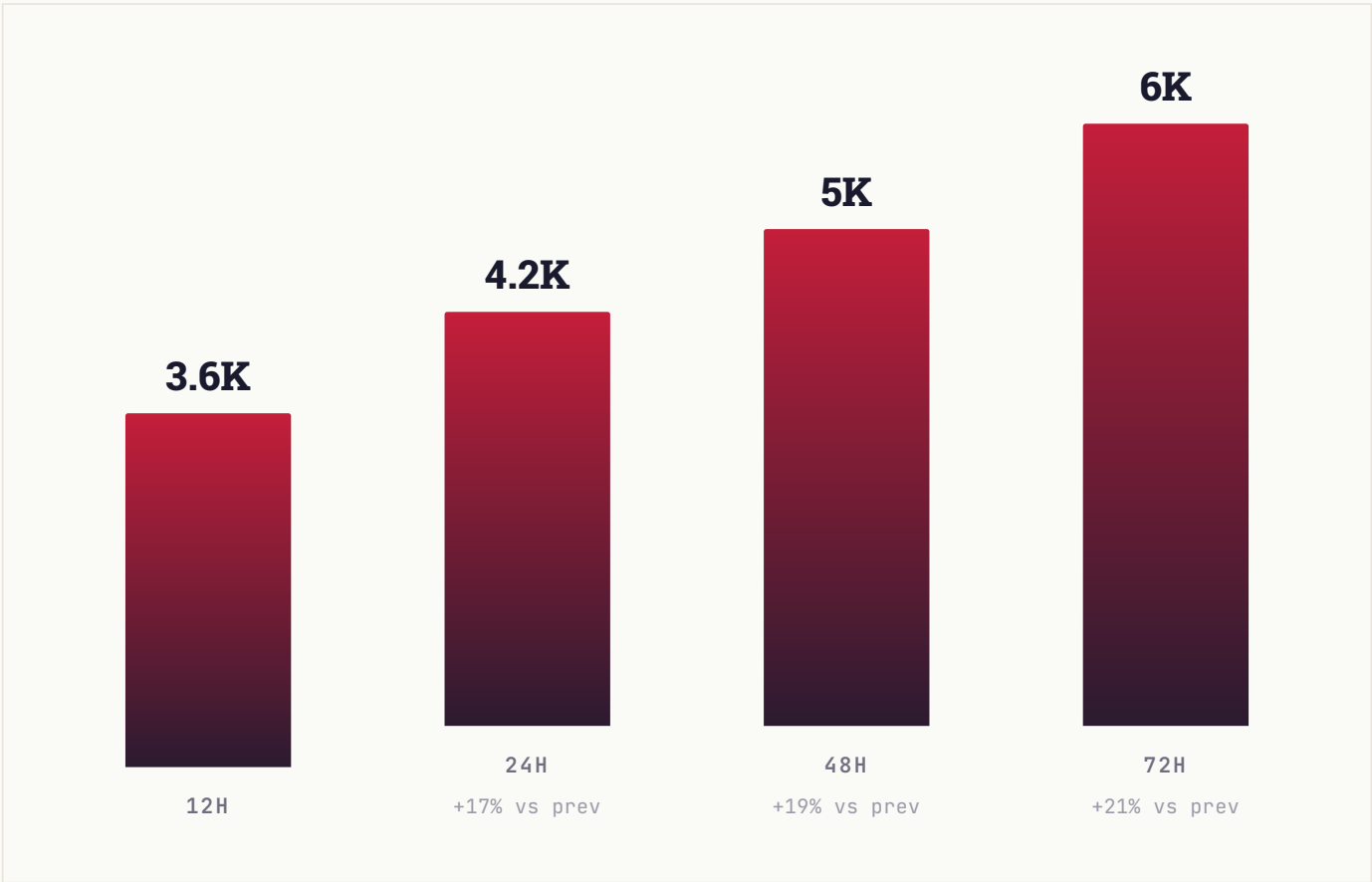
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

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

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Planirovo4ka	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProNedvizhka	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
RS Renovation of Old House YOU	42.2K

COMPARATIVE INSIGHT

Channel still outside top 91 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **16 823** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	2 715	
December 2025	0	0	1 819	
November 2025	0	0	1 629	
October 2025	1	1	3 794	
September 2025	0	0	5 187	
August 2025	0	0	1 679	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	16 823

Where the 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, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	42,188	126.5K	67% below median
AVG REACH / POST	13,248	6.6K	better than 64% of niche
CITATION INDEX	0	412	99% below median

SUBSCRIBERS 67% below median

median 126.5K

35.3K 42 188 — your channel 432.9K

AVG REACH / POST better than 64% of niche

median 6.6K

1.2K 13 248 — your channel 32.7K

CITATION INDEX 99% below median

median 412

0 0 — your channel 2.5K

— 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

Increase posting frequency

Now 1.1 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
Over Volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

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

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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
