
PUBLIC REPORT BY PROMTPRESS

Channel audit

Построим свой дом | Строительство своими руками



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SUBSCRIBERS

254 276

-1234 per month

ERR (% SEE POSTS)

4.0%

per day 2.6%

REACH/POST

9.9K

ad reach 6.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 254 276 —	 SUBSCRIBER REACH 3.9% avg % subs see post	 VIEWS/POST 9.9K median 10.1K · 29 days	 POSTS/WEEK 45.0 for the period
 7D TREND -1.5% vs previous week	 REACTIONS/POST 42.6 total 8,185 reactions, 8,668 reposts, 343 comments	 POST LENGTH 55 chars median 28 · 29 days	 POSTS ANALYZED 192 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -1234 last month	 CITATION RATE 1 580 citation index · 950 channels mentioned it ever	 CHANNEL AGE 8 years 8 months created 14.10.2017

AI EDITOR SUMMARY

Channel «Let's Build Our Home | DIY Construction» — 254 276 subs. Each post averages 9.9K people (4% from subs), reach is low — need to grow audience. Publishes 45 posts per week (~6/day) — active posting. For the week of June 15–21, reach stable (-1.5% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **192** posts in 29 days.
- 02 Dominant format – **Photo** (112/192 posts).
- 03 Avg post length – **55** chars (median 28).
- 04 Peak audience activity – **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (12.6K avg for top vs 8K for worst) – among 192 posts in 29 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 31.05 · 19:07 VIDEO True professional	VIEWS 12 709 REPOSTS 27	REACTIONS 104 ER 5.0%
Nº2 31.05 · 05:07 PHOTO Made a small hideout from wife in garage	VIEWS 12 475 REPOSTS 24	REACTIONS 118 ER 4.9%
Nº3 31.05 · 16:07 VIDEO Saber Saw	VIEWS 12 469 REPOSTS 9	REACTIONS 52 ER 4.9%

Nº4 31.05 · 13:07 VIDEO caution! Profanity	VIEWS 12 398 REPOSTS 42	REACTIONS 79 ER 4.9%
Nº5 01.06 · 16:07 VIDEO Work is boiling, head is burning!	VIEWS 12 357 REPOSTS 26	REACTIONS 36 ER 4.9%

|

WORST 3

↓ 25.06 · 08:07 PHOTO Budget fence	VIEWS 8 042 REPOSTS 31	REACTIONS 25 ER 3.2%
↓ 24.06 · 08:07 VIDEO DIY fountain	VIEWS 8 015 REPOSTS 20	REACTIONS 39 ER 3.2%
↓ 25.06 · 10:07 PHOTO Neat house with attic.	VIEWS 7 918 REPOSTS 15	REACTIONS 14 ER 3.1%

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.



START OF PERIOD

267 695

NOW

254 266

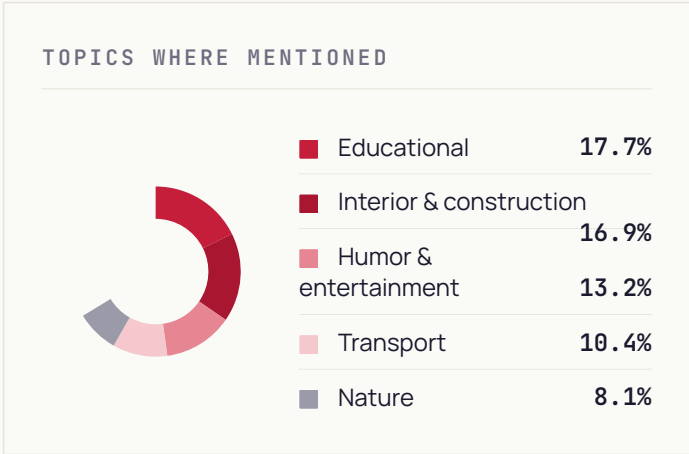
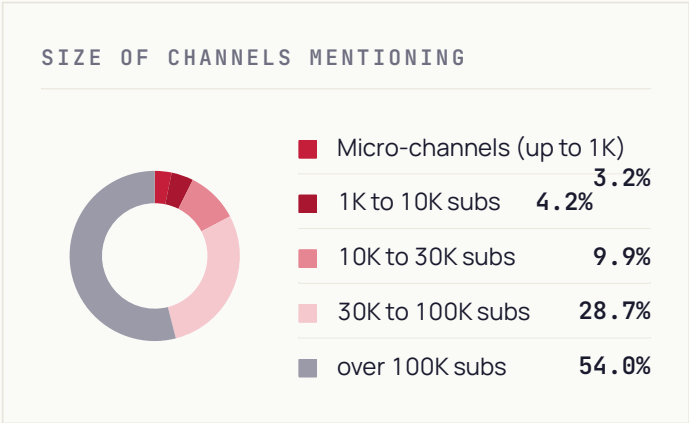
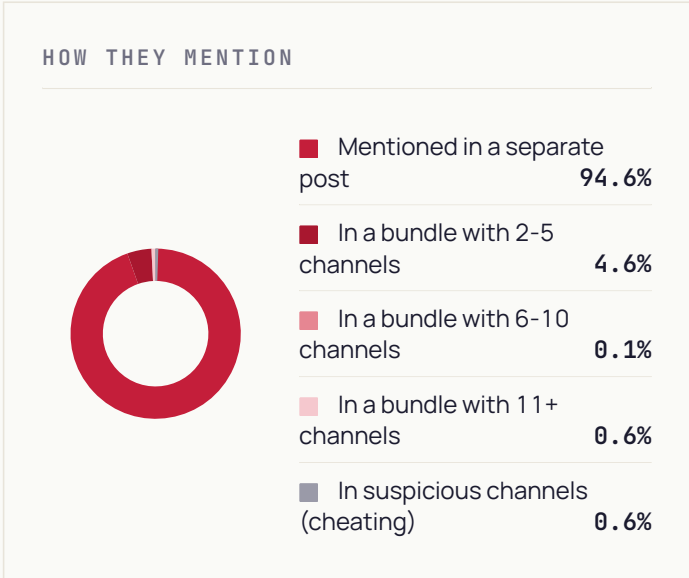
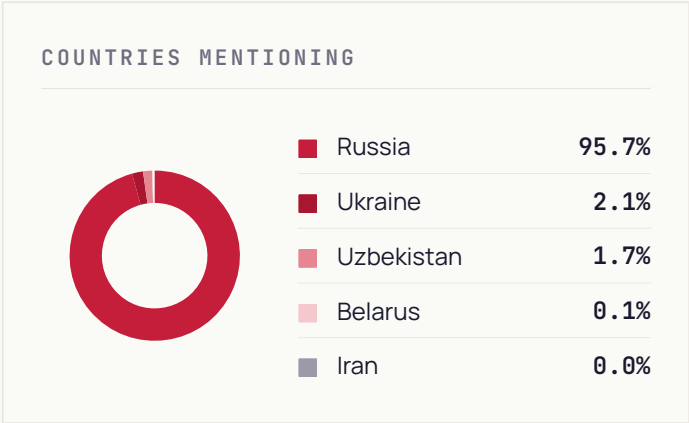
NET GROWTH

-13 429

SECTION 04 · MENTIONS

Who mentions and how

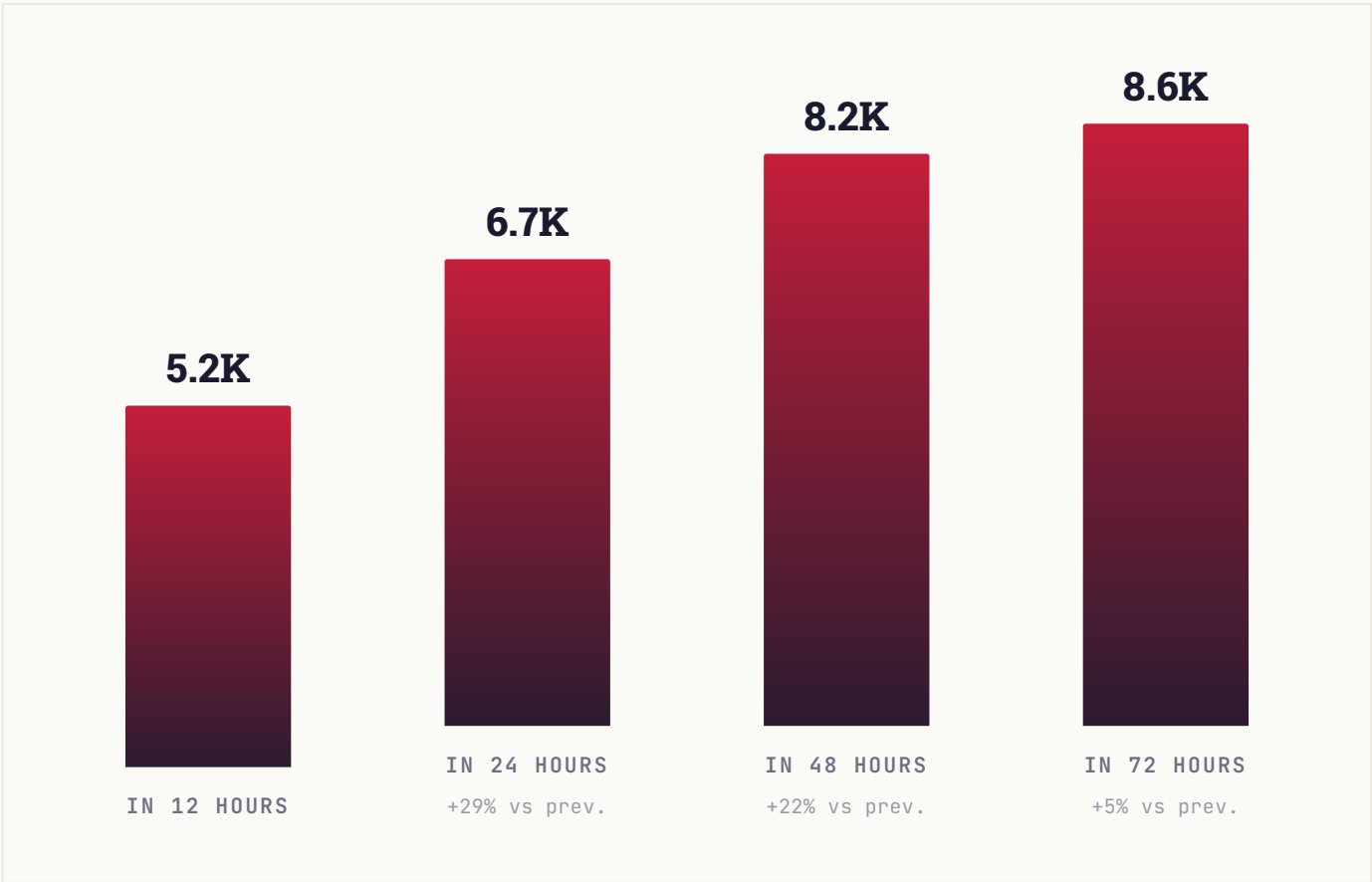
Citation index **1 580** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **950** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest 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	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
GF GC FSK	377K
PR ProRealEstate	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
PS Построим свой дом Строительство своими руками YOU	254.3K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#19 of 89). Leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K). Goal for coming months: enter niche top 10 through systematic traffic work.

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 occurred **290**, they brought **7 567** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	20	19	517
November 2025	57	56	1 357
October 2025	34	34	779
Sep 2025	33	32	1 195
August 2025	88	57	1 736
July 2025	58	40	1 983
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS	
290	6	7 567	

SECTION 08 · NICHE COMPARISON

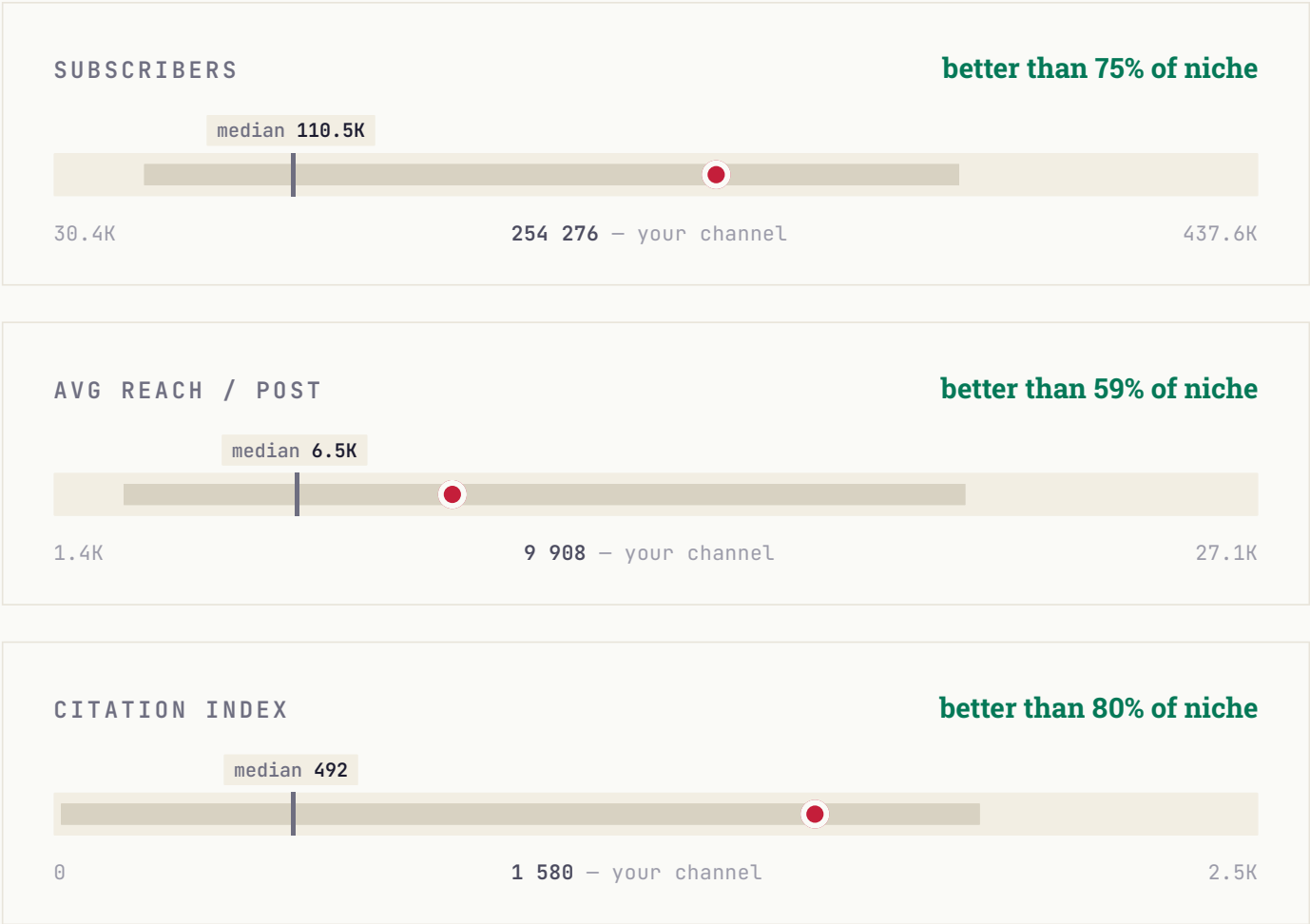
Where the channel stands in its league

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

#19/100

POSITION IN NICHE

Channel in top 19% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

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

Audience most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.9% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.6pp 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 & interactive formats**

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

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 a few minutes using public data.
Want to go further? — Run ads with us and hit your growth target
in a month.

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

02 Contact manager t.me/PromptPress_manager
