

PUBLIC REPORT BY PROMTPRESS

Channel audit

House Projects



@proect_domov

Subscribed. Took an example. Executed.

Ro8t33LFBpUgZYVFQMDw8dDQ8OUh0ACFZTGQ4ACQUZAFVTVgcJAgVQCAdR

• One-story house plans • Bathhouse plans For advertising inquiries: - @dizayn_dacha Ad...

SUBS

65 269

-396 per month

ERR (% SEE POSTS)

11.0%

per day 3.1%

REACH/POST

7.3K

ad reach 2K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 65 269 —	 SUBSCRIBER REACH 11.22% avg % of subs see post	 VIEWS/POST 7.3K median 6.6K · 26 days	 POSTS/WK 2.3 over period
 7D TREND — no data for period	 REACTS/POST 10.1 total 91 reactions, 98 reposts, 8 comments	 POST LENGTH 337 chars median 176 · 26 days	 POSTS ANALYZED 9 26 days
 AD REACH 2K 24h average	 CHURN / MONTH -396 over last month	 CITATION RATE 220 citation index · 305 channels mentioned all time	 CHANNEL AGE 3 years 3 months created 17.03.2023

AI EDITOR SUMMARY

Channel «House Projects» — 65 269 subs. Each post gets on average 7.3K people (11% from subs), reach is low — consider expanding audience. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 26 days.
- 02 Dominant format – Video (6/9 posts).
- 03 Avg post length – 337 chars (median 176).
- 04 Audience peak – Thursday, 16:00 MSK.
- 05 Top posts get 2× more views than the weakest (10K avg for top vs 6K for worst) – among 9 posts over 26 days. Worth analyzing what the top shares – topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 13:22 VIDEO Ошибки на кухне, которые «старят» интерьер ☒ Хотите, чтобы кухня выглядела актуально годами? Избегайте этих решений!	VIEWS 10 288 REPOSTS 20	REACTS 5 ER 15.8%
Nº2 04.06 · 11:40 VIDEO Очаровательная садовая арка для подвесных кашпо ☒ Как вам?	VIEWS 10 207 REPOSTS 11	REACTS 7 ER 15.6%
Nº3 09.06 · 12:28 PHOTO Lafet house layout by Lesstroy Total area 255 sqm	VIEWS 9 512 REPOSTS 16	REACTS 14 ER 14.6%

Nº4

04.06 · 07:08

PHOTO

Modern hi-tech house – 213.9 m² This house is in hi-tech style, with a harmonious blend of white plaster and...

VIEWS

8 901

REPOSTS

17

REACTS

16

ER

13.6%

Nº5

31.05 · 13:22

VIDEO

Облицовочные блоки для столбов затора. Идеальное решение для вашего участка. Предложений на рынке много. Материалы разные- композит...

VIEWS

6 597

REPOSTS

11

REACTS

13

ER

10.1%

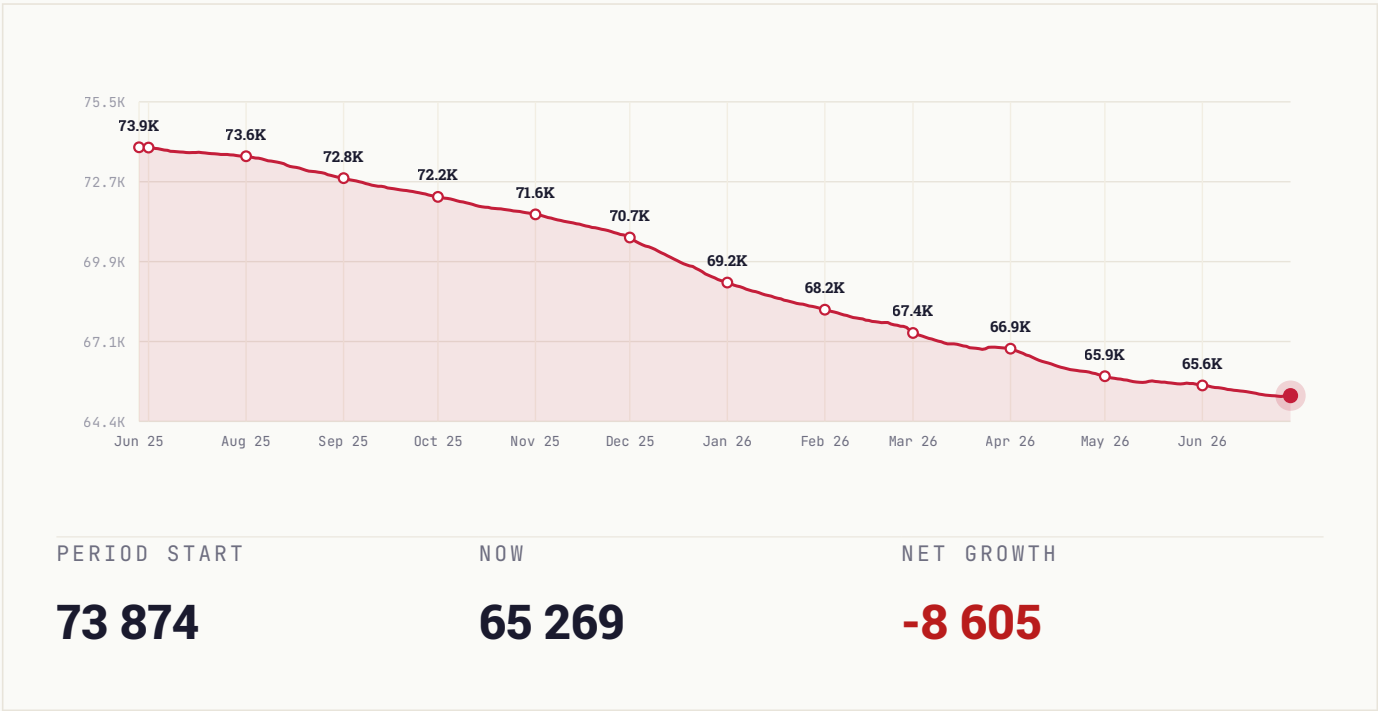
WORST 3

↓ 02.06 · 18:41 VIDEO ЖК Феномен будущего. Ипотека от 4,4% для всех ✂ К 2029 году в Казани появятся дома, где удобство продумано до мелочей, а безопасность — на...	VIEWS 6 246 REPOSTS —	REACTS 4 ER 9.6%
↓ 02.06 · 15:40 PHOTO Загородный дом с душой прошлого ✂ Интерьер этого дома дышит историей. Он создаёт ощущение связи поколений, уважения к прошлому и наполняет...	VIEWS 5 972 REPOSTS 10	REACTS 13 ER 9.1%
↓ 21.06 · 08:52 VIDEO Water bottle stand	VIEWS 5 908 REPOSTS 13	REACTS 19 ER 9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

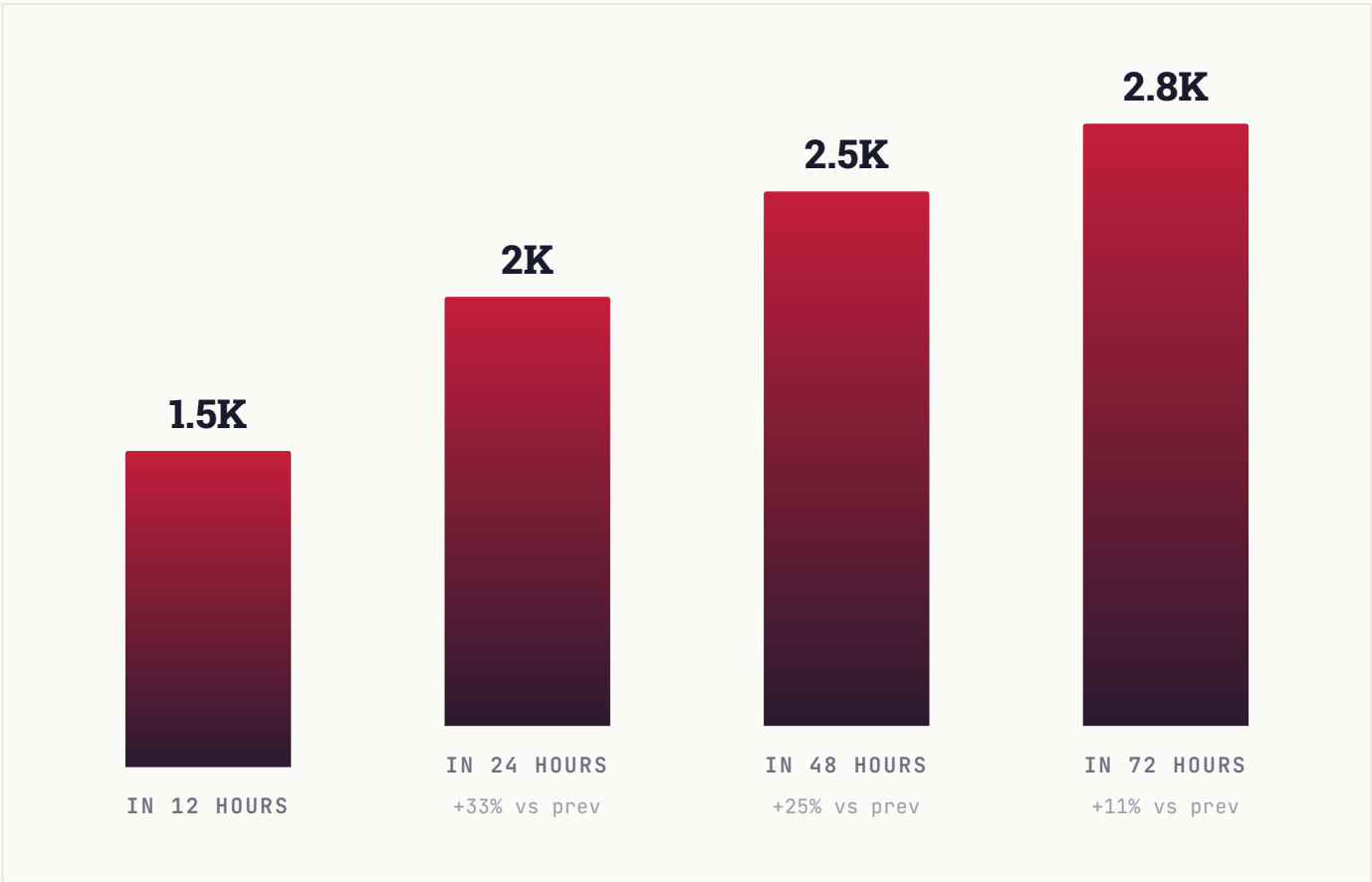
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Layout	454.9K
AI Interior & decor	451.3K
MK Моя квартира	428.8K
MS Мудрый Строитель	411K
LK Любимая квартира	409.7K
GF ГК ФСК	377K
PR ProNedvizhka	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
PD House ProjectsYOU	65.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#82 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **22** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	1	1	0	
August 2025	0	0	0	
July 2025	0	0	22	
TOTAL MENTIONS		MONTHS OF DATA	SUBS ATTRACTED	
1		6	22	

— SECTION 07 • NICHE COMPARISON

Where your channel stands in its league

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

#82 /100

POSITION IN NICHE

Channel in bottom half of ranking

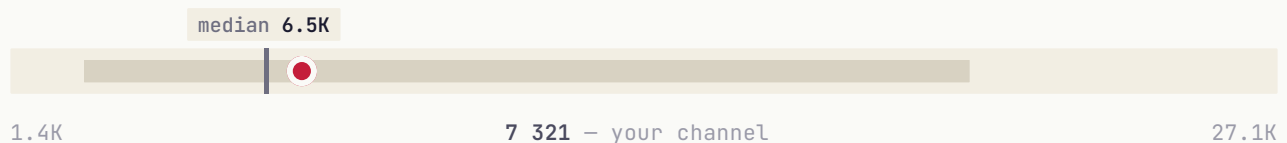
SUBS

41% below median



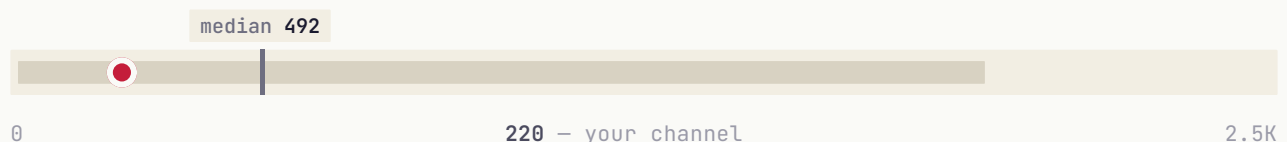
AVG REACH / POST

beats 52% of niche



CITATION INDEX

55% below median



— SECTION 08 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 2.3 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Best post day — Thursday**

Best time: this day at 16:00 MSK.

EFFECT

**Best window
for important
post****03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 — 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 — what we can do in minutes using public data. Want to go further — run ads with 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
