

PUBLIC REPORT BY PROMTPRESS

Channel audit

House Projects | Construction | Layout



@proekt_stroyka

• Projects, house plans, cottages, baths, gazebos • Architectural facade elements • Construction hacks Exchange: https://telega.in/channels/proekt_stroyka/card/?r=gY9nKslW For inquiries:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
72 140	6.0%	3.9K
28.06.2026 -84 per month	per day 3.4%	ad reach 2.4K/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 72 140 —	 SUBSCRIBER REACH 5.46% avg % of subs see a post	 VIEWS/POST 3.9K median 4.1K · 29 days	 POSTS/WEEK 30.9 for the period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 11.4 total 1,476 reactions, 2,174 reposts, 16 comments	 POST LENGTH 79 chars median 36 · 29 days	 POSTS ANALYZED 130 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -84 last month	 CITATION RATE 472 citation index · 511 channels mentioned ever	 CHANNEL AGE 7 years 10 months created 28.08.2018

AI EDITOR SUMMARY

Channel «House Projects | Construction | Planning» — 72 140 subs. Each post averages 3.9K people (5% from subs), reach is low — consider expanding audience. Publishes 31 posts per week (~4/day) — active posting. For the week of June 15–21, reach stable (-4.5% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **130** posts over 29 days.
- 02 Dominant format — **Video** (83/130 posts).
- 03 Avg post length — **79** characters (median 36).
- 04 Audience peak — **Wednesday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.9K avg for top vs 3.1K for worst) — among 130 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 08:28 PHOTO Country house layout by SK Elbrus Total area 166.8 m²	VIEWS 4 982 REPOSTS 23	REACTIONS 16 ER 6.9%
Nº2 01.06 · 17:21 VIDEO Plastering the corner	VIEWS 4 902 REPOSTS 15	REACTIONS 6 ER 6.8%
Nº3 31.05 · 11:37 PHOTO Guest house with terrace» from SK KROV Living area 32 m2	VIEWS 4 882 REPOSTS 63	REACTIONS 20 ER 6.8%

Nº4 31.05 · 16:13 VIDEO Compact shower	VIEWS 4 844 REPOSTS 33	REACTIONS 9 ER 6.7%
Nº5 30.05 · 05:58 VIDEO Great work by the craftswoman	VIEWS 4 827 REPOSTS 13	REACTIONS 36 ER 6.7%

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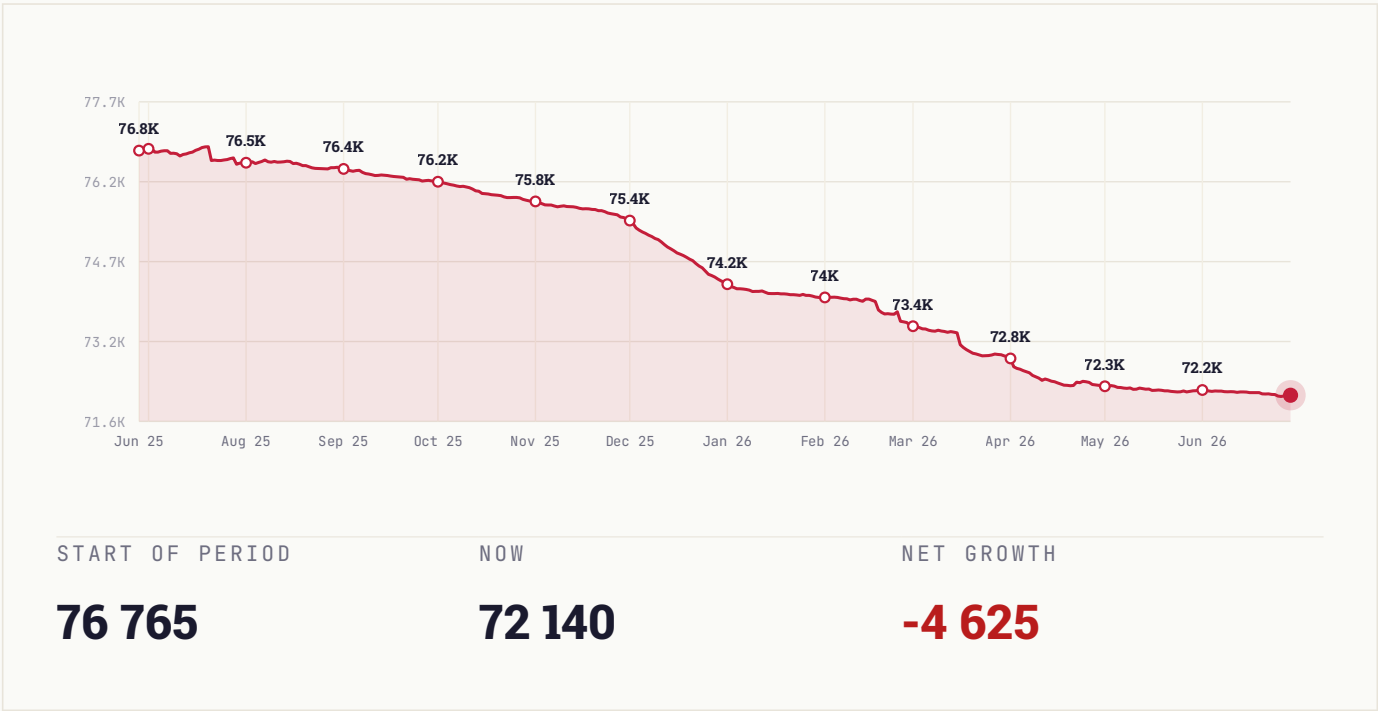
WORST 3

↓ 25.06 · 14:23 PHOTO Small country house for year-round living, Lenvik by Baltic Architect. Total area 121 m²	VIEWS 3 147 REPOSTS 21	REACTIONS 10 ER 4.4%
↓ 25.06 · 17:13 VIDEO Zinc roof covering	VIEWS 3 142 REPOSTS 5	REACTIONS 9 ER 4.4%
↓ 25.06 · 11:03 VIDEO Tiler's workflow	VIEWS 3 081 REPOSTS 9	REACTIONS 9 ER 4.3%

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

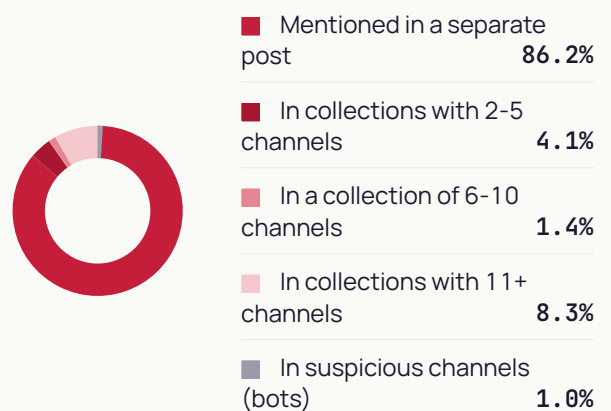
Who & how mentions the channel

Citation index **472** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **511** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



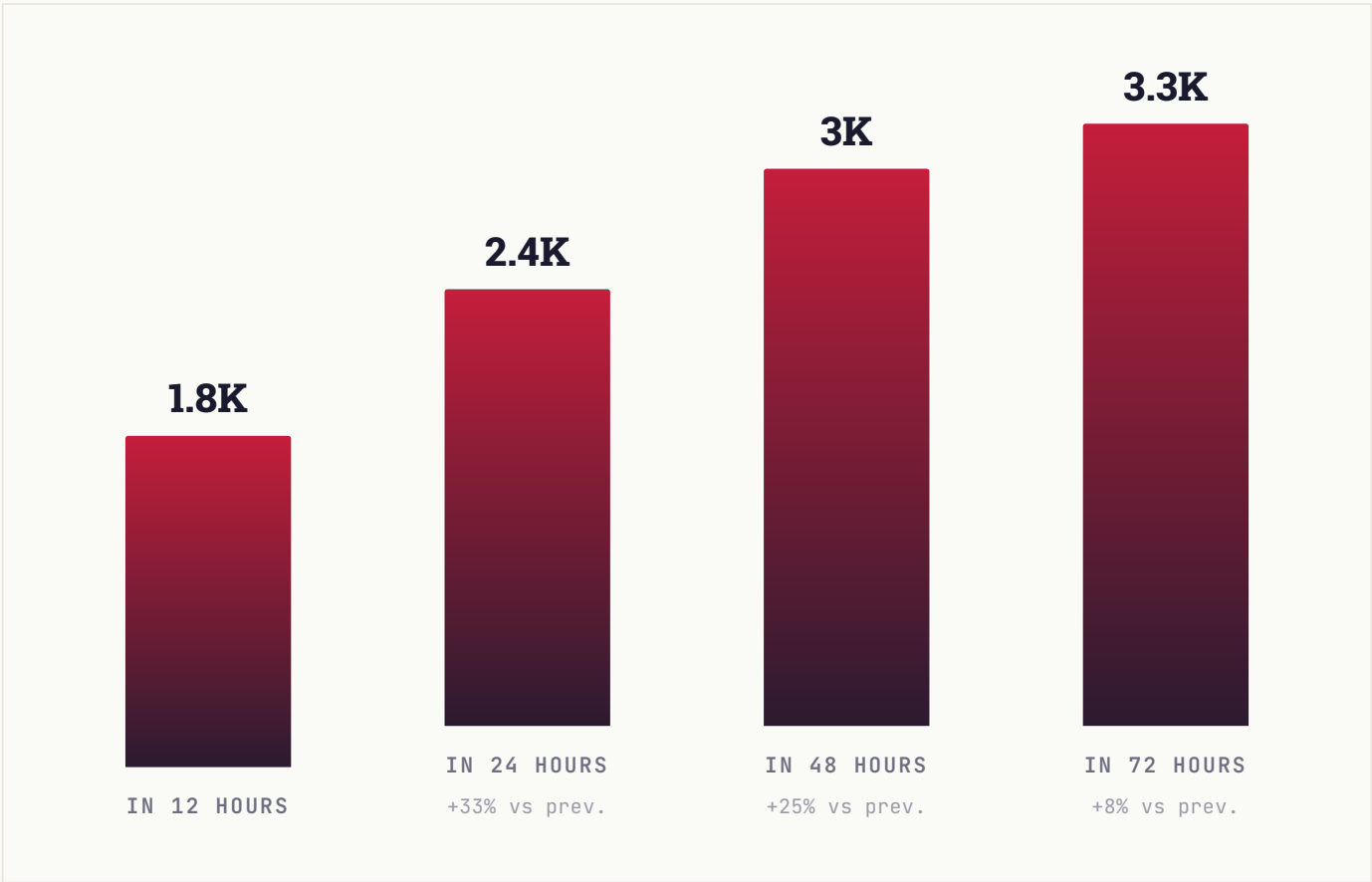
MENTIONED IN TOPICS



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 stays relevant.



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	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
GF GC FSK	377K
PR ProRealty	376.9K
Smart Builder	354.3K
PI PIK	339.8K
PD House Projects Construction Layout YOU	72.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#74 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **0**, they brought **532** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
November 2025	0	0	20
October 2025	0	0	8
September 2025	0	0	52
August 2025	0	0	155
July 2025	0	0	297

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	532

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

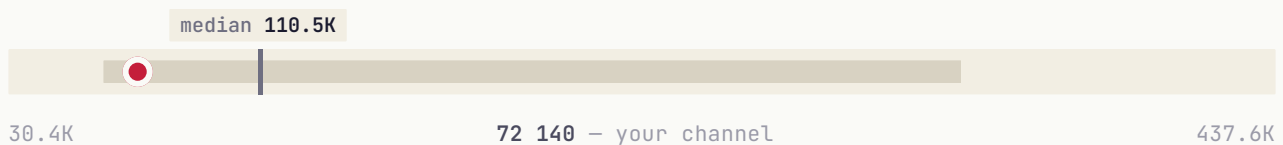
Took top-100 channels in category "Interior & construction» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#74 /100

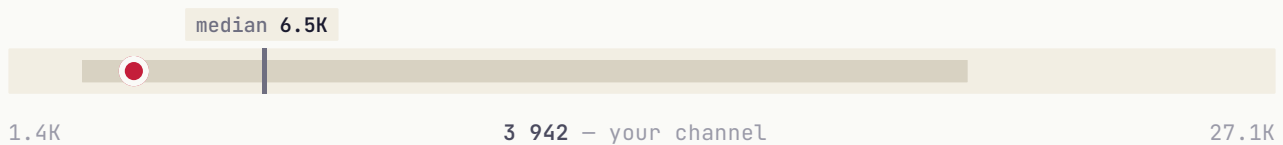
RANK IN NICHE

Channel in bottom half of ranking

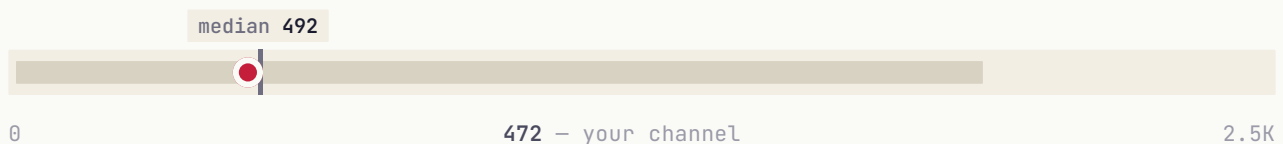
SUBSCRIBERS

35% below median


AVG REACH / POST

40% below median


CITATION INDEX

4% below median


— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
On this day at 19:00 MSK audience is most active. | EFFECT
Best window
for an
important post |
| 02 | ER below niche benchmark — rethink formats
Current ER 5.46% vs norm 5.5%. Try polls and interactive formats. | EFFECT
+0.0pp 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
+1K-3K 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
Exchange 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 through 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
