

PUBLIC REPORT PROMTPRESS

Channel audit

Dream House | Projects



@proektmechty

Auto-accept requests ✓ 12 friends subscribed... • House plans, layouts, cottages, baths, gazebos Questions: @robert9600 RKN: <https://www.gosuslugi.ru/snet/6788c7bb4de6c36845a64376>

SUBS

62 114

-512 per month

ERR (% SEE POSTS)

4.0%

per day 2.5%

REACH/POST

2.4K

ad reach 1.5K/24h

— CONTENT · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 62 114 —	 SUB REACH 3.83% avg % subs see post	 VIEWS/POST 2.4K median 2.5K · 29 days	 POSTS/WEEK 48.6 over period
 7D TREND -5.6% vs prev week	 REACTS/POST 11.3 total 2,347 reactions, 1,898 reposts, 0 comments	 POST LENGTH 165 chars median 163 · 29 days	 POSTS ANALYZED 208 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -512 last month	 CITATION RATE 232 citation index · 306 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 09.02.2024

AI EDITOR SUMMARY

Channel «Dream House | Projects» — 62 114 subs. Avg views per post: 2.4K people (4% from subs), reach low — need to grow audience. Publishes 49 posts per week (~7/day) — active posting. Week 15–21 Jun reach dropped -5.6% by week 8–14 Jun — worth analyzing reasons.

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 SHARE

- 01 Analysis based on **208** posts over 29 days.
- 02 Dominant format — **Photo** (111/208 posts).
- 03 Avg post length — **165** chars (median 163).
- 04 Peak audience activity — **Saturday**, 18:00 MSK.
- 05 Top posts get **2×** more views than the weakest (3.1K avg for top vs 1.9K for worst) — among 208 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 15:00 PHOTO Private house layout* Total area - 116.0 m2 Dimensions - 10.1 m x 14.1 m Foundation - monolithic strip Walls - brick Floors...	VIEWS 3 082 REPOSTS 41	REACTS 23 ER 5.0%
Nº2 07.06 · 14:38 PHOTO 2-story house project Amelia Total area - 325.74 m² Footprint - 182 m² Ceiling height - from 3 m Floors -...	VIEWS 3 080 REPOSTS 2	REACTS 15 ER 5.0%
Nº3 05.06 · 10:05 PHOTO 2-story house project Amelia Total area - 325.74 m² Footprint - 182 m² Ceiling height - from 3 m Floors -...	VIEWS 3 029 REPOSTS 7	REACTS 11 ER 4.9%

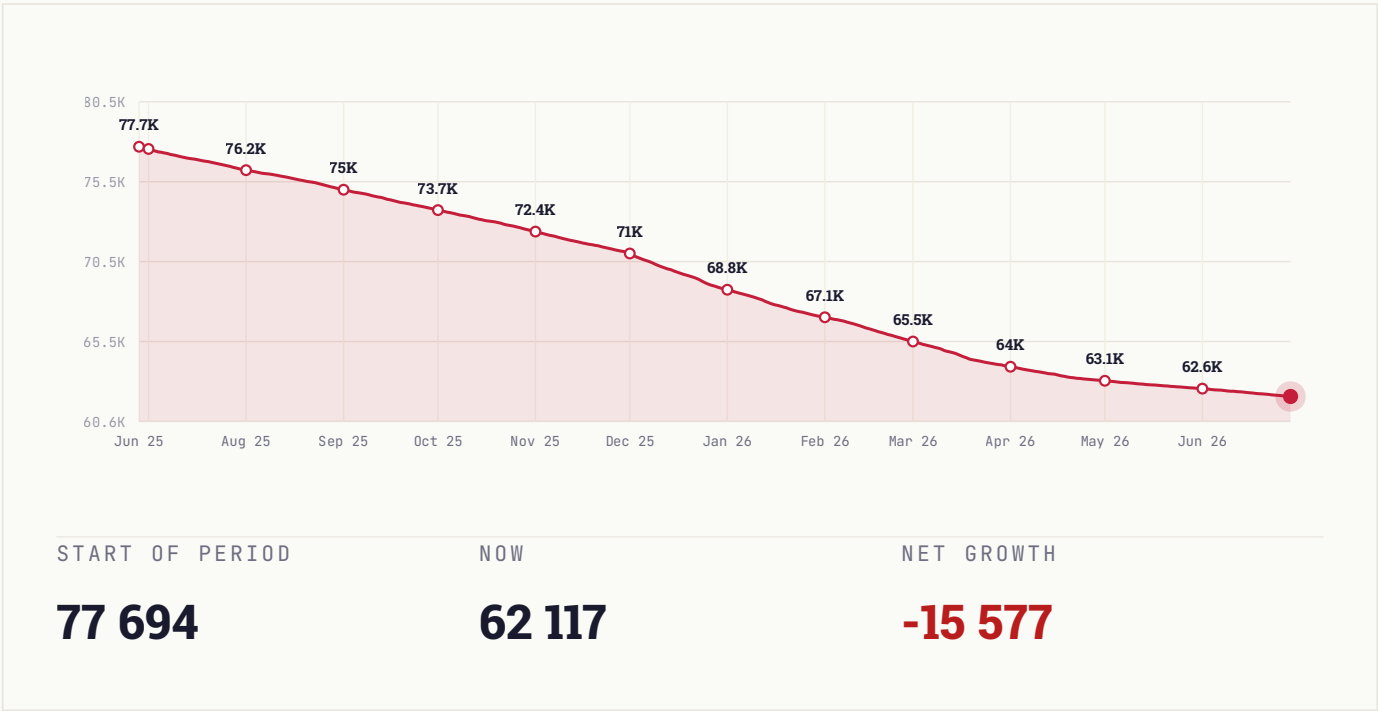
Nº4 04.06 · 20:02 PHOTO 2-story house project Terem LK - 2 K-200 7x9 m Total area - 106.1 m² Footprint - 67.3 m² Ceiling height -...	VIEWS 3 007 REPOSTS 10	REACTS 15 ER 4.8%
Nº5 14.06 · 15:00 PHOTO 2-story house project D163-2 Total area - 96 m² Footprint - 48 m² Ceiling height - from 2.7 m Floors -...	VIEWS 3 000 REPOSTS 6	REACTS 14 ER 4.8%

WORST 3		
↓ 25.06 · 17:45 VIDEO Blanket Yandex Market ORDER AliExpress ORDER Dream Home Projects	VIEWS 1 911 REPOSTS 2	REACTS 8 ER 3.1%
↓ 26.06 · 10:01 VIDEO Smart Mop Yandex Market ORDER AliExpress ORDER Dream Home Projects	VIEWS 1 882 REPOSTS 4	REACTS 9 ER 3.0%
↓ 26.06 · 05:00 VIDEO Which do you prefer? - White columns - Wooden columns Dream House Projects	VIEWS 1 823 REPOSTS 2	REACTS 9 ER 2.9%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

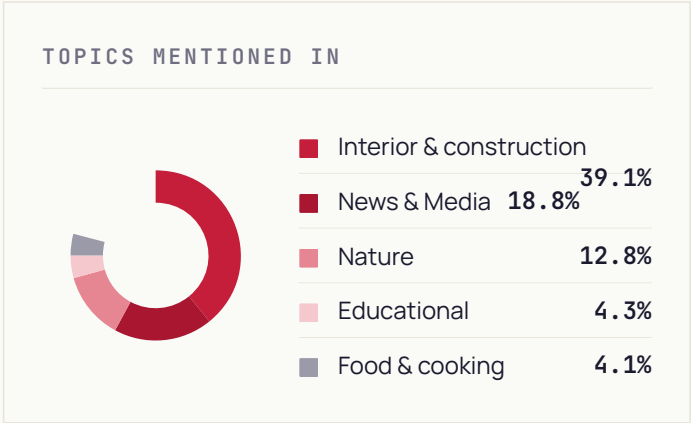
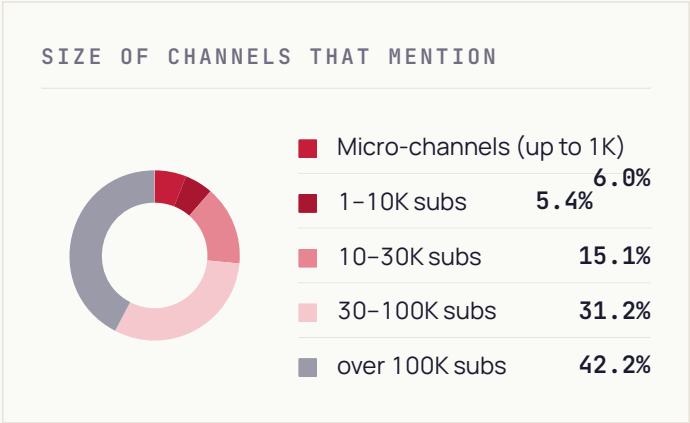
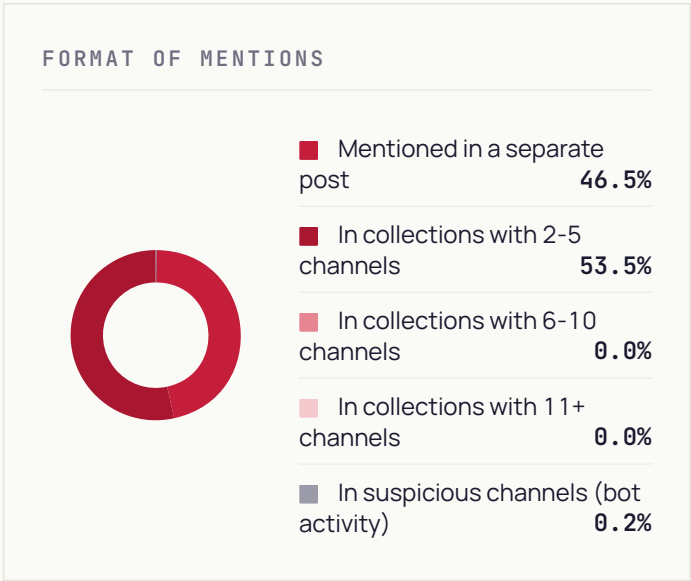
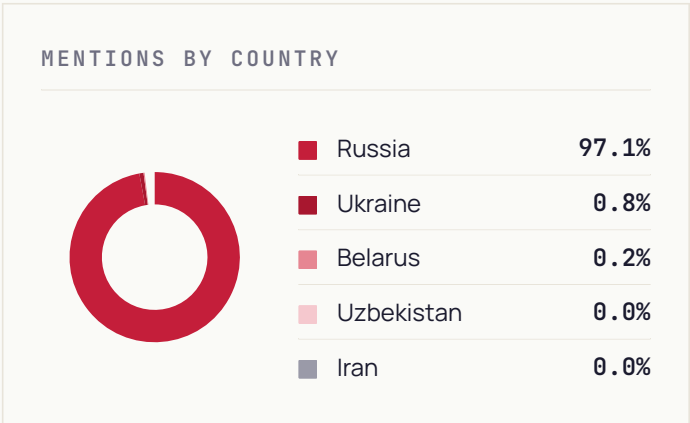
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

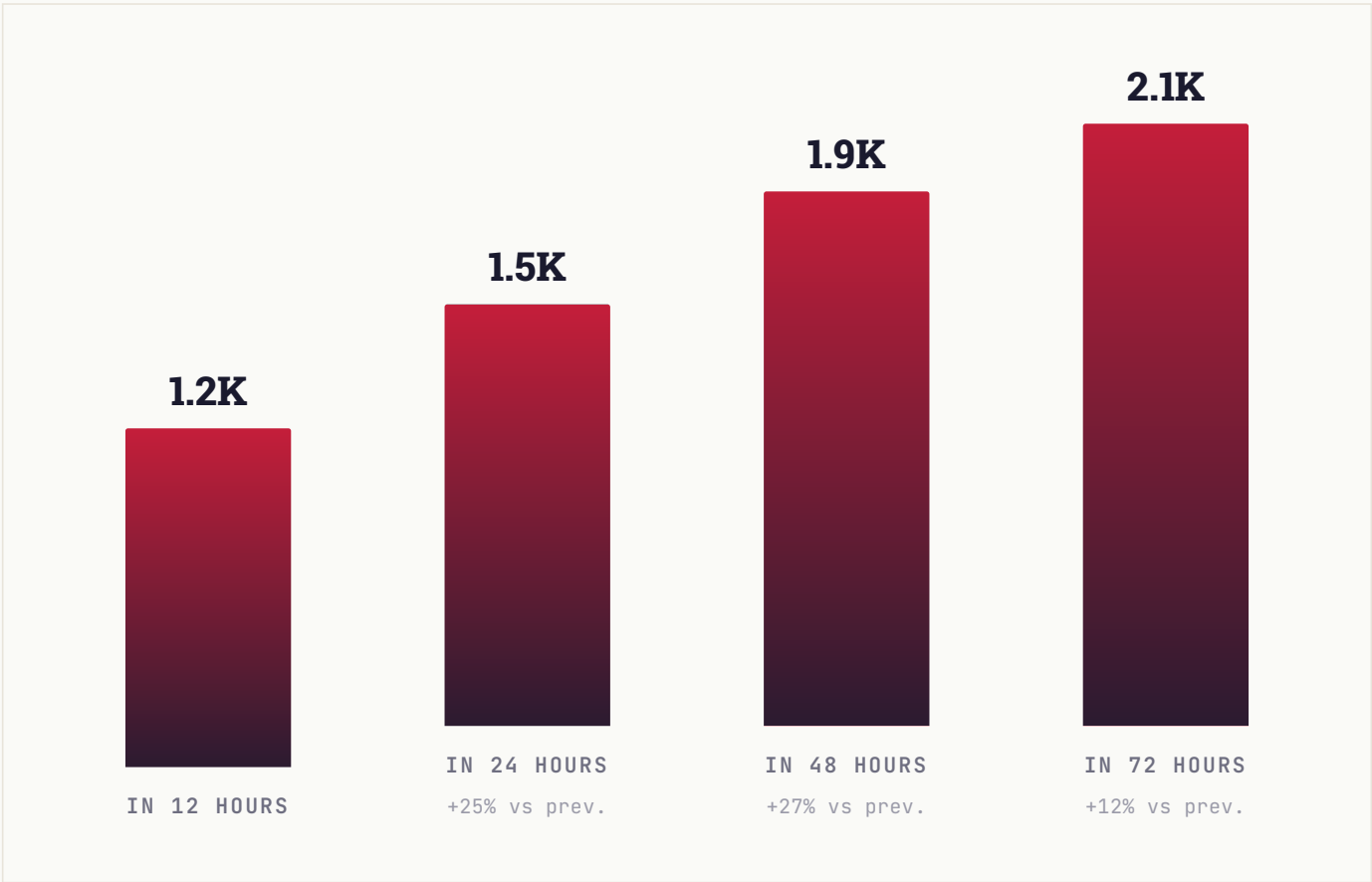
Citation index **232** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel mentioned **306** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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	SUBS
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 GK FSK	377K
PR ProRealty	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
DM Dream House Projects YOU	62.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#87 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 07 • NICHE COMPARISON

Where 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.

#87

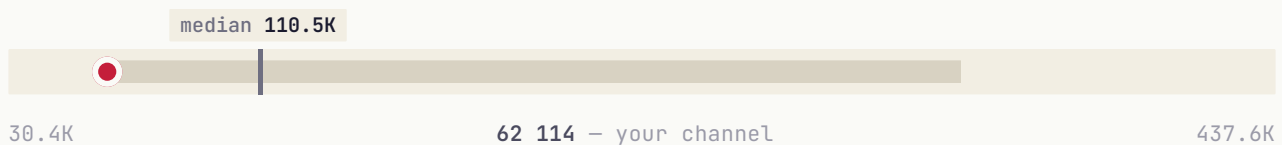
/100

RANK IN NICHE

Channel in the lower half of the ranking

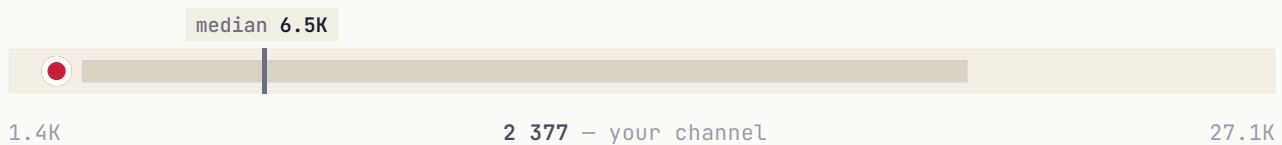
SUBS

44% below median



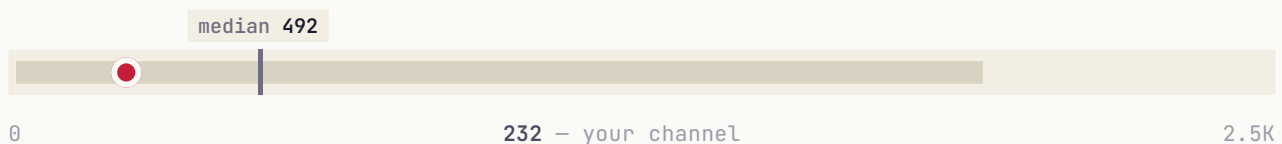
AVG REACH / POST

64% below median



CITATION INDEX

53% 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

Top post of the week — on Saturday

On this day at 18:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 3.83% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.7pp 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 and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. 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 minutes using 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
