

— PROMTPRESS PUBLIC REPORT

# Channel audit

## Mini House | House Projects



@proekty\_domov0

• Homes up to 120m2 • Projects & plans • Facade design • Interior design RKN № 4942309229

SUBSCRIBERS

**35 850**

-239 per month

ERR (% WHO SEE  
POSTS)

**4.0%**

per day 2.6%

REACH/POST

**1.3K**

ad reach 923/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                             |                                                                                                                                                                                          |                                                                                                                                                                                             |                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>35 850</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>3.52%</div><div>avg % subs see post</div></div>                         | <div><div> VIEWS/POST</div><div>1.3K</div><div>median 1.3K · 29 days</div></div>                           | <div><div> POSTS/WK</div><div>29.1</div><div>over period</div></div>                         |
| <div><div> 7D TREND</div><div>-0.5%</div><div>vs previous week</div></div> | <div><div> REACTS/POST</div><div>7.0</div><div>total 865 reactions, 788 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>96 chars</div><div>median 73 · 29 days</div></div>                        | <div><div> POSTS ANALYZED</div><div>124</div><div>29 days</div></div>                        |
| <div><div> AD REACH</div><div>923</div><div>24h avg</div></div>          | <div><div> CHURN / MONTH</div><div>-239</div><div>last month</div></div>                              | <div><div> MENTION RATE</div><div>426</div><div>citation index · 437 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>2 years 5 months</div><div>created 09.01.2024</div></div> |

AI EDITOR SUMMARY

Channel «Mini House | House Projects» — 35 850 subs. Each post averages 1.3K people (4% from subs), reach is low — consider expanding audience. Publishes 29 posts per week (~4/day) — active posting. Week Jun 22–28 reach stable (-0.5% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 124 posts over 29 days.
- 02 Dominant format — Photo (123/124 posts).
- 03 Avg post length — 96 chars (median 73).
- 04 Peak audience activity — Wednesday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.5K avg for top vs 988 for worst) — among 124 posts in 29 days. Analyze what top posts share — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                     |                                                                   |                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------|
| <div><div>Nº1</div><div>09.06 · 16:35</div><div>PHOTO</div></div> <div>Small guest house by pool 45m². 🏡 Mini house</div>                           | <div>VIEWS</div> <div>1 526</div> <div>REPOSTS</div> <div>5</div> | <div>REACTS</div> <div>3</div> <div>ER</div> <div>4.3%</div> |
| <div><div>Nº2</div><div>23.06 · 16:35</div><div>PHOTO</div></div> <div>Cozy single-story home with double-sided fireplace, 61m². 🏡 Mini house</div> | <div>VIEWS</div> <div>1 526</div> <div>REPOSTS</div> <div>5</div> | <div>REACTS</div> <div>8</div> <div>ER</div> <div>4.3%</div> |
| <div><div>Nº3</div><div>10.06 · 05:35</div><div>PHOTO</div></div> <div>Small guest house 23m². 🏡 Mini house</div>                                   | <div>VIEWS</div> <div>1 517</div> <div>REPOSTS</div> <div>3</div> | <div>REACTS</div> <div>5</div> <div>ER</div> <div>4.2%</div> |

|                                                                                                                                                                                                                                                            |                                                                   |                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------|
| <div><div>Nº4</div><div>15.06 · 16:35</div><div>PHOTO</div></div> <div><div>Log cabin ~22m². Cozy double bed, mini-kitchen, bathroom. </div><div>Mini house</div></div> | <div>VIEWS</div> <div>1 514</div> <div>REPOSTS</div> <div>5</div> | <div>REACTS</div> <div>7</div> <div>ER</div> <div>4.2%</div> |
| <div><div>Nº5</div><div>14.06 · 16:35</div><div>PHOTO</div></div> <div><div>Guest house project: 1 bed, bath, kitchen, 51m². </div><div>Mini house</div></div>            | <div>VIEWS</div> <div>1 503</div> <div>REPOSTS</div> <div>6</div> | <div>REACTS</div> <div>8</div> <div>ER</div> <div>4.2%</div> |

|

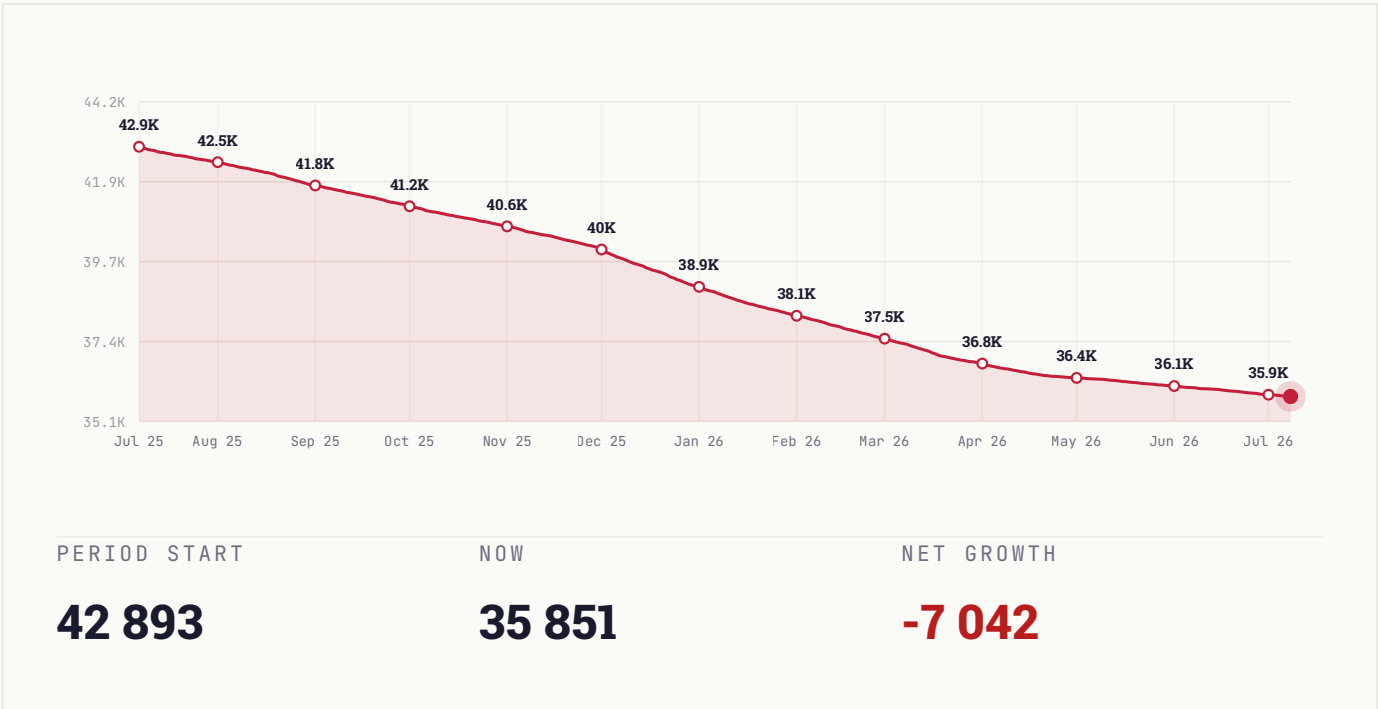
WORST 3

|                                                                                                                                                                                                                                                                       |                                                                    |                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|
| <div><div>↓</div><div>04.07 · 11:35</div><div>PHOTO</div></div> <div><div>Tiny house with mezzanine, kitchen and bathroom. Area 25m². </div><div>Mini house</div></div>              | <div>VIEWS</div> <div>1 007</div> <div>REPOSTS</div> <div>19</div> | <div>REACTS</div> <div>11</div> <div>ER</div> <div>2.8%</div> |
| <div><div>↓</div><div>04.07 · 08:35</div><div>PHOTO</div></div> <div><div>Interesting guest concrete house of 40m². </div><div>Mini house</div></div>                              | <div>VIEWS</div> <div>992</div> <div>REPOSTS</div> <div>5</div>    | <div>REACTS</div> <div>8</div> <div>ER</div> <div>2.8%</div>  |
| <div><div>↓</div><div>05.07 · 08:35</div><div>PHOTO</div></div> <div><div>Guest tiny house of 18m². Kitchen and bathroom in a separate building. </div><div>Mini house</div></div> | <div>VIEWS</div> <div>967</div> <div>REPOSTS</div> <div>6</div>    | <div>REACTS</div> <div>3</div> <div>ER</div> <div>2.7%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

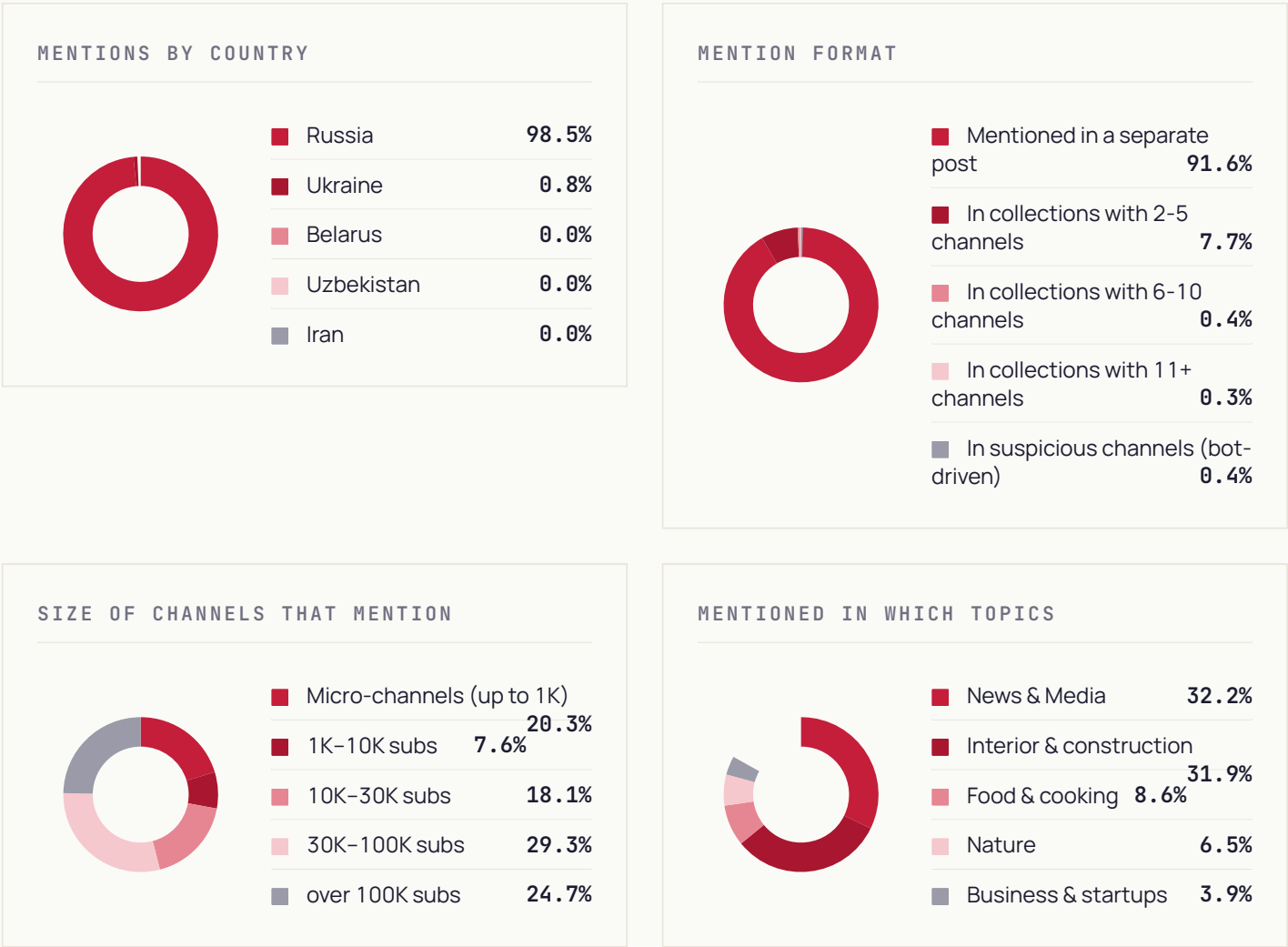
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

# Who mentions the channel and how

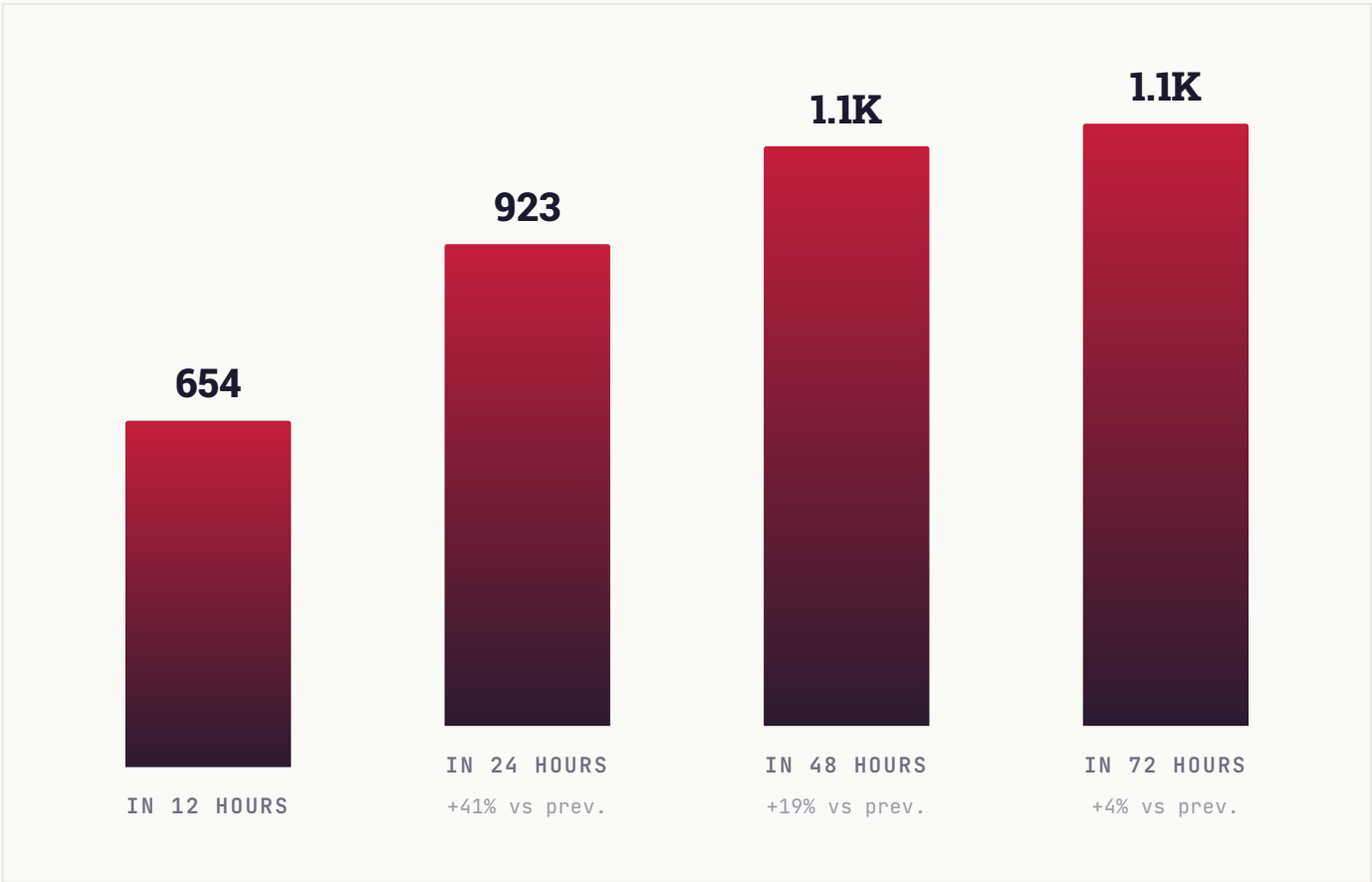
Citation index **426** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **437** different channels.



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

| CHANNEL                                  | SUBSCRIBERS |
|------------------------------------------|-------------|
| DD DOMEО. ДИЗАЙН   РЕМОНТ   НЕДВИЖИМОСТЬ | 530.5K      |
| PL Layout                                | 453.6K      |
| AI Interior & decor                      | 450K        |
| MK My apartment                          | 427.9K      |
| MS Wise Builder                          | 410.2K      |
| LC Favorite apartment                    | 408.6K      |
| GF GC FSK                                | 378.1K      |
| PR ProRealty                             | 377.5K      |
| US Smart Builder                         | 353.9K      |
| PI PIK                                   | 337.3K      |
| MD Mini House   House Projects YOU       | 35.9K       |

COMPARATIVE CONCLUSION

Channel not yet outside top 89 in niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), median top-89: 108.5K. First goal: enter top-89 through systematic traffic & content work.

## 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 median and a darker beige bar representing the peer group. A red dot indicates the channel's performance, and a vertical blue line marks the median.

- SUBSCRIBERS:** The channel has 35,850 subscribers, which is 67% below the median of 109.2K. The peer group range is from 30.4K to 435.2K.
- AVG REACH / POST:** The channel has 1,264 average reach per post, which is 80% below the median of 6.2K. The peer group range is from 1.4K to 26.1K.
- CITATION INDEX:** The channel has a citation index of 426, which is 18% below the median of 518. The peer group range is from 0 to 2.5K.

| Metric           | Channel Value | Channel % Below Median | Median | Peer Group Range |
|------------------|---------------|------------------------|--------|------------------|
| SUBSCRIBERS      | 35,850        | 67%                    | 109.2K | 30.4K - 435.2K   |
| AVG REACH / POST | 1,264         | 80%                    | 6.2K   | 1.4K - 26.1K     |
| CITATION INDEX   | 426           | 18%                    | 518    | 0 - 2.5K         |

## — SECTION 08 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Wednesday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains  
audience  
better**

03

## ER below niche benchmark — rethink formats

Current ER 3.52% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+2.0pp ER**

04

## 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**

05

## Test polls & interactive formats

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

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us and hit your growth plan in a month.

01

**Launch ads in  
Telegram**

<https://panel.promptpress.com/register>

02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)