

PUBLIC REPORT PROMTPRESS

Channel audit

Interior & decor



@remont_decor_interero

Interior & decor ideas for your home ■ Ads: @VSOB63 If no reply:
@serejka63 RKN: clck.ru/3G7WAP Exchange: @Spiral_Miya

SUBSCRIBERS

451 164

-4517 per month

ERR (% SEE POSTS)

5.0%

per day 2.0%

REACH/POST

18.1K

ad reach 9.1K/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.

 SUBSCRIBERS 451 164 —	 SUBS REACH 4.01% avg % of subs see post	 VIEWS/POST 18.1K median 18.9K · 29 days	 POSTS/WEEK 24.8 for the period
 7D TREND -1.3% vs previous week	 REACTIONS/POST 123.1 total 12,804 reactions, 7,646 reposts, 0 comments	 POST LENGTH 75 chars median 54 · 29 days	 POSTS ANALYZED 104 29 days
 AD REACH 9.1K 24h avg	 CHURN / MONTH -4517 last month	 CITATION RATE 3 278 citation index · 4,386 channels mentioned ever	 CHANNEL AGE 2 years 8 months created 13.10.2023

AI EDITOR SUMMARY

Channel «Interior & decor» — 451 164 subs. Each post averages 18.1K people (4% from subs), reach is low — consider expanding audience. Publishes 25 posts per week (~4/day) — active publishing. For the week of Jun 15–21, reach stable (-1.3% vs week of June 8–14).

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 on104 posts over 29 days.
- 02 Dominant format — Video (101/104 posts).
- 03 Avg post length — 75 characters (median 54).
- 04 Audience peak — Sat, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (23.2K avg for top vs 14.1K for bottom) — among 104 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 13:00 VIDEO Clock from board as interior accent Interior & decor	VIEWS 23 329 REP. 59	REACTIONS 172 ER 5.2%
Nº2 01.06 · 08:30 VIDEO Exactly like mine! Interior & decor	VIEWS 23 298 REP. 97	REACTIONS 163 ER 5.2%
Nº3 30.05 · 14:00 VIDEO Door for a small dressing room Interior & decor	VIEWS 23 125 REP. 80	REACTIONS 147 ER 5.1%

Nº4 31.05 • 08:30 VIDEO Sliding partition Interior & decor	VIEWS 22 936 REACTIONS 272 REP. 175 ER 5.1%
Nº5 30.05 • 08:30 VIDEO How to turn technical utilities into a stylish kitchen element Interior & decor	VIEWS 22 714 REACTIONS 172 REP. 150 ER 5.0%

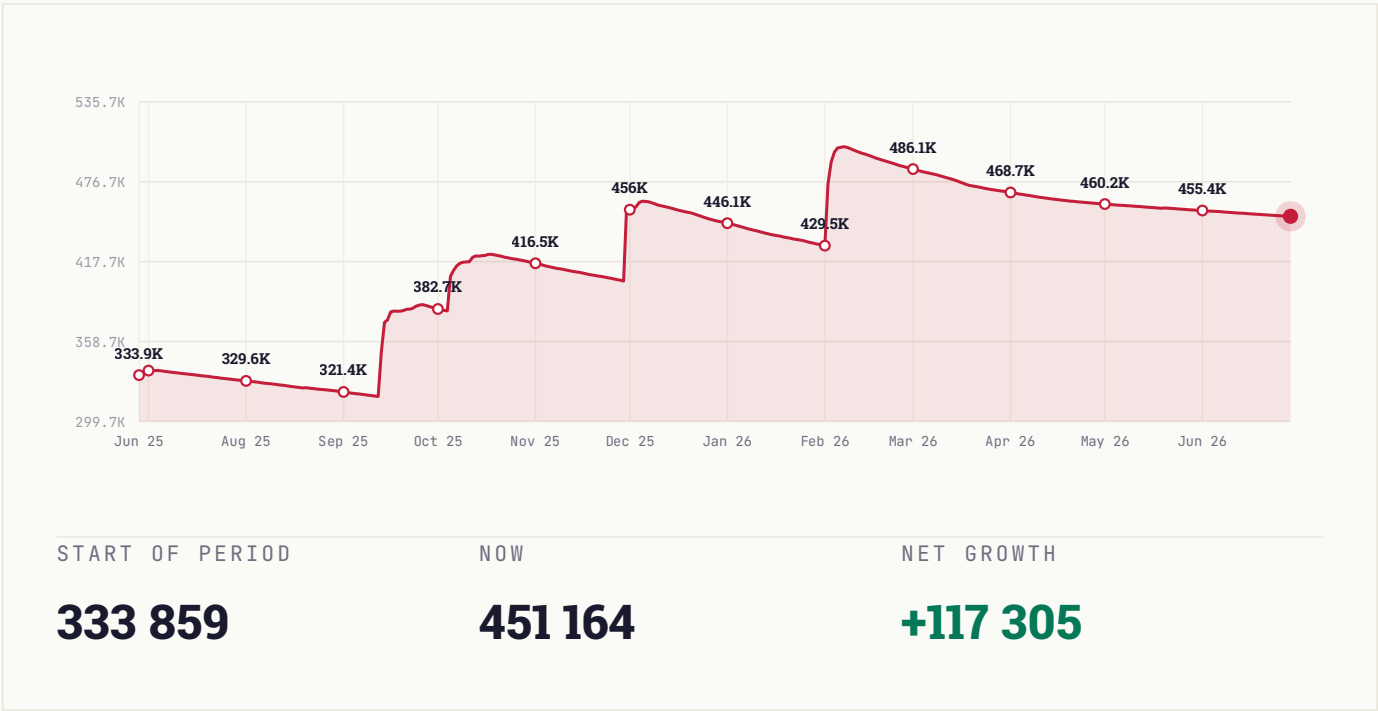
WORST 3

↓ 25.06 • 08:30 VIDEO Kitchen DIY ☺ Interior & decor	VIEWS 14 227 REACTIONS 232 REP. 34 ER 3.2%
↓ 25.06 • 13:00 VIDEO House tour 248 sqm in the forest. Has everything for family life! Interior & decor	VIEWS 14 038 REACTIONS 134 REP. 36 ER 3.1%
↓ 22.06 • 10:02 PHOTO !!FREE weight loss & health program for Russian women has launched! The program is for women: - with excess weight and obesity; -...	VIEWS 13 941 REACTIONS 9 REP. 1 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

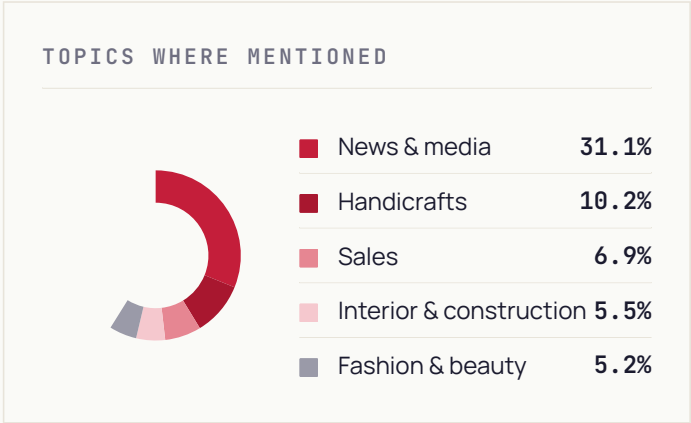
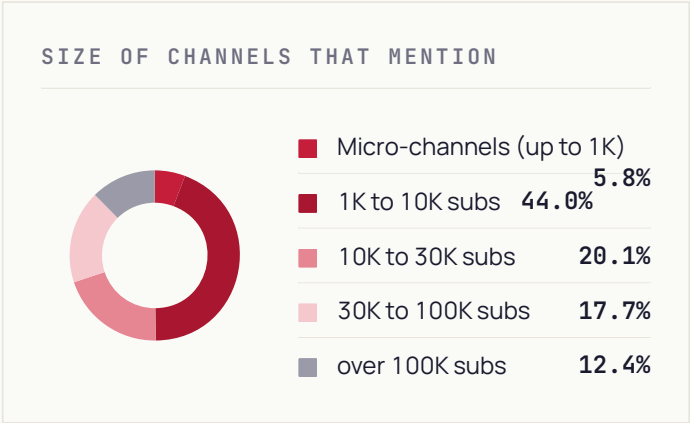
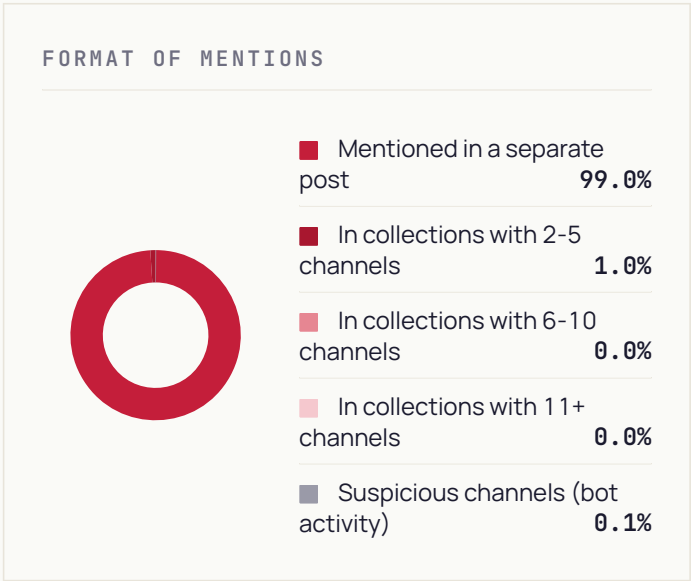
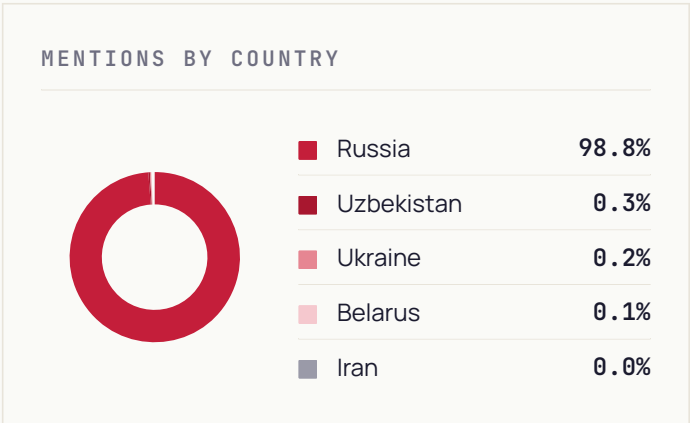
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

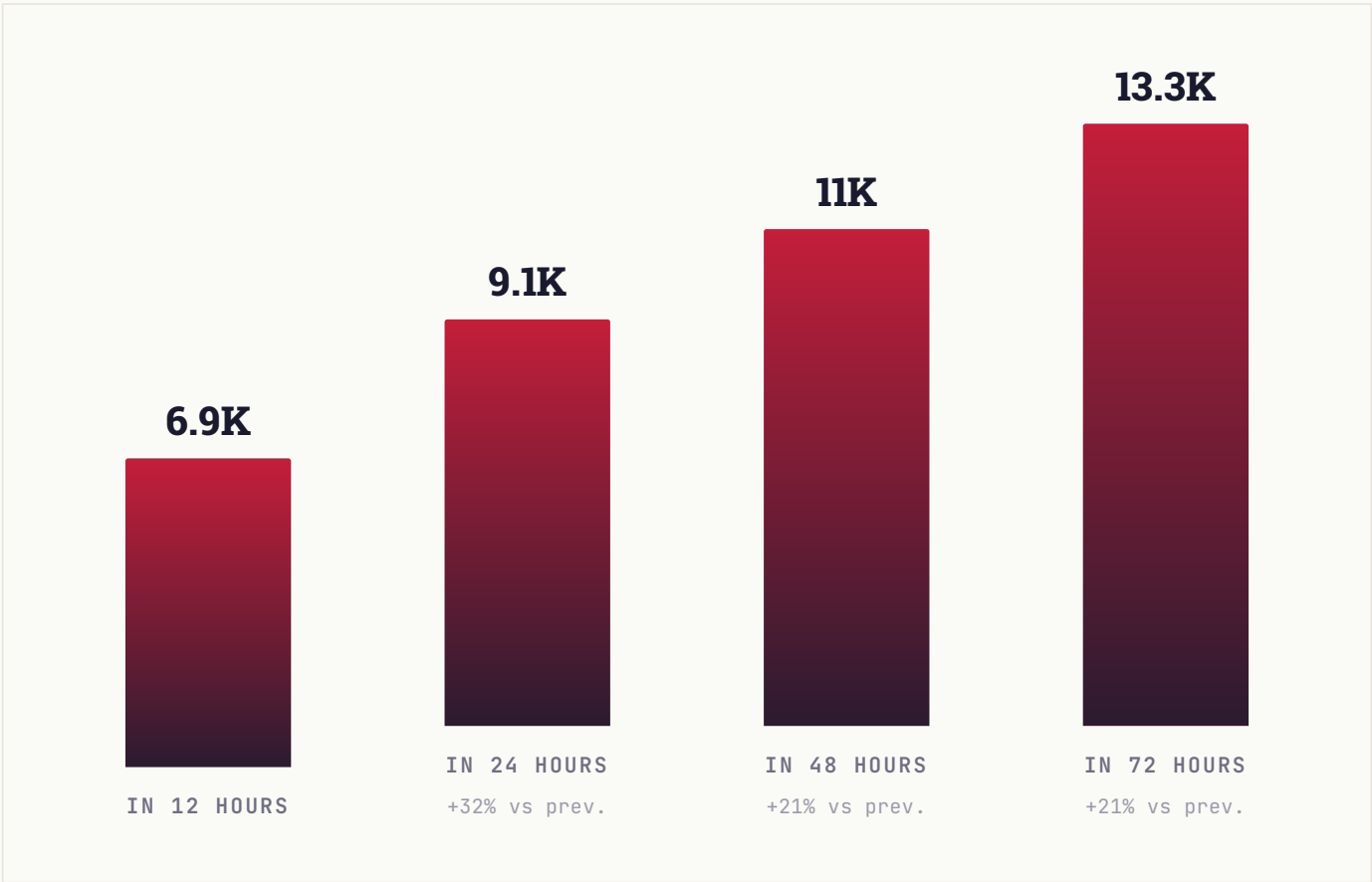
Citation index **3 278** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **4 386** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 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 YOU	451.2K
MK My apartment	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
GF GC FSK	377K
PR ProRealty	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
Cozy Cozy	336.3K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 89 channels in category). One of the leaders — client partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **3 270**, they brought **171 680** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	237	230	6 392
November 2025	461	393	55 069
October 2025	526	467	41 955
September 2025	2 035	1 339	67 963
August 2025	8	8	157
July 2025	3	2	144
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS	
3 270	6	171 680	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

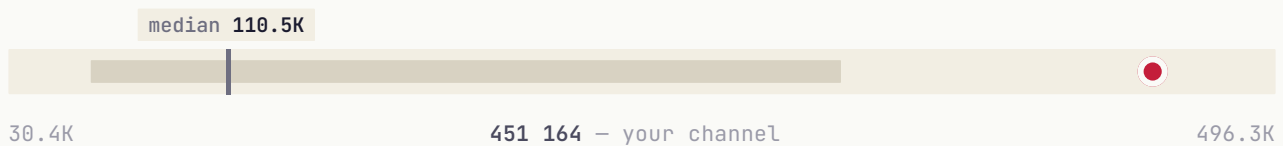
#3 /100

RANK IN NICHE

Channel in top 3% interior & construction Russia

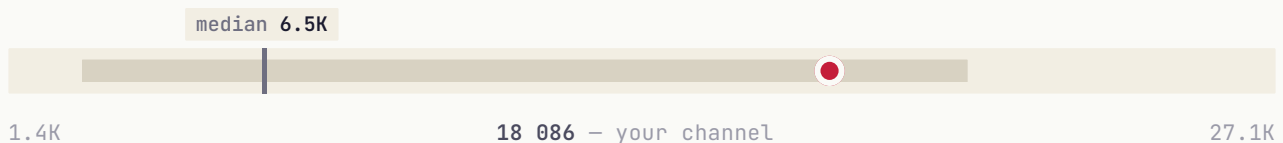
SUBSCRIBERS

better than 90% of niche



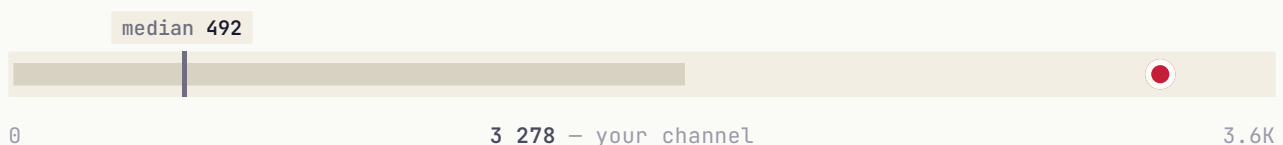
AVG REACH / POST

better than 82% of niche



CITATION INDEX

better than 90% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 17:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.01% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.5pp ER
- 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 typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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