

PUBLIC REPORT BY PROMTPRESS

Channel audit

Handy Uncle



@rukasty

Suggest news: @rukasty_bot Collaboration & ads: @Mihail_Stroev
@iamehanik_bot Handy Uncle in MAH - ...

SUBSCRIBERS

187 316

-1065 per month

ERR (% SEE POSTS)

5.0%

per day 3.5%

REACH/POST

9.7K

ad reach 6.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche Neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Interior & Construction» category

09 Strategy

5 priority actions

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 187 316 —	 SUBSCRIBER REACH 5.2% avg % subs see post	 VIEWS/POST 9.7K median 10K · 29 days	 POSTS/WEEK 44.5 over the period
 7D TREND -10.8% vs previous week	 REACTIONS/POST 66.8 total 12,562 reactions, 8,016 reposts, 990 comments	 POST LENGTH 50 chars. median 28 · 29 days	 POSTS ANALYZED 188 29 days
 AD REACH 6.5K 24h avg	 CHURN / MONTH -1065 over the last month	 CITATION RATE 976 citation index · 512 channels mentioned it ever	 CHANNEL AGE 4 years 4 months created 17.02.2022

AI EDITOR SUMMARY

Channel «Handy Uncle» — 187 316 subs. Each post gets on average 9.7K people (5% from subs), reach is low — need to grow audience. Publishes 44 posts per week (~6/day) — active publishing. For the week of June 15–21, reach dropped by -10.8% to the week of June 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **188** posts over 29 days.
- 02 Dominant format – **Video** (107/188 posts).
- 03 Avg post length – **50** characters (median 28).
- 04 Peak audience activity – **wed**, 14:00 MSK.
- 05 Top posts get **1x** more views than the weakest (12K avg for top vs 8.3K for bottom) – among 188 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.05 · 13:07 PHOTO Pull-out mini cabinet diagram. Can't see photo ☒ Handy Uncle in Max☒	VIEWS 12 332 REPOSTS 32	REACTIONS 29 ER 6.6%
Nº2 31.05 · 19:07 VIDEO Low-melting rods	VIEWS 11 947 REPOSTS 28	REACTIONS 75 ER 6.4%
Nº3 01.06 · 05:07 PHOTO Bathtub installation	VIEWS 11 839 REPOSTS 30	REACTIONS 18 ER 6.3%

Nº4 07.06 · 19:07 VIDEO Good neighbor)	VIEWS 11 680 REPOSTS 110	REACTIONS 120 ER 6.2%
Nº5 30.05 · 19:07 PHOTO Useful info for beginner welders	VIEWS 11 648 REPOSTS 94	REACTIONS 26 ER 6.2%

WORST 3

↓ 19.06 · 13:04 PHOTO hey folks) how to fix a gap, walls are uneven but too late to level?	VIEWS 8 284 REPOSTS 3	REACTIONS 15 ER 4.4%
↓ 17.06 · 08:07 PHOTO Built a staircase with a friend from a log, attaching photos of our work and a drawing!	VIEWS 8 278 REPOSTS 24	REACTIONS 29 ER 4.4%
↓ 25.06 · 10:07 VIDEO Winter	VIEWS 8 195 REPOSTS 5	REACTIONS 43 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

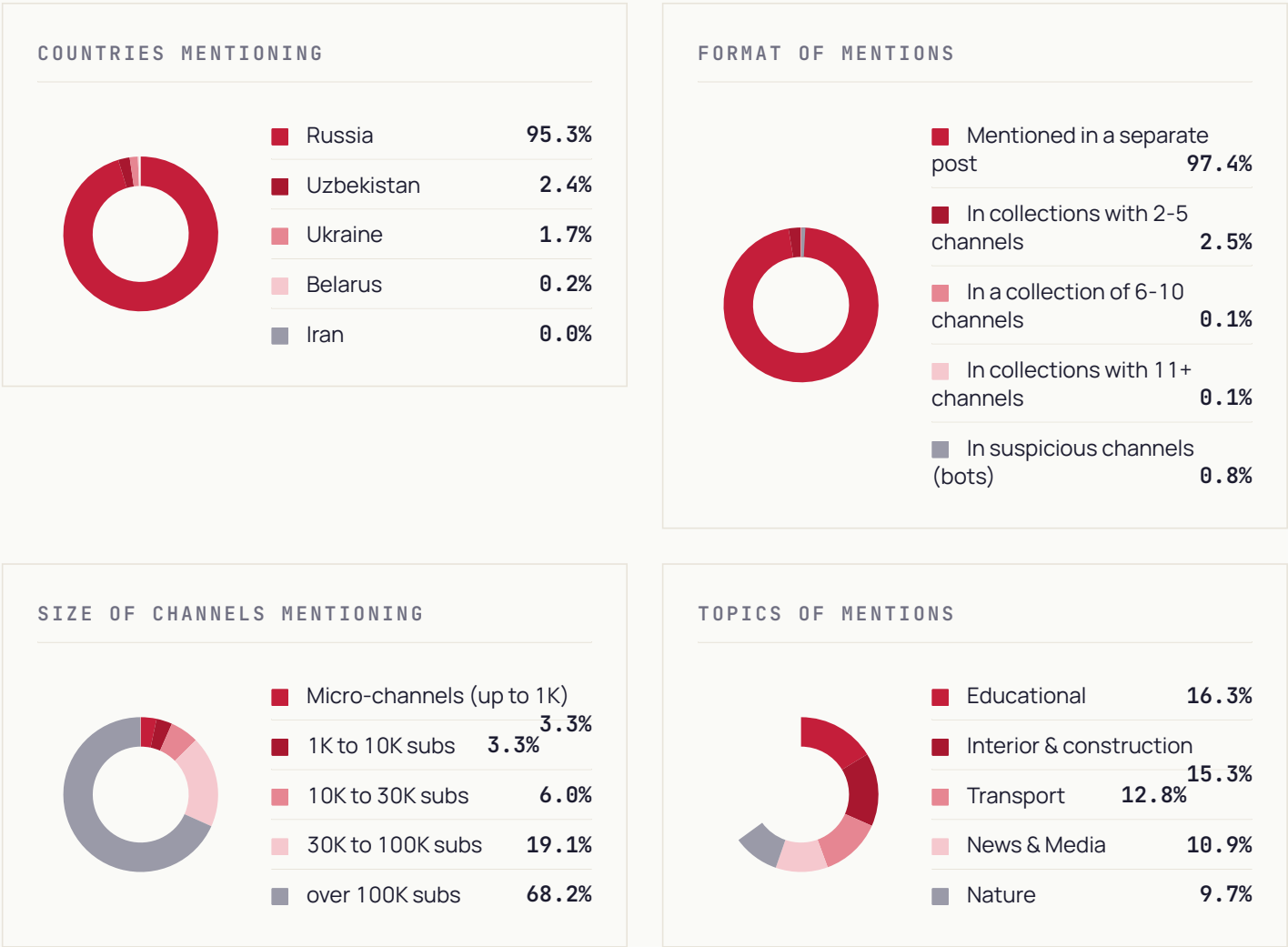
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

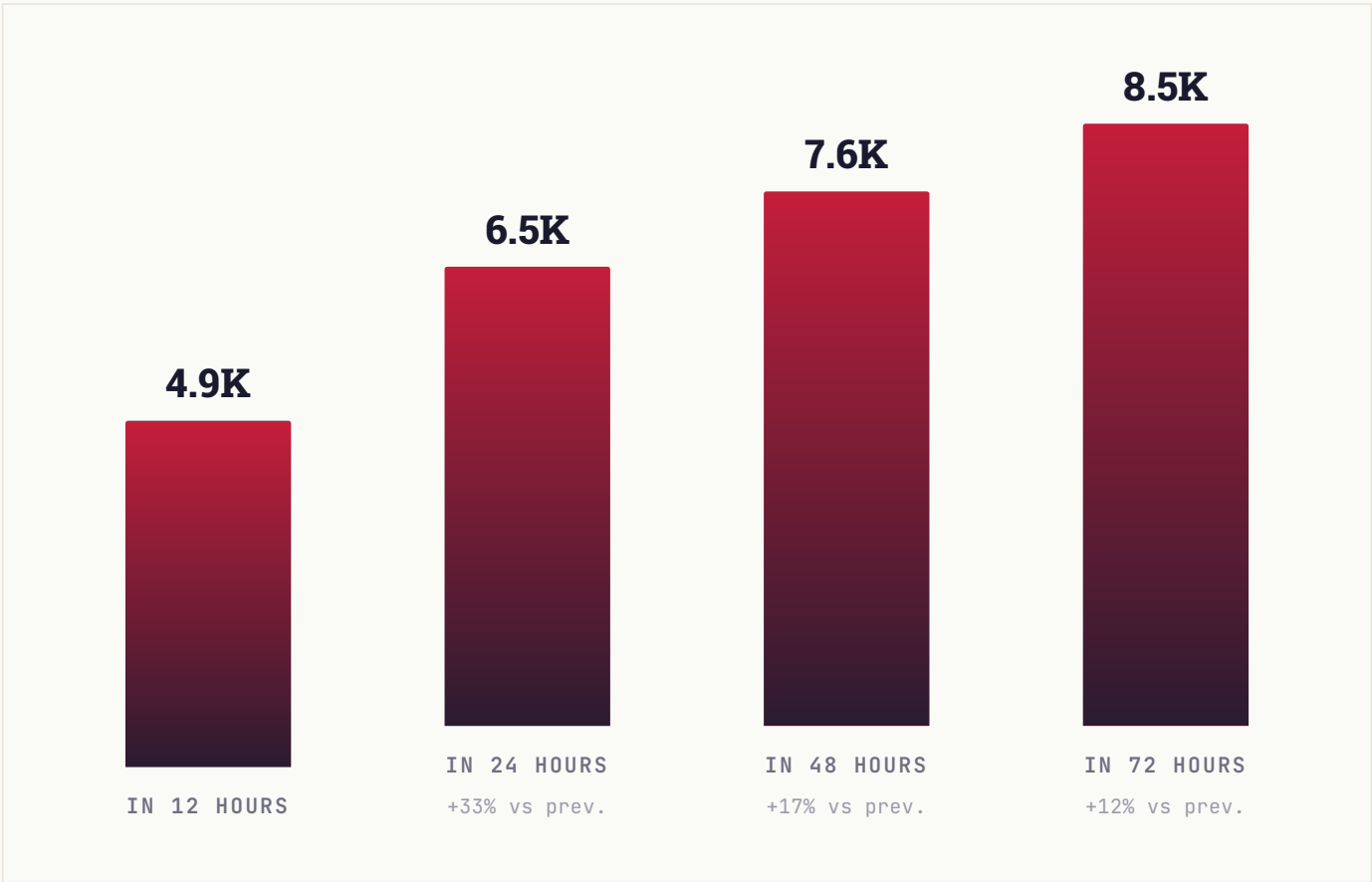
Citation index **976** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **512** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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	451.3K
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
RD Handy Uncle YOU	187.3K

COMPARATIVE INSIGHT

Channel in top half of the niche (#26 of 89). Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K), median subs 110.5K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **194**, they brought **17 105** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	16	15	2 527	
November 2025	28	28	3 095	
October 2025	33	28	2 828	
September 2025	37	37	1 127	
August 2025	42	42	2 361	
July 2025	38	33	5 167	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
194	6	17 105

Where the channel stands in its league

Black vertical = median. Red dot = your channel.



Channel in the top half of the ranking



187 316 – your channel

437.6K



9 745 – your channel

27.1K



976 – your channel

2.5K

— 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

Post of the week — on Wednesday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.2% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.3pp 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

+1K-3K subs

04

Test polls and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. 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 a few minutes using public data.
Want to go further? Run ads with us and hit your growth target
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
