

PUBLIC PROMTPRESS REPORT

Channel audit

Secrets of Construction



@sekrety_stroyki

✂Your guide to repair & construction! ✂Create comfort with us! Buy
<https://clck.ru/3FS5qV>

SUBS

217 774

14 posts 24 days

ERR (% SEE POSTS)

46.0%

per day 37.1%

REACH/POST

99.7K

ad reach 81.2K/24h

— TABLE OF 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 Ad Potential

How long a post drives reach

04 Competitors

Niche neighbors · your position

05 Niche Comparison

Position in category «Interior & construction»

06 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 217 774 —	 SUBSCRIBER REACH 45.78% avg % subs see post	 VIEWS/POST 99.7K median 99K · 24 days	 POSTS/WK 4.0 over period
 7D TREND +1.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 603 chars median 673 · 24 days	 POSTS ANALYZED 14 24 days
 AD REACH 81.2K 24h avg	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 4 yr 7 mo created 18.11.2021	

AI EDITOR SUMMARY

Channel «Secrets of Construction» – 217 774 subs. Each post averages 99.7K people (46% from subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) – rare posts. Week Jun 15–21 reach stable (+1.2% vs week 8–14 Jun).

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 14 posts over 24 days.
- 02 Dominant format – Video (9/14 posts).
- 03 Avg post length – 603 chars (median 673).
- 04 Audience peak – Wednesday, 08:00 MSK.
- 05 Top posts get 1x more views than the weakest (102.2K avg top vs 98.8K worst) – among 14 posts over 24 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

№124.06 · 05:58VIDEO (captionless post – video)	VIEWS	REACTIONS
	103 514	—
	REPOSTS	ER
	800	47.5%
№218.06 · 04:52VIDEO (captionless post – video)	VIEWS	REACTIONS
	101 826	—
	REPOSTS	ER
	530	46.8%
№330.05 · 14:27VIDEO Living room design in natural shades ☒ Natural colors in living room design help create harmony between furniture, textiles and...	VIEWS	REACTIONS
	101 132	—
	REPOSTS	ER
	389	46.4%

Nº4 10.06 · 04:53 VIDEO (captionless post – video)	VIEWS 99 546 REPOSTS 461	REACTIONS — ER 45.7%
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Nº5 10.06 · 04:54 PHOTO Hi all. How are you?😊 We have news from the dacha: started building a bathhouse! This is not just a weekend project, but a real milestone...	VIEWS 99 383 REPOSTS 427	REACTIONS — ER 45.6%
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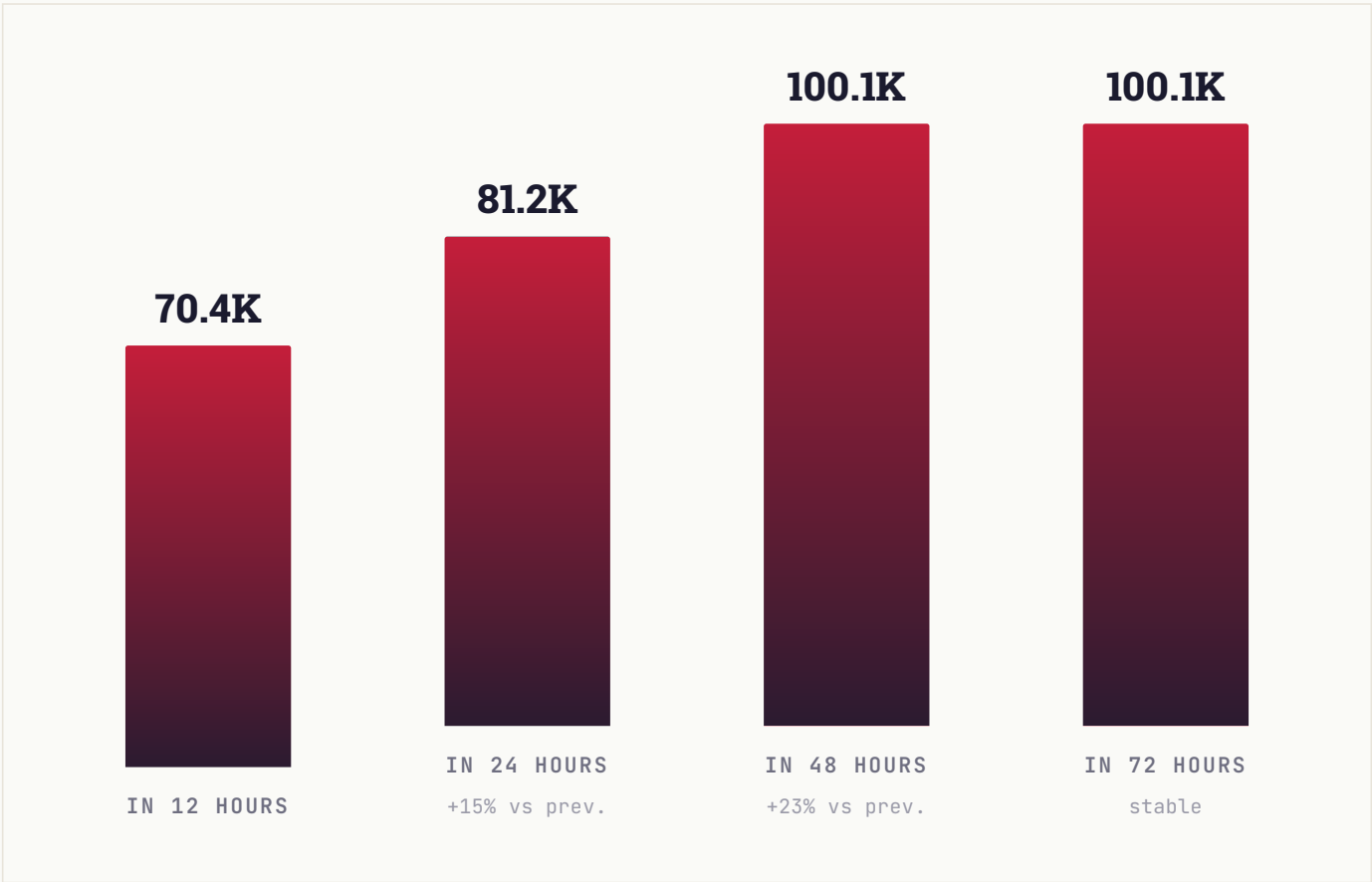
WORST 3

↓ 10.06 · 19:51 VIDEO (captionless post – video)	VIEWS 98 860 REPOSTS 431	REACTIONS — ER 45.4%
↓ 10.06 · 19:51 VIDEO Hi, friends! Here's a useful lifehack🔧 I think many of you will find it handy! Wallpapering is a very important step in renovation, here...	VIEWS 98 858 REPOSTS 366	REACTIONS — ER 45.4%
↓ 21.06 · 09:12 PHOTO Friends, hi! Today we'll cover a very interesting (and always relevant) topic🔧 How to save your 🔧 when setting up a new...	VIEWS 98 592 REPOSTS 700	REACTIONS — ER 45.3%

SECTION 03 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 04 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its position 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 ГК ФСК	377K
PR ProRealty	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
SS Secrets of Construction YOU	217.8K

COMPARATIVE INSIGHT

Channel in top half of niche (#23 of 89). Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K), median subs 110.5K. Aim for top quartile — realistic 6–12 month horizon.

SECTION 05 • NICHE COMPARISON

Where the 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-p90). Black vertical = median. Red dot = your channel.

#23

/100

POSITION IN NICHE

Channel in top 23% – strong position

SUBS

better than 68% of niche

median 110.5K

30.4K

217 774 – your channel

437.6K

AVG REACH / POST

better than 90% of niche

median 6.5K

1.4K

99 691 – your channel

109.7K

CITATION INDEX

99% below median

median 492

0

0 – your channel

2.5K

— SECTION 06 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 4.0 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency >
Volume****02****Best post day — Wednesday**

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

EFFECT

**Best window
for an
important post****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 & 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 with channels in the same segment once a quarter. No need to do it 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 from public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager