

PUBLIC REPORT BY PROMTPRESS

Channel audit

STROYKHLAM



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Expertise of houses domopodbor.ru Finishing of houses and apartments domoremont.online <https://knd.gov.ru/license?id=6736d6244d86083881d1d560&istryType=bloggersPermission>

SUBSCRIBERS

24 980

+26 per month

ERR (% SEE POSTS)

51.0%

per day 21.4%

REACH/POST

12.2K

ad reach 5.4K/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 24 980 —	 SUBSCRIBER REACH 48.68% avg % of subs see post	 VIEWS/POST 12.2K median 13.3K · 19 days	 POSTS/WEEK 2.5 for the period
 7D TREND — no data for period	 REACTIONS/POST 223.0 total 1,561 reactions, 120 reposts, 415 comments	 POST LENGTH 251 chars median 181 · 19 days	 POSTS ANALYZED 7 19 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH +26 last month	 CITATION RATE 12 citation index · 88 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «STROYKHLAM» — 24 980 subs. Each post averages 12.2K people (49% from subs), broad reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts in 19 days.
- 02 Dominant format — Video (5/7 posts).
- 03 Avg post length — 251 chars (median 181).
- 04 Audience peak — Sunday, 10:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (15.3K avg for top vs 8.6K for worst) — among 7 posts in 19 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 07:04 PHOTO See you today at the Russia House expo at 14:00. For those who wanted but forgot overnight 🕶️ https://домароссии.рф	VIEWS 17 110 REP. 8	REACTIONS 71 ER 68.5%
Nº2 20.06 · 17:02 TEXT https://youtu.be/BfVJppJ5pig in my opinion very cool content in 2 parts. When VK is processed, it will be available via link...	VIEWS 15 198 REP. 27	REACTIONS 107 ER 60.8%
Nº3 20.06 · 10:42 VIDEO Stopped by the Russia House expo 55.944889, 36.983500	VIEWS 13 634 REP. 15	REACTIONS 106 ER 54.6%

Nº4 03.07 • 15:23 VIDEO  A minute of useful useless info! The hole is not warm. The hole won't make it warm.	VIEWS 13 303 REACTIONS 374 REP. 24 ER 53.3%
Nº5 03.07 • 06:25 VIDEO Thought I'd start a 'minute of useful useless info' section – the inbox is full of crazy stuff...	VIEWS 12 323 REACTIONS 422 REP. 23 ER 49.3%

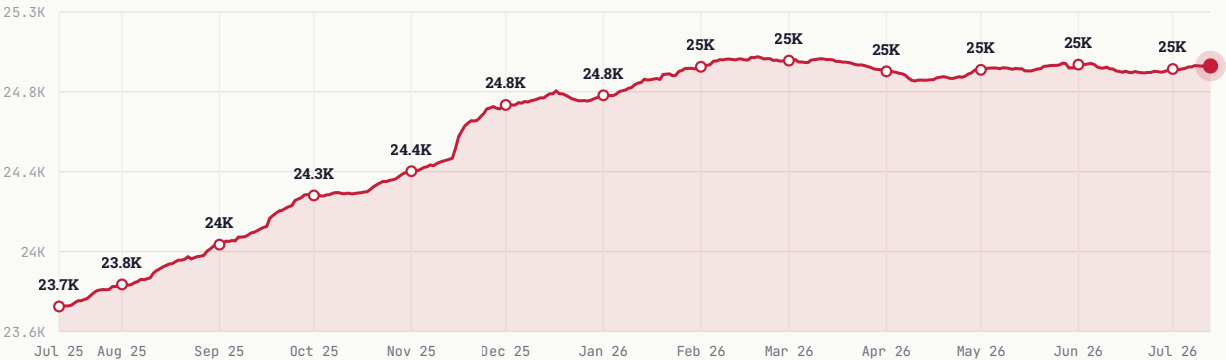
WORST 3

↓ 03.07 • 06:25 VIDEO Thought I'd start a 'minute of useful useless info' section – the inbox is full of crazy stuff...	VIEWS 12 323 REACTIONS 422 REP. 23 ER 49.3%
↓ 08.07 • 05:41 VIDEO A minute of useful useless info from Lena Karkas. Lena Karkas forgot that a heated floor with coolant works from any source...	VIEWS 7 644 REACTIONS 319 REP. 13 ER 30.6%
↓ 10.07 • 07:17 VIDEO A minute of useful info! The buzzed series of videos with useful harmful advice about concrete. Overall, it should sound like: if you want...	VIEWS 5 903 REACTIONS 162 REP. 10 ER 23.6%

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 gained or lost subs.



PERIOD START

23 726

NOW

24 980

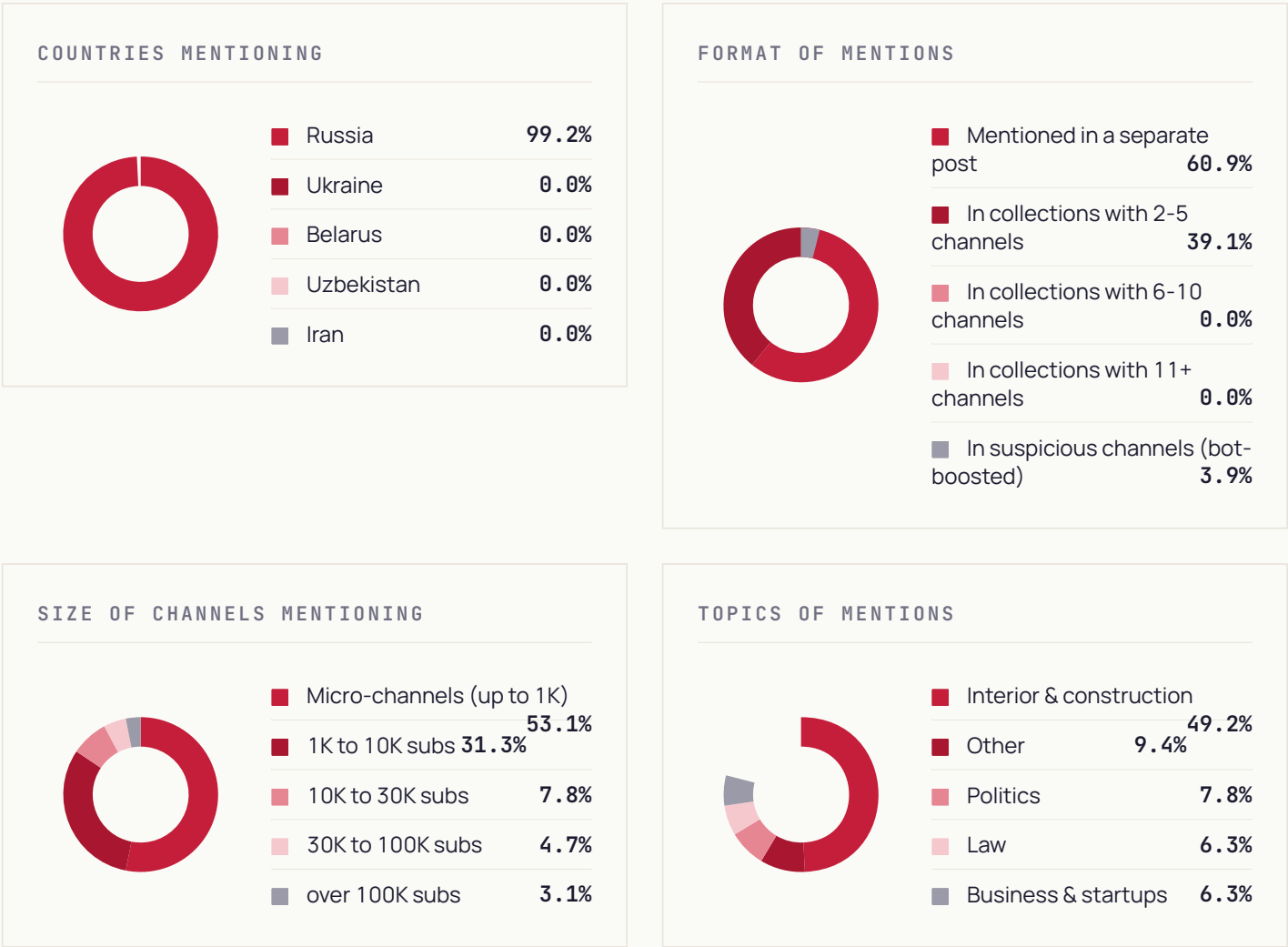
NET GROWTH

+1 254

SECTION 04 · CITATIONS

Who mentions the channel and how

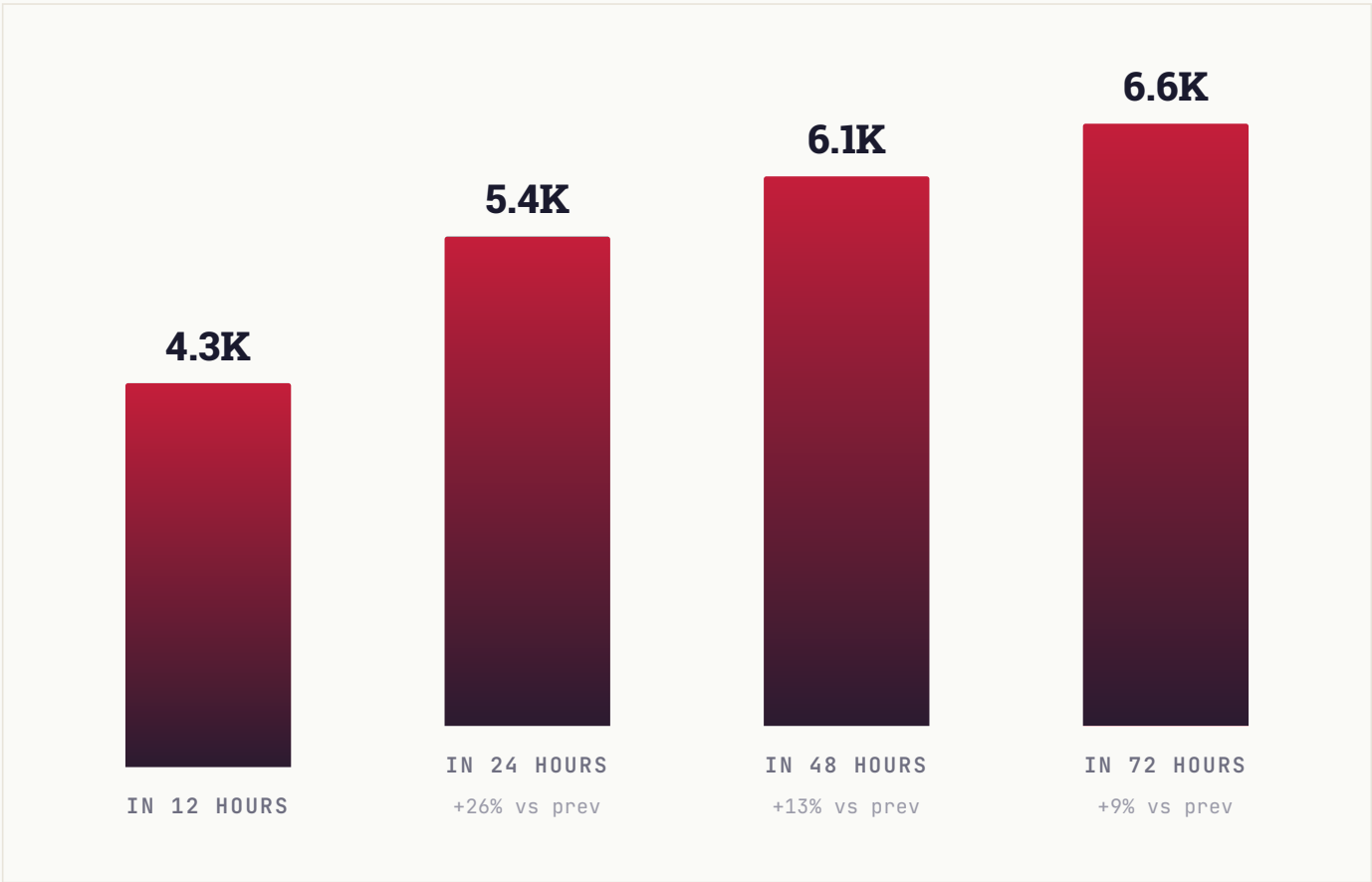
Citation index **12** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **88** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	535K
PL Layout Planning	452.9K
AI Interior & decor	449.4K
MK My Apartment	427.5K
MS Wise Builder	409.8K
LK Favorite apartment	408.1K
GF GC FSK	377.6K
PR ProRealty	376.8K
US Smart Builder	353.6K
PI PIK	336.2K
CT STROYKHLAM YOU	25K

COMPARATIVE CONCLUSION

Channel not yet outside top-91 of niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (535K), top-91 median: 124K. First goal — enter top-91 through systematic work with traffic and content.

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** such mentions were **16**, they brought **1 296** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	6	6	172
December 2025	2	2	123
Nov 2025	2	2	356
Oct 2025	2	2	147
September 2025	2	2	265
August 2025	2	2	233
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS
16	6		1 296

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 looks against them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.5 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Top post of the week — on Sunday

Audience most active on this day at 10:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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 from public data.
Want to go further — run ads through 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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