

PUBLIC REPORT BY PROMTPRESS

Channel audit

Shelnat



@shelnat

Notes by Natalia Shelkovskaya Video - <https://www.youtube.com/shelnat/> Master class Ideal kitchen - <https://shelnat.com/ru/courses/kitchen/> Online courses - <https://shelnat.com/courses/> Design services...

SUBSCRIBERS

22 331

-159 per month

ERR (% SEE POSTS)

46.0%

daily 14.7%

REACH/POST

8K

ad reach 3.3K/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

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Interior & Construction»

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 22 331 —	 SUBS REACH 35.94% avg % subs see post	 VIEWS/POST 8K median 9.6K · 28 days	 POSTS/WEEK 1.2 over period
 7D TREND — no data for period	 REACTIONS/POST 296.4 1,482 reactions, 407 reposts, 41 comments	 POST LENGTH 369 chars median 62 · 28 days	 POSTS ANALYZED 5 28 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -159 last month	 CITATION RATE 1 citation index · 22 channels mentioned ever	 CHANNEL AGE 9 years 9 months created 17.10.2016

AI EDITOR SUMMARY

Channel «Shelnat» — 22 331 subs. Each post avg views 8K people (36% of subs), good reach. Publishes 1 posts/week (~0/day) — rare posts.

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 5 posts in 28 days.
- 02 Dominant format — **Photo** (2/5 posts).
- 03 Avg post length — **369** chars (median 62).
- 04 Peak audience activity — **Friday**, 17:00 MSK.
- 05 Top posts get **2x** more views than weakest (top avg 10.5K vs worst 6.1K) — among 5 posts in 28 days. Analyze top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 14:06 PHOTO Channel Video Site Courses	VIEWS 11 540 REP. 173	REACTIONS 369 ER 51.7%
Nº2 19.06 · 14:05 TEXT I'd like to back this up with video proof, but since I deeply understand that...	VIEWS 10 315 REP. 182	REACTIONS 493 ER 46.2%
Nº3 30.06 · 10:40 PHOTO I've long wondered why this stone is called 'avocado' when it's clearly a birch...	VIEWS 9 588 REP. 8	REACTIONS 263 ER 42.9%

Nº4 12.07 · 16:53 VIDEO BEST PRODUCTS SHELNAT Channel Video Site Courses	VIEWS 6 095 REP. 23	REACTIONS 196 ER 27.3%
Nº5 18.07 · 09:18 VIDEO WHAT'S INTERESTING AT IKEA SHELNAT Channel Video Site Courses	VIEWS 2 586 REP. 21	REACTIONS 161 ER 11.6%

|

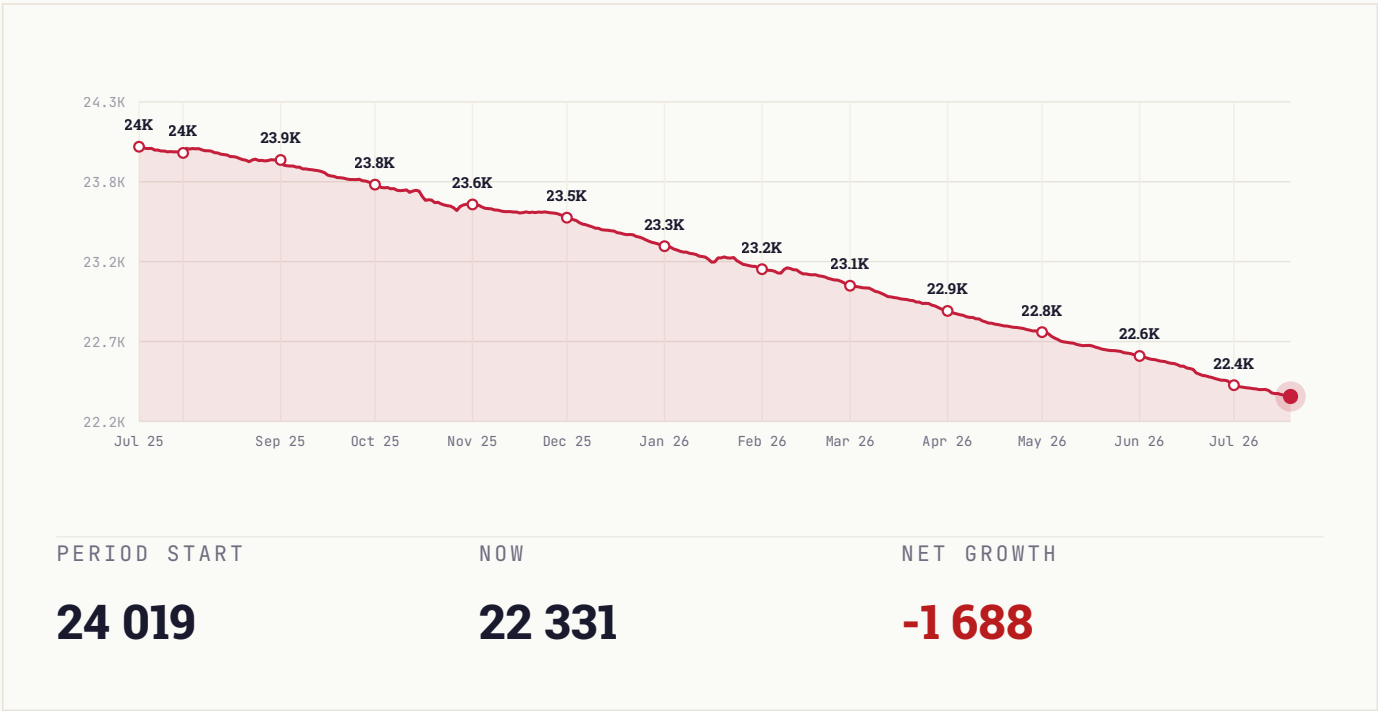
WORST 3

↓ 30.06 · 10:40 PHOTO I've long wondered why this stone is called 'avocado' when it's clearly a birch...	VIEWS 9 588 REP. 8	REACTIONS 263 ER 42.9%
↓ 12.07 · 16:53 VIDEO BEST PRODUCTS SHELNAT Channel Video Site Courses	VIEWS 6 095 REP. 23	REACTIONS 196 ER 27.3%
↓ 18.07 · 09:18 VIDEO WHAT'S INTERESTING AT IKEA SHELNAT Channel Video Site Courses	VIEWS 2 586 REP. 21	REACTIONS 161 ER 11.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

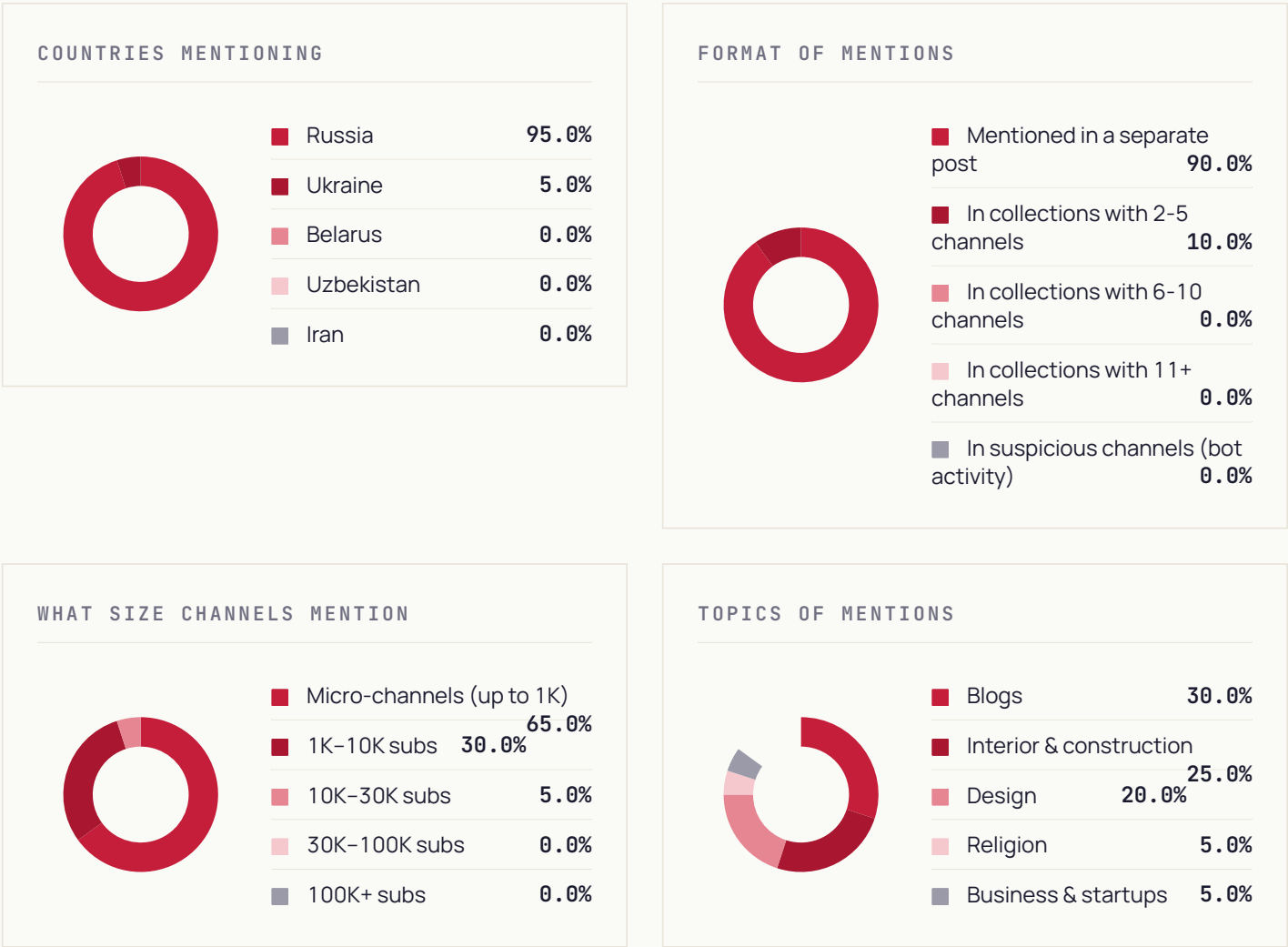
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

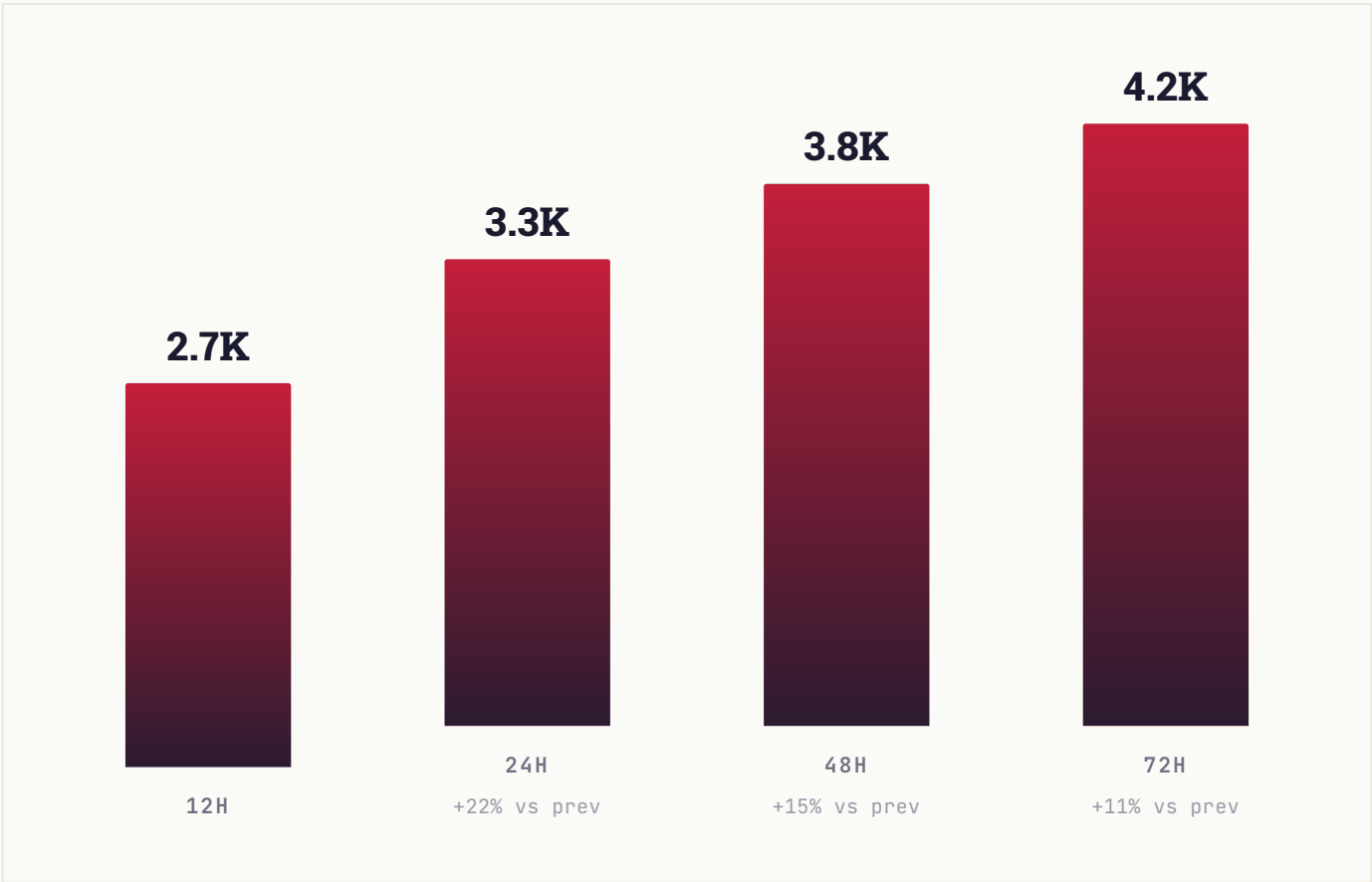
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **22** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
SH Shelnat YOU	22.3K

COMPARATIVE INSIGHT

Channel not yet outside niche top 91 — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **1**, they brought **202** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	38	
December 2025	0	0	1	
Nov 2025	0	0	19	
Oct 2025	1	1	78	
September 2025	0	0	2	
August 2025	0	0	64	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
1	6	202

SECTION 08 · 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 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01**Increase posting frequency**

Now 1.2 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Top post of the week — on Friday**

Audience is most active on this day at 17:00 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

**+1000-3000
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 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 from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager