

PUBLIC REPORT BY PROMTPRESS

Channel audit

First pro purchases



@skandiapartment

Nº 6825079559 #C3YSZ My name is Yulia and this is about shopping! My finds for the life of your dreams. With prices and links.
For collaboration inquiries, write: @julialapina

SUBSCRIBERS

64 565

-838 per month

ERR (% SEE POSTS)

14.0%

per day 7.6%

REACH/POST

8.7K

ad reach 4.9K/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

Position in category «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 64 565 —	 SUBSCRIBER REACH 13.55% avg % subs see post	 VIEWS/POST 8.7K median 9.3K · 29 days	 POSTS/WEEK 15.4 for period
 7D TREND -7.6% vs prev week	 REACTIONS/POST 151.5 total 9,849 reactions, 2,846 reposts, 165 comments	 POST LENGTH 613 chars median 555 · 29 days	 POSTS ANALYZED 65 29 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH -838 last month	 CITATION RATE 40 citation index · 66 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 25.05.2023

AI EDITOR SUMMARY

Channel «First pro purchases» — 64 565 subs. Each post averages 8.7K people (14% from subs), reach is low — grow audience. Publishes 15 posts per week (~2/day) — steady pace. Week Jun 15–21 reach dropped -7.6% to week Jun 8–14 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 65 posts over 29 days.
- 02 Dominant format — Photo (62/65 posts).
- 03 Avg post length — 613 chars (median 555).
- 04 Peak audience activity — Thursday, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (top avg 10.5K vs bottom 6.7K) — across 65 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№102.06 · 10:41PHOTO	Found a handy app for digitizing wardrobe and creating outfits ☒ I think over the years I've built a functional wardrobe: all the basics...	VIEWS	REACTIONS
		10 603	270
№201.06 · 02:06PHOTO	How to restore towel softness Towels usually become stiff for one of these reasons: ☒ Too short wash cycles. In an hour...	REPOSTS	ER
		164	16.4%
№301.06 · 09:34PHOTO	Chest-bench for home/outdoor/balcony/bathhouse ☒ Aluminum frame, reinforced lid, artificial rattan. ☒ It doesn't...	VIEWS	REACTIONS
		10 581	316
		REPOSTS	ER
		258	16.4%
		VIEWS	REACTIONS
		10 450	180
		REPOSTS	ER
		36	16.2%

Nº4 31.05 · 09:34 PHOTO ✂ Folding table that attaches to balcony railings ✂ Attaches without drilling, fits railings and barriers up to 18 cm wide (round...	VIEWS 10 442 REPOSTS 47	REACTIONS 187 ER 16.2%
Nº5 07.06 · 09:34 PHOTO Rustic decor for entry doors, gazebos, outdoor swings or roofs ✂✂ ✂ This is plastic imitation straw, requiring zero maintenance. ✂...	VIEWS 10 422 REPOSTS 37	REACTIONS 108 ER 16.1%

|

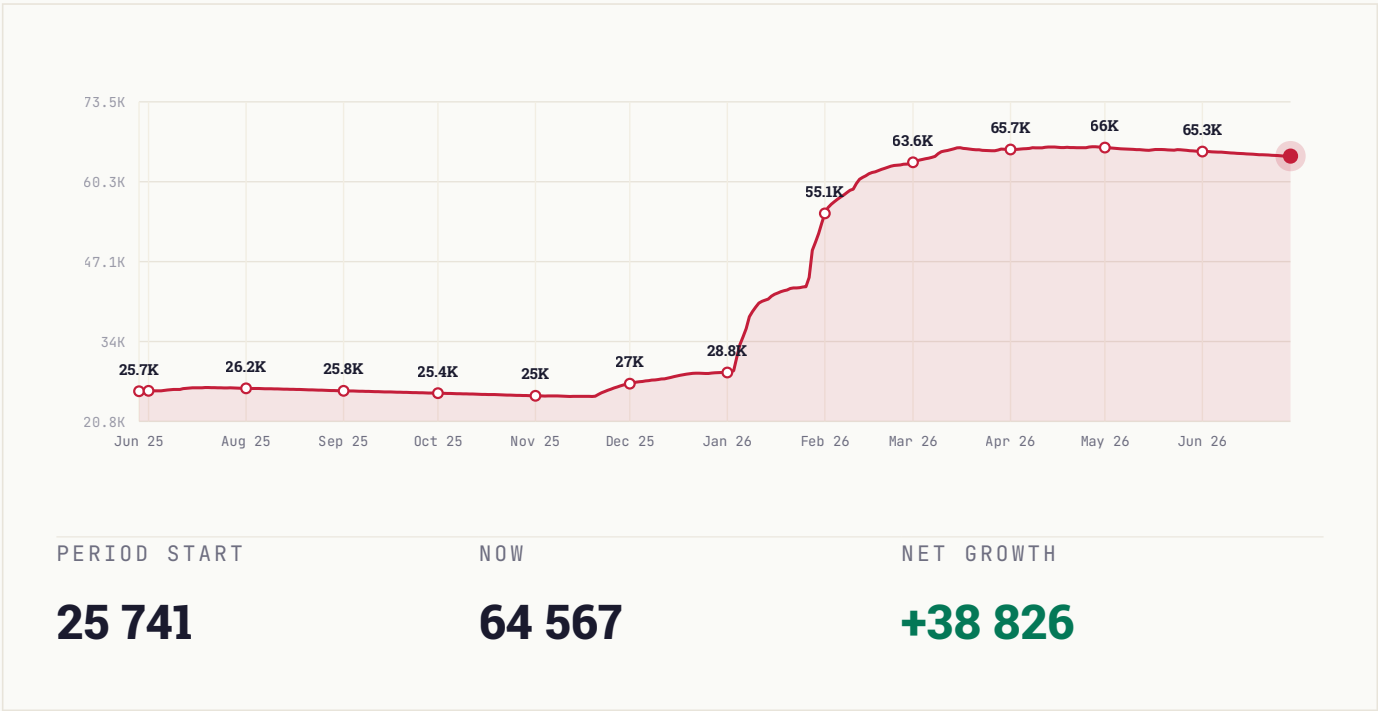
WORST 3

↓ 25.06 · 09:34 PHOTO Among budget brands, Luon is the most worthy in my opinion. Not just plantain extract, but strong science-based working...	VIEWS 6 989 REPOSTS 18	REACTIONS 100 ER 10.8%
↓ 26.06 · 02:06 PHOTO Selection from Yandex.Market ✂ metal basket. Set of 2. link 567 RUB ✂ cute dog rug 446 RUB link ✂ bag...	VIEWS 6 812 REPOSTS 13	REACTIONS 124 ER 10.6%
↓ 26.06 · 09:34 PHOTO Picnic & beach mat ✂✂ Waterproof, three-layer. 2x2 meters. Several colors, good reviews. WB link 1992 RUB.	VIEWS 6 332 REPOSTS 41	REACTIONS 198 ER 9.8%

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.



SECTION 04 • MENTIONS

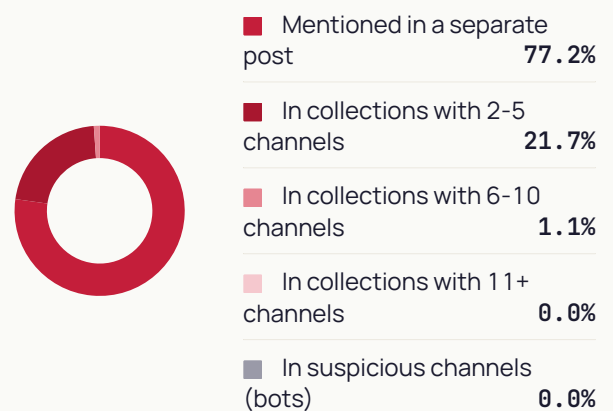
Who mentions the channel and how

Citation index **40** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **66** different channels.

COUNTRIES MENTIONING



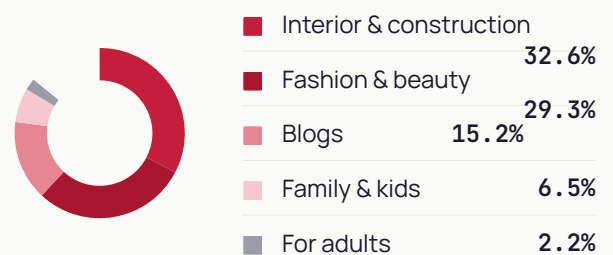
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



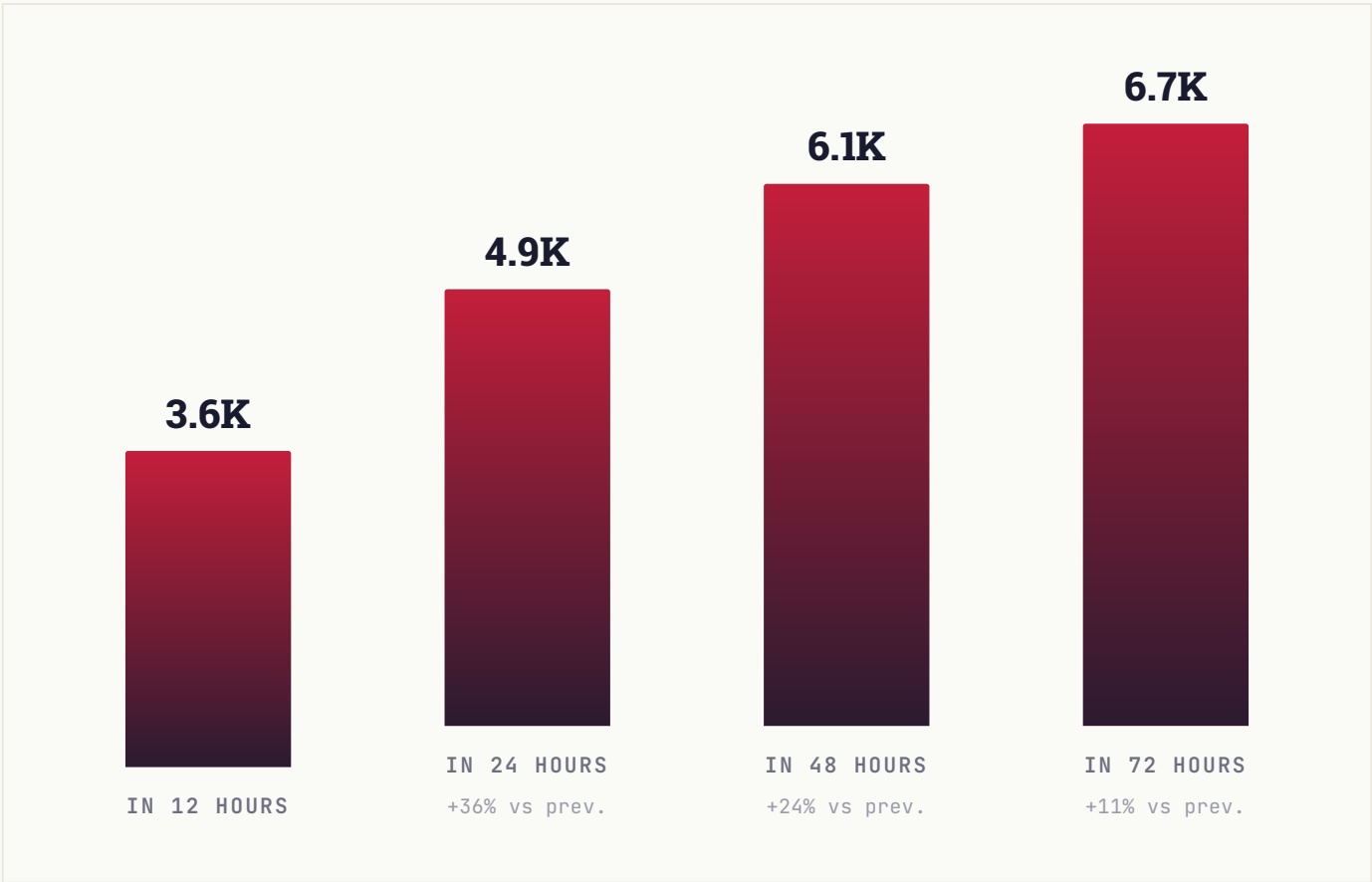
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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 DOME0. DESIGN RENOVATION REAL ESTATE	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 Real estate promotion	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
PR First pro purchases YOU	64.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#83 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **15**, they brought **4 618** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	3	3	1 973	
November 2025	3	3	2 066	
October 2025	1	1	0	
September 2025	0	0	0	
August 2025	1	1	0	
July 2025	7	7	579	

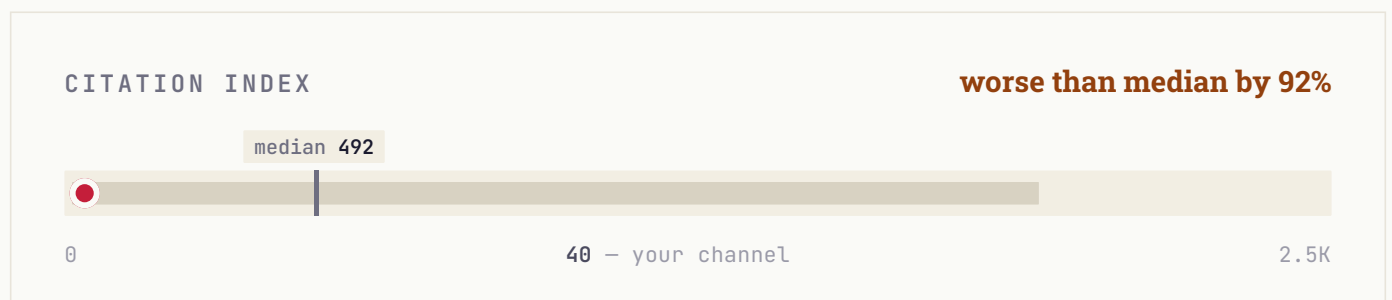
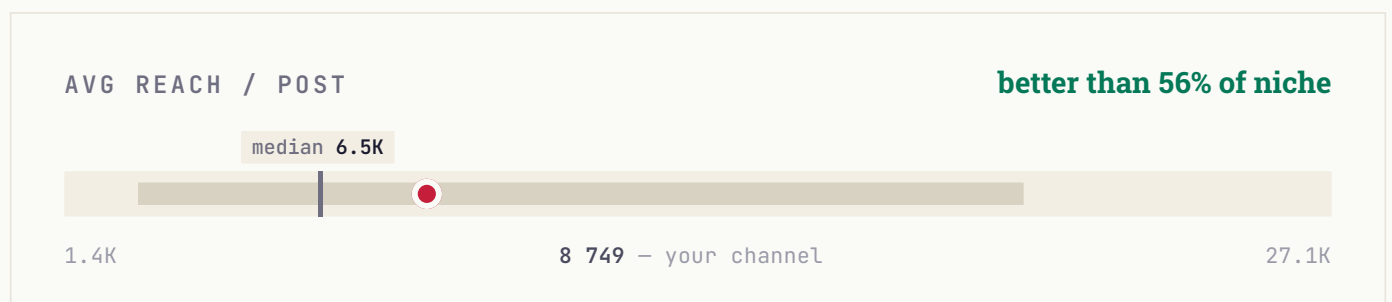
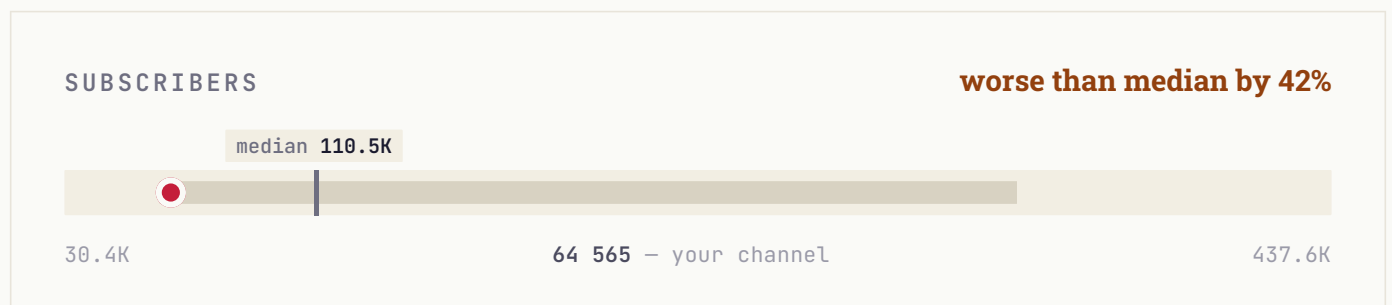
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
15	6	4 618

Where the channel stands in its league

#83 /100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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

Main post of the week — on Thursday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing its share to 15-25%.

EFFECT

**Video retains
audience
better**

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

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 — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager