

PROMTPRESS PUBLIC REPORT

Channel audit

Design & Renovation



@stroitelstvo_kvartira_interero

1000+ ideas for your home. Ads: @bogdantg On exchange: https://telega.in/c/stroitelstvo_kvartira_interero RKN: <https://goo.su/nIPjE5q>

SUBSCRIBERS

86 016

-271 per month

ERR (% SEE POSTS)

4.0%

per day **2.4%**

REACH/POST

3.1K

ad reach **2K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 86 016 —	 SUBS REACH 3.64% avg % subs see post	 VIEWS/POST 3.1K median 3.3K · 29 days	 POSTS/WEEK 36.3 for the period
 7D TREND -0.8% vs previous week	 REACTIONS/POST 24.8 total 3,801 reactions, 2,944 reposts, 0 comments	 POST LENGTH 112 chars median 87 · 29 days	 POSTS ANALYZED 153 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -271 for the last month	 MENTION RATE 302 citation index · 338 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 14.09.2022

AI EDITOR SUMMARY

Channel «Design & Renovation» — 86 016 subs. Each post averages 3.1K people (4% from subs), reach is low — consider expanding audience. Publishes 36 posts per week (~5/day) — active posting. Week 15–21 Jun reach stable (-0.8% vs week 8–14 Jun).

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 SHARE

- 01 Analysis based on **153** posts over 29 days.
- 02 Dominant format — **Video** (121/153 posts).
- 03 Avg post length — **112** chars (median 87).
- 04 Audience peak — **Thursday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (3.9K avg for top vs 2.5K for worst) — among 153 posts over 29 days. Analyze what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 02.06 · 14:10 VIDEO Shelf and desk in one solution With a single hand motion, the structure transforms from a shelf into a desk, combining storage and...	VIEWS 3 971 REPOSTS 16	REACTIONS 30 ER 4.6%
Nº2 02.06 · 17:10 PHOTO Single-story house for narrow lots, 94 sq. m. Design & Renovation 👍	VIEWS 3 936 REPOSTS 24	REACTIONS 13 ER 4.6%
Nº3 03.06 · 17:10 PHOTO Modern bedroom. Which option do you like more? 🤔 👍 - First ❤️ - Second Design & renovation 👍	VIEWS 3 824 REPOSTS 10	REACTIONS 46 ER 4.4%

Nº4

05.06 · 14:10

VIDEO

Stylish partition for zoning space ✨ An elegant solution for dividing rooms without feeling cramped. Would you put it in...

VIEWS

3 801

REPOSTS

12

REACTIONS

39

ER

4.4%

Nº5

04.06 · 17:10

PHOTO

Well-planned country house Design & Renovation 👍

VIEWS

3 779

REPOSTS

24

REACTIONS

12

ER

4.4%

WORST 3

↓

28.06 · 04:46

VIDEO

How we updated a 2010 renovation to modern. What do you think? 👍 - Great 🔥 - Not my style... Design & Renovation 👍

VIEWS

2 518

REPOSTS

18

REACTIONS

32

ER

2.9%

↓

28.06 · 11:09

VIDEO

Simple screwdriver organizer DIY Design & Renovation 👍

VIEWS

2 500

REPOSTS

7

REACTIONS

20

ER

2.9%

↓

27.06 · 11:10

VIDEO

How to cut a hole in tile for pipes Design & Renovation 👍

VIEWS

2 481

REPOSTS

15

REACTIONS

17

ER

2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

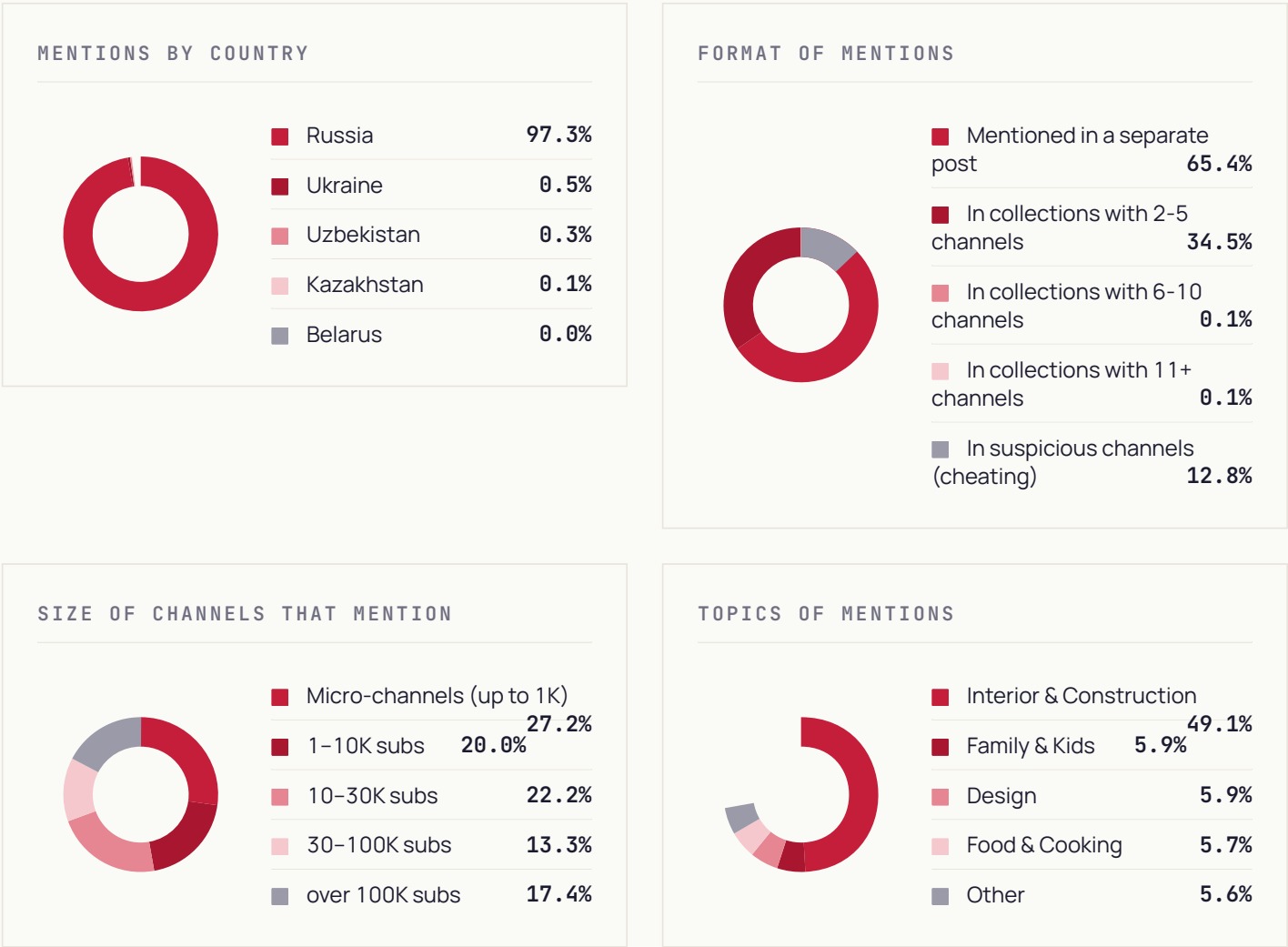
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of gain and loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

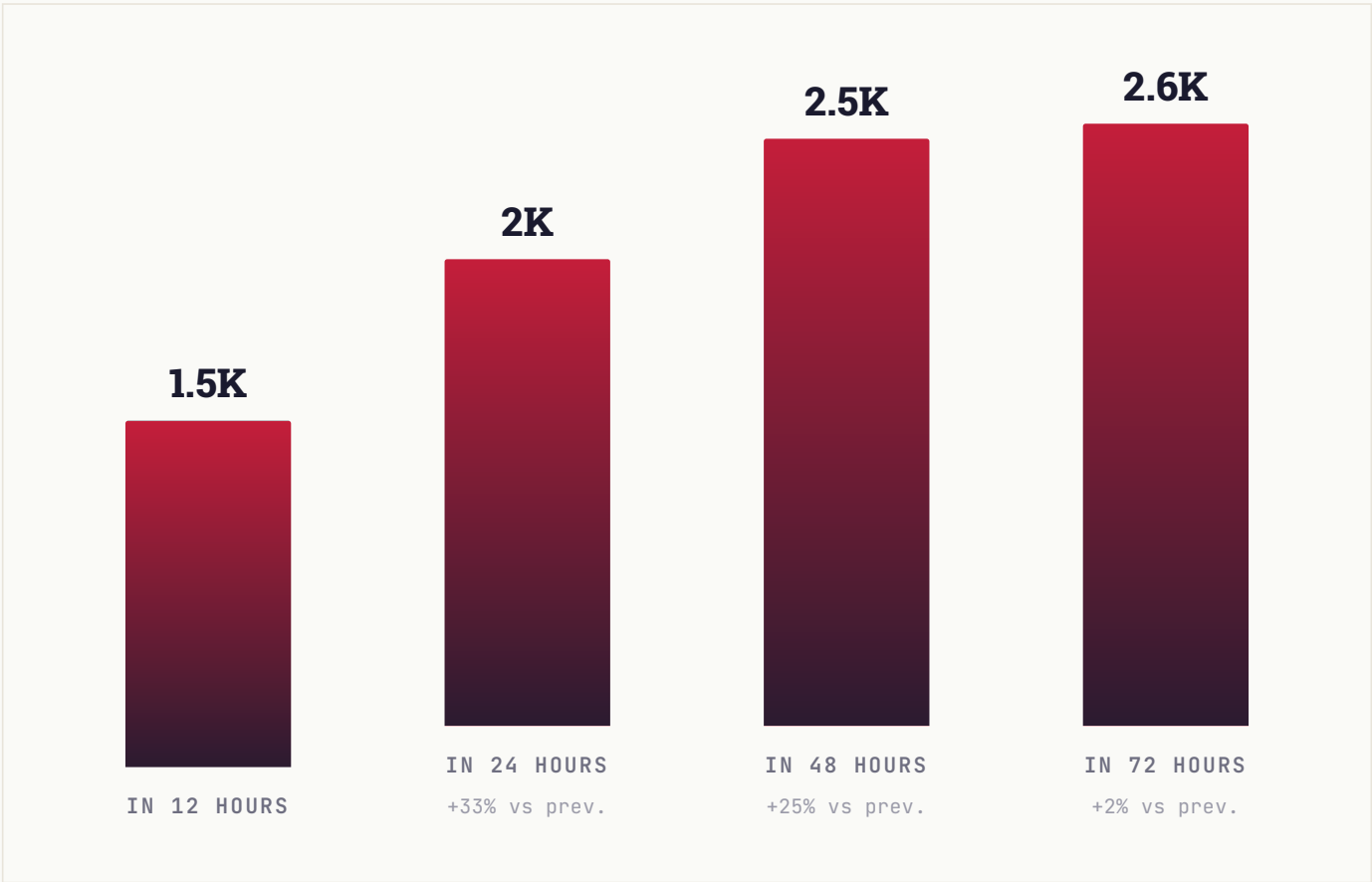
Citation index **302** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **338** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	527.4K
PL Layout	454.5K
AI Interior & Decor	450.8K
MK My apartment	428.3K
MS Wise Builder	410.7K
LK Favorite apartment	409.4K
GF GC FSK	377.8K
PR ProRealty	375.5K
US Smart Builder	354.2K
PI PIK	338.8K
DI Design & Renovation YOU	86K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#60 of 89). Niche median — 109.5K subs. First growth KPI — reach median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 07 · NICHE COMPARISON

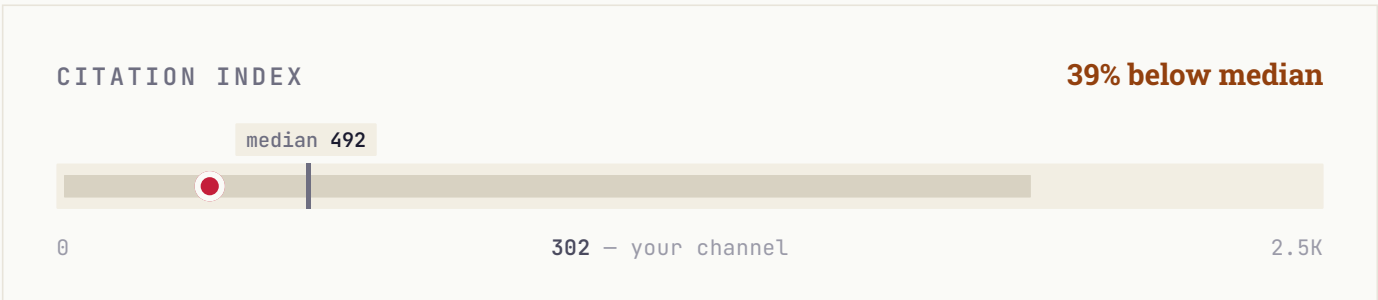
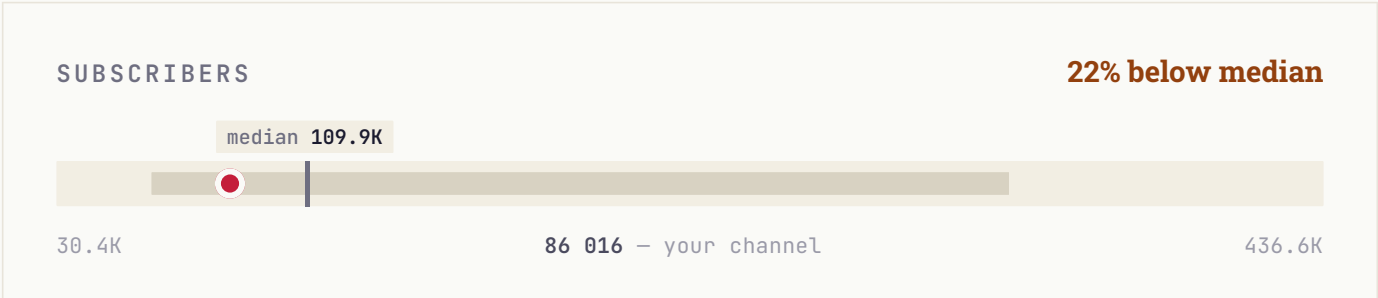
Where channel stands in its league

Took top-100 channels in category «Interior & Construction» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#60/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · 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 — Thursday

Audience most active on this day at 17:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 3.64% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.9pp ER
- 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 and 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 channels in the same segment. 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 based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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