

PROMTPRESS PUBLIC REPORT

Channel audit

Builder



@stroitelut

Construction training from A to Z!🔪 @Mawrodik - admin, ads.

SUBS

55 126

-266 per month

ERR (% SEE POSTS)

9.0%

per day 2.9%

REACH/POST

4.4K

ad reach 1.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBS 55 126 —	 SUBSCRIBER REACH 7.95% avg % subs see post	 VIEWS/POST 4.4K median 4.9K · 28 days	 POSTS/WEEK 4.8 for the period
 7D TREND -5.4% vs prev week	 REACTIONS/POST 10.3 total 206 reactions, 166 reposts, 0 comments	 POST LENGTH 100 chars median 103 · 28 days	 POSTS ANALYZED 20 28 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -266 last month	 CITATIONS 781 citation index · 390 channels mentioned all time	 CHANNEL AGE 4 yrs 3 mo created 14.03.2022

AI EDITOR SUMMARY

Channel «Builder» – 55 126 subs. Each post averages 4.4K people (8% from subs), reach is low – need to grow audience. Publishes 5 posts per week (~1/day) – rare posts. For week June 22–28 reach dropped -5.4% by week of June 15–21 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 20 posts in 28 days.
- 02 Dominant format – Video (19/20 posts).
- 03 Avg post length – 100 chars (median 103).
- 04 Audience peak – Sunday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.9K avg for top vs 3.2K for worst) – among 20 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 12:25 VIDEO Simple Fence  The simplest terrace fence option anyone can replicate – definitely save this		VIEWS 5 949	REACTIONS 9
		REPOSTS 13	ER 10.8%
Nº2 06.06 · 15:48 VIDEO How to organize shampoo & gel storage in the shower		VIEWS 5 929	REACTIONS 12
		REPOSTS 10	ER 10.8%
Nº3 07.06 · 08:59 VIDEO Shower drain  Easy way to make a shower drain matching the floor style.		VIEWS 5 715	REACTIONS 14
		REPOSTS 4	ER 10.4%

Nº4 22.06 · 11:14 VIDEO Pool reinforcement. 🕯 In case you want a pool on your property, here's how to reinforce it.	VIEWS 5 616 REPOSTS 5	REACTIONS 7 ER 10.2%
Nº5 19.06 · 11:58 VIDEO Masterpiece	VIEWS 5 398 REPOSTS 3	REACTIONS 22 ER 9.8%

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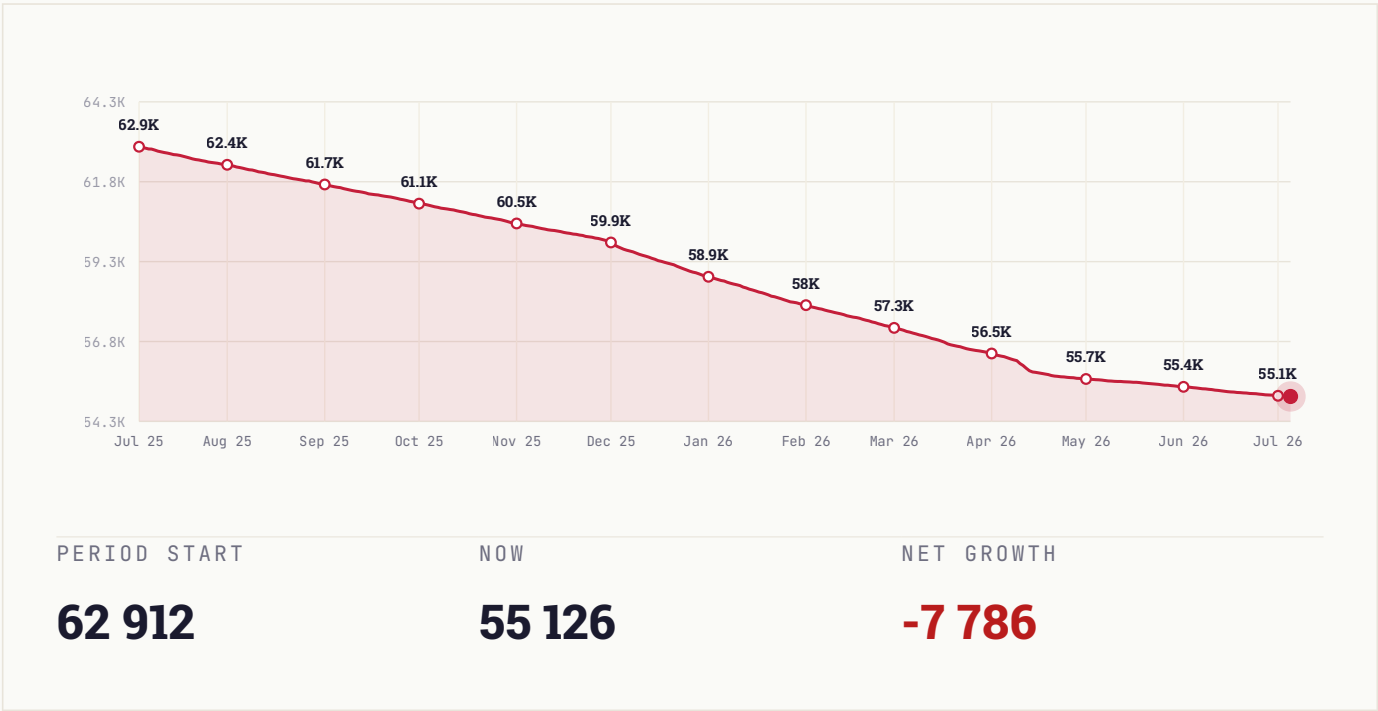
WORST 3

↓ 05.06 · 14:59 VIDEO Key plumbing installation rules	VIEWS 3 498 REPOSTS 9	REACTIONS 8 ER 6.3%
↓ 05.06 · 12:14 VIDEO Screw it evenly 💡 Lifehack to screw handles onto furniture facades perfectly straight	VIEWS 3 457 REPOSTS 8	REACTIONS 5 ER 6.3%
↓ 01.07 · 15:40 VIDEO Warm blind area. 🕯 Proper execution of a warm blind area around the house foundation.	VIEWS 2 680 REPOSTS 11	REACTIONS 4 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

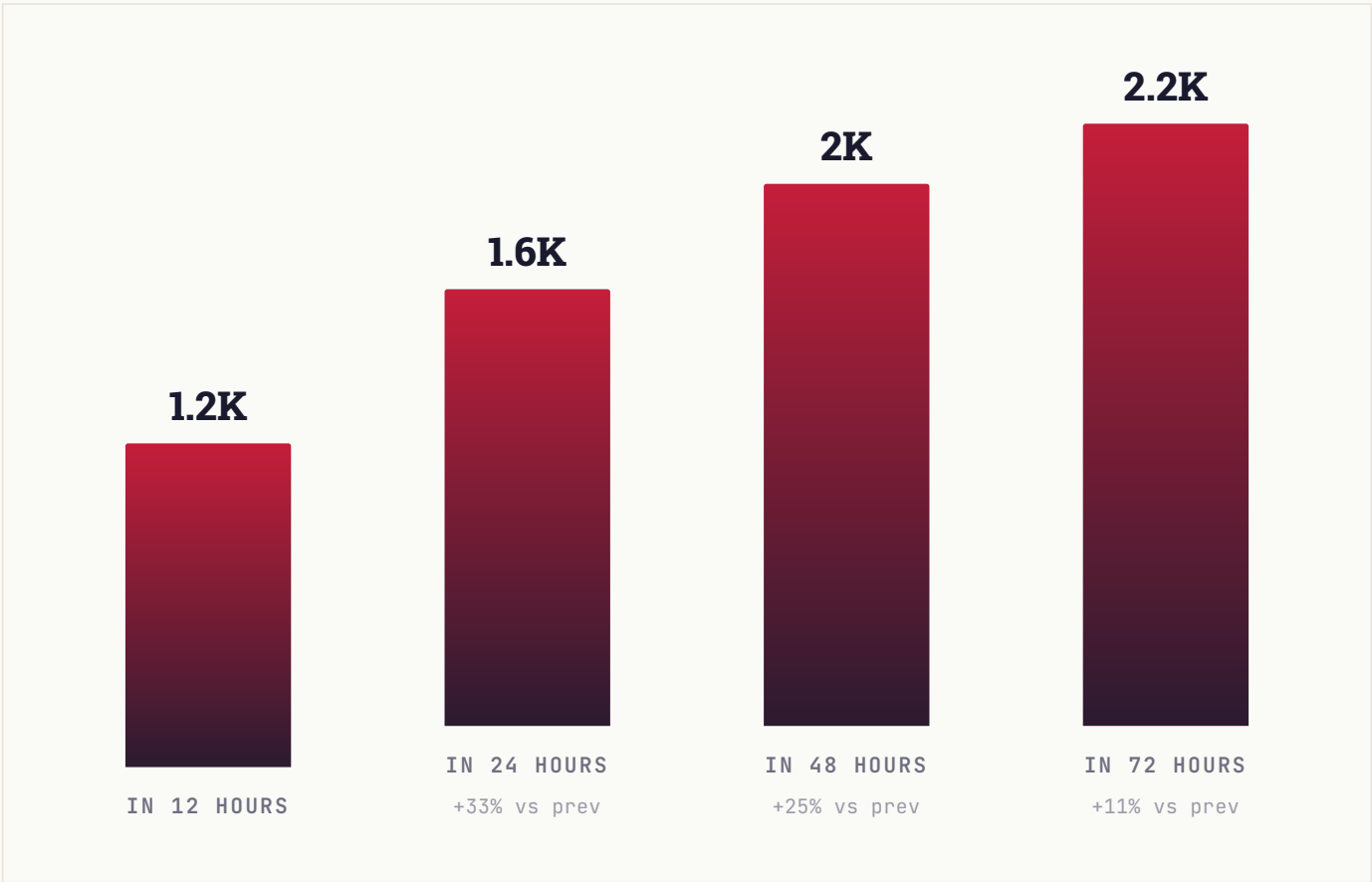
Subscriber growth chart over the year. Key months show exact subscriber count. Highlights months of gain vs. loss.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
DD DOMEQ. DESIGN RENOVATION REAL ESTATE	529.8K
PL Layout	454.1K
AI Interior & decor	450.4K
MK My apartment	428.1K
MS Wise Builder	410.4K
LK Favorite apartment	409.1K
GF GC FSK	378.4K
PR Real Estate News	376.3K
ERR Smart Builder	354K
PI PIK	338.1K
CTR Builder YOU	55.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#100 of 89). Niche median — 109.1K subs. First growth KPI — reach median. Leader: DOMEQ. DESIGN | RENOVATION | REAL ESTATE (529.8K).

— SECTION 06 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Interior & construction» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

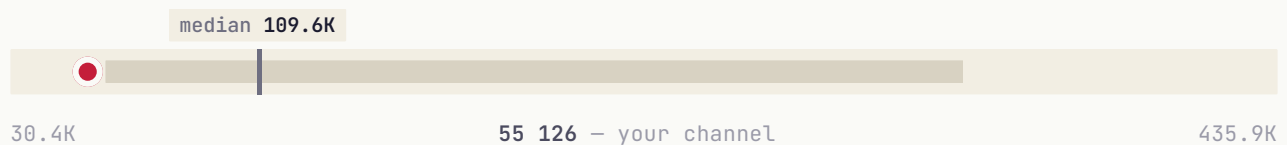
#100 /100

RANK IN NICHE

Channel in bottom half of ranking

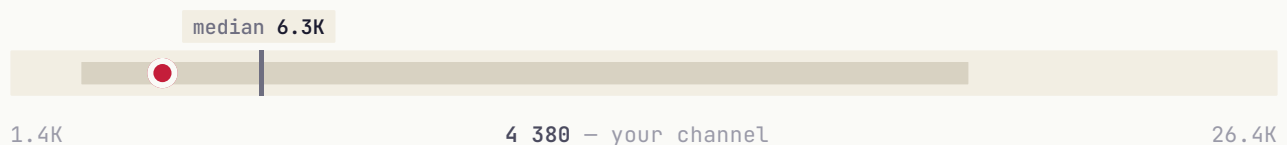
SUBS

worse than median by 50%



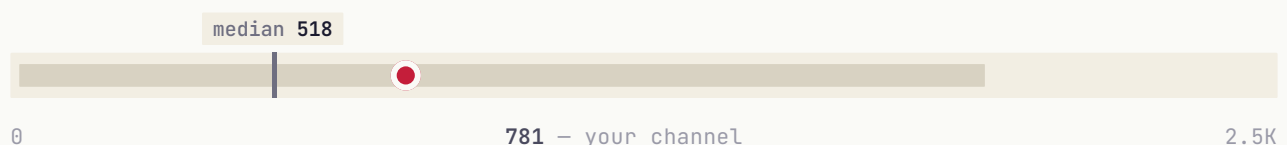
AVG REACH / POST

worse than median by 30%



CITATION INDEX

better than 57% of niche



— SECTION 07 · STRATEGY

What to do now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Currently 4.8 posts/week. Active channels average 7-10. Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — Sunday
Audience most active on this day at 15:00 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 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
Exchange posts with channels in the same segment once a quarter. 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 a few minutes using public data.
Want to go further? — run ads with us and hit your growth target
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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