

PROMTPRESS PUBLIC REPORT

Channel audit

Dom so Vkusom | Interior Design | 2026



@sweethometop

We'll show you how to turn your apartment into luxury! Fresh ideas

💡 daily 💡 Questions: @yulianahome @yuliananesterova

@boris_piuzo Ads:...

SUBS	ERR (% SEE POSTS)	REACH/POST
19 170	4.0%	595
08.07.2026 ⁻¹⁶⁵ per month	per day ^{1.5%}	ad reach ²⁸² /24h
HTTPS://PROMTPRESS.COM/AUDIT/SWEETHOMETOP		

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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.

 SUBS 19 170 —	 SUBS REACH 3.11% avg % subs see post	 VIEWS/POST 595 median 614 · 29 days	 POSTS/WK 21.2 for the period
 7D TREND -9.0% vs prev week	 REACTS/POST 3.2 only 290 reactions, 399 reposts, 0 comments	 POST LENGTH 182 chars median 160 · 29 days	 POSTS ANALYZED 90 29 days
 AD REACH 282 24h avg	 CHURN / MONTH -165 last month	 CITATION RATE 511 citation index · 592 channels mentioned all time	 CHANNEL AGE 6 yrs 4 mo created 12.02.2020

AI EDITOR SUMMARY

Channel «Dom so Vkusom | Interior Design | 2026» — 19 170 subs. Each post avg views 595 people (3% from subs), reach low — should expand audience. Publishes 21 posts per week (~3 per day) — active posting mode. For week 22–28 Jun reach dropped by -9.0% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 90 posts in 29 days.
- 02 Dominant format — Photo (75/90 posts).
- 03 Avg post length — 182 chars (median 160).
- 04 Audience peak — Friday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (782 avg for top vs 487 for worst) — among 90 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№112.06 · 08:09	PHOTO	An apartment in Moscow with no beige walls. The client came with an original request. He wanted a colorful interior for...	VIEWS	REACTS
			797	11
			REP. 7	ER 4.2%
№210.06 · 17:40	PHOTO	Old brick & natural tones in a modern two-room flat. Large windows with forest & river views inspired the use of natural colors...	VIEWS	REACTS
			779	3
			REP. 4	ER 4.1%
№308.06 · 12:50	PHOTO	Dream kitchen: wood, tile and a touch of retro ❤️ #inspiration	VIEWS	REACTS
			772	5
			REP. 3	ER 4.0%

Nº4 09.06 · 17:10 PHOTO Stunning olive & brown combo👉 #inspiration	VIEWS 770 REP. 11	REACTS 4 ER 4.0%
Nº5 10.06 · 06:40 PHOTO I've gathered five mood boards for warm European-style bathrooms👉 Everything I love: stone, wood, bronze...	VIEWS 761 REP. 6	REACTS 3 ER 4.0%

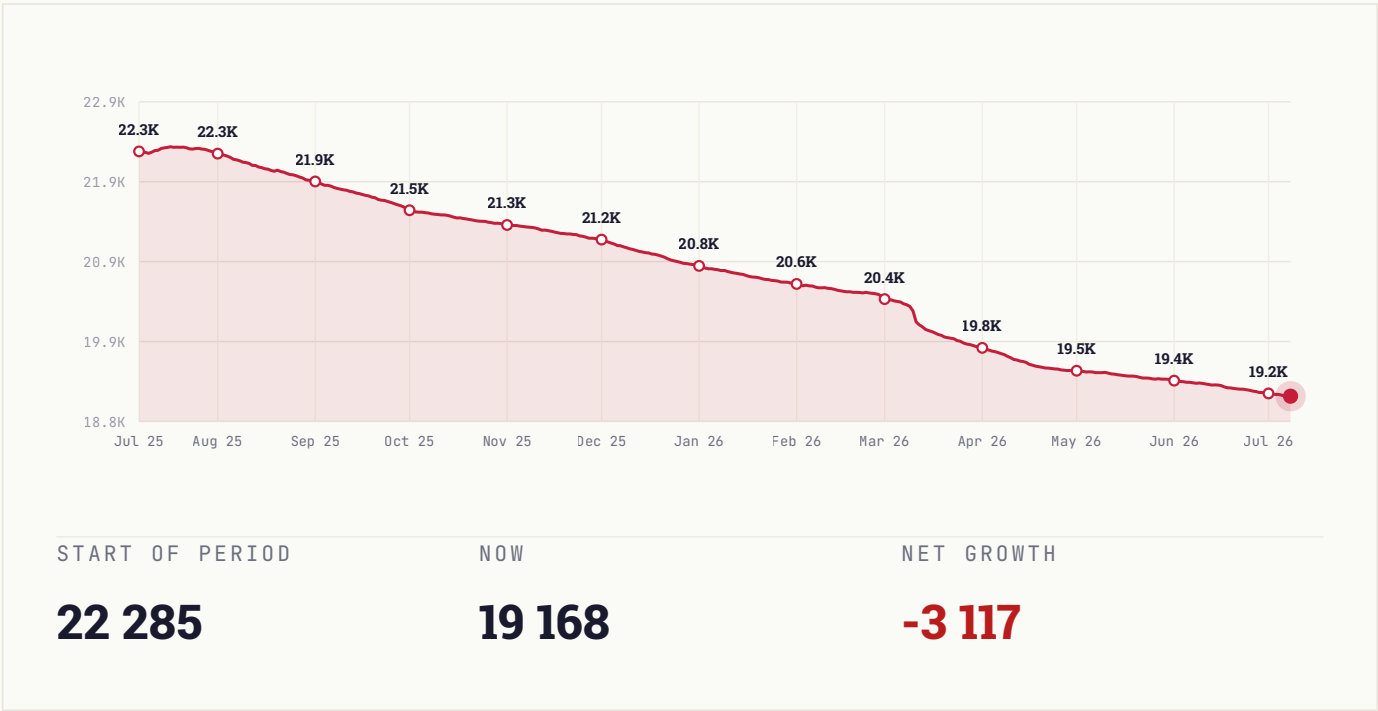
WORST 3

↓ 01.07 · 13:10 PHOTO Favorite combo👉 #inspiration	VIEWS 497 REP. 2	REACTS 3 ER 2.6%
↓ 30.06 · 12:16 VIDEO Functional cabinet in the bathroom 👉 Save this idea!💡 #useful	VIEWS 489 REP. 3	REACTS — ER 2.6%
↓ 04.07 · 12:55 PHOTO Great bathroom idea: store ball soap in a shell jewelry dish👉 Looks very aesthetic and...	VIEWS 476 REP. 3	REACTS 1 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

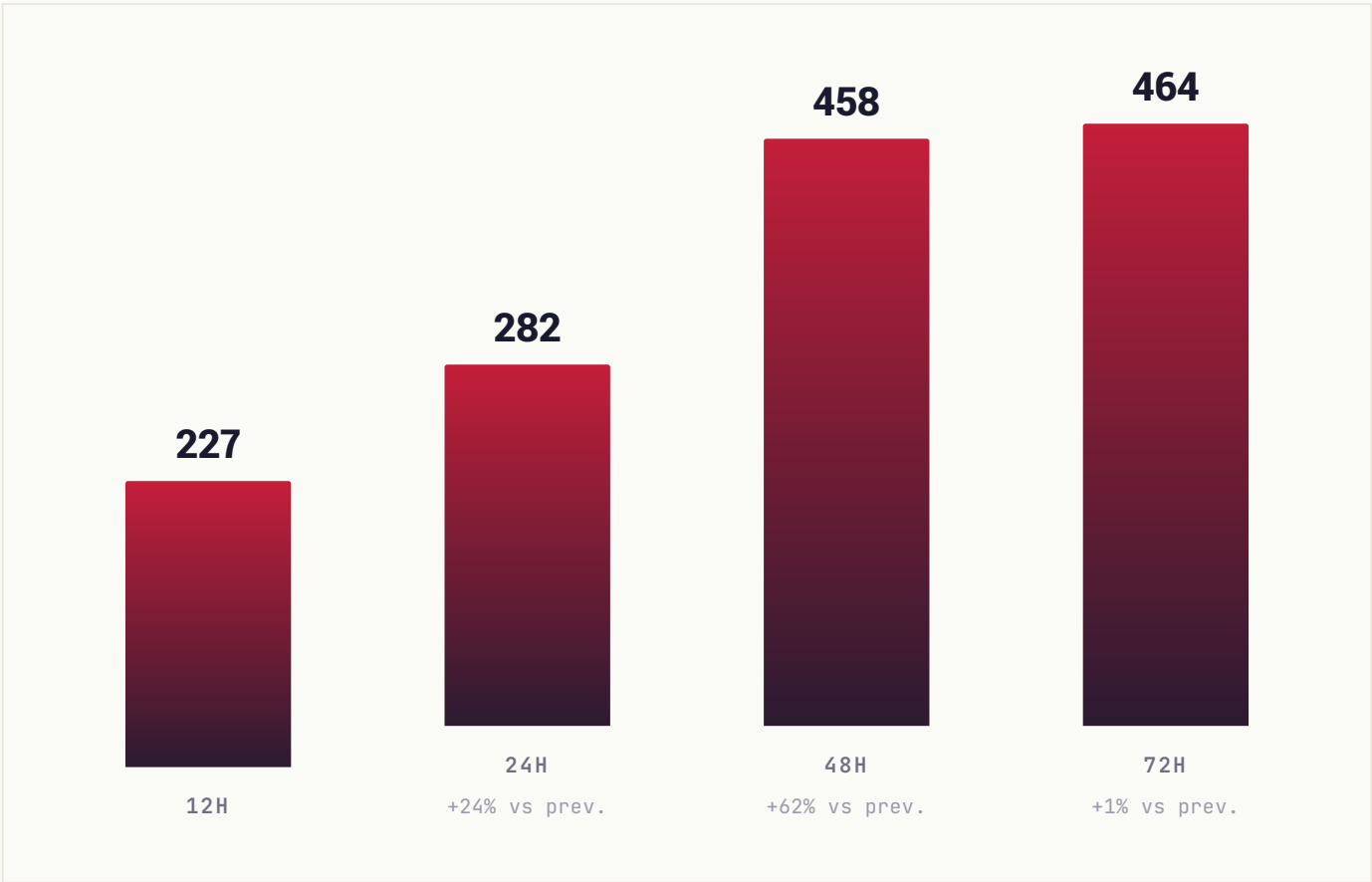
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Planning	453.6K
AI Interior & decor	450K
MK My apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF FSK Group	378.1K
PR Promo	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
DS Dom so Vkusom Interior Design 2026 YOU	19.2K

COMPARATIVE CONCLUSION

Channel is not yet outside top 89 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal — enter top-89 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **66**, they brought **23** new subs.

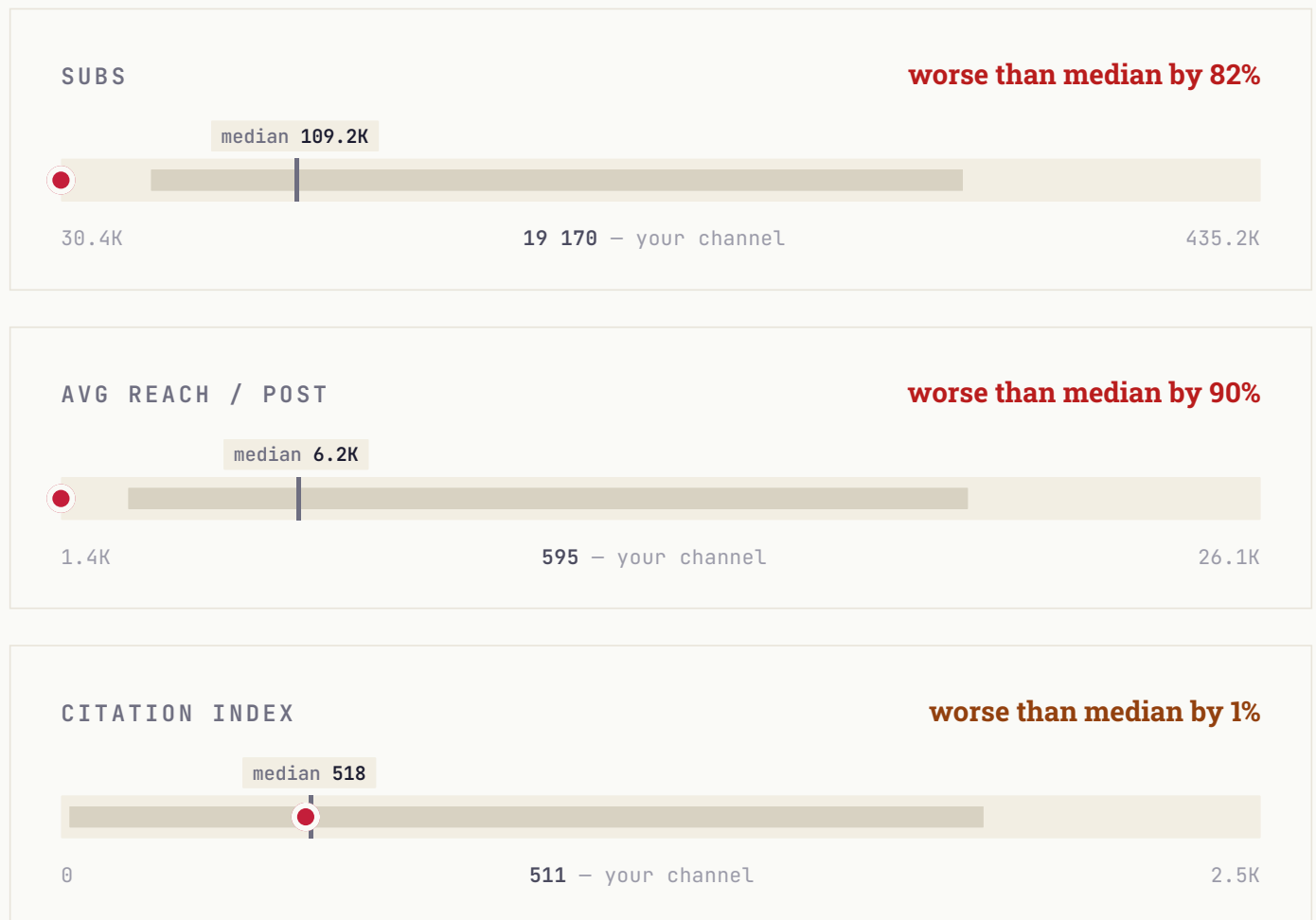
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	1	1	3	
December 2025	2	1	0	
November 2025	0	0	2	
October 2025	20	1	4	
September 2025	16	1	1	
August 2025	27	2	13	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
66	6	23

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Interior & construction» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01**Top post of the week — on Friday**

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.11% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.4pp 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

+1K-3K 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 win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with same-segment channels quarterly. 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 using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager