

PUBLIC REPORT PROMTPRESS

Channel audit

DOMOVOY



@tddomovoy

Vote for channel: <https://t.me/tddomovoy?boost> Wide selection of home goods, share comfort secrets and inspire ideas! When home is good. ✨ Site: <https://tddomovoy.ru/> Registry...

SUBSCRIBERS

103 069

-31 per month

ERR (% SEE POSTS)

12.0%

per day 5.4%

REACH/POST

11.5K

ad reach 5.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 103 069 —	 SUBSCRIBER REACH 11.14% avg % of subs see post	 VIEWS/POST 11.5K median 12.1K · 28 days	 POSTS/WEEK 8.7 over period
 7D TREND -13.9% vs previous week	 REACTS/POST 52.0 total 1,873 reactions, 349 reposts, 24 comments	 POST LENGTH 450 chars median 316 · 28 days	 POSTS ANALYZED 36 28 days
 AD REACH 5.6K avg per 24h	 CHURN / MONTH -31 last month	 CITATION RATE 112 citation index · 116 channels mentioned all time	 CHANNEL AGE 3 years 4 months created 28.02.2023

AI EDITOR SUMMARY

Channel «DOMOVOY» – 103 069 subs. Each post averages 11.5K people (11% from subs), reach is low – need to grow audience. Publishes 9 posts per week (~1/day) – regular schedule. Week 15–21 Jun reach dropped -13.9% to week 8–14 Jun – worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 36 posts in 28 days.
- 02 Dominant format — Photo (28/36 posts).
- 03 Avg post length — 450 chars (median 316).
- 04 Peak audience activity — Thu, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (16K avg for top vs 8.5K for worst) — among 36 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 15:28 PHOTO !!! 3=2 and 5=4 Take 3 items from cookware or 5 items from serveware...	VIEWS 16 919 REACTS 42 REP. 7 ER 16.4%
Nº2 04.06 · 14:26 VIDEO Gentle laundry with brand «Domoy». Mesh bra wash bag 17x14 cm: ●Prevents deformation, stretching and...	VIEWS 16 363 REACTS 60 REP. 4 ER 15.9%
Nº3 06.06 · 09:30 PHOTO 😊😊😊😊😊😊 19●00 — 25÷ on all white tags 🔥 See you at Domovoy from 19:00 till close, grab your — 25÷ off on all...	VIEWS 14 843 REACTS 67 REP. 15 ER 14.4%

Nº4

09.06 · 13:37

PHOTO

👍❤️😊 Use extra -20% or -30% off at Domovoy! —20÷ on white tags for orders over 2500₽. —30÷...

VIEWS

14 603

REACTS

56

REP.

12

ER

14.2%

Nº5

13.06 · 11:59

PHOTO

!!! Reminder: active discount coupons. —20÷ on white tags for orders over 2500₽. —30÷ on white tags for...

VIEWS

14 484

REACTS

45

REP.

23

ER

14.1%

WORST 3

↓ 20.06 · 09:00 TEXT Contest results: Winners: 1. ✂ (@kalinln_09) 2. Marina (@strawberry_27_07) 3. SIyFox (@niska_yt) 4. Gulya 5. Versus...	VIEWS 9 568 REACTS 29 REP. 1 ER 9.3%
↓ 27.06 · 15:48 PHOTO 4 days left on discount coupons: —20÷ off white tags on orders from 2500₽. —30÷ off white tags on orders from...	VIEWS 8 434 REACTS 22 REP. 4 ER 8.2%
↓ 28.06 · 15:06 PHOTO 🎁 Give the gift of choice! A gift certificate is a great pick that's sure to please! Everyone can choose...	VIEWS 7 511 REACTS 18 REP. 1 ER 7.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

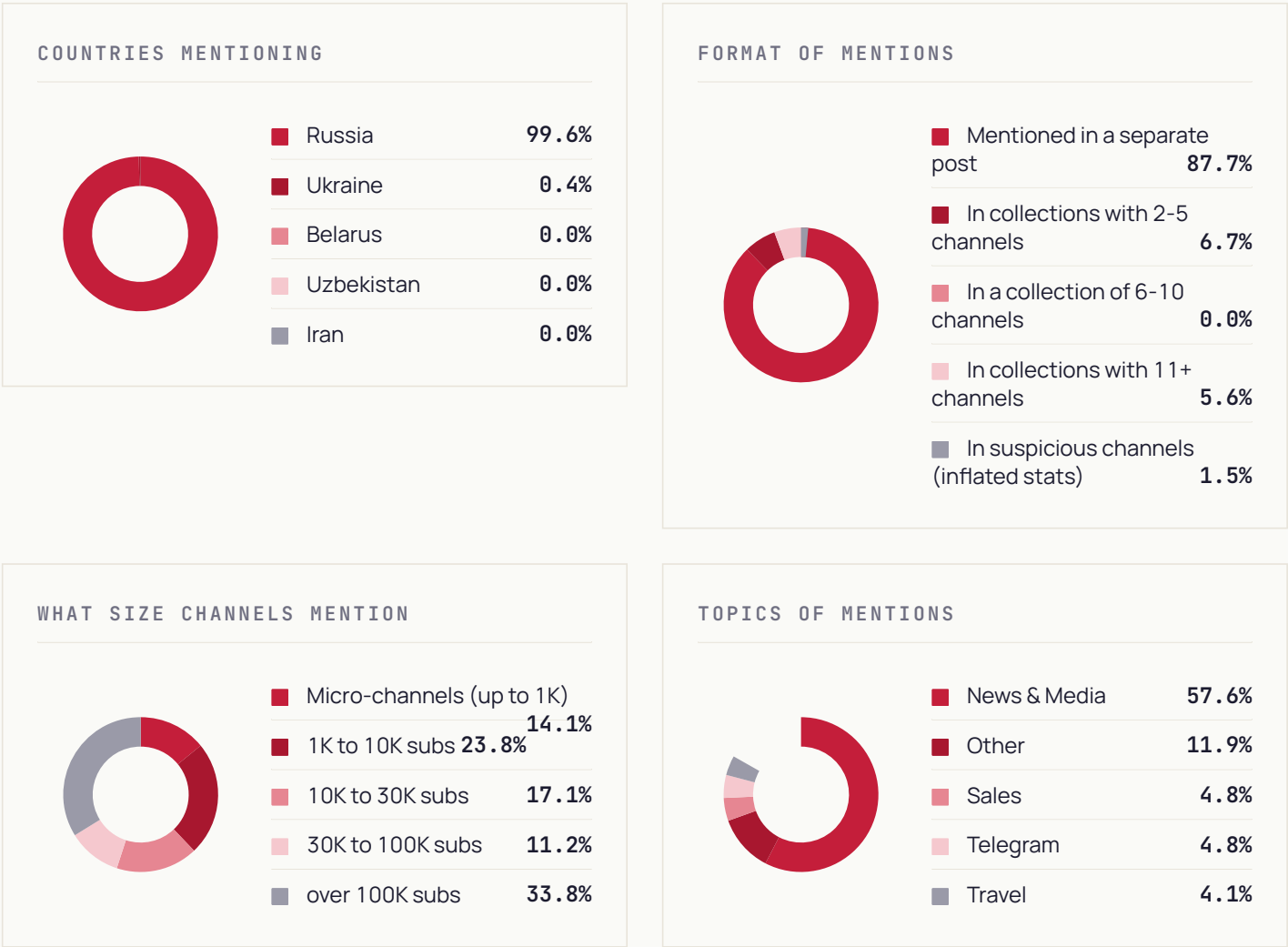
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. churn.



SECTION 04 · CITATIONS

Who mentions the channel and how

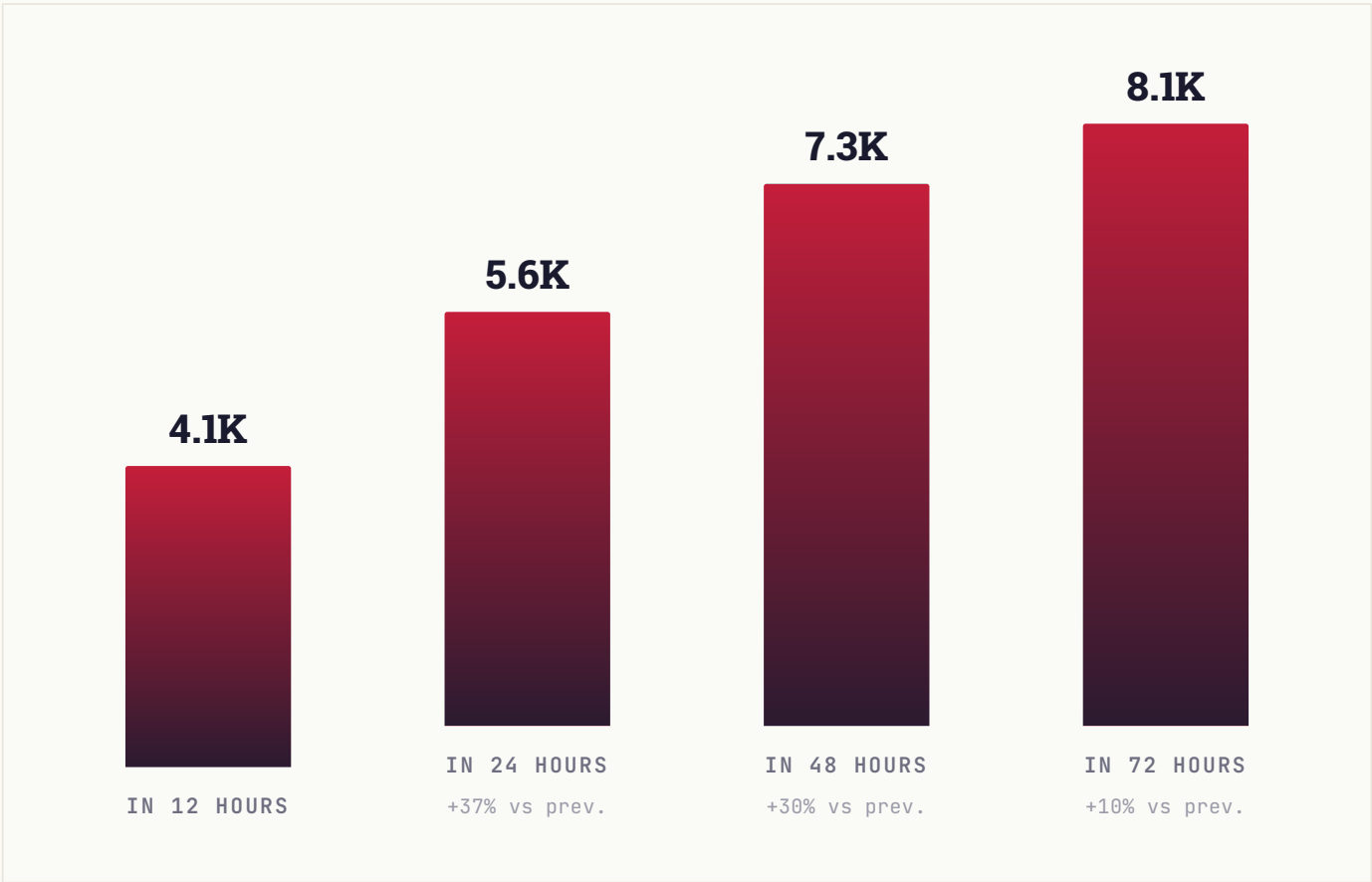
Citation index **112** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **116** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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 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
TO DOMOVOY YOU	103.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#53 of 89). Niche median — 109.5K subs. First growth KPI — reach the median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **162**, they brought **15 851** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	1 945
December 2025	72	37	2 214
November 2025	0	0	308
October 2025	60	40	5 621
September 2025	28	24	671
August 2025	1	1	5 092

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
162	6	15 851

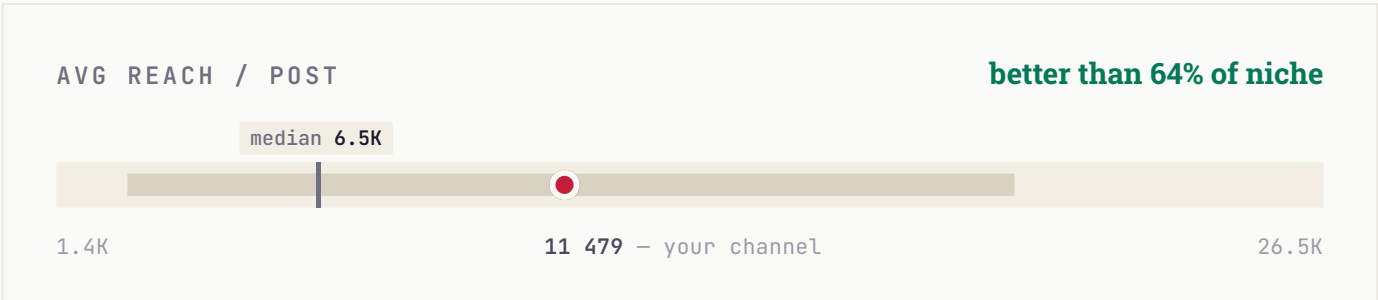
SECTION 08 · NICHE COMPARISON

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.

#53/100

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

Top post of the week — on Thursday

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

EFFECT

Best time for key post
-
- 02

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
-
- 03

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
-
- 04

Cross-promo with neighboring channels

Swap posts quarterly with channels in same segment.
No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience
-
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

Organic traffic source
-

★ 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 on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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