

PUBLIC PROMTPRESS REPORT

# Channel audit

## Decoroom | дом, интерьер, находки



@thedekoroom

Creating home coziness. Ads — @maxim1303 RKN Registry: <https://rknn.link/Ju>

| SUBSCRIBERS                                | ERR (% SEE POSTS)     | REACH/POST                    |
|--------------------------------------------|-----------------------|-------------------------------|
| 59 916                                     | 6.0%                  | 3K                            |
| 01.07.2026 <sup>-391</sup> per month       | daily <sup>2.4%</sup> | ad reach <sup>1.4K</sup> /24h |
| HTTPS: // PROMTPRESS.COM/AUDIT/THEDEKOROOM |                       |                               |

---

**— 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 Quotability**

Who mentions the channel and how

**05 Ad Potential**

How long a post generates reach

**06 Competitors**

Niche Neighbors · your place

**07 Mention dynamics**

6 months · monthly

**08 Niche Comparison**

Rank in «Interior &amp; 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.

|                                                                                                                                                     |                                                                                                                                                                                       |                                                                                                                                                                                      |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>59 916</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>5.08%</div> <div>avg % subs see post</div>                         | <div> VIEWS/POST</div> <div>3K</div> <div>median 3.2K · 29 days</div>                               | <div> POSTS/WEEK</div> <div>10.7</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>+10.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>23.4</div> <div>total 1,055 reactions, 440 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>197 chars</div> <div>median 104 · 29 days</div>                        | <div> POSTS ANALYZED</div> <div>45</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>1.4K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-391</div> <div>last month</div>                                    | <div> QUOTABILITY</div> <div>103</div> <div>citation index · 64 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 8 months</div> <div>created 01.11.2021</div> |

AI EDITOR SUMMARY

Channel «Decoroom | home, interior, finds» — 59 916 subs. Each post avg views 3K people (5% from subs), reach is low — need to grow audience. Publishes 11 posts per week (~2/day) — consistent. Week Jun 15–21 reach grew +10.1% to week Jun 8–14 — positive trend.

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 45 posts over 29 days.
- 02 Dominant format — Photo (39/45 posts).
- 03 Avg post length — 197 chars (median 104).
- 04 Peak audience activity — Monday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (3.9K avg for top vs 2.7K for bottom) — among 45 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                            |                                                                    |                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>15.06 · 13:11</div><div>PHOTO</div></div> <div><div>Очень красивый керамический поднос на подставке</div><div>Представляю, как красиво на нем будут смотреться</div><div>фрукты🍌🕒 Ссылка</div></div>               | <div>VIEWS</div> <div>4 042</div> <div>REPOSTS</div> <div>10</div> | <div>REACTIONS</div> <div>25</div> <div>ER</div> <div>6.7%</div> |
| <div><div>Nº2</div><div>05.06 · 17:05</div><div>VIDEO</div></div> <div><div>Home projector - a great way to save boring evenings, and also</div><div>a perfect gift for a loved one: 🕒...</div></div>                                      | <div>VIEWS</div> <div>3 867</div> <div>REPOSTS</div> <div>11</div> | <div>REACTIONS</div> <div>26</div> <div>ER</div> <div>6.5%</div> |
| <div><div>Nº3</div><div>19.06 · 16:02</div><div>PHOTO</div></div> <div><div>Two families can live in identical apartments. But they need</div><div>completely different kitchens. Some cook every day. Others</div><div>use...</div></div> | <div>VIEWS</div> <div>3 857</div> <div>REPOSTS</div> <div>4</div>  | <div>REACTIONS</div> <div>15</div> <div>ER</div> <div>6.4%</div> |

|                                                                                                                                                                                       |                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 12.06 • 09:08 <span>PHOTO</span><br>Found wonderful mood plates👉 handmade ceramics with a little house, river and flower field - very cute, almost fairy-tale decor for... | <div>VIEWS</div> <b>3 848</b><br><div>REPOSTS</div> <b>14</b><br><div>REACTIONS</div> <b>33</b><br><div>ER</div> <b>6.4%</b> |
| <b>Nº5</b> 15.06 • 09:14 <span>PHOTO</span><br>I keep looking at this curtain - it's wonderful👉🕒 Link                                                                                 | <div>VIEWS</div> <b>3 827</b><br><div>REPOSTS</div> <b>23</b><br><div>REACTIONS</div> <b>34</b><br><div>ER</div> <b>6.4%</b> |

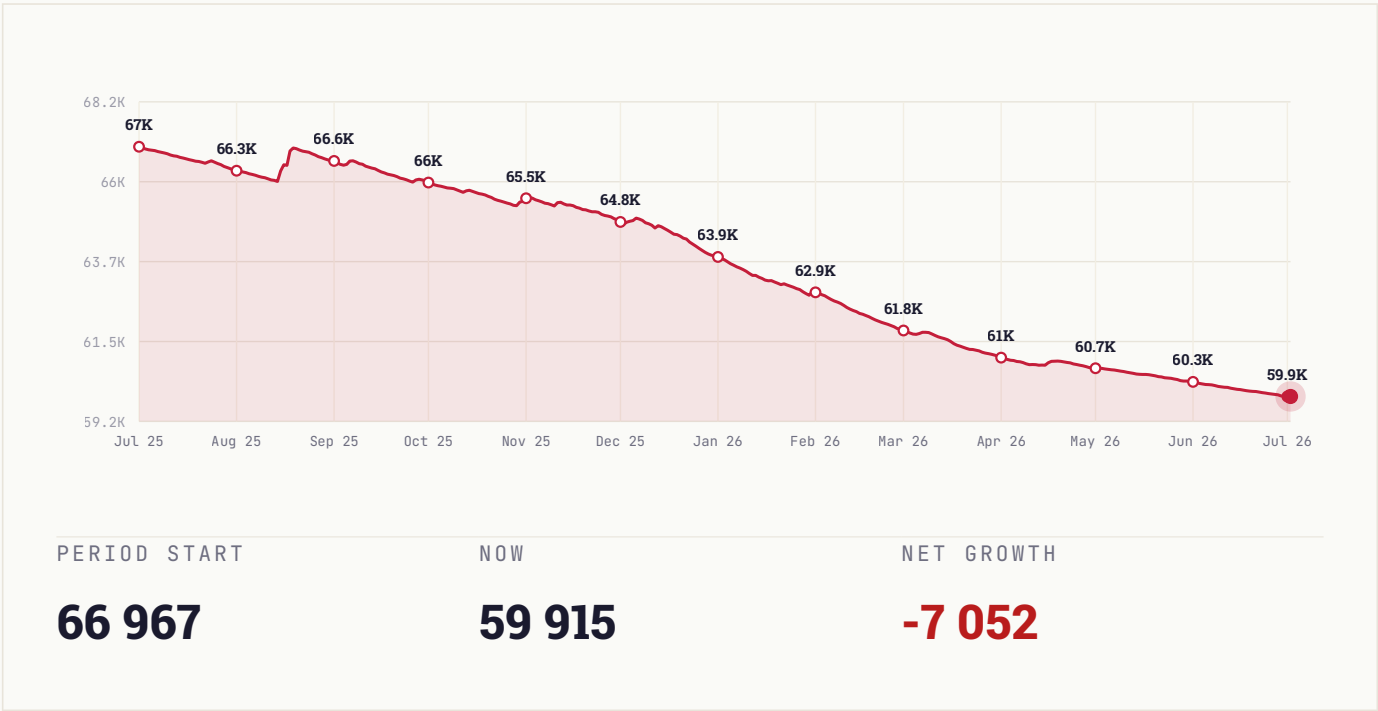
# | WORST 3

|                                                                                                                                                                              |                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| ↓ 26.06 • 14:33 <span>PHOTO</span><br>Found gorgeous bolster pillows❤️ Accent! 🕒 Link                                                                                        | <div>VIEWS</div> <b>2 779</b><br><div>REPOSTS</div> <b>5</b><br><div>REACTIONS</div> <b>22</b><br><div>ER</div> <b>4.6%</b>  |
| ↓ 27.06 • 13:05 <span>VIDEO</span><br>Paid the same as everywhere, but got more products... And that's possible? In Chizhik delivery — yes! Open the app, choose products... | <div>VIEWS</div> <b>2 649</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>7</b><br><div>ER</div> <b>4.4%</b>   |
| ↓ 24.06 • 13:35 <span>PHOTO</span><br>Очень красивые декоративные наволочки с рюшами и большим выбором принтов❤️🕒 Ссылка                                                     | <div>VIEWS</div> <b>2 614</b><br><div>REPOSTS</div> <b>12</b><br><div>REACTIONS</div> <b>27</b><br><div>ER</div> <b>4.4%</b> |

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 grew and which it lost subs.



## SECTION 04 • MENTIONS

# Who mentions the channel and how

Citation index **103** — 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 one. All time channel was mentioned **64** different channels.

### COUNTRIES MENTIONING YOU



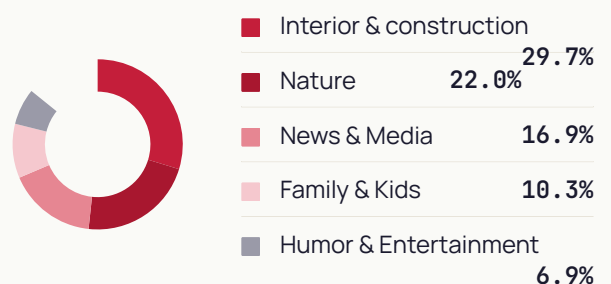
### HOW THEY MENTION YOU



### SIZE OF CHANNELS MENTIONING YOU



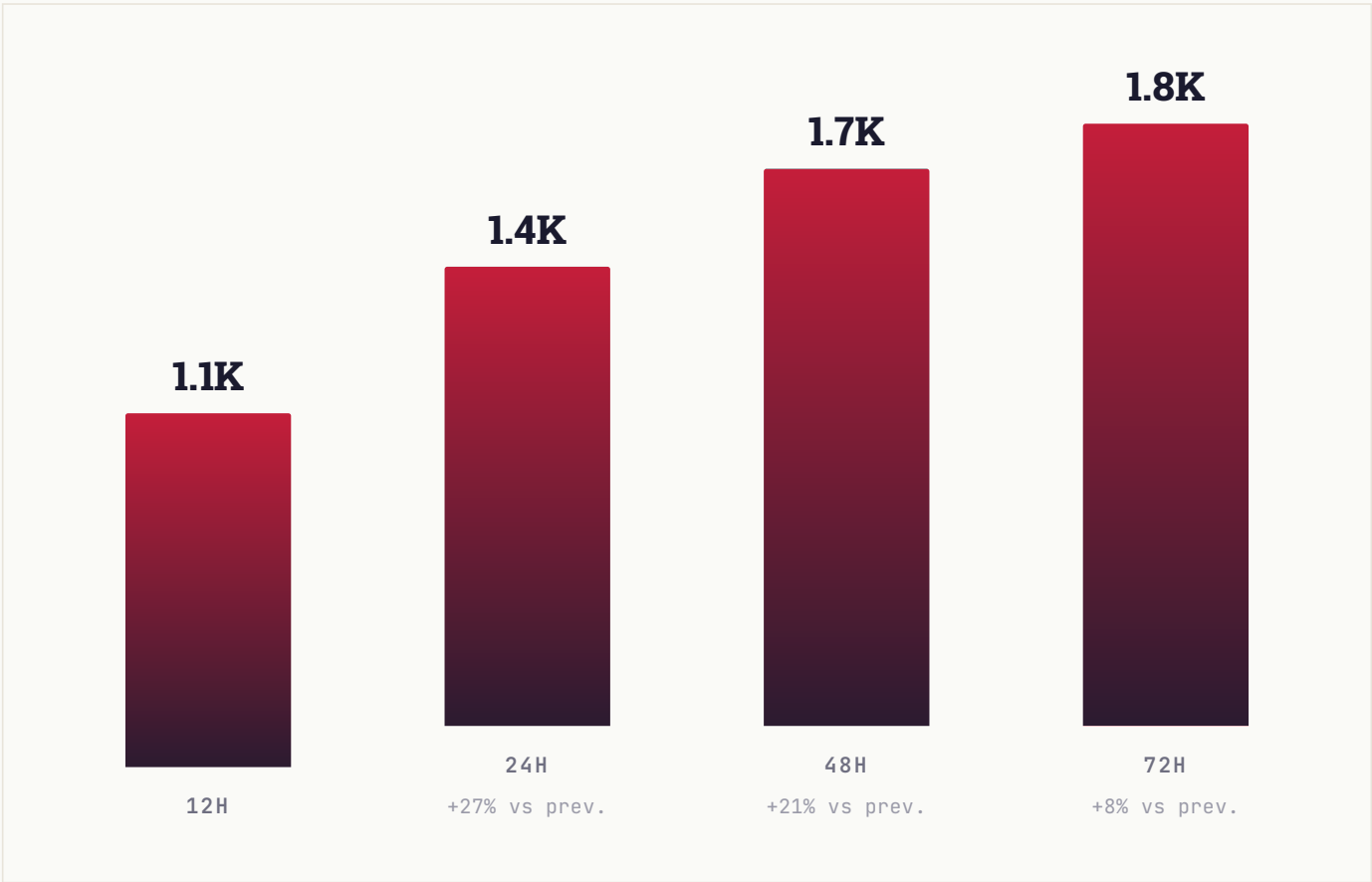
### MENTIONED IN TOPICS



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                  | SUBSCRIBERS |
|------------------------------------------|-------------|
| DD DOMEО. ДИЗАЙН   РЕМОНТ   НЕДВИЖИМОСТЬ | 527.4K      |
| PL Layout                                | 454.5K      |
| AI Interior & decor                      | 450.8K      |
| MC My Apartment                          | 428.3K      |
| MS Wise Builder                          | 410.7K      |
| PA Favorite Apartment                    | 409.4K      |
| GF GC FSK                                | 377.8K      |
| PR ProRealty                             | 375.5K      |
| US Smart Builder                         | 354.2K      |
| PI PIK                                   | 338.8K      |
| DI Decoroom   дом, интерьер, находки YOU | 59.9K       |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#93 of 89). Niche median — 109.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **13**, they brought **1 933** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS        |
|----------------|----------|----------|----------------------------|
| Jan 2026       | 1        | 1        | 126 <div><div></div></div> |
| December 2025  | 2        | 2        | 245 <div><div></div></div> |
| Nov 2025       | 1        | 1        | 211 <div><div></div></div> |
| Oct 2025       | 3        | 2        | 183 <div><div></div></div> |
| September 2025 | 3        | 2        | 205 <div><div></div></div> |
| August 2025    | 3        | 3        | 963 <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 13             | 6              | 1 933                 |

## — 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.

#93 /100

RANK IN NICHE

Channel in the lower half of the ranking

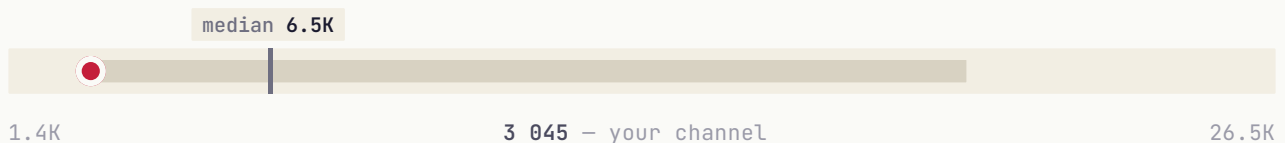
## SUBSCRIBERS

worse than median by 45%



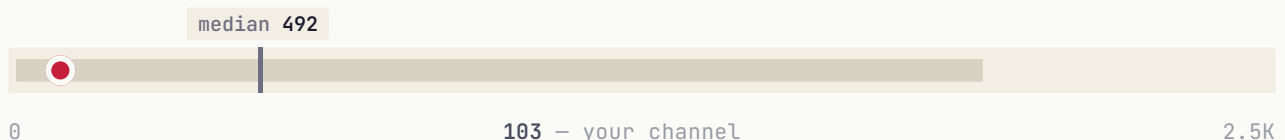
## AVG REACH / POST

worse than median by 54%



## CITATION INDEX

worse than median by 79%



## — 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 Monday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best time for  
key posts**

02

## Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend a share of 15-25%.

EFFECT

**Video retains  
audience  
better**

03

## ER below niche benchmark — rethink formats

Current ER 5.08% vs norm 5.5%. Try polls and interactive formats.

EFFECT

**+0.4pp ER**

04

## 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**

05

## Test polls and interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

**+5-15% ER**

★ 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](https://t.me/PromptPress_manager)