

PUBLIC REPORT BY PROMTPRESS

Channel audit

Magic of a Cozy Home



@thehomeest

✨Cozy and calm here, ✨ • aesthetic home decor picks • inspiring space organization ideas • find stylish stuff & review Questions: @Fvr_yg

SUBSCRIBERS

33 686

-310 per month

ERR (% SEE POSTS)

5.0%

per day 2.6%

REACH/POST

1.6K

ad reach 867/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 33 686 —	 SUBSCRIBER REACH 4.88% avg % of subs see post	 VIEWS/POST 1.6K median 1.7K · 29 days	 POSTS/WEEK 16.5 over period
 7D TREND +8.3% vs previous week	 REACTIONS/POST 22.0 total 1,517 reactions, 527 reposts, 102 comments	 POST LENGTH 574 chars median 498 · 29 days	 POSTS ANALYZED 69 29 days
 AD REACH 867 24h avg	 CHURN / MONTH -310 last month	 CITATION RATE 973 citation index · 2,469 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 22.03.2022

AI EDITOR SUMMARY

Channel «Magic of a Cozy Home» — 33 686 subs. Each post averages 1.6K people (5% from subs), reach is low — consider expanding audience. Publishes 16 posts per week (~2/day) — regular schedule. For week Jun 22–28, reach grew +8.3% vs week Jun 15–21 — positive trend.

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 SHARE

- 01 Analysis based on **69** posts over 29 days.
- 02 Dominant format — **Photo** (40/69 posts).
- 03 Avg post length — **574** chars (median 498).
- 04 Peak audience activity — **Thursday**, 18:00 MSK.
- 05 Top posts get **1x** more views than the weakest (2K avg for top vs 1.3K for worst) — among 69 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 15:26 PHOTO ✨Cozy in Every Detail ✨ Want to share cool finds for a cozy home atmosphere! 🥰 Recently updated my bedding...	VIEWS 2 009 REPOSTS 2	REACTIONS 21 ER 6.0%
Nº2 22.06 · 04:17 PHOTO Kitchen with real homey mood 😊 ✨Cozy here comes from simple things: calm natural shades, neat accents and...	VIEWS 1 973 REPOSTS 5	REACTIONS 18 ER 5.9%
Nº3 28.06 · 19:47 PHOTO Admit it, who also hates spending half a Saturday mopping floors? 🧑 I realized my old vacuum just can't...	VIEWS 1 963 REPOSTS 10	REACTIONS 14 ER 5.8%

Nº4 12.06 • 09:40 PHOTO ✨ Ideal Workspace: Choosing a Stylish Desk for Home ✨ Today I want to talk about creating a cozy work nook. Regardless of...	VIEWS 1 913 REPOSTS 4 REACTIONS 12 ER 5.7%
Nº5 26.06 • 16:21 PHOTO I want to share with you some cool chair options that will become a real decoration of your home! 🥰📌 Bon...	VIEWS 1 886 REPOSTS 2 REACTIONS 17 ER 5.6%

WORST 3

↓ 02.07 • 12:37 PHOTO Know the main secret of a cozy home? No visual noise! When every item has its place behind closed doors, the room...	VIEWS 1 334 REPOSTS 5 REACTIONS 13 ER 4.0%
↓ 04.07 • 17:38 PHOTO Authentic bold interior with many vintage items. Bright, bold, daring! Design: Yulia Musina, Alexander Safarov 📱Our channel in...	VIEWS 1 329 REPOSTS 10 REACTIONS 28 ER 3.9%
↓ 03.07 • 08:45 VIDEO Stylish and attractive baskets like from IKEA with your own hands ☀️ Big thanks to the author for a detailed explanation of each step...	VIEWS 1 315 REPOSTS 11 REACTIONS 25 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

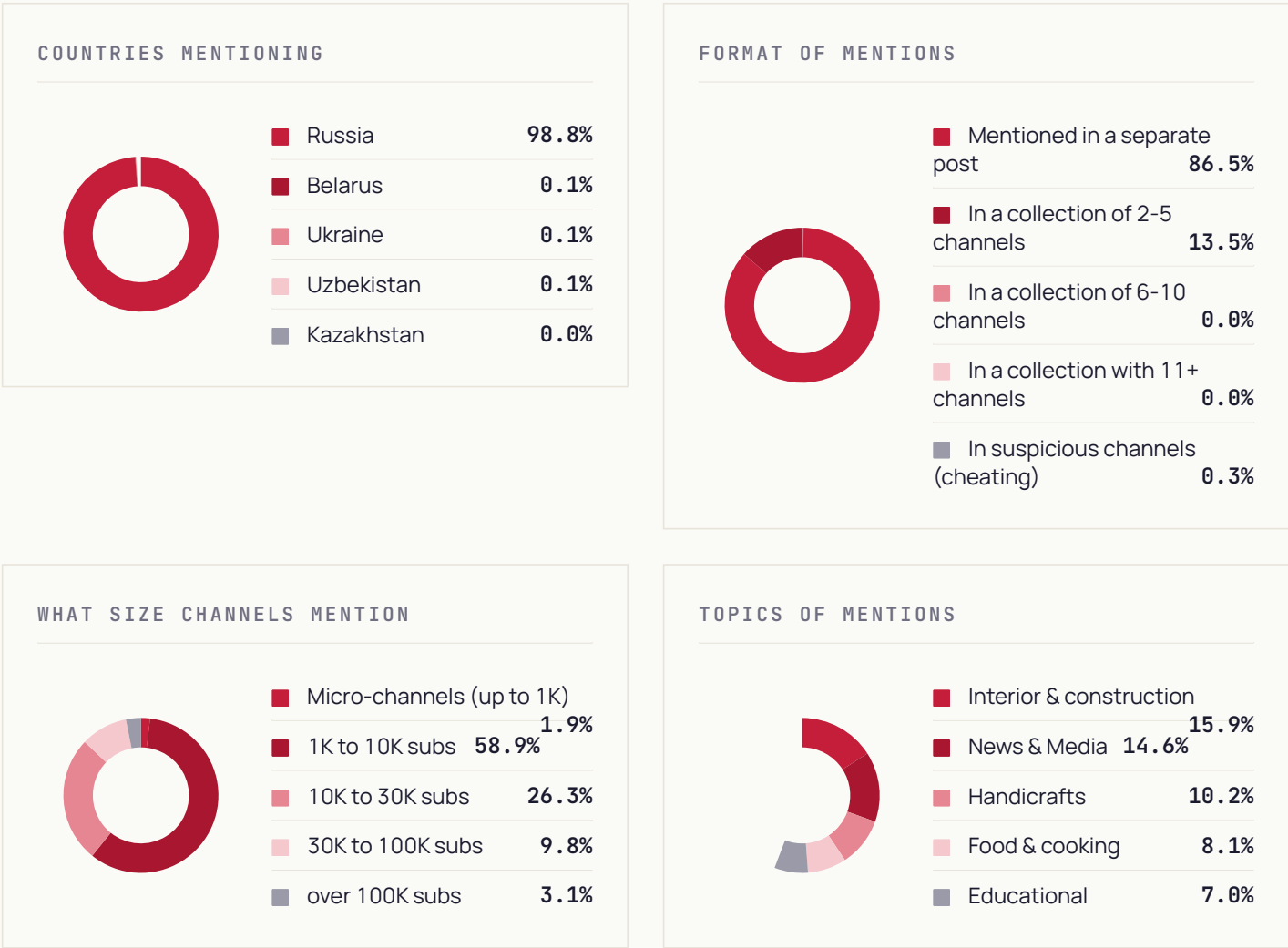
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

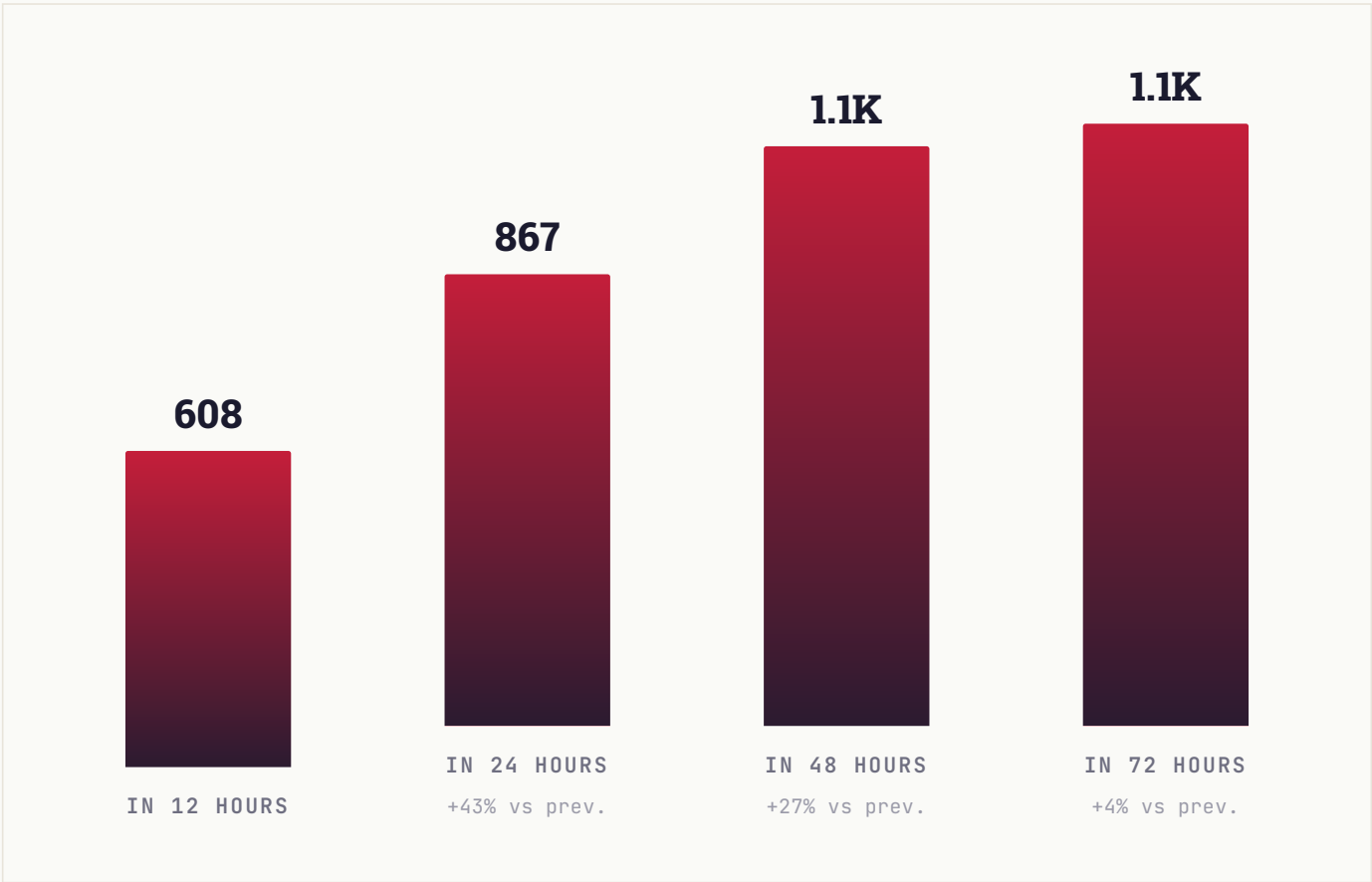
Citation index **973** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **2 469** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by 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 DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Planirovo4ka	453.6K
AI Interior & decor	450K
MK My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProNedvizhka	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
MU Magic of a Cozy Home YOU	33.7K

COMPARATIVE INSIGHT

Channel 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 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **958**, they brought **15 791** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	641
December 2025	38	37	860
Nov 2025	69	68	1 917
Oct 2025	243	232	1 284
September 2025	381	349	7 900
August 2025	226	218	3 189

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
958	6	15 791

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line indicates the median, and a red dot indicates the channel's performance.

- SUBSCRIBERS:** The median is 109.2K. The channel's performance is 33,686, which is 69% below the median. The range of other channels is from 30.4K to 435.2K.
- AVG REACH / POST:** The median is 6.2K. The channel's performance is 1,644, which is 74% below the median. The range of other channels is from 1.4K to 26.1K.
- CITATION INDEX:** The median is 518. The channel's performance is 973, which is better than 62% of the niche. The range of other channels is from 0 to 2.5K.

Metric	Median	Your Channel Value	Comparison	Range (Min-Max)
SUBSCRIBERS	109.2K	33,686	69% below median	30.4K - 435.2K
AVG REACH / POST	6.2K	1,644	74% below median	1.4K - 26.1K
CITATION INDEX	518	973	better than 62% of niche	0 - 2.5K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and come back in a month.

01**Main post of the week — on Thursday**

On this day and at 18:00 MSK audience is most active.

EFFECT

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

Current ER 4.88% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.6pp 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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

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

Cross-post 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 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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