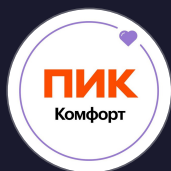


PUBLIC REPORT BY PROMTPRESS

Channel audit

PIK-Comfort



@uk_pikcomfort

Information channel of the management company «PIK-Comfort»
About events happening in the buildings, to make living comfortable
and safe. Contact center: 8 (495) 505-89-89 Press office:...

SUBSCRIBERS

12 756

+14 per month

ERR (% SEE POSTS)

77.0%

Daily 9.0%

REACH/POST

18.8K

Ad reach 1.1K/24h

— CONTENTS · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 12 756 —	SUBSCRIBER REACH 147.66% Avg % subs see post	VIEWS/POST 18.8K Median 26.8K · 28 days	POSTS/WEEK 2.7 Over period
7D TREND +73.5% vs previous week	REACTIONS/POST 15.8 174 reactions, 118 reposts, 0 comments	POST LENGTH 798 chars Median 796 · 28 days	POSTS ANALYZED 11 28 days
AD REACH 1.1K 24h avg	CHURN / MONTH +14 Last month	QUOTE RATE 123 Citation index · 303 channels mentioned ever	CHANNEL AGE 4 years 4 months Created 11.03.2022

AI EDITOR SUMMARY

Channel «PIK-Comfort» — 12 756 subs. Each post avg views 18.8K people (148% From subs), wide reach for channel this size. Publishes 3 posts/week (~0/day) — rare. Week Jul 6–12 reach Up +73.5% Week Jun 29 – Jul 5 — 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 11 posts in 28 days.
- 02 Dominant format — **Photo** (6/11 posts).
- 03 Avg post length — **798** chars (median 796).
- 04 Peak audience activity — **Tuesday**, 12:00 MSK.
- 05 Top posts get **17x** More views than weakest (32.7K avg top vs 1.9K worst) — among 11 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 09:59 VIDEO Shh... Hear that? It's secret messages rustling Dear residents, today is Secret Messages Day. A day when you can and should...	VIEWS 35 045 REP. 23	REACTIONS 25 ER 274.7%
Nº2 26.06 · 10:00 PHOTO Dear residents! 🏠 The elevator is a space we all use every day. To keep it running smoothly and delighting us without...	VIEWS 32 737 REP. 19	REACTIONS 19 ER 256.6%
Nº3 03.07 · 14:21 PHOTO Every day, real people stand behind your comfort — those who clean the entrances, respond to requests, and try to notice the details that make...	VIEWS 30 373 REP. 10	REACTIONS 15 ER 238.1%

Nº4 01.07 · 09:01 PHOTO Notice how fast time flies? Today we cross the equator of 2026 – half the year is already behind us. But this milestone is only...	VIEWS 29 243 REP. 6	REACTIONS 5 ER 229.2%
Nº5 08.07 · 08:59 VIDEO Happy Family, Love & Fidelity Day 🧡 Stepping into your apartment after a long day, you instantly feel the coziness. Ever noticed how...	VIEWS 28 296 REP. 20	REACTIONS 32 ER 221.8%

|

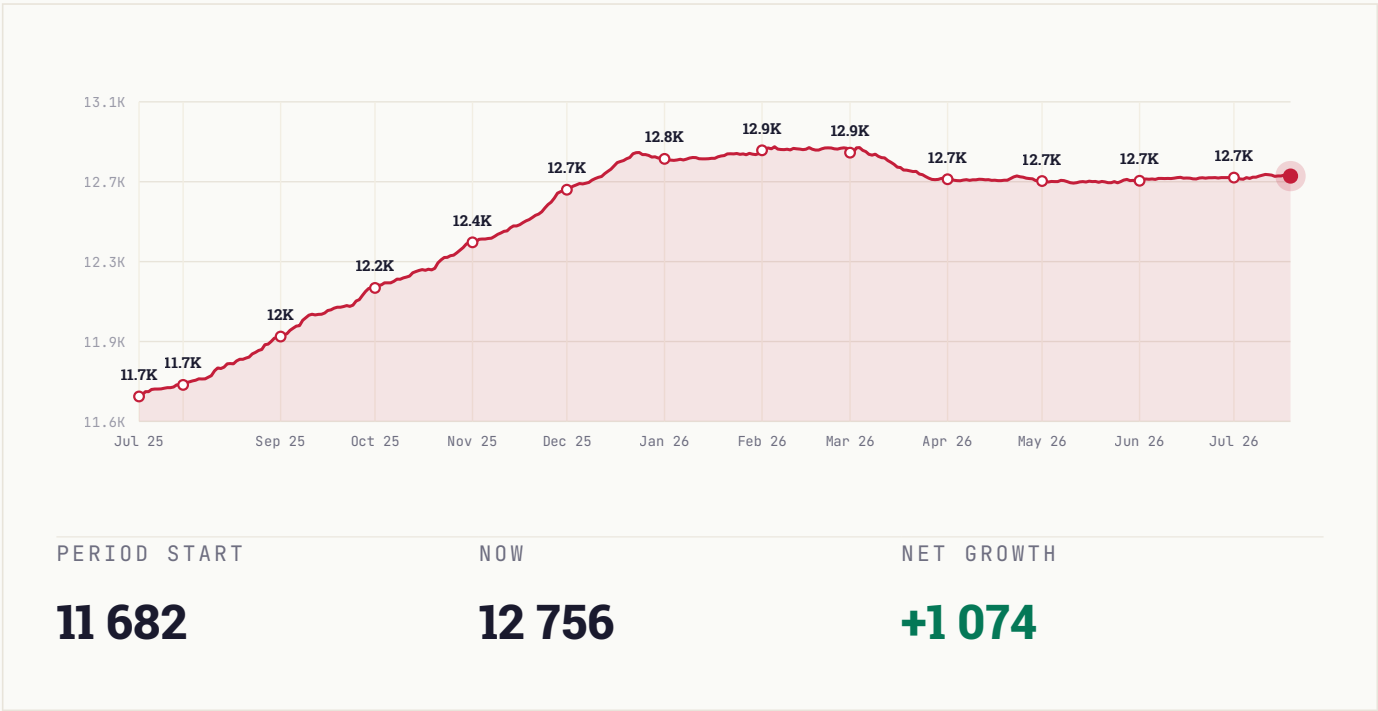
WORST 3

↓ 29.06 · 15:10 VIDEO 🐾 Philosophers have debated love for centuries, writing treatises, directors making movies about it. But for pet owners, the answer...	VIEWS 2 026 REP. 4	REACTIONS 18 ER 15.9%
↓ 02.07 · 09:05 VIDEO Today is the waggiest tail day of the year🐾 Hard to imagine life without these loyal, cheerful, sincere tails. They're the first to...	VIEWS 1 928 REP. 4	REACTIONS 17 ER 15.1%
↓ 14.07 · 06:49 PHOTO Friends, do you know what we reread with the most sincere smile? Your reviews. They say good things in this world are quickly taken for granted, but...	VIEWS 1 776 REP. 1	REACTIONS 17 ER 13.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

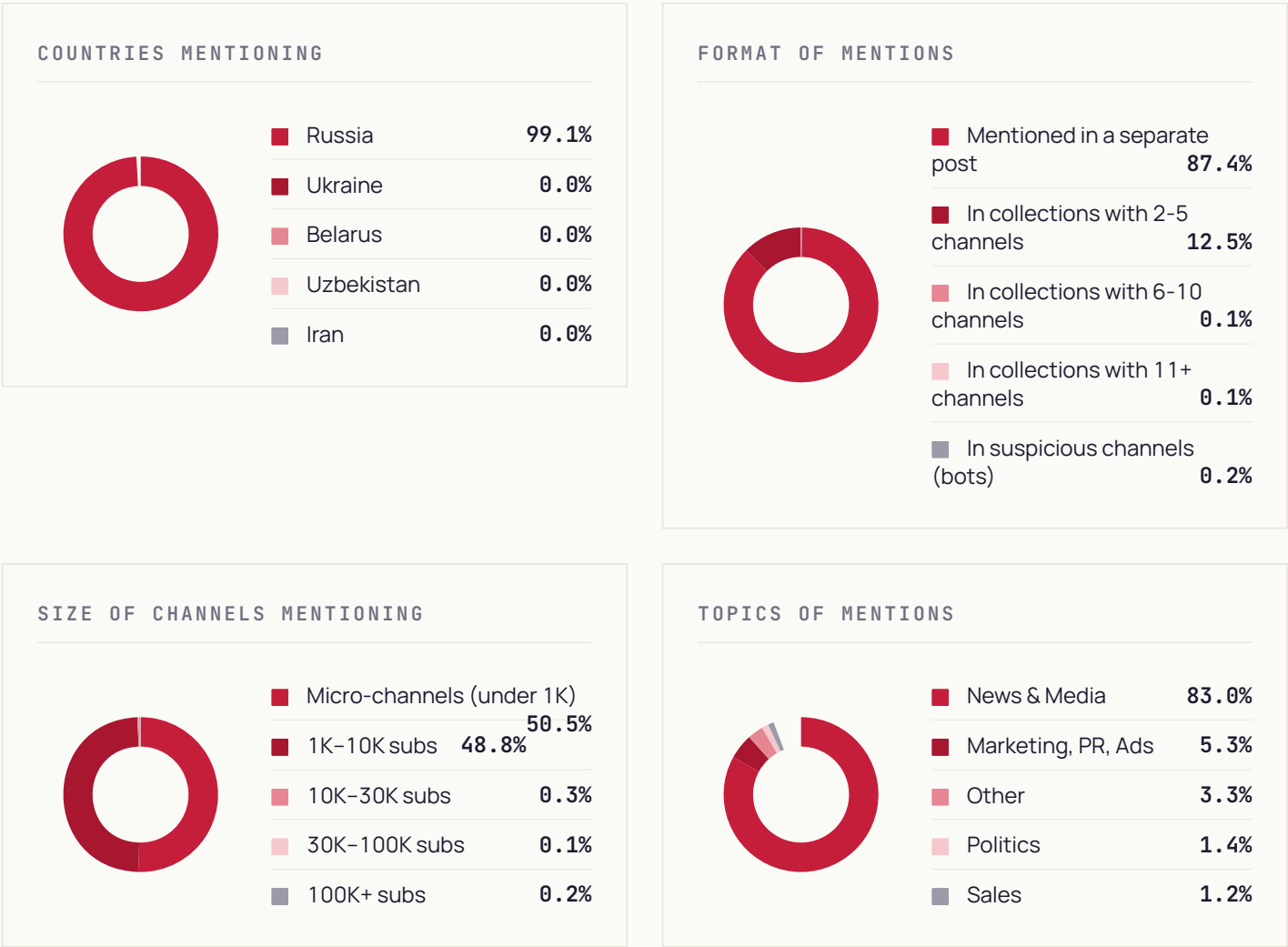
Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained and which it lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

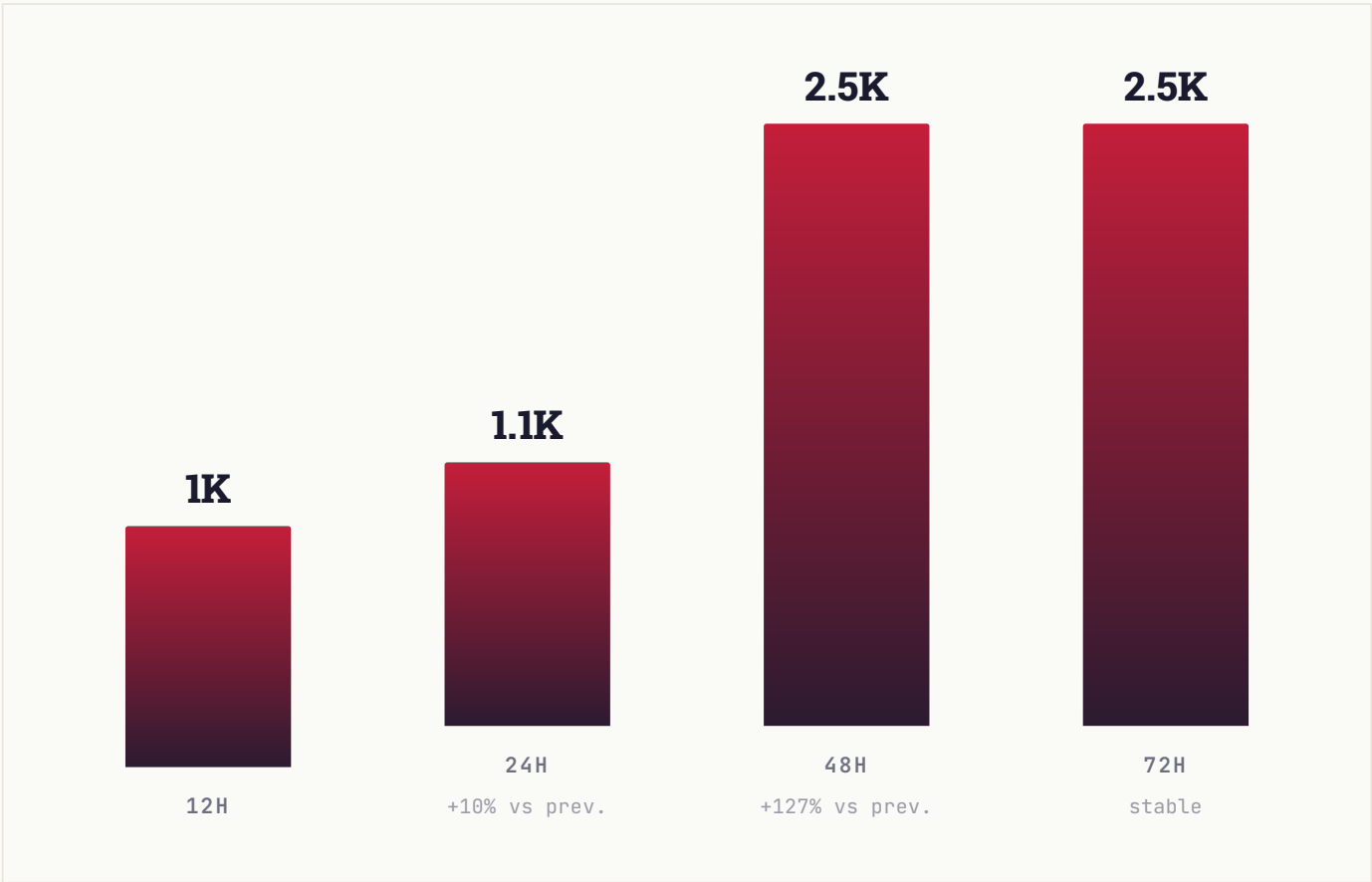
Citation index **123** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **303** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout Planner	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
PI PIK-Comfort YOU	12.8K

COMPARATIVE CONCLUSION

Channel not yet Outside top 91 of niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (539.3K), top-91 median: 128K. First goal: enter top-91 through systematic traffic and content work.

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 **77**, they brought **1 217** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	58	
December 2025	0	0	189	
Nov 2025	1	1	255	
Oct 2025	0	0	228	
September 2025	0	0	249	
August 2025	76	75	238	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
77	6	1 217

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	12,756	126.5K	90% below median
AVG REACH / POST	18,836	6.6K	Better than 76% of niche
CITATION INDEX	123	412	70% below median

SUBSCRIBERS 90% below median

Median 126.5K

35.3K 12 756 – your channel 432.9K

AVG REACH / POST Better than 76% of niche

Median 6.6K

1.2K 18 836 – your channel 32.7K

CITATION INDEX 70% below median

Median 412

0 123 – your channel 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.7 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency > volume |
| 02 | Top post of the week — on Tuesday
Audience most active on this day at 12:00 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 picks sources for your niche. | EFFECT
+1000-3000 subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic is an easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want us to do this **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 plan 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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