

— PROMTPRESS PUBLIC REPORT

Channel audit

I am Sergey Kuznetsov



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Architect of the Future VEB.RF Managing Partner KB Strelka Chief
Architect of Moscow (2012-2026) Artist, Academician of RAH. Now
you are reading my personal...

SUBSCRIBERS

35 777

+647 per month

ERR (% SEE POSTS)

12.0%

per day 5.8%

REACH/POST

4K

ad reach 2.1K/24h

— 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

Year chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Interior & Construction» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 35 777 —	 SUBSCRIBER REACH 11.15% avg % subs see post	 VIEWS/POST 4K median 3.7K · 29 days	 POSTS/WEEK 16.4 over period
 7D TREND +24.5% vs prev week	 REACTIONS/POST 72.4 only 5,066 reactions, 2,030 reposts, 88 comments	 POST LENGTH 821 chars median 1,000 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 2.1K 24h average	 CHURN / MONTH +647 last month	 QUOTABILITY 345 citation index · 1,135 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «I am Sergey Kuznetsov» — 35 777 subs. Each post gets avg 4K people (11% from subs), reach is low — consider expanding audience. Publishes 16 posts per week (~2/day) — consistent schedule. For week 22–28 Jun reach grew by +24.5% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 70 posts in 29 days.
- 02 Dominant format – Photo (57/70 posts).
- 03 Avg post length – 821 chars (median 1,000).
- 04 Audience activity peak – Tuesday, 11:00 MSK.
- 05 Top posts get 4× more views than the weakest (9.8K avg for top vs 2.7K for worst) – among 70 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

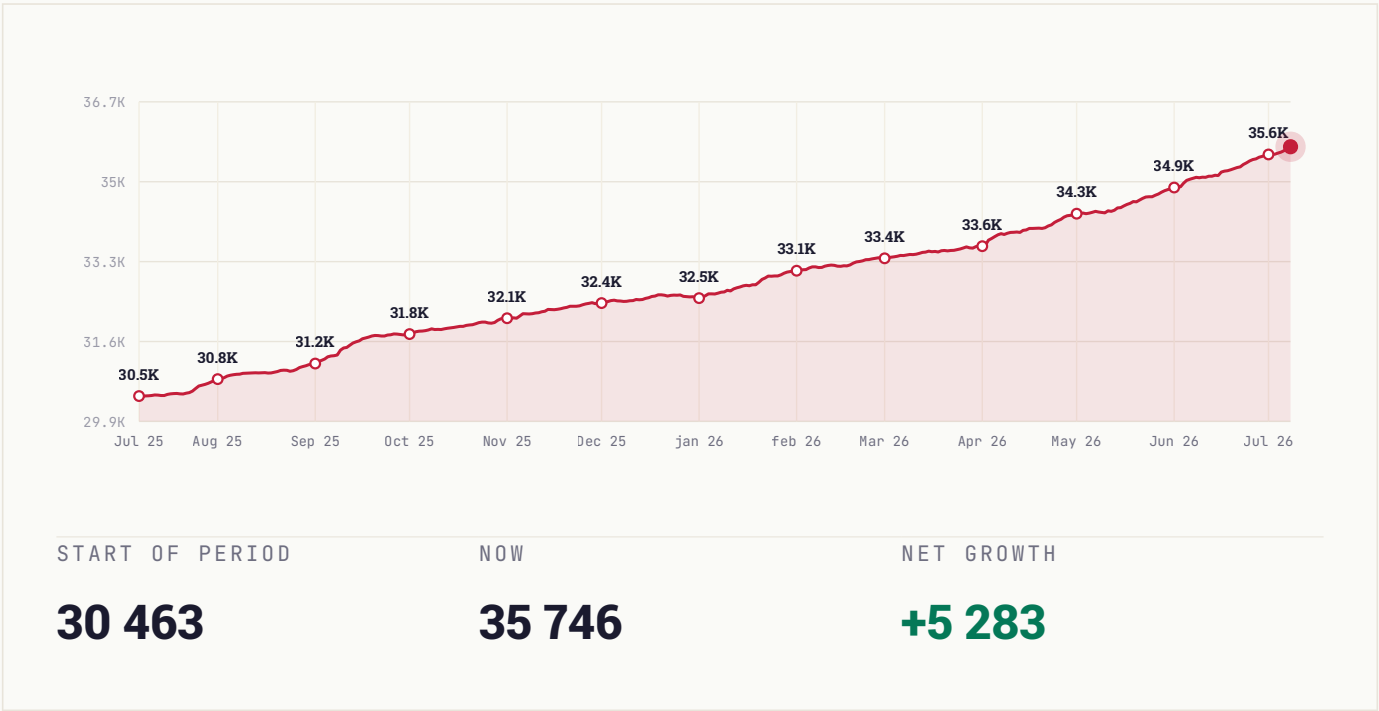
Nº1 24.06 · 05:38 PHOTO New issue of #Фотографы_Москвы – today we invite you to see Moscow from a bird's-eye view in the works of photographer and...	VIEWS 12 080 REACTIONS 68 REP. 56 ER 33.8%
Nº2 23.06 · 08:51 PHOTO Why the fate of the Shukhov Tower requires an open expert discussion? When it comes to the Shukhov Tower, what worries me most is not...	VIEWS 11 022 REACTIONS 174 REP. 75 ER 30.8%
Nº3 15.06 · 11:23 PHOTO Anastasia asks: One thought voiced by Sergey hooked me especially: today architecture is increasingly becoming "Architecture...	VIEWS 6 241 REACTIONS 73 REP. 20 ER 17.4%

Nº4 24.06 • 17:48 VIDEO July 3–4 at Design Factory: «Architect's Day – 2026» festival, timed to the professional holiday. The festival...	VIEWS 5 598 REP. 199 REACTIONS 86 ER 15.6%
Nº5 10.06 • 07:52 PHOTO #Ураган_мониторит Mosque in Almet'yevsk: preserving traditions with minimalist visual aesthetics The core idea of the project is to preserve and...	VIEWS 4 907 REP. 87 REACTIONS 124 ER 13.7%
WORST 3	
↓ 02.07 • 16:58 PHOTO Today we launched «Expert.Urban» – a new media platform about the city, architecture, and an environment that resonates with and is comfortable for people. We created...	VIEWS 2 756 REP. 24 REACTIONS 49 ER 7.7%
↓ 05.07 • 08:10 PHOTO Book of the day: Kobo Abe Woman in the Dunes «Woman in the Dunes» by Kobo Abe is a novel that produces a strong, almost physical...	VIEWS 2 713 REP. 42 REACTIONS 71 ER 7.6%
↓ 04.07 • 07:57 TEXT Podcast on the results of the traditional Saturday digest of international architecture news.	VIEWS 2 647 REP. 1 REACTIONS 26 ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

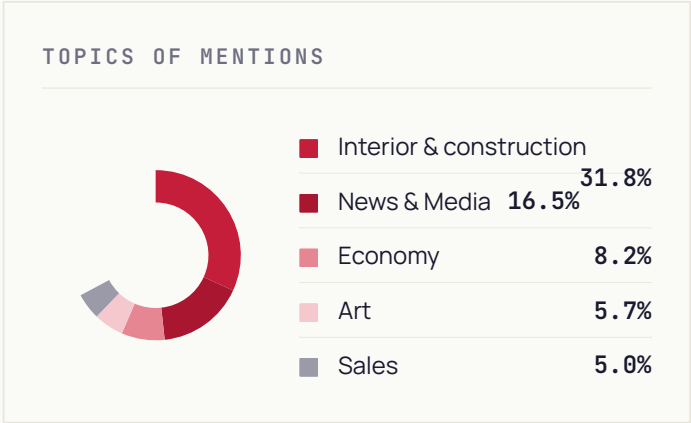
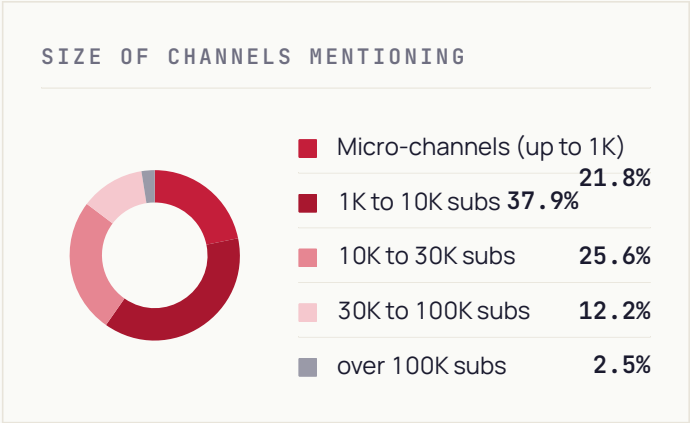
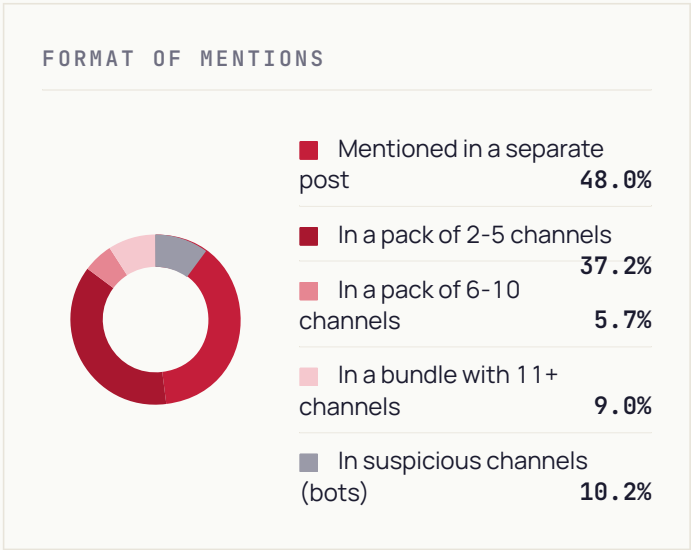
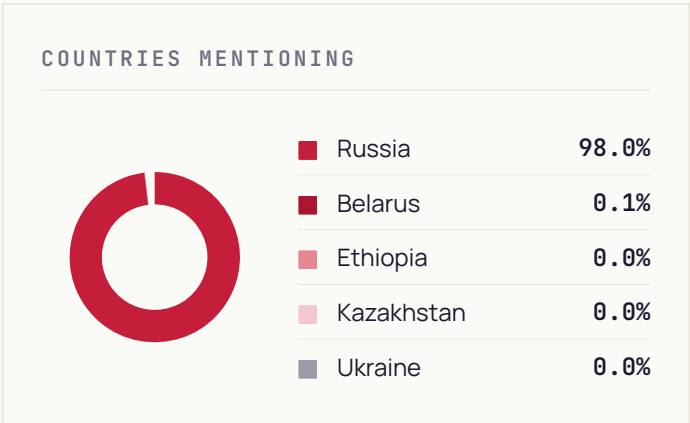
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

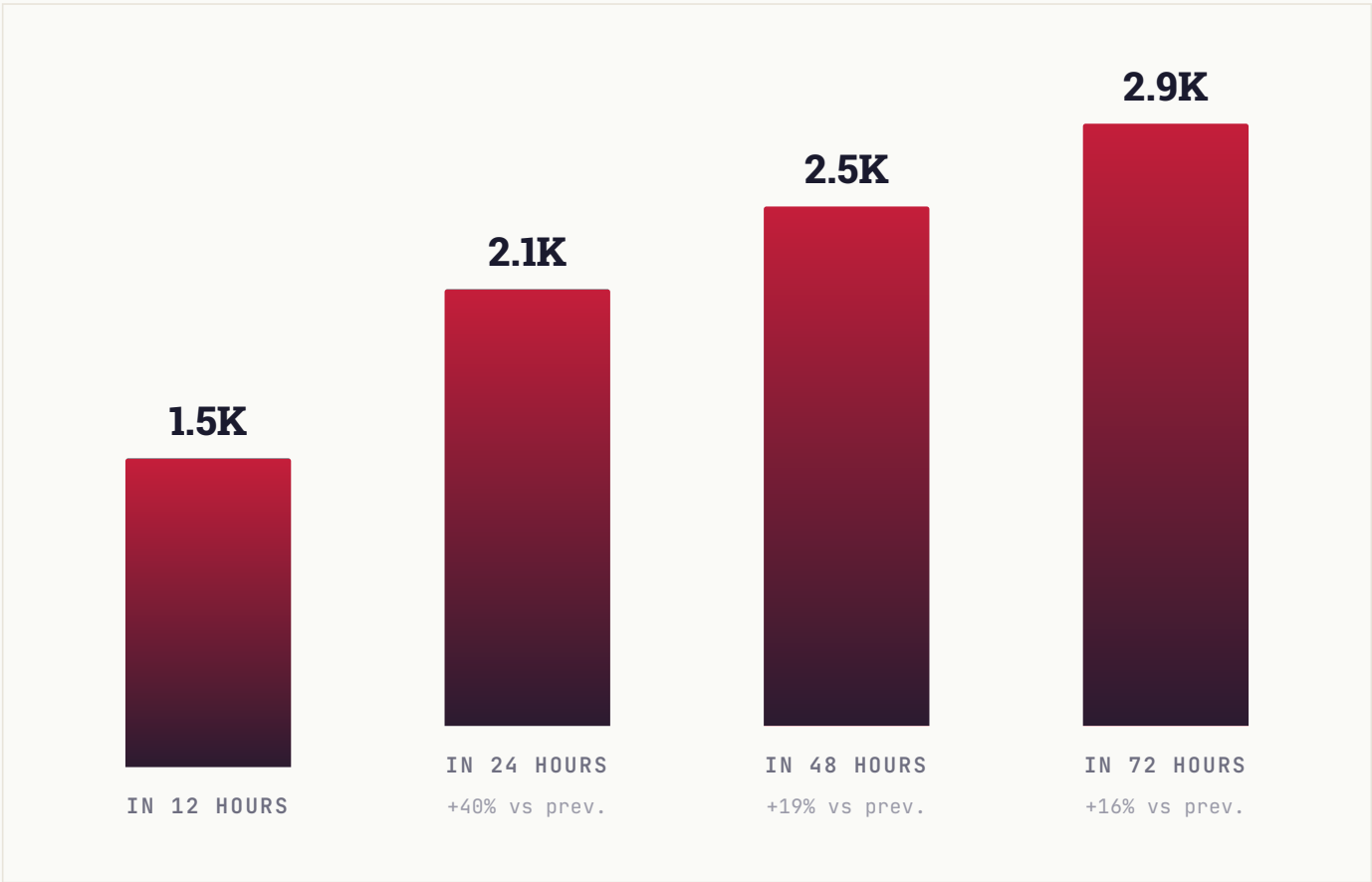
Citation index **345** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 135** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	530.5K
PL Layout	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 ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
I- I am Sergey Kuznetsov YOU	35.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 89 in niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (530.5K), median top-89: 108.5K. First goal — enter top-89 through systematic traffic and content work.

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 **275**, they brought **2 643** new subs.

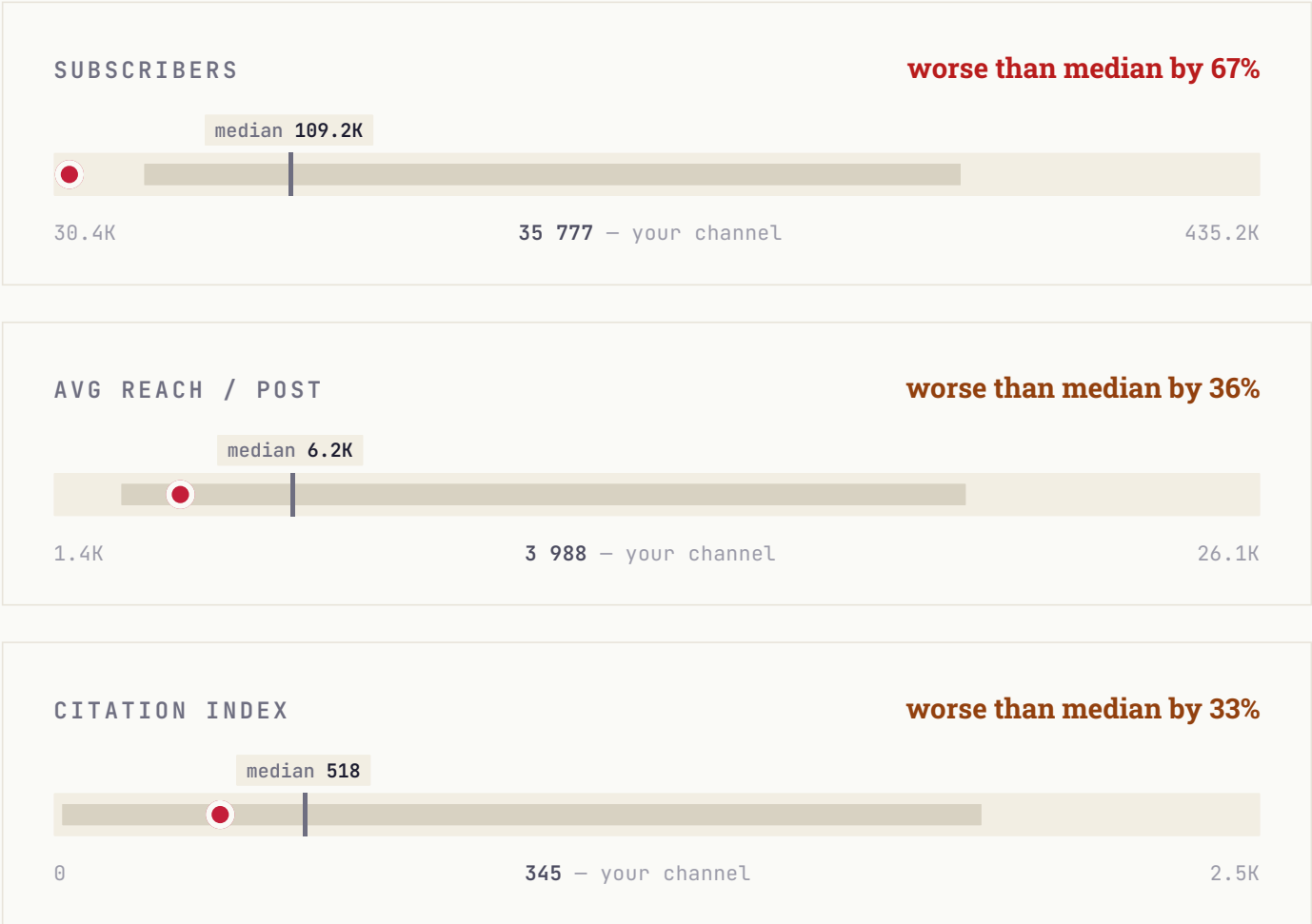
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	37	36	606	
December 2025	37	29	244	
November 2025	73	49	367	
October 2025	37	32	378	
September 2025	40	33	670	
August 2025	51	37	378	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
275	6	2 643

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Interior & construction» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— 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

Main post of the week — on Tuesday

On this day at 11:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 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% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it 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 close 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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