

PUBLIC REPORT BY PROMTPRESS

Channel audit

I'M HOME

**@uyut_house**

Send your design photos & we'll publish: @timskazka №
5039525675 Reviews I'M AT HOME all reviews here 📌 https://t.me/otzovik_ya_v_domike For all questions: @timskazka Our buyer:...

SUBSCRIBERS

25 160

-378 per month

ERR (% SEE POSTS)

6.0%

daily 2.5%

REACH / POST

1.4K

ad reach 627/24h

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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.

 SUBSCRIBERS 25 160 —	 SUBS REACH 5.43% avg % subs see post	 VIEWS / POST 1.4K median 1.3K · 26 days	 POSTS / WEEK 10.9 over period
 7D TREND -26.9% vs previous week	 REACTIONS / POST 10.2 only 427 reactions, 408 reposts, 41 comments	 POST LENGTH 361 chars. median 359 · 26 days	 POSTS ANALYZED 42 26 days
 AD REACH 627 avg 24h	 CHURN / MONTH -378 last month	 QUOTE RATE 918 citation index · 2,535 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 19.02.2024

AI EDITOR SUMMARY

Channel «I'M HOME» – 25 160 subs. Each post avg views 1.4K people (5% from subs), reach low – expand audience. Publishes 11 posts/week (~2/day) – regular. Week Jun 22–28 reach dropped -26.9% to week Jun 15–21 – analyze reasons.

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 42 posts in 26 days.
- 02 Dominant format – Video (34/42 posts).
- 03 Avg post length – 361 chars (median 359).
- 04 Peak Audience Activity – Tue, 22:00 MSK.
- 05 Top posts get 2x more views than weakest (2.2K avg top vs 1K worst) – among 42 posts in 26 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 19:05 VIDEO  Handheld steamer that replaces an iron SPAWNSON, 5600W, adjustable steam. Vertical (on hanger) and horizontal ironing...	VIEWS 2 336 REACTIONS 12 REPOSTS 15 ER 9.3%
Nº2 11.06 · 15:15 VIDEO Now I'm a fairy with a card ✨ Magic wand for contactless payment – hidden card slot inside, star and magic outside...	VIEWS 2 111 REACTIONS 15 REPOSTS 9 ER 8.4%
Nº3 11.06 · 12:05 PHOTO  Pragma Baltam glasses – 470 ml clear classic Set of two, glass, dishwasher & microwave safe. Volume...	VIEWS 2 013 REACTIONS 10 REPOSTS 6 ER 8.0%

Nº4 21.06 · 19:05 VIDEO  Pinterest moved to WB, and it's great Ceramics, soft hues, shell-shaped sauce boats, ribbed-edge plates – how can you pass...	VIEWS 1 948 REACTIONS 7 REPOSTS 5 ER 7.7%
Nº5 16.06 · 16:15 VIDEO  4-in-1 steam vacuum – washes, steams, cleans Homiko PP-01, 1650W. For furniture, carpets, car interior, mattresses, windows, curtains. One device...	VIEWS 1 930 REACTIONS 7 REPOSTS 11 ER 7.7%

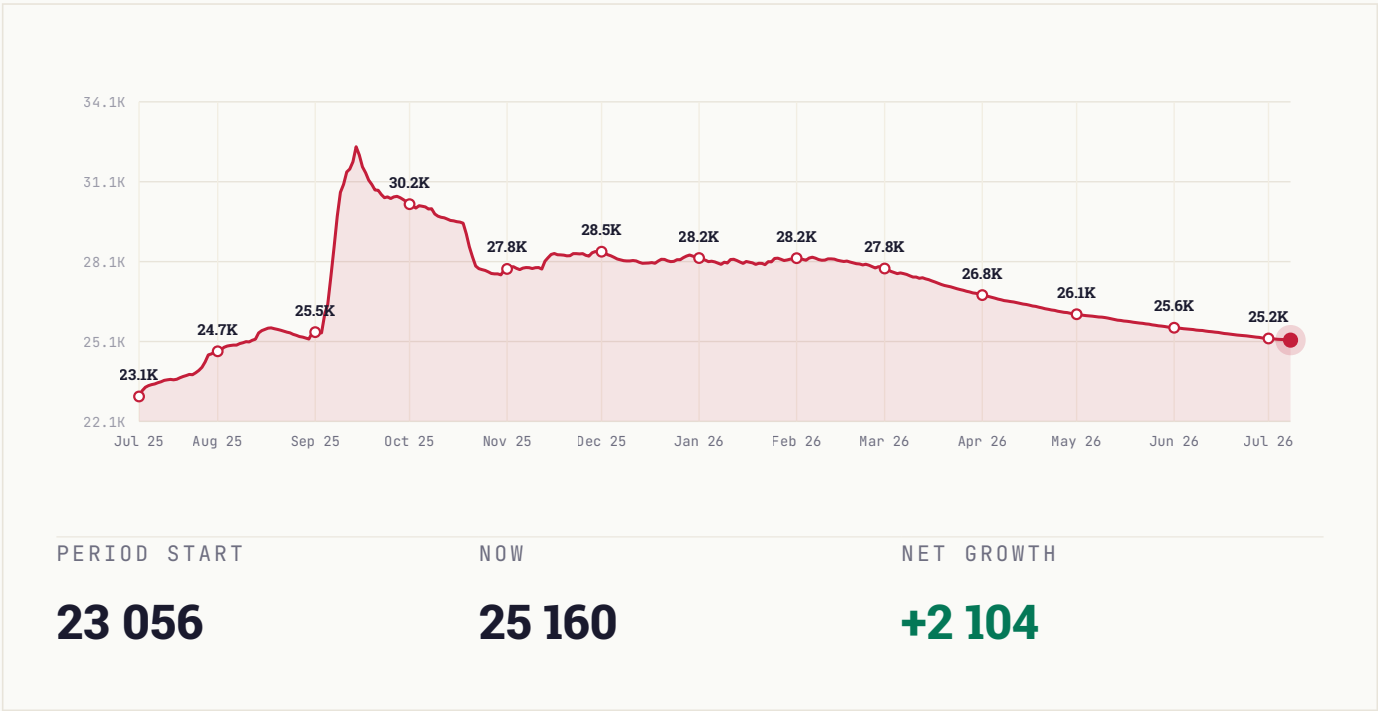
WORST 3

↓ 29.06 · 17:15 VIDEO  Floating comfort for garden & balcony Hanging swing chair – woven, soft, durable. Sway and forget the hustle. With a book or...	VIEWS 1 061 REACTIONS 7 REPOSTS 11 ER 4.2%
↓ 30.06 · 08:05 PHOTO  Seaside table setting Ceramics, shell shapes, blue floral edges – as if a wave brought and left them on the table. Not afraid...	VIEWS 1 031 REACTIONS 8 REPOSTS 2 ER 4.1%
↓ 30.06 · 11:05 PHOTO  Don't forget to apply SPF before going out The sun, of course, loves us (not), but sometimes its love is too hot. Better...	VIEWS 1 027 REACTIONS 5 REPOSTS 2 ER 4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

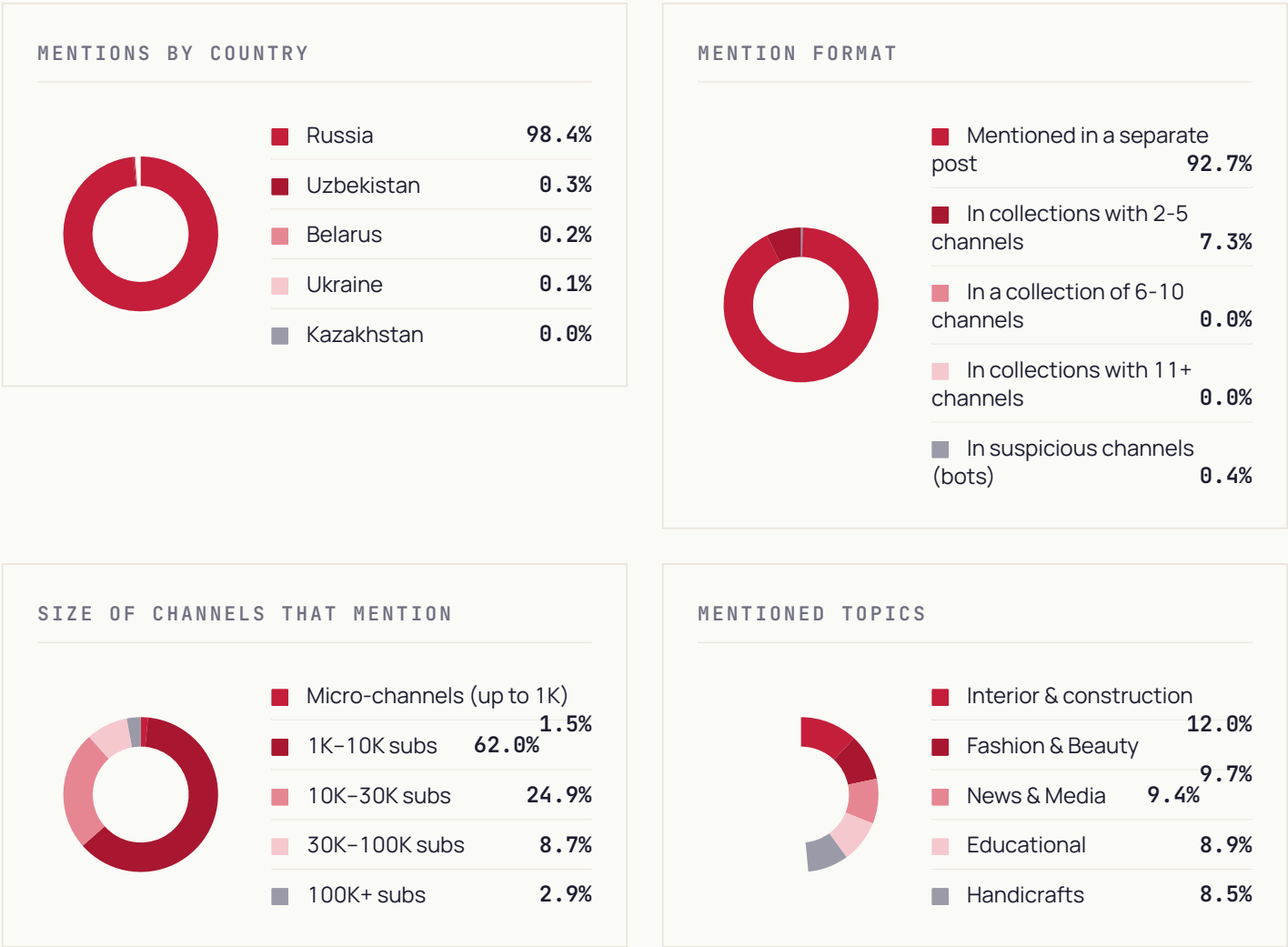
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

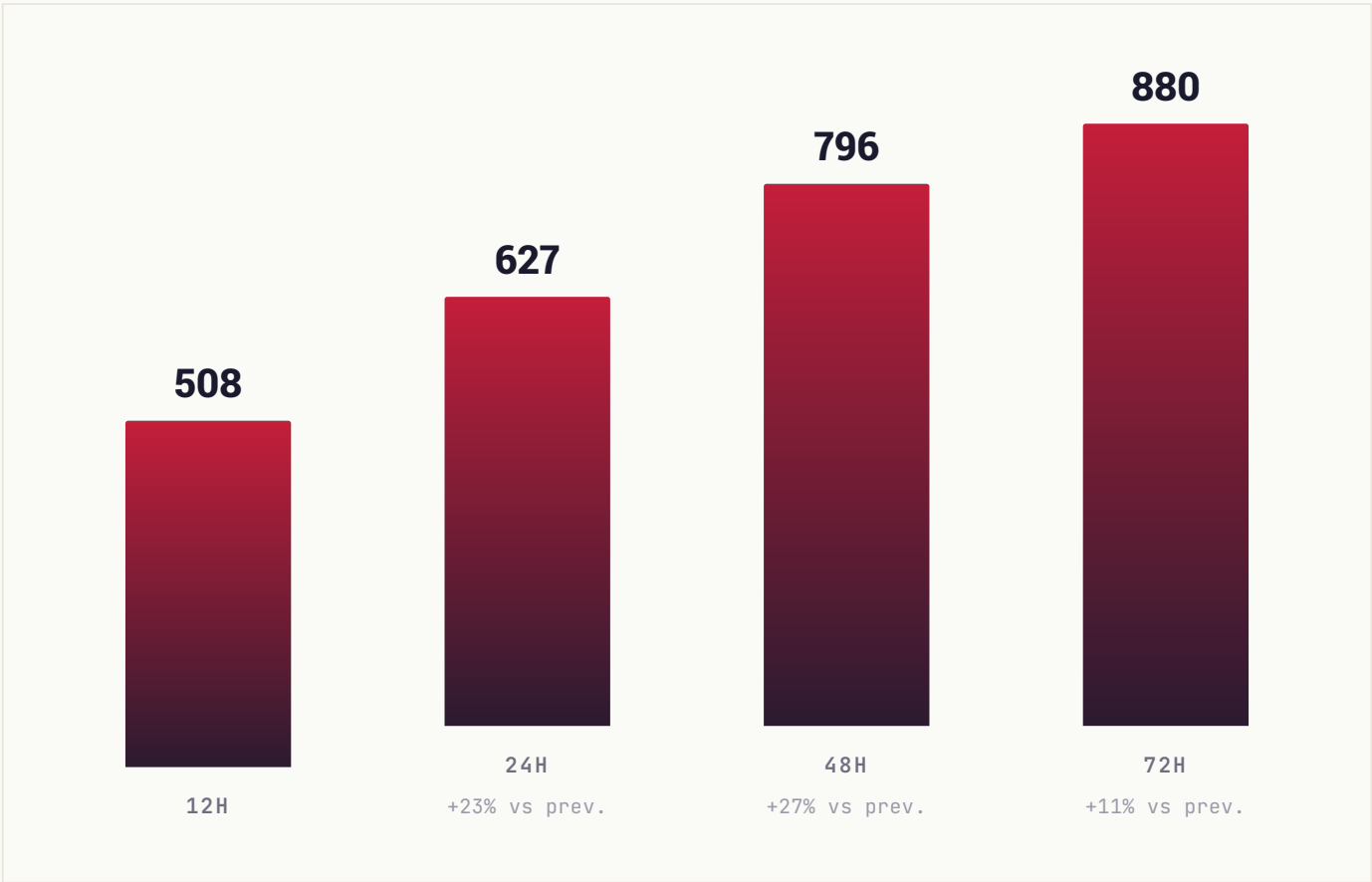
Citation index **918** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **2 535** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Layout Studio	453.6K
AI Interior & decor	450K
MK My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
ГФ ГК ФСК	378.1K
PR Pro Realty	377.5K
SB Smart Builder	353.9K
PI PIK	337.3K
ИH I'M HOME YOU	25.2K

COMPARATIVE INSIGHT

Channel is still outside top-89 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), median top-89: 108.5K. First goal — enter top-89 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 420**, they brought **10 723** new subs.

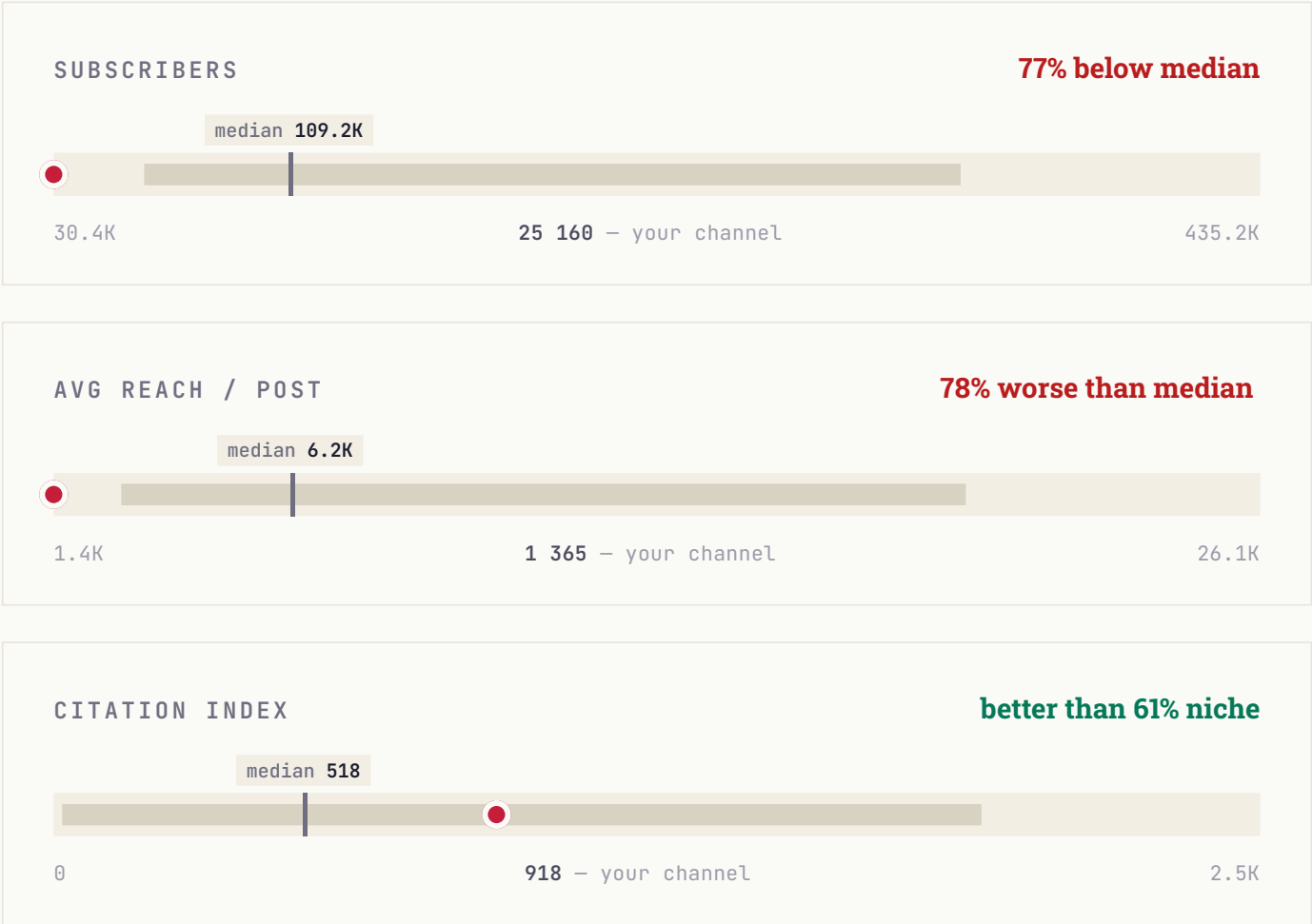
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	371	321	652
December 2025	201	189	454
Nov 2025	90	87	1 089
Oct 2025	132	132	271
September 2025	485	453	7 114
August 2025	141	139	1 143

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1 420	6	10 723

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Interior & construction» (Russia) and compared your channel against them. Gray band — range covering 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 as done and revisit this report in a month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.43% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.1pp 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 boost ER by 5-15%.
One poll per week on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
Relevant
Audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
