

PROMTPRESS PUBLIC REPORT

Channel audit

Vittoria Selina



@vittoriaselina

Statement No. 5925839410 Interior designer Victoria Selina's channel — about beauty, comfort, inspiration and home ❤️ My YouTube: <https://youtube.com/@vittoriaselina> For advertising inquiries:...

SUBSCRIBERS

17 515

+13 per month

ERR (% SEE POSTS)

46.0%

daily 22.3%

REACH/POST

7.3K

ad reach 3.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Interior & Construction»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 17 515 —	 SUBS REACH 41.56% avg % subs see post	 VIEWS/POST 7.3K median 7.5K · 21 days	 POSTS/WEEK 5.9 over period
 7D TREND -13.3% vs previous week	 REACTIONS/POST 577.1 10,388 reactions, 217 reposts, 0 comments	 POST LENGTH 497 chars median 382 · 21 days	 POSTS ANALYZED 18 21 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +13 last month	 QUOTABILITY 6 citation index · 38 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Vittoria Selina» – 17 515 subs. Each post avg views 7.3K people (42% of subs), wide reach for channel this size. Publishes 6 posts/week (~1/day) – rare. Week Jul 6–12 reach dropped -13.3% to week Jun 29 – Jul 5 – 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts over 21 days.
- 02 Dominant format — **Photo** (12/18 posts).
- 03 Avg post length — **497** chars (median 382).
- 04 Peak audience activity — **Sunday**, 11:00 MSK.
- 05 Top posts get **2x** more views than weakest (10.3K avg top vs 6.1K worst) — among 18 posts over 21 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 08:37 VIDEO Soon another home will have a beautiful life. Scents, talks, evening light, guests, good food. Through renovation hardships. Goal all...	VIEWS 10 574 REP. 21	REACTIONS 572 ER 60.4%
Nº2 27.06 · 08:05 PHOTO We girls work at super high revs. On every project. We think, discuss, find solutions, never stop...	VIEWS 10 488 REP. 25	REACTIONS 430 ER 59.9%
Nº3 05.07 · 19:35 PHOTO New, charming residents of our bookshelf. •Cat in a dress — handmade wooden toy from Doski.rta (master Tatyana...	VIEWS 9 963 REP. 20	REACTIONS 454 ER 56.9%

Nº4

05.07 · 06:22

PHOTO

📍 Koja on Kuznetsky ❤️ Besides being one of the most beautiful massage studios, it's also an 'exhibition' of everything sold at Loft design...

VIEWS

9 133

REP.

20

REACTIONS

397

ER

52.1%

Nº5

03.07 · 18:54

VIDEO

All, strength drained after a work week, time to rest. Though who am I kidding, tomorrow I'll realize I have amazing help on weekends: home...

VIEWS

8 523

REP.

5

REACTIONS

567

ER

48.7%

WORST 3

↓ 13.07 · 12:53 PHOTO First we upgraded the study in this room, it's in the first photo. The client picked every detail we designed. Then the room...	VIEWS 6 568 REP. 12 REACTIONS 462 ER 37.5%
↓ 14.07 · 19:11 PHOTO Arina is 9 months old today. Fourth tooth coming, first 3 already brushing with a real toothbrush, already in our life...	VIEWS 5 903 REP. 3 REACTIONS 831 ER 33.7%
↓ 15.07 · 10:32 PHOTO Inspired art deco project, apt on Mendeleevskaya. Concept partially approved, will edit. But let it stay here, so beautiful...	VIEWS 5 844 REP. 25 REACTIONS 431 ER 33.4%

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 which lost subscribers.



PERIOD START

16 408

NOW

17 515

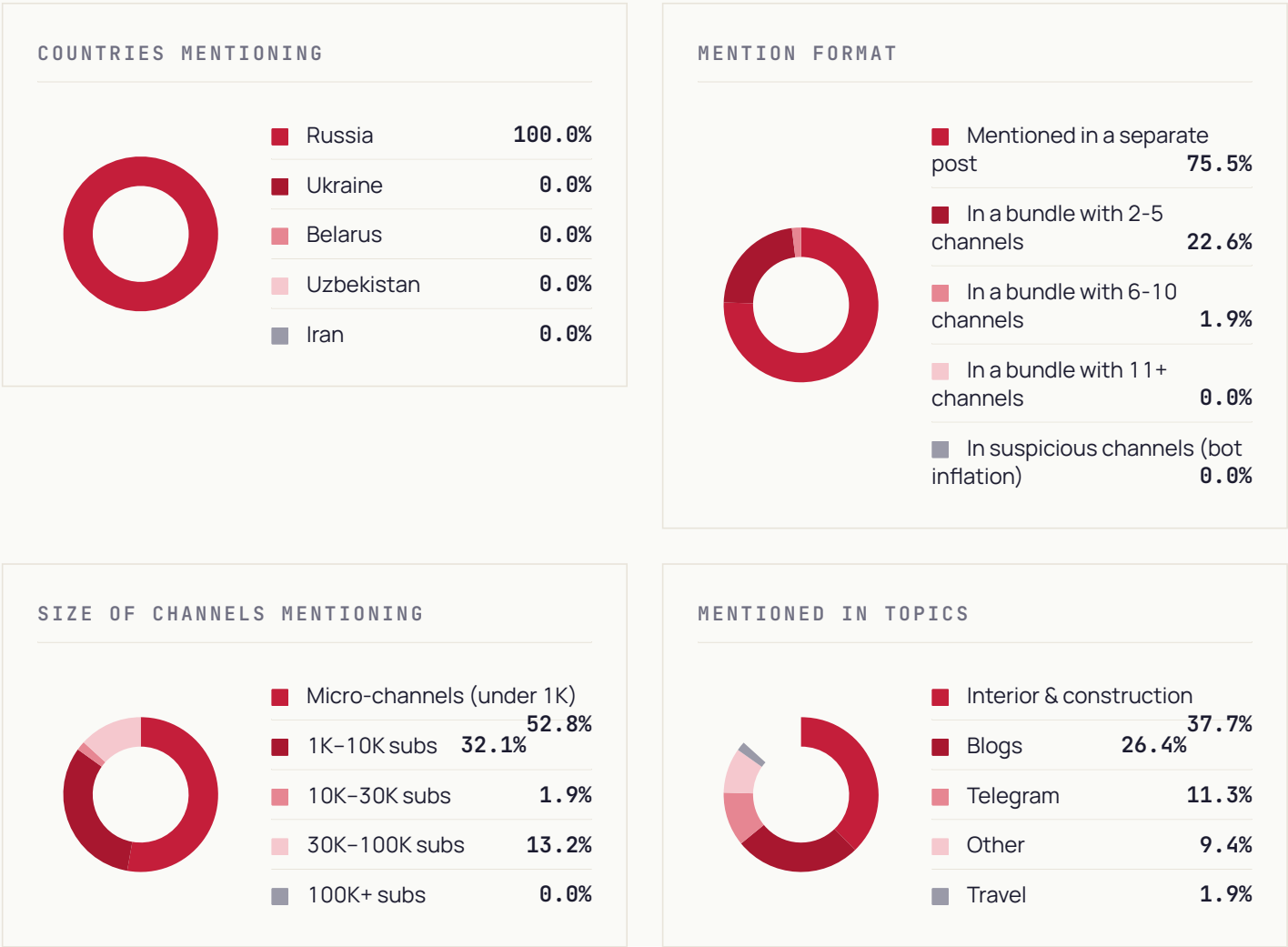
NET GROWTH

+1 107

SECTION 04 · CITATIONS

Who & how mentions the channel

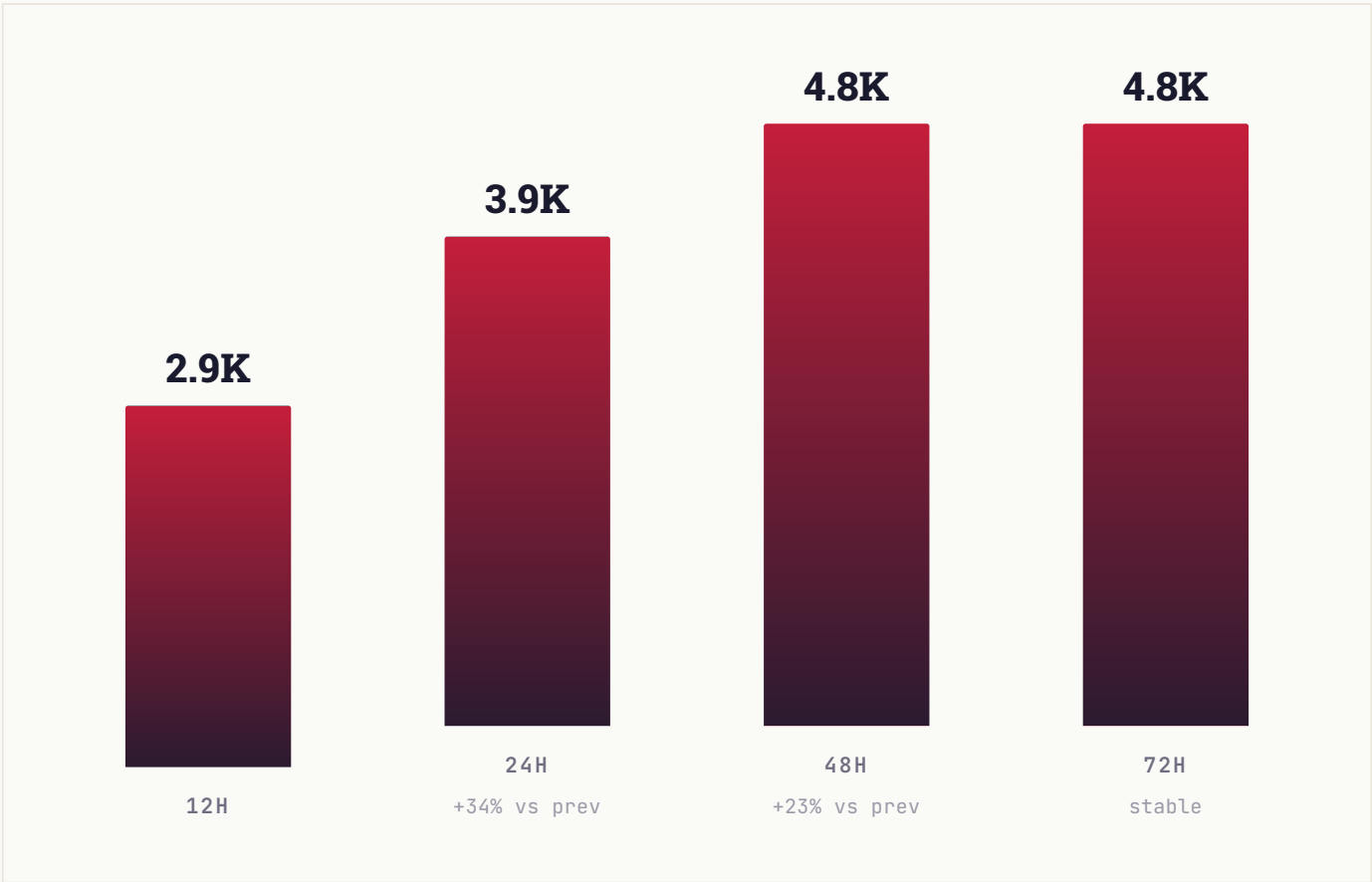
Citation index 6 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **38** different channels.



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 closest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LC Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
VS Vittoria Selina YOU	17.5K

COMPARATIVE INSIGHT

Channel 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 work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **12**, they brought **1 068** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	134
December 2025	5	4	73
November 2025	1	1	87
October 2025	3	3	112
Sep 2025	2	2	221
August 2025	0	0	441

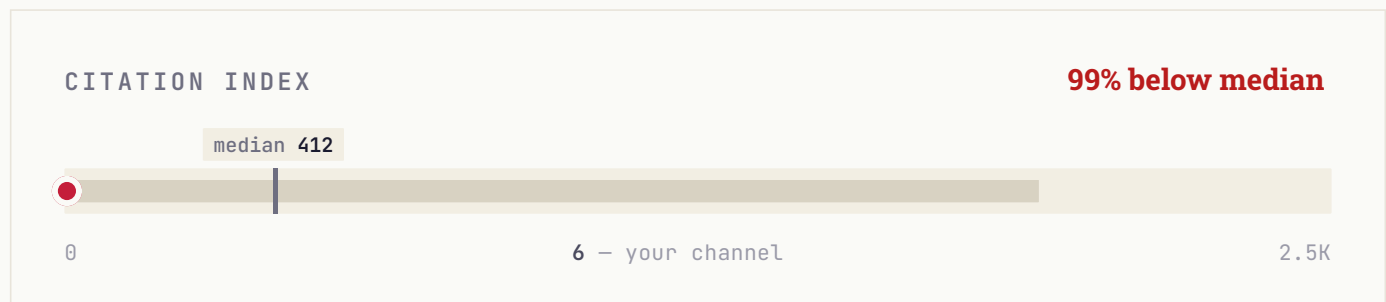
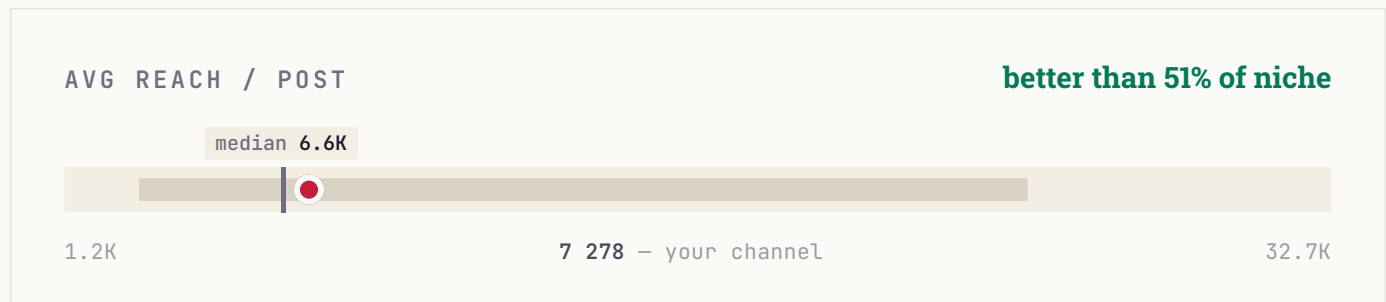
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
12	6	1 068

Where channel stands in its league

SUBSCRIBERS **86% below median**

median 126.5K

35.3K 17 515 - your channel 432.9K



— 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 Sunday
 Audience most active on this day at 11:00 MSK.

EFFECT
Best window for important post

02

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

03

Test polls & interactive formats
 Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy growth lever.

EFFECT
+5-15% ER

04

Cross-promo with neighboring channels
 Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
