

— PROMTPRESS PUBLIC REPORT

Channel audit

Voplotim — your renovation under control



@voploteam

Voplotim - your personal renovation assistant. Serving all Russia. We control your renovation, handle purchasing and delivery.

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
55 295	3.0%	1.5K
02.07.2026 -1089 per month	per day 1.1%	ad reach 632/24h
HTTPS://PROMTPRESS.COM/AUDIT/VOPLOTEAM		

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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 55 295 —	 SUBSCRIBER REACH 2.75% avg % subs see post	 VIEWS/POST 1.5K median 1.5K · 26 days	 POSTS/WEEK 2.9 for period
 7D TREND -3.4% vs previous week	 REACTIONS/POST 11.5 only 127 reactions, 48 reposts, 0 comments	 POST LENGTH 961 chars median 1000 · 26 days	 POSTS ANALYZED 11 26 days
 AD REACH 632 24h avg	 CHURN / MONTH -1089 last month	 CITATION RATE 280 citation index · 990 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 05.09.2019

AI EDITOR SUMMARY

Channel «Voplotim — your renovation under control» — 55 295 subs. Each post averages 1.5K people (3% of subs), low reach — need to grow audience. Publishes 3 posts per week (~0/day) — rare. For week Jun 15–21 reach stable (-3.4% vs week 8–14 Jun).

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 11 posts in 26 days.
- 02 Dominant format — Photo (11/11 posts).
- 03 Avg post length — 961 chars (median 1000).
- 04 Audience peak — Thu, 09:00 MSK.
- 05 Top posts get 1x more views than the weakest (1.9K avg for top vs 1.3K for bottom) — across 11 posts in 26 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 06:05 PHOTO Khrushchev-era kitchens are a real puzzle for owners. Small size, low ceilings, gas stove and...	VIEWS 2 027 REP. 6	REACTIONS 14 ER 3.7%
Nº2 04.06 · 15:04 PHOTO How to arrange furniture in a studio bedroom-living room to create convenient zones? Combined bedroom and living room is an ideal solution for...	VIEWS 1 824 REP. 5	REACTIONS 13 ER 3.3%
Nº3 15.06 · 06:05 PHOTO You asked — we delivered 😊 In our recent poll, storage for small apartments got the most votes. So we...	VIEWS 1 745 REP. 4	REACTIONS 15 ER 3.2%

Nº4

19.06 · 14:14

PHOTO

Khrushchev-era kitchens are a real puzzle for owners. Small size, low ceilings, gas stove and...

VIEWS

1 725

REACTIIONS

11

REP.

2

ER

3.1%

Nº5

09.06 · 15:47

PHOTO

🔗

How to Refresh Your Bathroom Design? Even small changes can completely transform your bathroom interior, making it stylish and...

VIEWS

1 641

REACTIIONS

12

REP.

5

ER

3.0%

|

WORST 3

↓

23.06 · 05:29

PHOTO

5 smart solutions for small spaces When every meter counts, avoid clutter and plan wisely. Here are tricks that...

VIEWS

1 368

REACTIIONS

11

REP.

5

ER

2.5%

↓

24.06 · 12:59

PHOTO

🔗

How to Design a Kids' Room for Two Children So It's Actually Comfortable, Not Endless Compromise? When the room...

VIEWS

1 322

REACTIIONS

4

REP.

4

ER

2.4%

↓

26.06 · 14:56

PHOTO

Handles vs push-to-open: is living without handles really convenient? Smooth handleless facades look striking: clean lines, minimalist...

VIEWS

1 268

REACTIIONS

12

REP.

3

ER

2.3%

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 or lost subs.

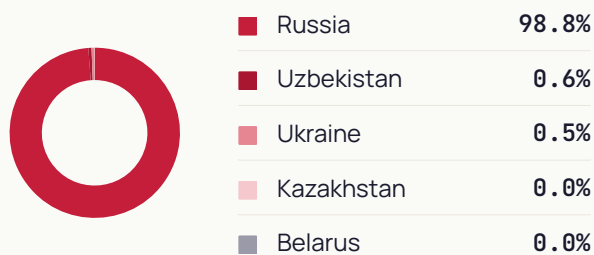


SECTION 04 • MENTIONS

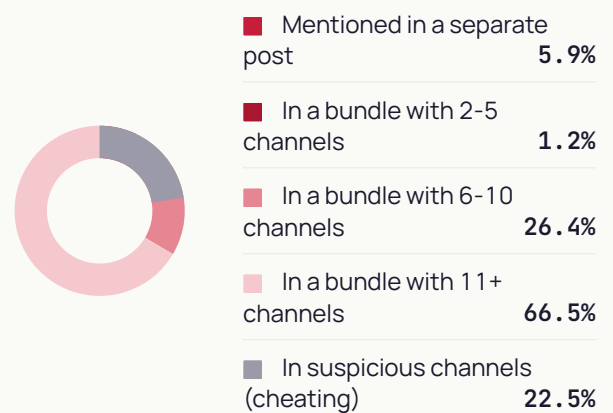
Who mentions the channel and how

Citation index **280** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **990** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



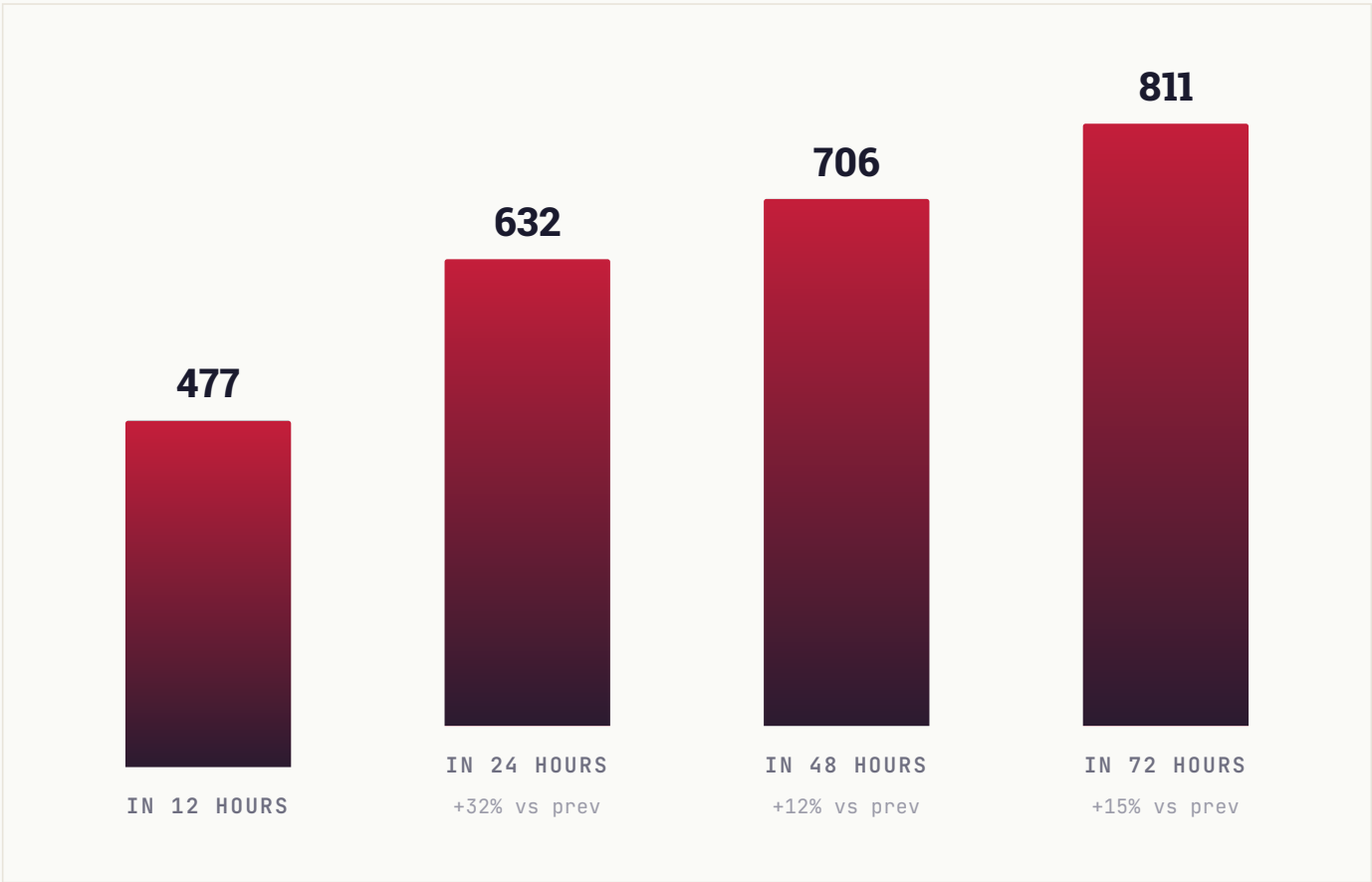
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	527.4K
PL Planirovo4ka	454.5K
AI Interior & decor	450.8K
MK My Apartment	428.3K
MS Wise Builder	410.7K
LK Favorite Apartment	409.4K
GF GC FSK	377.8K
PR ProNedvizhka	375.5K
US Smart Builder	354.2K
PI PIK	338.8K
W- Voplotim — your renovation under control YOU	55.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#100 of 89). Niche median — 109.5K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 07 · MENTION DYNAMICS

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 **686**, they brought **14 918** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	107	56	3 306
September 2025	288	100	6 467
August 2025	291	104	5 145

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
686	6	14 918

SECTION 08 · NICHE COMPARISON

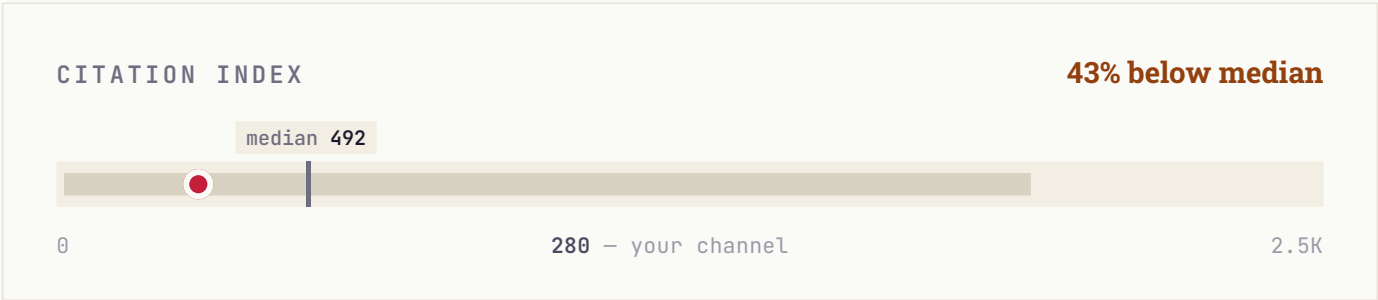
Where the channel stands in its league

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.

#100/100

RANK IN NICHE

Channel in the lower half of the ranking



— 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

Increase posting frequency

Now 2.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency >
volume**

02

Top post of the week — on Thursday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 2.75% vs norm 5.5%. Try polls and
interactive formats.

EFFECT

+2.8pp ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch Telegram
ads**

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

02

Contact manager

t.me/PromptPress_manager
