

PROMTPRESS PUBLIC REPORT

Channel audit

VseInstrumenty.ru



@vseinstrumentirudiy

For those who create 🧐 Online hypermarket for pros and businesses RKN: <https://vk.cc/cL7IXr> Collab: kolab@vseinstrumenti.ru We sell original products with warranty: <https://vk.cc/cLp8p>

SUBSCRIBERS

72 023

-992 per month

ERR (% SEE POSTS)

9.0%

daily 4.7%

REACH/POST

6.1K

ad reach 3.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 72 023 —	 SUBSCRIBER REACH 8.5% avg % of subs see post	 VIEWS/POST 6.1K median 6.3K · 27 days	 POSTS/WEEK 11.3 over period
 7D TREND +0.0% vs previous week	 REACT./POST 108.2 only 4,869 reactions, 247 reposts, 195 comments	 POST LENGTH 458 chars median 396 · 27 days	 POSTS ANALYZED 45 27 days
 AD REACH 3.4K avg over 24h	 CHURN / MONTH -992 last month	 CITATION RATE 93 citation index · 329 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «VseInstrumenty.ru» – 72 023 subs. Each post averages 6.1K people (8% from subs), reach is low – expand audience. Publishes 11 posts per week (~2/day) – regular schedule. Week of Jun 15–21 reach stable (+0.0% 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 45 posts over 27 days.
- 02 Dominant format — Video (31/45 posts).
- 03 Avg post length — 458 characters (median 396).
- 04 Audience activity peak — Monday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.5K avg for top vs 4.8K for bottom) — among 45 posts in 27 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 06:30 PHOTO How much time on stubborn fasteners? With KEYANG impact wrenches – minimal. The impact mechanism handles seized...	VIEWS 8 760 REP. 2	REACT. 71 ER 12.2%
Nº2 08.06 · 10:59 VIDEO What happens if you fill a plastic bottle with «Silent Blast»? Drop your guesses in comments, and the result – already in the video! P.S...	VIEWS 8 689 REP. 3	REACT. 174 ER 12.1%
Nº3 07.06 · 07:59 PHOTO Are champions born or... Made! DADZ RACING pilot Sergey Davidadze took first place in the second stage of the Open Championship...	VIEWS 8 181 REP. 3	REACT. 124 ER 11.4%

Nº4 03.06 • 11:59 VIDEO Got an arc? What if we find one? 😎 We decided to check – what happens if you try to weld from 5 batteries... What do you think, we...	VIEWS 7 651 REACT. 235 REP. 8 ER 10.6%
Nº5 09.06 • 07:00 TEXT 🎉 Giveaway results: 🏆 Winners: 1. Egor (@bosanj1) 2. Ostin (@ostin_devil) 3. Margo (@Krasyla223) ✓ Check results	VIEWS 7 386 REACT. 145 REP. 4 ER 10.3%

WORST 3

↓ 27.06 • 11:59 VIDEO Impact driver vs wrench Tools look similar, but tasks differ. In the video we break down 👉 their key differences, what jobs...	VIEWS 5 275 REACT. 197 REP. 6 ER 7.3%
↓ 28.06 • 09:59 VIDEO Rubric «Bad Advice» 😊❌ How NOT to clean a vacuum filter Our test subject – GIGANT wet/dry vac. Watch...	VIEWS 4 782 REACT. 145 REP. 3 ER 6.6%
↓ 29.06 • 10:24 PHOTO Designing the perfect master's bag 🧳 And we invite you to help. It's also a chance to win a prize from GIGANT. How to participate 😊 Publish in...	VIEWS 4 204 REACT. 109 REP. 16 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

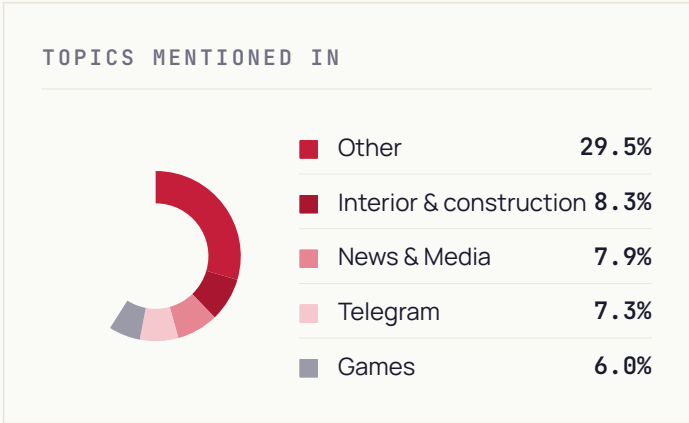
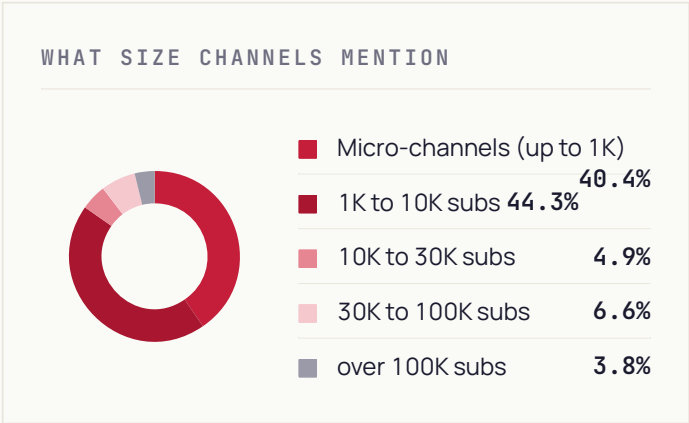
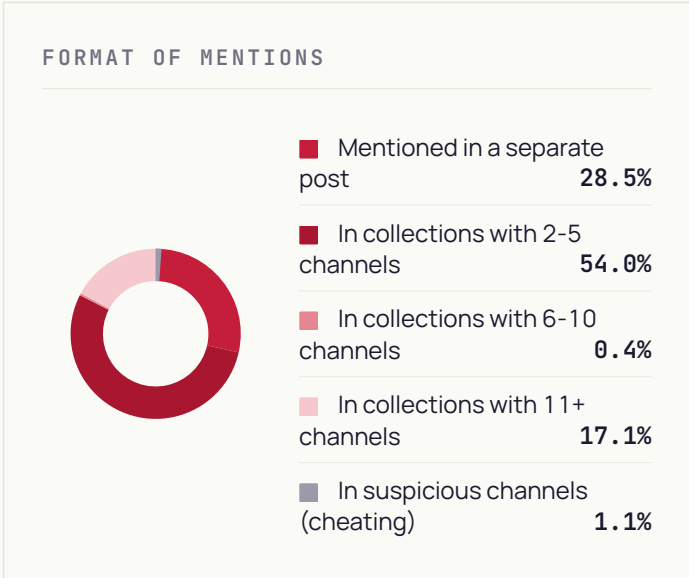
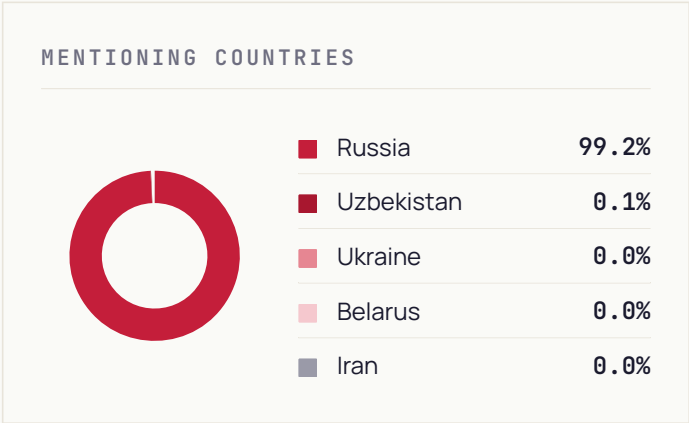
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

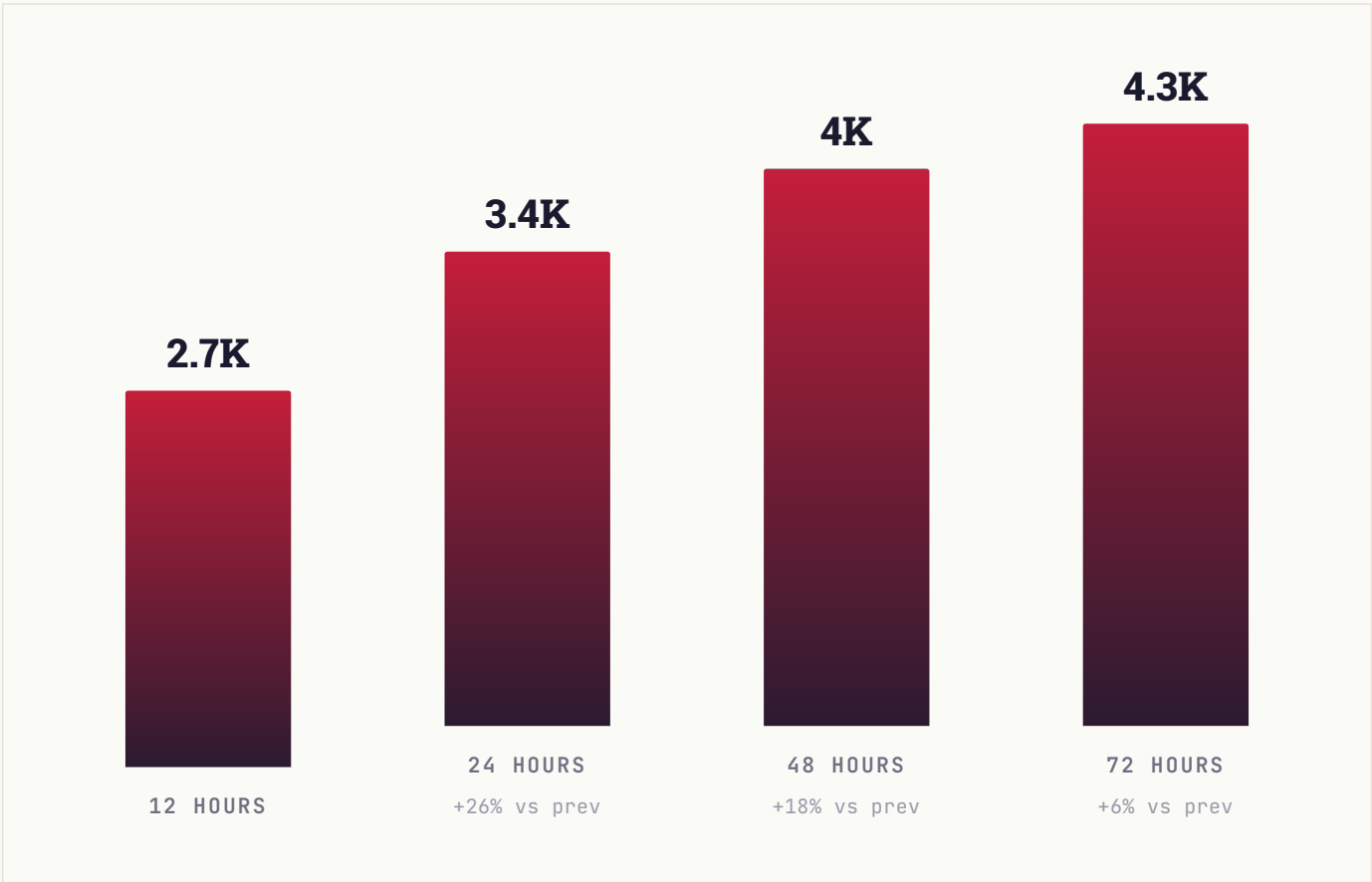
Citation index **93** – channel popularity rating based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **329** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Layout	454.5K
AI Interior & decor	450.8K
MC My apartment	428.3K
MS Wise Builder	410.7K
LC Favorite apartment	409.4K
GF GC FSK	377.8K
PR ProRealEstate	375.5K
US Smart Builder	354.2K
PI PIK	338.8K
Sun VseInstrumenty.ru YOU	72K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#76 of 89). Niche median — 109.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **156**, they brought **50 144** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	607	
December 2025	24	17	1 852	
Nov 2025	27	17	54	
Oct 2025	36	25	9 664	
September 2025	39	17	26 220	
August 2025	29	16	11 747	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
156	6	50 144

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.

#76 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

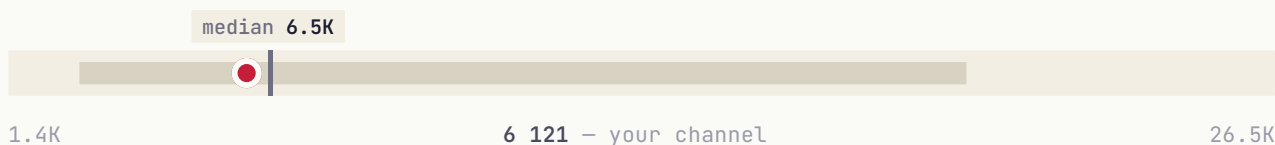
SUBSCRIBERS

34% below median



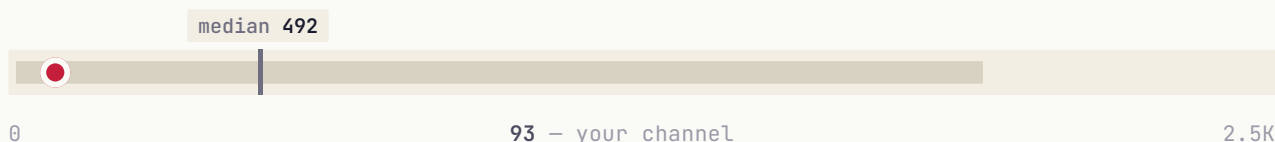
AVG REACH / POST

7% below median



CITATION INDEX

81% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 09:00 MSK audience is most active.

EFFECT

**Best time for
an 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 usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is something we can do in minutes using public data.
Want to go further? Run ads through 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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