

— PUBLIC REPORT PROMTPRESS

# Channel audit Yuloo Studio | Студия инвест. ремонта под ключ



@yuloo

Order turnkey design: <https://golnk.ru/7g2By> Contact:  
@help\_yuloostudio YouTube reviews: yuloo.studio Instagram:  
yunna.lukinskih Yuloo Studio — creating stylish interiors for your...

SUBSCRIBERS

75 155

ERR (% SEE POSTS)

7.0%

REACH/POST

4.9K

+3615 per month

daily 3.6%

ad reach 2.7K/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.

|                                                                                                                                                    |                                                                                                                                                                                      |                                                                                                                                                                                   |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>75 155</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>6.48%</div> <div>avg % of subs see post</div>                     | <div> VIEWS/POST</div> <div>4.9K</div> <div>median 4.9K · 28 days</div>                          | <div> POSTS/WEEK</div> <div>15.7</div> <div>for period</div>                        |
| <div> 7D TREND</div> <div>-4.9%</div> <div>vs previous week</div> | <div> REACTS/POST</div> <div>46.8</div> <div>total 3,040 reactions, 783 reposts, 165 comments</div> | <div> POST LENGTH</div> <div>860 chars</div> <div>median 1,000 · 28 days</div>                   | <div> POSTS ANALYZED</div> <div>65</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>2.7K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>+3615</div> <div>last month</div>                                  | <div> CITATION RATE</div> <div>20</div> <div>citation index · 64 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 03.03.2022</div> |

AI EDITOR SUMMARY

Channel «Yuloo Studio | Turnkey Investment Renovation Studio» — 75 155 subs. Each post averages 4.9K people (6% from subs), reach is low — need to grow audience. Publishes 16 posts per week (~2/day) — regular schedule. Week of Jun 15–21 reach stable (-4.9% 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 remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 65 posts in 28 days.
- 02 Dominant format — Photo (40/65 posts).
- 03 Avg post length — 860 chars (median 1,000).
- 04 Peak audience activity — Thu, 17:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (7.2K avg top vs 3.8K worst) — among 65 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                            |       |        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|
| №111.06 · 14:51PHOTO                                                                                                                                       | VIEWS | REACTS |
|                                                                                                                                                            | 8 615 | 58     |
| Renovation for 1,500,000 RUB without a designer — but with PromptPress finds Last month was rich in interviews and subscriber results...                   | REP.  | ER     |
|                                                                                                                                                            | 15    | 11.5%  |
| №205.06 · 11:15PHOTO                                                                                                                                       | VIEWS | REACTS |
|                                                                                                                                                            | 6 544 | 85     |
| Another stunning interior from a subscriber This time, from Moscow. Our subscriber did it without a designer, starting from bare concrete. Final budget... | REP.  | ER     |
|                                                                                                                                                            | 13    | 8.7%   |
| №319.06 · 12:44TEXT                                                                                                                                        | VIEWS | REACTS |
|                                                                                                                                                            | 6 337 | 32     |
| Correct — the client hands over the keys and gets a fully furnished apartment; all details can be coordinated remotely, without being on site/...          | REP.  | ER     |
|                                                                                                                                                            | 4     | 8.4%   |

|                                                                                                                                                                                                                                           |                                                                 |                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------|
| <div><div>Nº4</div><div>03.06 · 12:06</div><div>PHOTO</div></div> <div>Bedroom in a euro-two-room from concrete in a business-class residential complex Symbol Finishing: • Ceiling cornice Perfect P02, 257₽ - HERE • Wallpaper...</div> | <div>VIEWS</div> <div>6 236</div> <div>REP.</div> <div>83</div> | <div>REACTS</div> <div>101</div> <div>ER</div> <div>8.3%</div> |
| <div><div>Nº5</div><div>11.06 · 13:02</div><div>TEXT</div></div> <div>We created a version of the app that doesn't depend on social networks — it can't be blocked) So you won't lose access even if...</div>                             | <div>VIEWS</div> <div>6 028</div> <div>REP.</div> <div>—</div>  | <div>REACTS</div> <div>12</div> <div>ER</div> <div>8.0%</div>  |

|

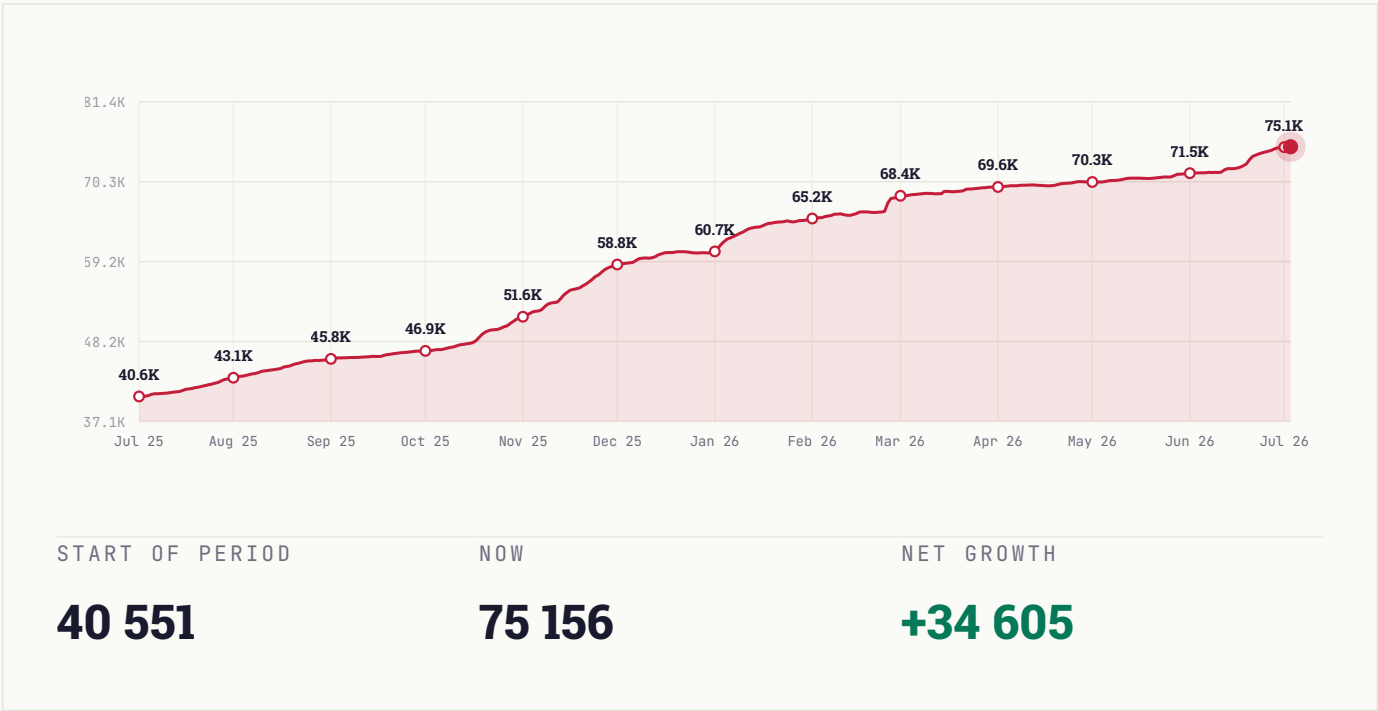
WORST 3

|                                                                                                                                                                                                                                   |                                                                |                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|
| <div><div>↓</div><div>29.06 · 10:23</div><div>PHOTO</div></div> <div>July's main event Meanwhile, I'm enjoying the clear ocean and my sons' company for the last few days, while the team in Moscow is working on events...</div> | <div>VIEWS</div> <div>3 861</div> <div>REP.</div> <div>2</div> | <div>REACTS</div> <div>56</div> <div>ER</div> <div>5.1%</div>  |
| <div><div>↓</div><div>26.06 · 09:12</div><div>PHOTO</div></div> <div>(post without caption — photo)</div>                                                                                                                         | <div>VIEWS</div> <div>3 788</div> <div>REP.</div> <div>8</div> | <div>REACTS</div> <div>33</div> <div>ER</div> <div>5.0%</div>  |
| <div><div>↓</div><div>29.06 · 08:51</div><div>VIDEO</div></div> <div>About Dior bags and flip-flops from Wildberries Before going on vacation, I wanted to learn as much as possible about the place I was going to...</div>      | <div>VIEWS</div> <div>3 738</div> <div>REP.</div> <div>8</div> | <div>REACTS</div> <div>183</div> <div>ER</div> <div>5.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

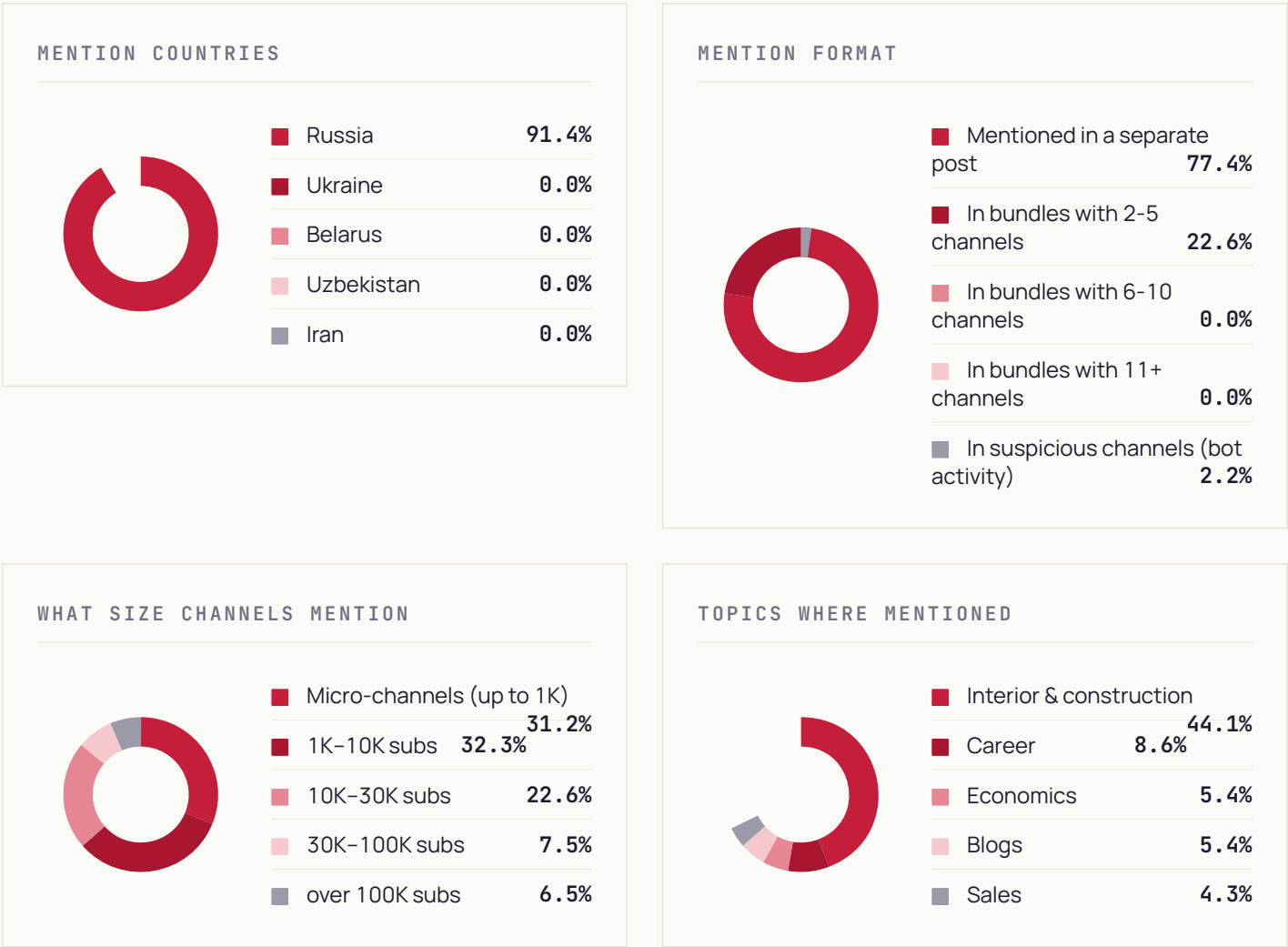
Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel & how

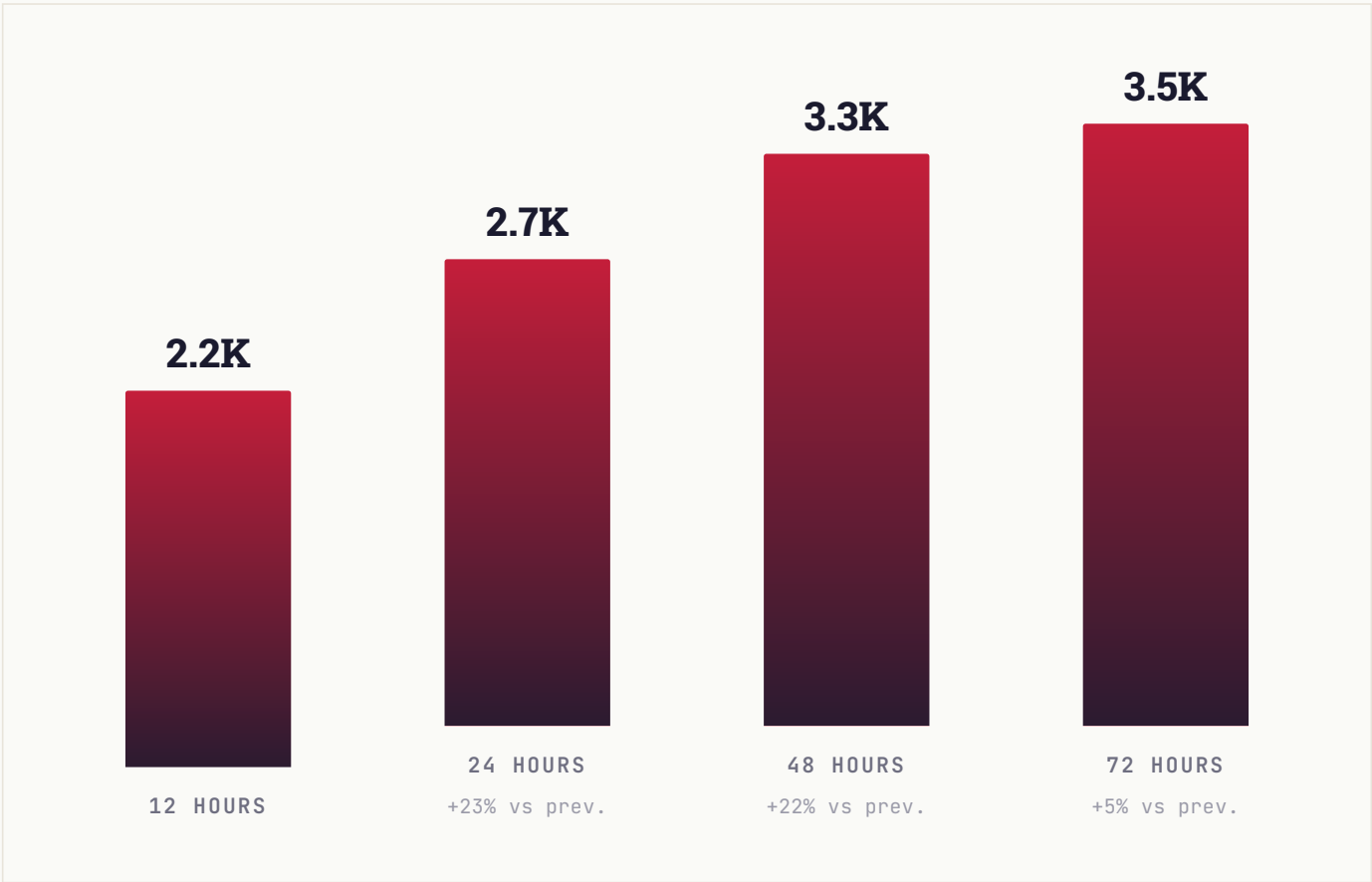
Citation index **20** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **64** different channels.



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 peers.

| CHANNEL                                               | SUBSCRIBERS |
|-------------------------------------------------------|-------------|
| DD DOMEО. ДИЗАЙН   РЕМОНТ   НЕДВИЖИМОСТЬ              | 527.4K      |
| PL Layout                                             | 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 ProRealty                                          | 375.5K      |
| US Smart Builder                                      | 354.2K      |
| PI PIK                                                | 338.8K      |
| YS Yuloo Studio   Студия инвест. ремонта под ключ YOU | 75.2K       |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#70 of 89). Niche median — 109.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 07 · MENTION TRENDS

# 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 **11**, they brought **22 481** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| Jan 2026       | 3        | 3        | 4 761   | <div><div></div></div> |
| December 2025  | 0        | 0        | 2 041   | <div><div></div></div> |
| November 2025  | 1        | 1        | 7 277   | <div><div></div></div> |
| October 2025   | 0        | 0        | 4 601   | <div><div></div></div> |
| September 2025 | 3        | 2        | 1 216   | <div><div></div></div> |
| August 2025    | 4        | 3        | 2 585   | <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 11             | 6              | 22 481                |

## Where the channel stands in its league

Black vertical – median. Red dot – your channel.

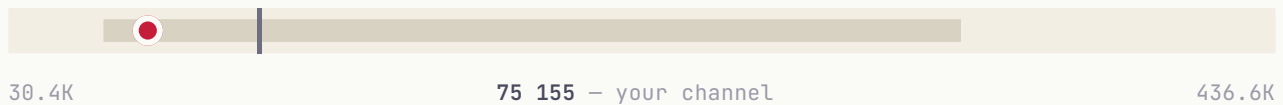


## Channel in the bottom half of the ranking



**32% below median**

median 109.9K



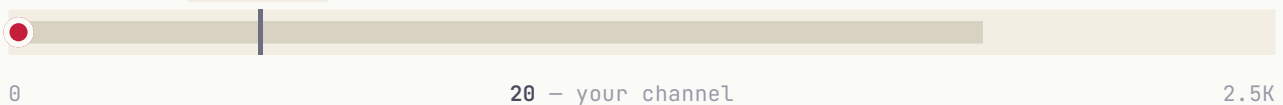
**26% below median**

median 6.5K



**96% below median**

median 492



## — 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

## Top post of the week — on Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window  
for important  
posts**

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 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**

04

## Cross-promo with nearby 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 looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.  
To go further, run ads with us and hit your growth plan in a  
month.

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|    |                                |                                                                                             |
|----|--------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram<br/>ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|--------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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