

PUBLIC REPORT PROMTPRESS

Channel audit

Architect Boris Zaitsev



@zaboris

In the profession since 2005. The channel features layouts and experience in creating country houses. superdoms.ru — my bureau's website. @archseminar — seminars for architects. Manager (for all inquiries) 👉...

SUBSCRIBERS

62 199

+2630 per month

ERR (% SEE POSTS)

36.0%

per day 14.1%

REACH/POST

22.8K

ad reach 8.8K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 62 199 —	 SUBS REACH 36.59% avg % subs see post	 VIEWS/POST 22.8K median 23.7K · 23 days	 POSTS/WEEK 1.5 over period
 7D TREND — no data for period	 REACTIONS/POST 118.0 only 590 reactions, 606 reposts, 14 comments	 POST LENGTH 906 chars median 879 · 23 days	 POSTS ANALYZED 5 23 days
 AD REACH 8.8K 24h avg	 CHURN / MONTH +2630 last month	 CITATION RATE 23 citation index · 60 channels mentioned all time	 CHANNEL AGE 8 years 2 months created 16.04.2018

AI EDITOR SUMMARY

Channel «Architect Boris Zaitsev» — 62 199 subs. Each post averages 22.8K people (37% from subs), good reach. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 23 days.
- 02 Dominant format – Photo (5/5 posts).
- 03 Avg post length – 906 chars (median 879).
- 04 Audience peak – Saturday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (29.2K avg for top vs 16.6K for worst) – among 5 posts over 23 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 18:02 PHOTO One-story «semi-Scandinavian» house, 3 bedrooms + study, 171 m² In this project: ■ living area is isolated from the «public» area, put in...	VIEWS 33 792 REP. 197	REACTIONS 165 ER 54.3%
Nº2 13.06 · 18:50 PHOTO House with atrium, 3 bedrooms + study, 204 m² The heart of this house is the atrium with a tree. The tree is small, decorative, so that through the windows...	VIEWS 30 188 REP. 101	REACTIONS 127 ER 48.5%
Nº3 20.06 · 14:22 PHOTO House with courtyard, 3 bedrooms + study, 224 m² The idea of this layout is to create a private space (courtyard) where you can...	VIEWS 23 672 REP. 75	REACTIONS 105 ER 38.1%

Nº4 27.06 · 18:02 PHOTO “Classic” one-story house, 3 bedrooms, 117 m² Same features as this project: https://t.me/zaboris/1377, but in...	VIEWS 15 814 REP. 205	REACTIONS 151 ER 25.4%
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Nº5 30.06 · 17:13 PHOTO Bathhouse project. Layout & exterior. Two completely different concepts – but same scheme. I posted it a year ago...	VIEWS 10 338 REP. 28	REACTIONS 42 ER 16.6%
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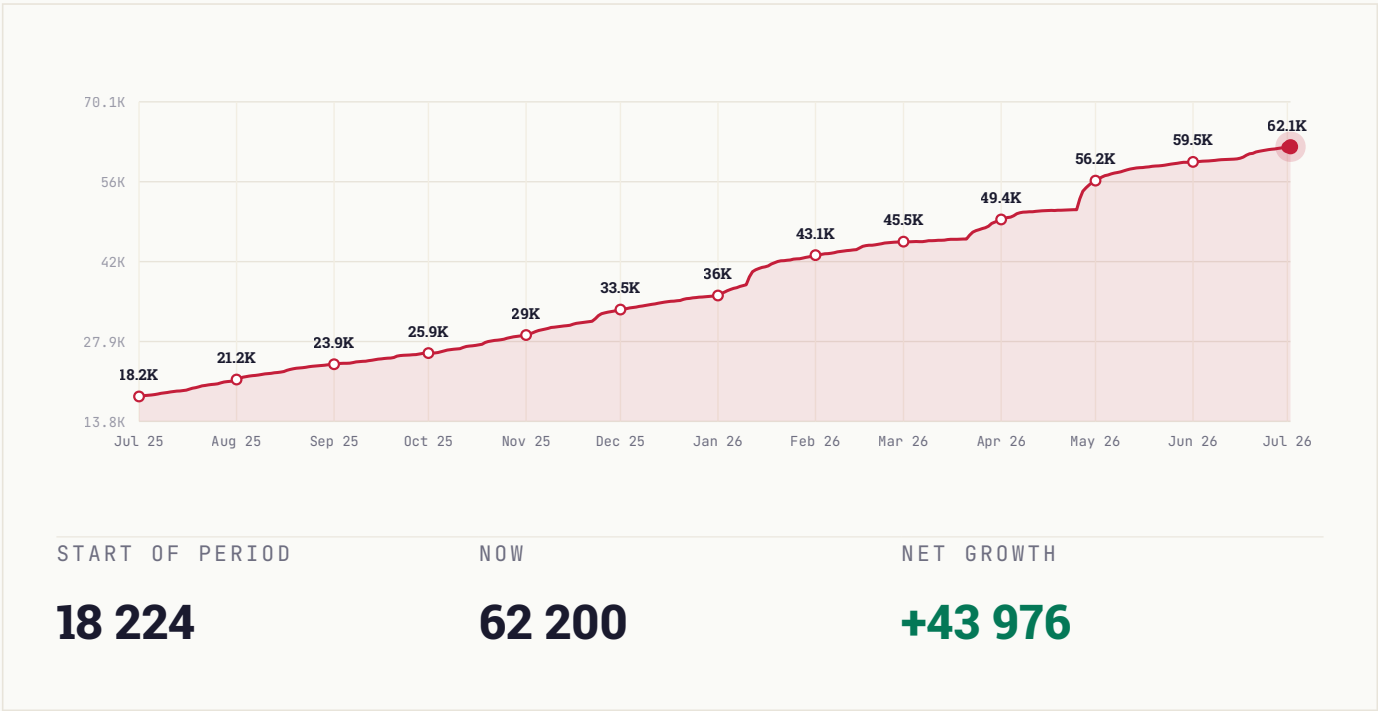
WORST 3

↓ 20.06 · 14:22 PHOTO House with courtyard, 3 bedrooms + study, 224 m² The idea of this layout is to create a private space (courtyard) where you can...	VIEWS 23 672 REP. 75	REACTIONS 105 ER 38.1%
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SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

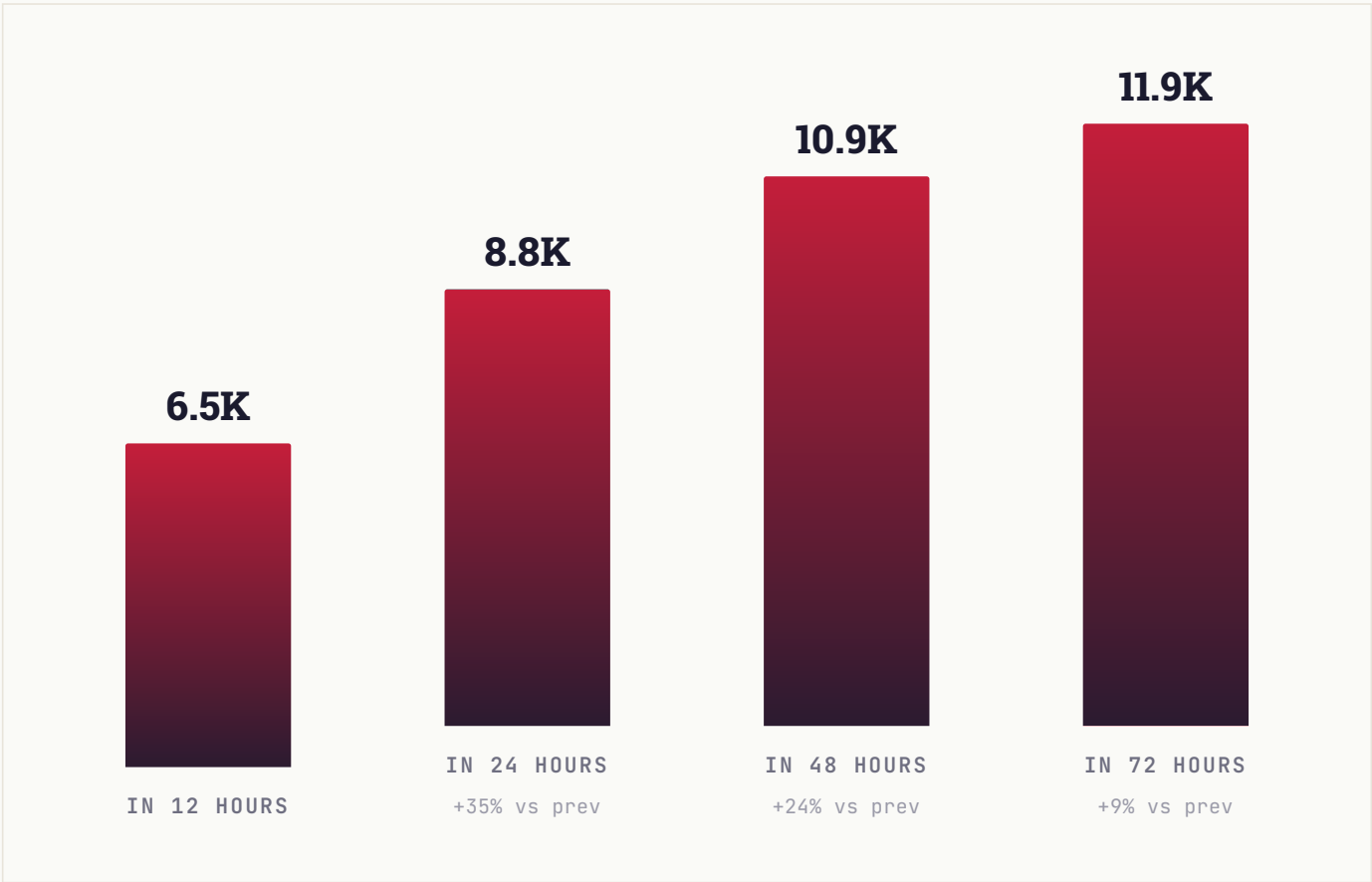
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	527.4K
PL Scheduler	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
AB Architect Boris Zaitsev YOU	62.2K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#87 of 89). Niche median — 109.5K subs. First growth KPI — reach median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 06 · 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** such mentions were **2**, they brought **21 978** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	2	1	7 038
Dec 2025	0	0	2 500
Nov 2025	0	0	4 486
Oct 2025	0	0	3 098
September 2025	0	0	1 967
August 2025	0	0	2 889

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
2	6	21 978

— SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

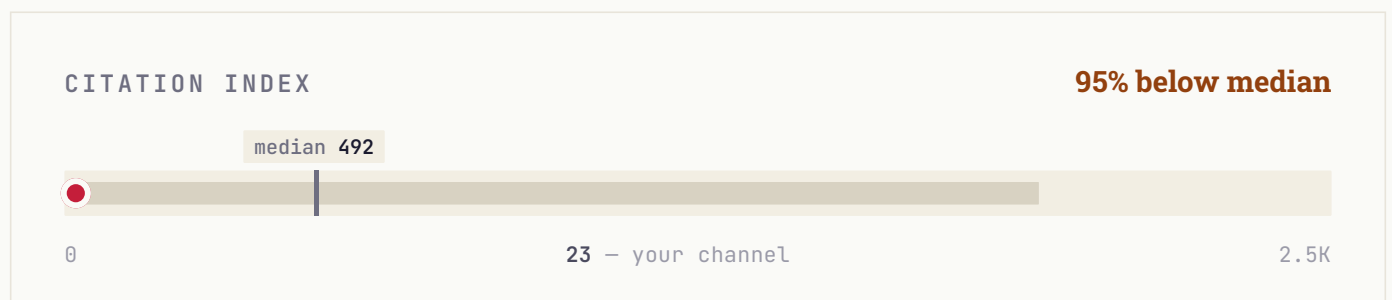
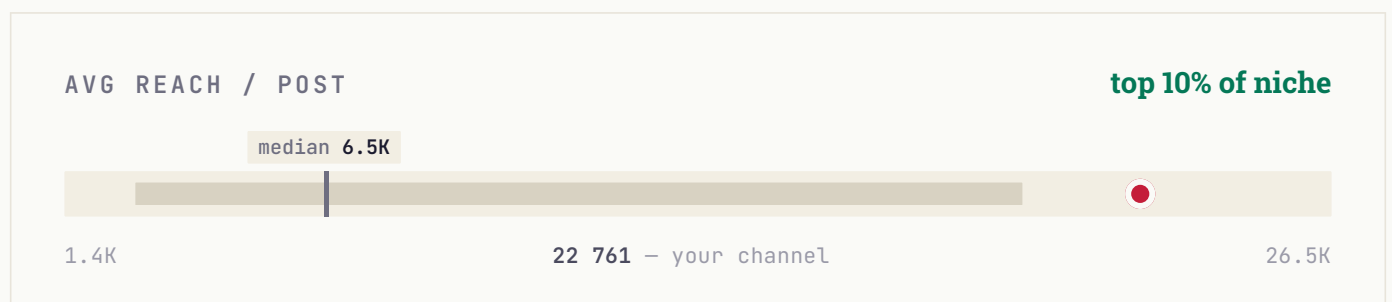
Took top-100 channels in category «Interior & construction» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#87

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Increase posting frequency**

Now 1.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume**02****Top post of the week — on Saturday**

Audience is most active on this day at 21:00 MSK.

EFFECT

Best window for an important post**03****Increase share of video posts**

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better**04****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**05****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes using public data. If you want to go further — launch ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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