

PROMTPRESS PUBLIC REPORT

Channel audit

АНТИПИНАНТИПИН



@antipinantipin

All about house construction! And more. Contact
@antipin_mstrana Channel registration link: <https://gosuslugi.ru/snet/6846e7fe9197d839dcda25da>

SUBSCRIBERS

37 517

+327 per month

ERR (% SEE POSTS)

26.0%

daily 8.9%

REACH/POST

6.8K

ad reach 3.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 37 517 —	 SUBSCRIBER REACH 18.08% avg % subs see post	 VIEWS/POST 6.8K median 6.8K · 29 days	 POSTS/WEEK 0.5 for period
 7D TREND — no data for period	 REACTIONS/POST 49.5 99 reactions, 106 reposts, 0 comments	 POST LENGTH 569 chars median 569 · 29 days	 POSTS ANALYZED 2 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH +327 last month	 CITATION RATE 10 citation index · 61 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «AntipinAntipin» — 37 517 subs. Each post averages 6.8K people (18% of subs), this is average reach — room to grow. Publishes 0 posts/week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts over 29 days.
- 02 Dominant format – Photo (2/2 posts).
- 03 Avg post length – 569 chars (median 569).
- 04 Audience peak – Friday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (4.5K avg for top vs 6.8K for worst) – among 2 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 2 POSTS

Nº1

19.06 · 15:06

PHOTO

Hi everyone! Sharing a useful thing, especially for those in construction. Avito Services now has separate subcategories...

VIEWS	REACTIONS
10 032	24
REP.	ER
16	26.7%

Nº2

18.07 · 15:18

PHOTO

Check out the floor plan from today's reel on Insta. Only 100 sqm, but so much fits. More in this post. @antipinantipin

VIEWS	REACTIONS
3 532	75
REP.	ER
90	9.4%

WORST 2

↓

19.06 · 15:06

PHOTO

Hi everyone! Sharing a useful thing, especially for those in construction. Avito Services now has separate subcategories...

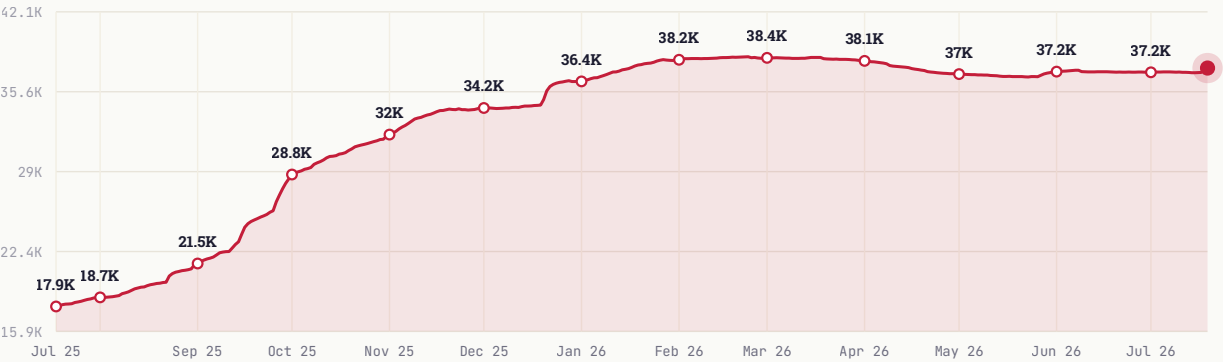
VIEWS	REACTIONS
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REP.	ER
16	26.7%

↓ 18.07 · 15:18 PHOTO Check out the floor plan from today's reel on Insta. Only 100 sqm, but so much fits. More in this post. @antipinantipin		VIEWS 3 532 REP. 90	REACTIONS 75 ER 9.4%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
Shows growth and loss months.

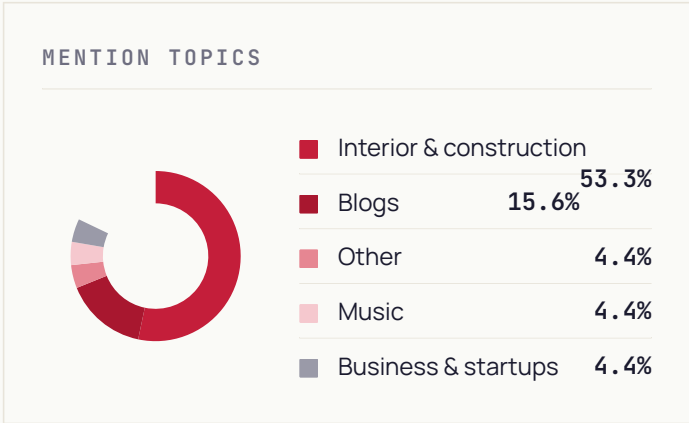
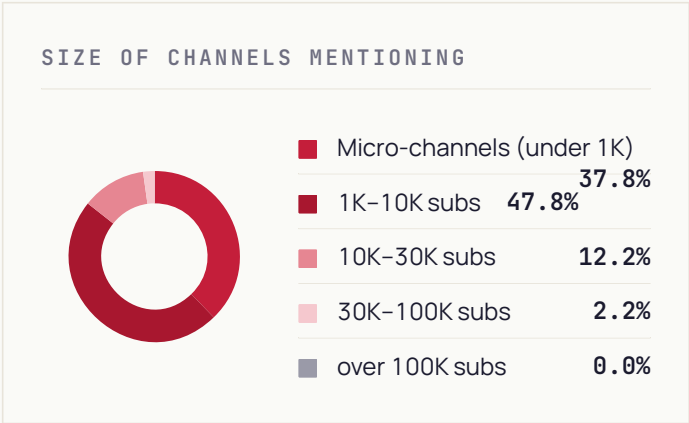
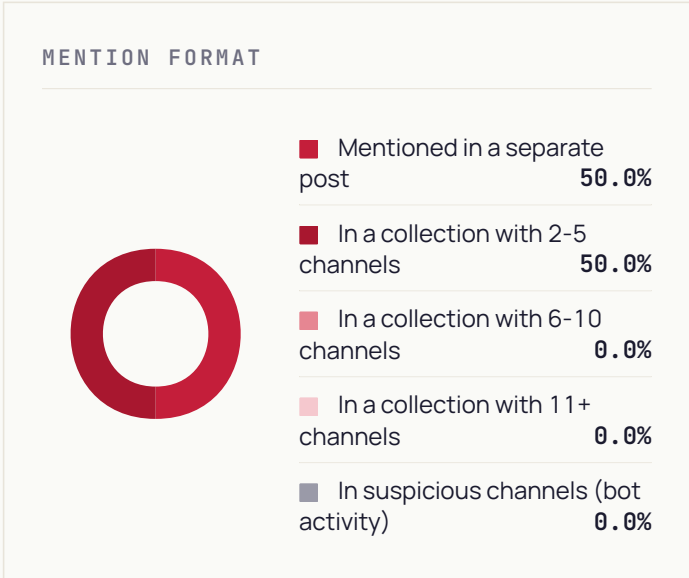
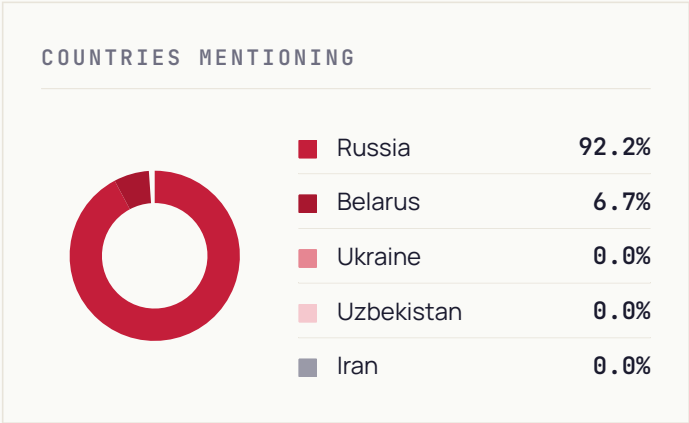


PERIOD START	NOW	NET GROWTH
17 934	37 517	+19 583

SECTION 04 · MENTIONS

Who mentions the channel and how

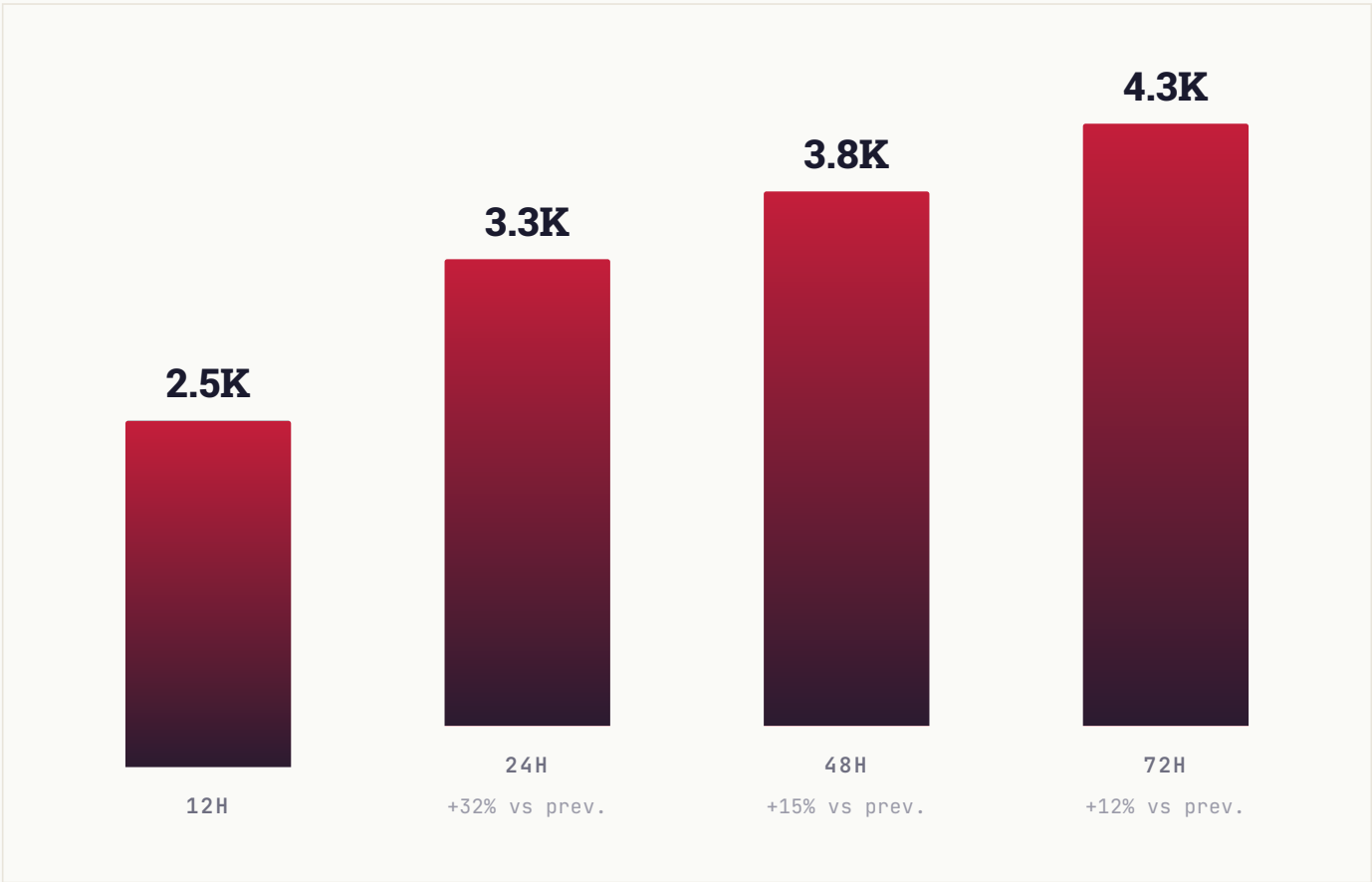
Citation index **10** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **61** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
АН АнтипинАнтипин YOU	37.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-91 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal: enter top-91 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **26**, they brought **19 896** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	1 828
December 2025	4	3	2 297
Nov 2025	2	1	2 495
Oct 2025	4	3	3 469
September 2025	10	10	7 069
August 2025	4	4	2 738

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
26	6	19 896

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	37,517	126.5K	70% below median
AVG REACH / POST	6,782	6.6K	better than 50% of niche
CITATION INDEX	10	412	98% below median

SUBSCRIBERS 70% below median

median 126.5K

35.3K 37 517 – your channel 432.9K

AVG REACH / POST better than 50% of niche

median 6.6K

1.2K 6 782 – your channel 32.7K

CITATION INDEX 98% below median

median 412

0 10 – your channel 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 0.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency over volume |
| 02 | Top post of the week — on Friday
Audience is most active on this day at 18:00 MSK. | EFFECT
Best window for a key post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
