

PUBLIC REPORT BY PROMTPRESS

Channel audit

Triangular meter



@bevzenkocom

■ Daily Russian real estate market apocalypse bulletin. Contact:
@treugolny Registered with Roskomnadzor: <https://gosuslugi.ru/snet/67a98531a9b5ed0d81a67f8b>

SUBSCRIBERS

57 597

-1300 per month

ERR (% SEE POSTS)

16.0%

daily 12.7%

REACH/POST

8.6K

ad reach 7.3K/24h

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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 57 597 —	 SUBSCRIBER REACH 15.0% avg % subs see post	 VIEWS/POST 8.6K median 8.3K · 29 days	 POSTS/DAY 8.4 ~59 per week
 7D TREND -10.5% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 490 chars median 378 · 29 days	 POSTS ANALYZED 247 29 days
 AD REACH 7.3K 24h avg	 CHURN / MONTH -1300 last month	 CITATION RATE 238 citation index · 776 channels mentioned ever	 CHANNEL AGE 7 years 4 months created 13.02.2019

AI EDITOR SUMMARY

Channel «Triangular Meter» — 57 597 subs. Each post avg views 8.6K people (15% from subs), reach low — expand audience. Publishes 59 posts/week (~8/day) — active. Week Jun 8–14 reach dropped -10.5% to week Jun 1–7 — analyze reasons.

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 247 posts in 29 days.
- 02 Dominant format – Photo (173/247 posts).
- 03 Avg post length – 490 chars (median 378).
- 04 Peak audience activity – Saturday, 14:00 MSK.
- 05 Strongest posts get 5x more views than weakest (21.3K avg top vs 4.4K worst) – among 247 posts in 29 days. Find commonalities: topic, format, timing.

TOP 5 POSTS

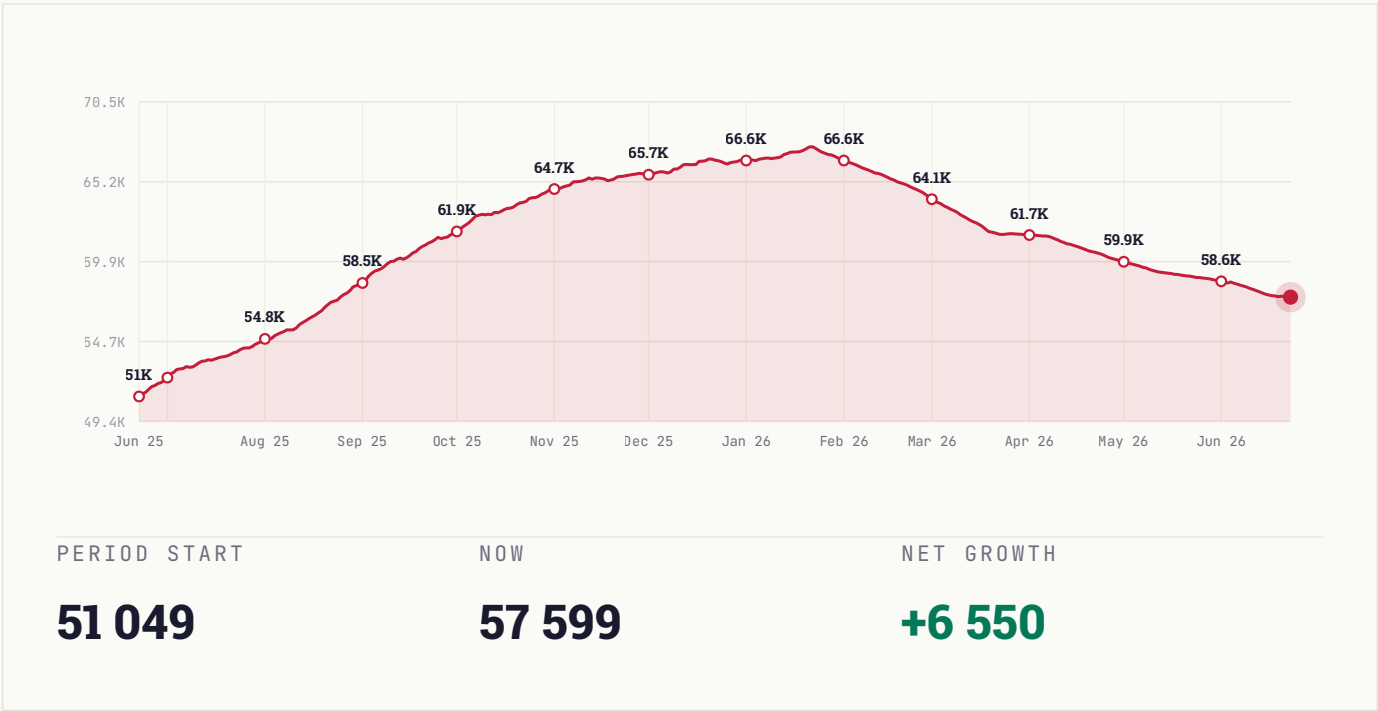
Nº1 06.06 · 11:21 PHOTO Do you know what "clausura" means? Neither do we. Expanding our vocabulary with Treugolny Meter. Clausura is a quick sketch project on...	VIEWS 22 778 REP. 117	REACTIONS — ER 39.5%
Nº2 27.05 · 09:04 PHOTO We're tired of answering owners, CEOs, CFOs, procurement officers, and security service folks the same question "where are we losing money in...	VIEWS 21 349 REP. 79	REACTIONS — ER 37.1%
Nº3 11.06 · 06:03 PHOTO Ekaterina Rumyantseva gracefully exits Dubai business. The irresistible businesswoman publicly records losses of 2 million...	VIEWS 19 732 REP. 157	REACTIONS — ER 34.3%

Nº4 04.06 • 08:29 PHOTO — We can attract or repel people, depending on the goal. — We need to build consumer trust — for now...	VIEWS 17 181 REACTIONS — REP. 11 ER 29.8%
Nº5 16.06 • 12:40 TEXT ☒A postcard to the marketing and advertising market from the Dvizhenie forum. Ilya Piskulin reports that marketing costs in current circumstances are...	VIEWS 16 186 REACTIONS — REP. 17 ER 28.1%
WORST 3	
↓ 17.06 • 06:44 VIDEO ☒Treugolny's experimental report from the first day of Dvizhenie. Everything you need to know about the main real estate forum in Russia...	VIEWS 5 910 REACTIONS — REP. 55 ER 10.3%
↓ 10.06 • 16:36 PHOTO ☒TsDM on Lubyanka adds even more confusion to its already unclear name. Background. Base. "Central Children's...	VIEWS 5 803 REACTIONS — REP. 3 ER 10.1%
↓ 09.06 • 13:30 PHOTO ✂We're still accepting applications for the course for executives and business owners "Marketing & Communications Budgets — What's in the Black Box". This...	VIEWS 1 346 REACTIONS — REP. 1 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

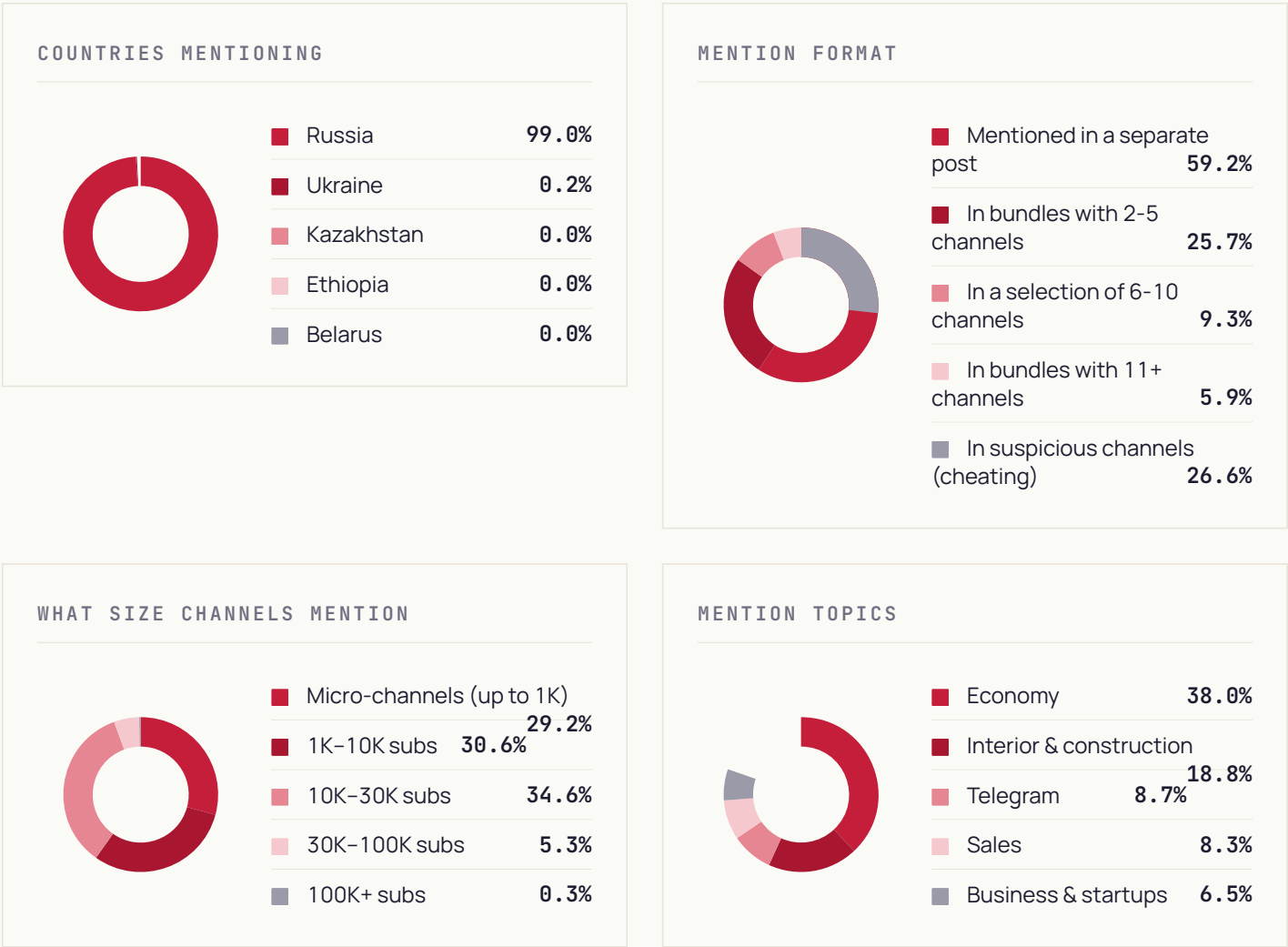
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who and how mentions the channel

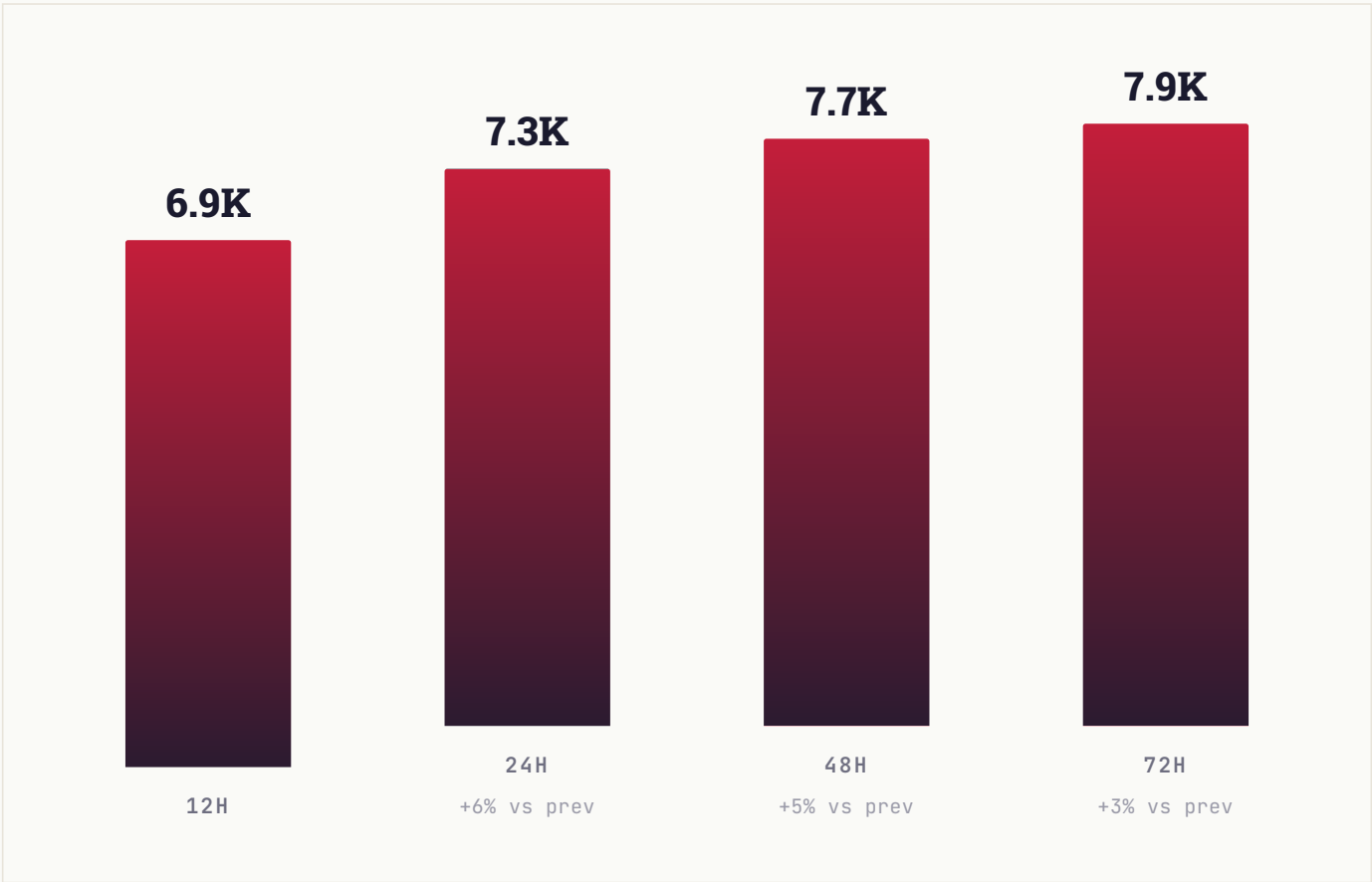
Citation index **238** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **776** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	523.8K
PL Layout	455.5K
AI Interior & decor	452K
МК My Apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProRealty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
ТМ Triangular meter YOU	57.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#95 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **626**, they brought **15 819** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	90	28	1 466
Nov 2025	112	46	1 319
Oct 2025	134	37	3 001
Sep 2025	124	31	3 596
August 2025	114	32	3 761
July 2025	52	33	2 676

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
626	6	15 819

— SECTION 08 • NICHE COMPARISON

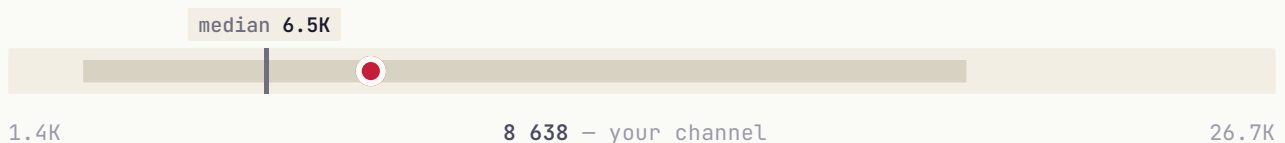
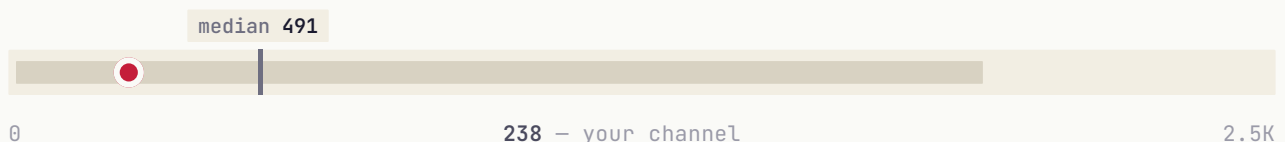
Where the channel ranks in its league

Took top-100 channels in category "Interior & construction» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#95

/100

POSITION IN NICHE

Channel in the lower half of the ranking**SUBSCRIBERS****47% below median****AVG REACH / POST****better than 56% of niche****CITATION INDEX****52% below median**

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Saturday

On this day at 14:00 MSK the audience is most active.

EFFECT

Best window for an important post
- 02

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
- 03

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
- 04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 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 what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager