

PROMTPRESS PUBLIC REPORT

Channel audit

Insider. Chief of Houses



@cool_construction

The most honest channel about developers and new builds☺
Complaints here 📧@construction_insider_bot I'll post anything
interesting☺ Registered in RKN: <https://www.gosuslugi.ru/snet/6752d44f31a9292acd757af1>

SUBSCRIBERS

62 857

-383 per month

ERR (% SEE POSTS)

30.0%

per day 22.2%

REACH/POST

18.6K

ad reach 14K/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 62 857 —	 SUBS REACH 29.64% avg % of subs see post	 VIEWS/POST 18.6K median 19.1K · 29 days	 POSTS/DAY 7.9 ~55 per week
 7D TREND -4.3% vs previous week	 REACTIONS/POST 400.4 total 93,304 reactions, 3,299 reposts, 505 comments	 POST LENGTH 368 chars median 270 · 29 days	 POSTS ANALYZED 233 29 days
 AD REACH 14K 24h avg	 CHURN / MONTH -383 last month	 MENTIONS 620 citation index · 1,230 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 25.08.2022

AI EDITOR SUMMARY

Channel «Insider. Chief of Houses» — 62 857 subs. Each post gets avg 18.6K people (30% from subs), good reach. Publishes 55 posts per week (~8/day) — active posting. Week of Jun 8–14 reach stable (-4.3% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **233** posts in 29 days.
- 02 Dominant format — **Photo** (121/233 posts).
- 03 Avg post length — **368** chars (median 270).
- 04 Audience peak — **Sat**, 14:00 MSK.
- 05 Top posts get **4x** more views than the weakest (41K avg top vs 11.4K worst) — among 233 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 10:09 PHOTO In Lefortovo on Samokatnaya, MR Group may get a new project (if not resold) Developer's structure acquired firm «Sports Service»...	VIEWS 41 728 REP. 26	REACTIONS 632 ER 66.4%
Nº2 06.06 · 15:07 VIDEO Typical AC installers in Krasnodar Krai🤖 Your bets: AI or not?	VIEWS 40 980 REP. 77	REACTIONS 503 ER 65.2%
Nº3 29.05 · 06:17 VIDEO A toilet with a residence permit is for sale in the very center of St. Petersburg for 1.1 million rubles Pros: almost free parking in the historic center...	VIEWS 40 430 REP. 84	REACTIONS 421 ER 64.3%

Nº4 30.05 · 11:39 PHOTO Residents of demolished five-story buildings don't immediately get used to renovation new builds☒ Apparently, new homes seem too perfect to them...	VIEWS 38 408 REP. 22	REACTIONS 260 ER 61.1%
Nº5 19.06 · 12:48 PHOTO Moscow curbs leveled up? Now laid in two tiers☒	VIEWS 36 238 REP. 85	REACTIONS 460 ER 57.7%

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WORST 3

↓ 18.06 · 17:07 POLL (captionless post — poll)	VIEWS 11 790 REP. 5	REACTIONS 430 ER 18.8%
↓ 18.06 · 13:00 VIDEO Man-to-man: how YugStroyInvest builds a sales system and stands behind every home On June 18 at the Dvizhenie forum, a session with...	VIEWS 11 780 REP. 1	REACTIONS 5 ER 18.7%
↓ 20.06 · 14:03 VIDEO ☞“Banks have taken over the industry. Developers lost sovereignty and became franchisees”: Ildar Khusainov, head of Etazhi agency, in an interview...	VIEWS 10 768 REP. 7	REACTIONS 432 ER 17.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

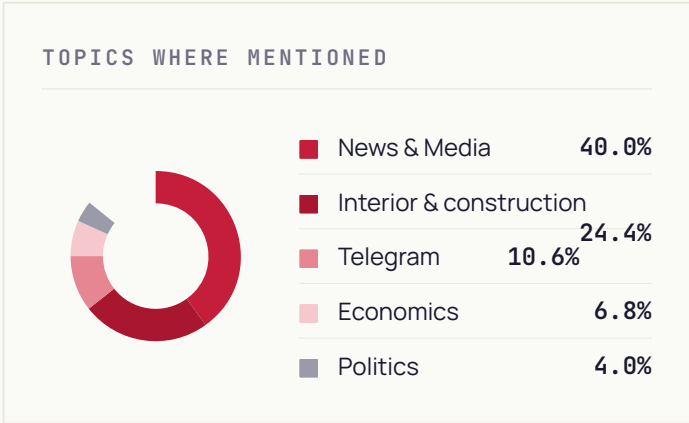
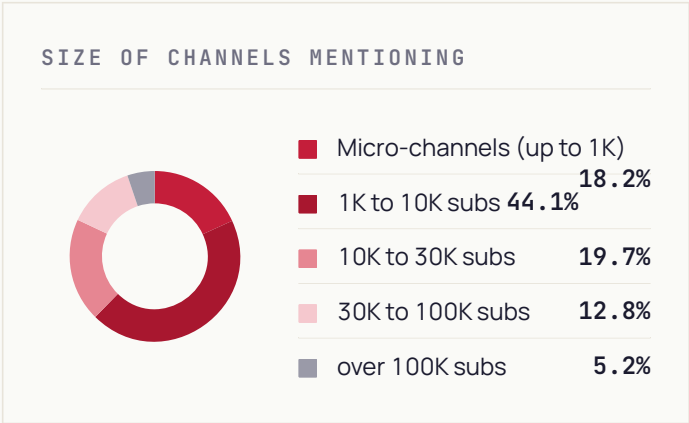
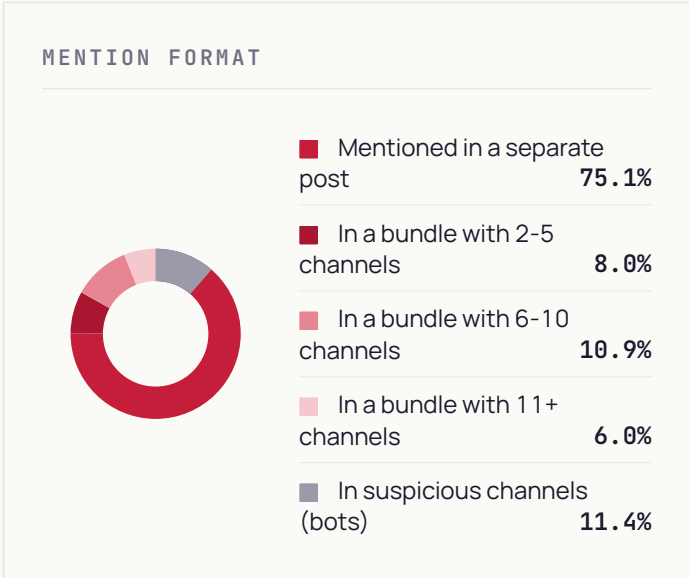
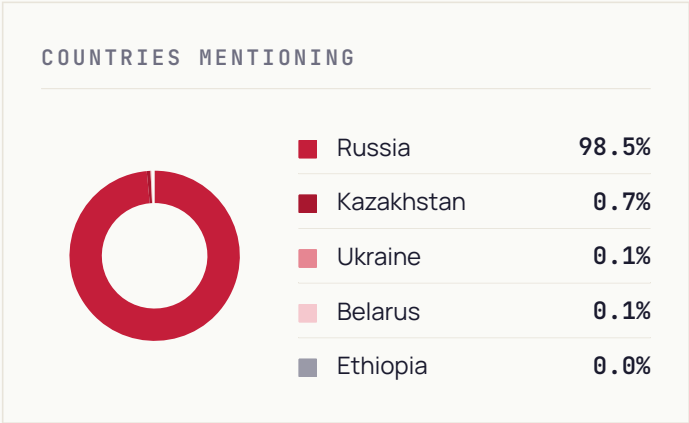
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 • MENTIONS

Who mentions the channel & how

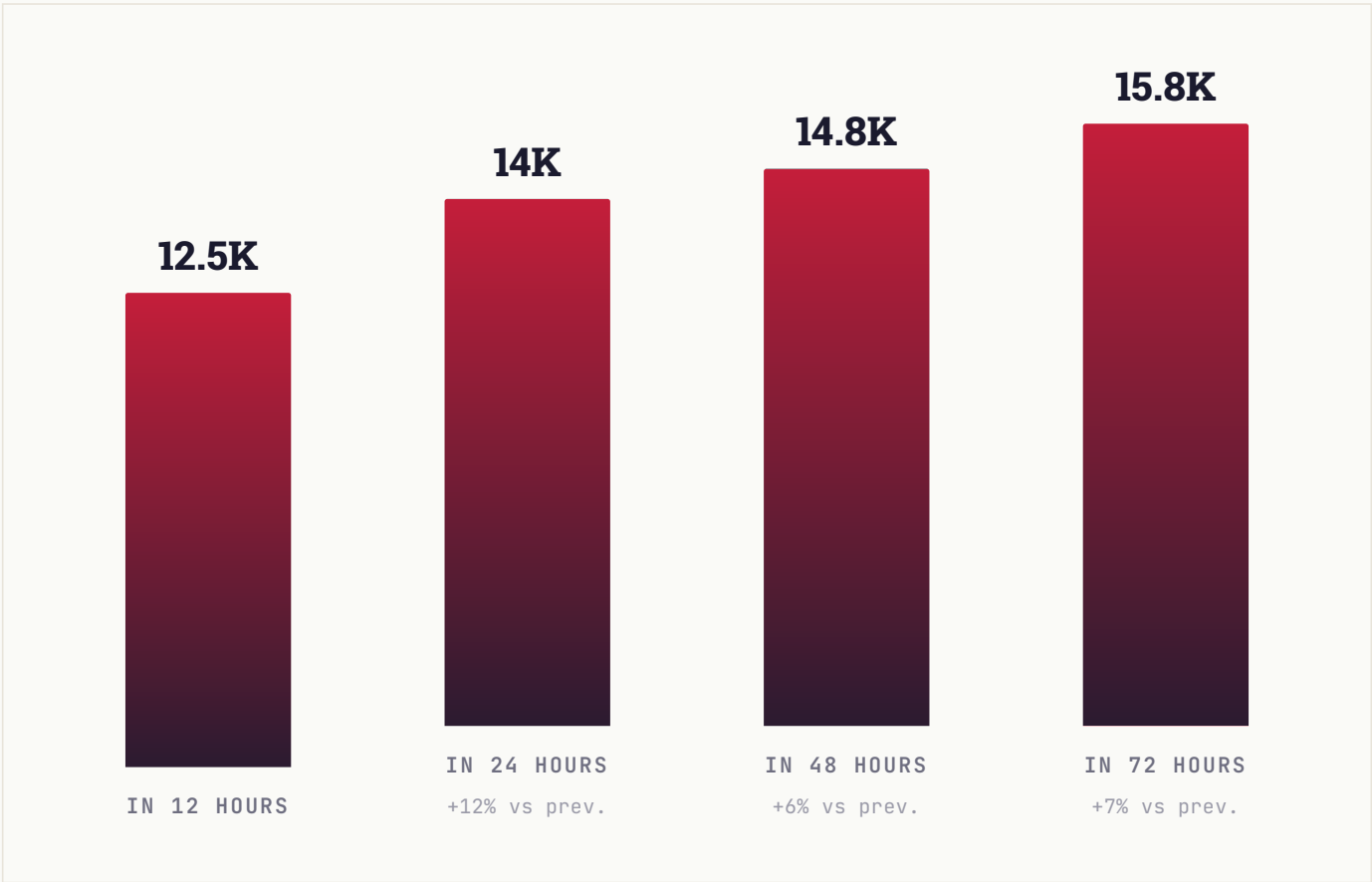
Citation index **620** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 230** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over 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 DOME0. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & decor	452K
MK 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
IG Insider. Chief of Houses YOU	62.9K

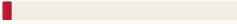
COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#86 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K).

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 **699**, they brought **3 459** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	165	92	226 
November 2025	83	14	65 
October 2025	85	31	1 777 
September 2025	104	34	79 
August 2025	140	72	1 128 
July 2025	122	41	184 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
699	6	3 459

SECTION 08 · NICHE COMPARISON

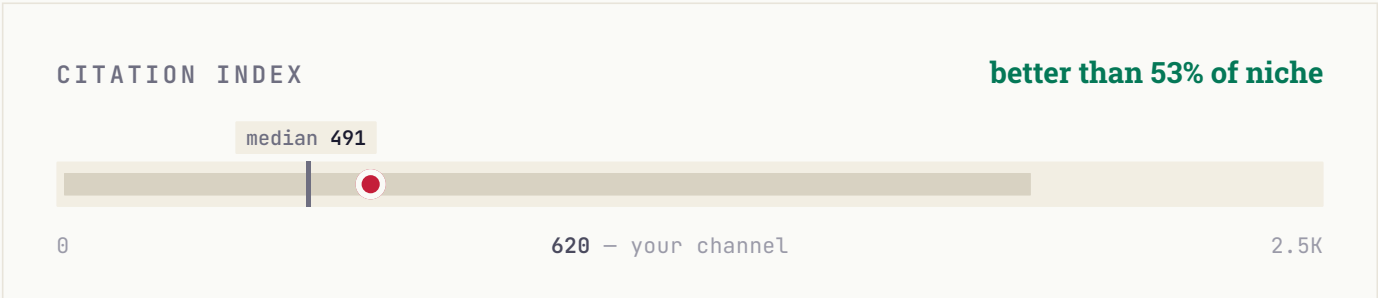
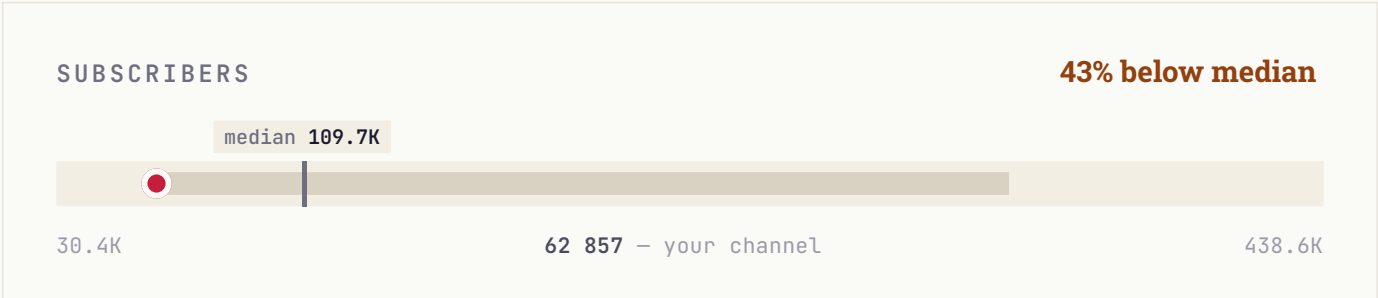
Where the channel ranks in its league

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

#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 14:00 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

Swap 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

★ NEXT STEPS

Want this done by **PromptPress?**

This audit is what we can do in minutes using 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
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02	Contact manager	t.me/PromptPress_manager
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