

PUBLIC REPORT BY PROMTPRESS

Channel audit

Domclick PRO



@domclick_pro

Official Domclick channel for partners: developers, real estate agencies, and suburban construction contractors. We're on VK: <https://vk.com/domclickpro> We're on...

SUBSCRIBERS

72 303

+10187 per month

ERR (% SEE POSTS)

5.0%

per day 2.7%

REACH/POST

3.2K

ad reach 1.9K/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.

 SUBSCRIBERS 72 303 —	 SUBS REACH 4.48% avg % of subs see post	 VIEWS/POST 3.2K median 2.9K · 29 days	 POSTS/WEEK 20.7 for the period
 7D TREND -4.9% vs previous week	 REACTIONS/POST 24.8 only 2,131 reactions, 1,128 reposts, 0 comments	 POST LENGTH 677 chars median 685 · 29 days	 POSTS ANALYZED 86 29 days
 AD REACH 1.9K 24h average	 CHURN / MONTH +10187 for the last month	 CITATION RATE 146 citation index · 410 channels mentioned all time	 CHANNEL AGE 4 years 9 months created 11.10.2021

AI EDITOR SUMMARY

Channel «Domclick PRO» — 72 303 subs. Each post averages 3.2K people (4% of subs), reach is low — consider expanding audience. Publishes 21 posts per week (~3/day) — regular schedule. For the week of Jul 6–12, reach stable (-4.9% vs week June 29 – July 5).

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 **86** posts over 29 days.
- 02 Dominant format – **Photo** (46/86 posts).
- 03 Avg post length – **677** chars (median 685).
- 04 Audience peak – **Thursday**, 08:00 MSK.
- 05 Top posts get **4 times** more views than the weakest (9.8K avg for top vs 2.2K for worst) – among 86 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 05:00 VIDEO (captionless post – video)	VIEWS	REACTIONS
	10 476	27
	REPOSTS	ER
	13	14.5%
Nº2 25.06 · 07:30 PHOTO Subsidized mortgage market awaits reset Alexey Leypi, director of Sberbank's Domclick department, shared key forecasts on...	VIEWS	REACTIONS
	9 814	15
	REPOSTS	ER
	31	13.6%
Nº3 25.06 · 06:45 PHOTO Since June 26, Sber reduces market mortgage rates by 0.3-0.5 pp depending on down payment: — 0.5 pp for down payment...	VIEWS	REACTIONS
	8 981	29
	REPOSTS	ER
	166	12.4%

Nº4 26.06 · 08:02 VIDEO EVENT OF COSMIC PROPORTIONS Domclick Digital Day in Samara brought together 650+ attendees in the hall and 1M online viewers nationwide...	VIEWS 5 234 REPOSTS 26	REACTIONS 34 ER 7.2%
Nº5 02.07 · 15:15 TEXT 🏆 Sber published its first insurance company payout ranking When applying for a mortgage, many borrowers choose a policy only for...	VIEWS 5 219 REPOSTS 65	REACTIONS 52 ER 7.2%

|

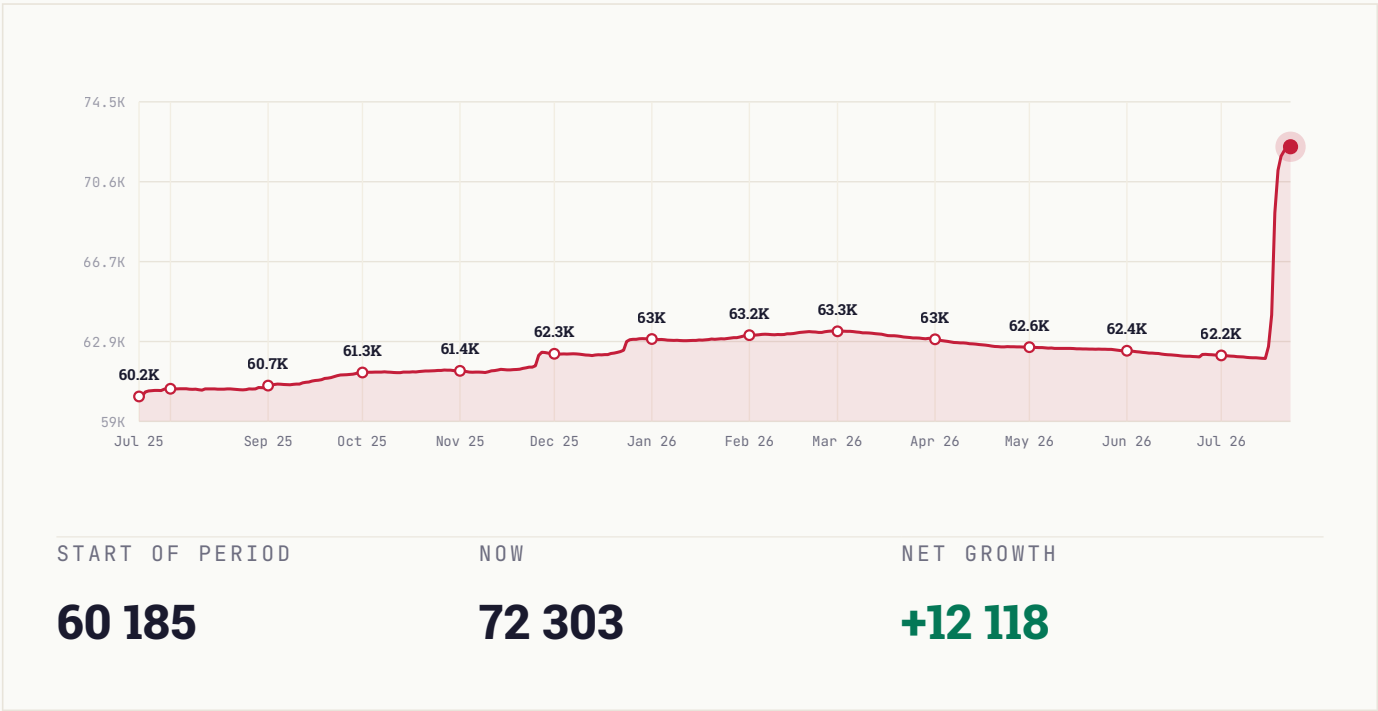
WORST 3

↓ 08.07 · 13:34 PHOTO 🏆 Mortgage market showed one of the best results in a year and a half Our analysts studied how demand was distributed among various...	VIEWS 2 282 REPOSTS 12	REACTIONS 21 ER 3.2%
↓ 25.06 · 12:23 PHOTO Economy of waiting: what's happening in Russia in 2026 At 🏠🏠🏠 Alexander Isakov, head of the Center for Macroeconomic Research...	VIEWS 2 194 REPOSTS 12	REACTIONS 12 ER 3.0%
↓ 25.06 · 11:51 PHOTO Key challenges for the modern brain At 🏢🏢🏢🏢 Alexander Kaplan, psychophysiology and neurointerface specialist, professor, Moscow State University...	VIEWS 2 167 REPOSTS 10	REACTIONS 31 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

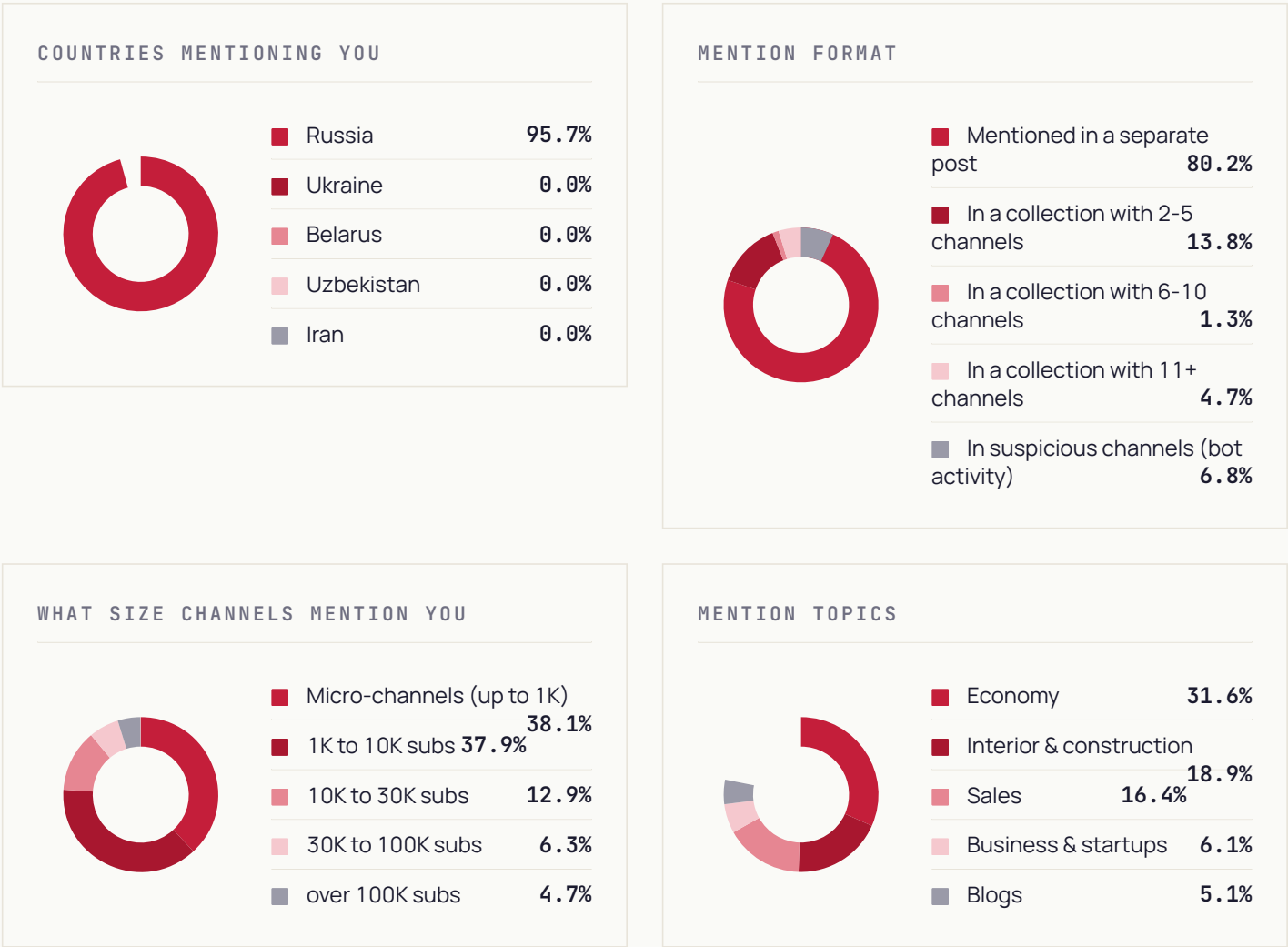
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

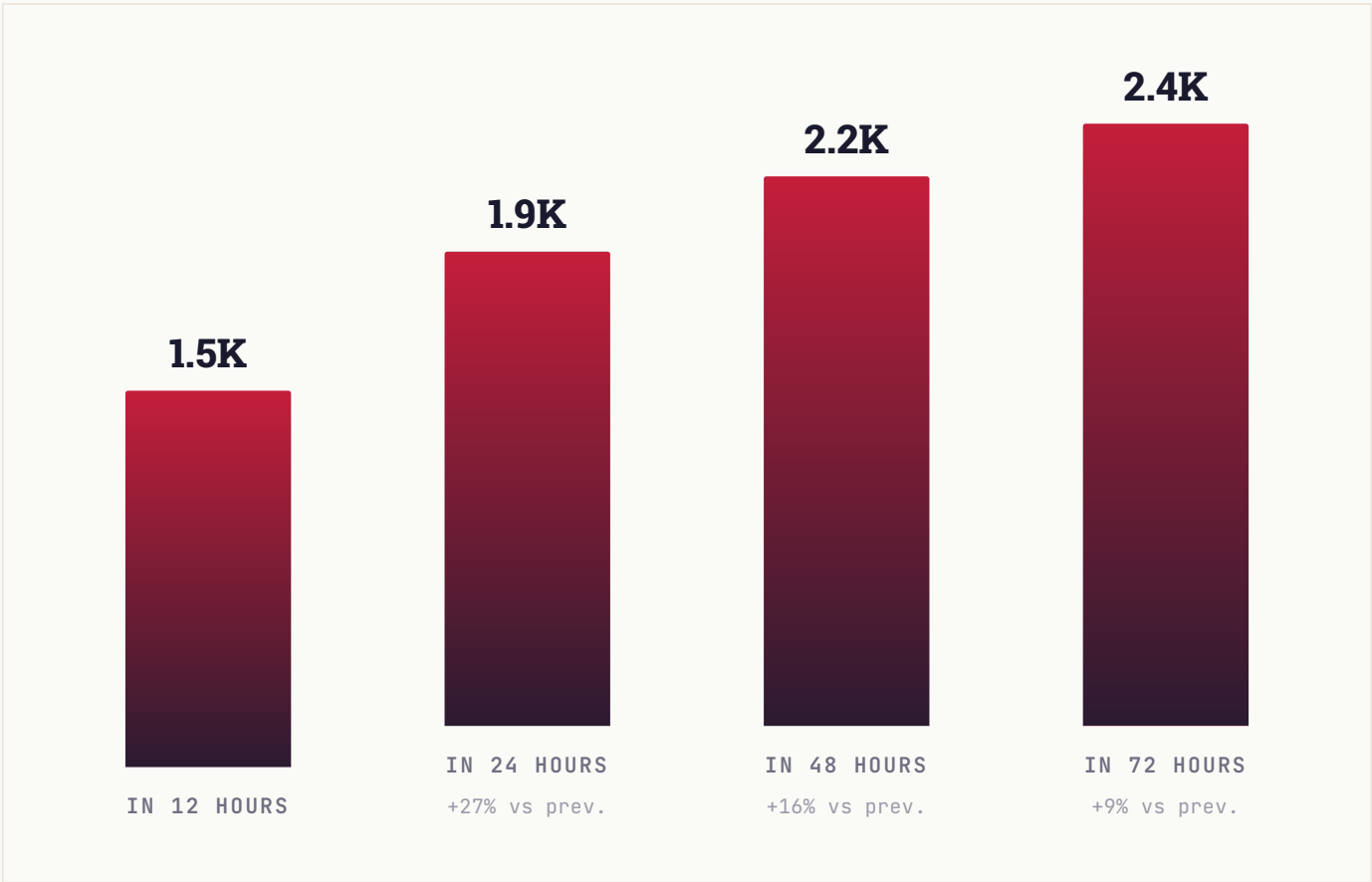
Citation index **146** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **410** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.7M
OF Offerzone	4.1M
OF Offerzone	1.2M
O3 Offerzone 3.	3.4M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
MB Moshina Bozorim	1.1M
ER Domclick PRO YOU	72.3K

COMPARATIVE CONCLUSION

Channel is not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.7M), top-95 median: 400.2K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **120**, they brought **3 372** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	5	3	302
December 2025	22	19	864
November 2025	15	12	1 007
October 2025	9	8	186
September 2025	38	23	795
August 2025	31	20	218

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
120	6	3 372

Where the 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 with a darker beige bar. A vertical line marks the 'median' value, and a red dot marks the 'your channel' value. The 'Citation Index' chart also includes a green dot at the far left, representing a target value.

Metric	Median	Your Channel	Comparison
SUBSCRIBERS	407.7K	72 303	82% below median
AVG REACH / POST	10.2K	3 242	68% below median
CITATION INDEX	50	146	better than 51% of niche

SUBSCRIBERS 82% below median

median 407.7K

122.4K 72 303 — your channel 1.5M

AVG REACH / POST 68% below median

median 10.2K

419 3 242 — your channel 92.1K

CITATION INDEX better than 51% of niche

median 50

0 146 — your channel 3.2K

— 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

On this day at 08:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.48% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads through 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
