

PROMTPRESS PUBLIC REPORT

Channel audit

DOM.RF



@domrf_life

Over 25 years developing the housing market and improving urban environment. Questions: pr@domrf.ru ☒ Support our channel: t.me/boost/domrf_life Registration statement in Roskomnadzor: №6531934288

SUBSCRIBERS

33 949

+31 this month

ERR (% SEE POSTS)

9.0%

Daily 3.6%

REACH/POST

2.8K

Ad reach 1.2K/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 33 949 —	 SUBSCRIBER REACH 8.31% Avg % subs see post	 VIEWS/POST 2.8K Median 2.2K · 29 days	 POSTS/WEEK 15.5 For period
 7D TREND +18.3% vs previous week	 REACTIONS/POST 21.2 Total 1,402 reactions, 922 reposts, 0 comments	 POST LENGTH 822 chars Median 999 · 29 days	 POSTS ANALYZED 66 29 days
 AD REACH 1.2K Avg 24h	 CHURN / MONTH +31 Last month	 CITATION RATE 536 Citation index · 2,577 channels mentioned ever	 CHANNEL AGE 5 years 11 months Created 15.07.2020

AI EDITOR SUMMARY

Channel «DOM.RF» — 33 949 subs. Each post avg views 2.8K people (8% from subs), reach low — expand audience. Publishes 16 posts/week (~2/day) — regular. Week 22–28 Jun reach Up +18.3% Week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

COMMON TRAITS OF TOP POSTS

- 01 Analysis based on **66** posts in 29 days.
- 02 Dominant format — **Photo** (51/66 posts).
- 03 Avg post length — **822** chars (median 999).
- 04 Audience peak — **Tuesday**, 10:00 MSK.
- 05 Top posts get **6x** More views than weakest (9.7K avg top vs 1.5K worst) — among 66 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 15:20 VIDEO  Where to learn about DOM.RF work and projects? We talk about urban development, civilized rental, construction tech...	VIEWS 11 851 REP. 33	REACTIONS 21 ER 34.9%
Nº2 23.06 · 07:11 PHOTO  Presenting financial results for five months of 2026. "DOM.RF net profit growth rate for five months of 2026 remains...	VIEWS 9 057 REP. 29	REACTIONS 23 ER 26.7%
Nº3 12.06 · 07:03 VIDEO Russia Day — a holiday that unites everyone who loves their homeland, is proud of its centuries-old history, cultural heritage...	VIEWS 8 069 REP. 19	REACTIONS 34 ER 23.8%

Nº4 10.06 · 15:21 PHOTO Vladimir Putin signed a law on combined lots. It allows combining cultural heritage sites (CHS) with commercial...	VIEWS 7 994 REP. 95	REACTIONS 40 ER 23.5%
Nº5 11.06 · 09:16 PHOTO How a historic merchant mansion was brought back to life in Cherepovets DOM.RF and the Agency for Strategic Initiatives continue the #ProNASledie series...	VIEWS 7 081 REP. 20	REACTIONS 21 ER 20.9%

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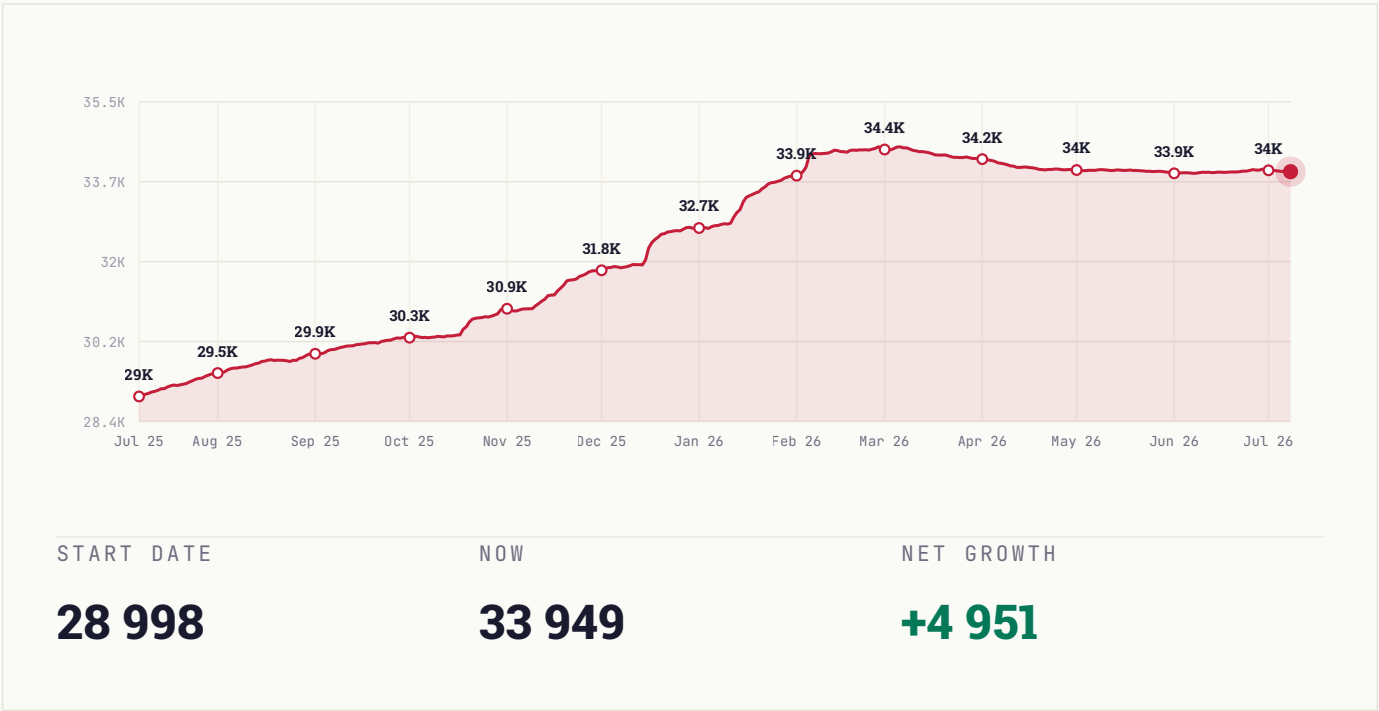
WORST 3

↓ 03.07 · 11:06 VIDEO 👍 Bank of Russia FinCongress: summing up our participation in one of the key events in economics and finance. 🌐 Sustained growth...	VIEWS 1 568 REP. 3	REACTIONS 16 ER 4.6%
↓ 26.06 · 14:01 PHOTO 👏 10 more historic buildings in 6 regions Following the government commission meeting, we will put up for auction another 10 cultural heritage...	VIEWS 1 512 REP. 2	REACTIONS 13 ER 4.5%
↓ 03.07 · 12:36 PHOTO ✅ Published digital maturity assessment results for developers in St. Petersburg and Leningrad Oblast "DOM.RF Technologies" together with...	VIEWS 1 388 REP. 7	REACTIONS 25 ER 4.1%

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 and lost subs.

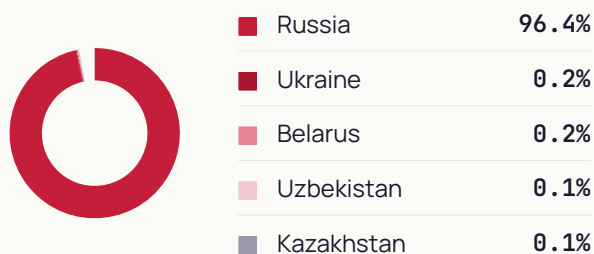


SECTION 04 • MENTIONS

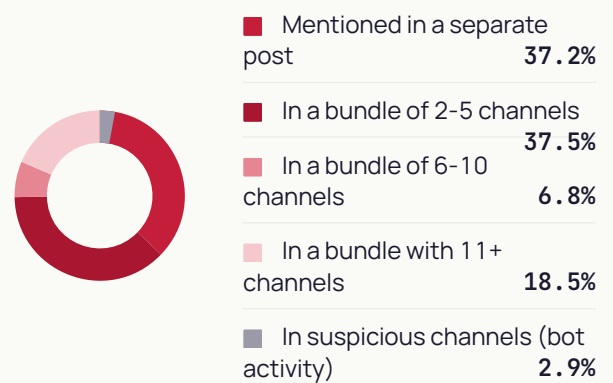
Who mentions the channel & how

Citation index **536** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time channel mentions: **2 577** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



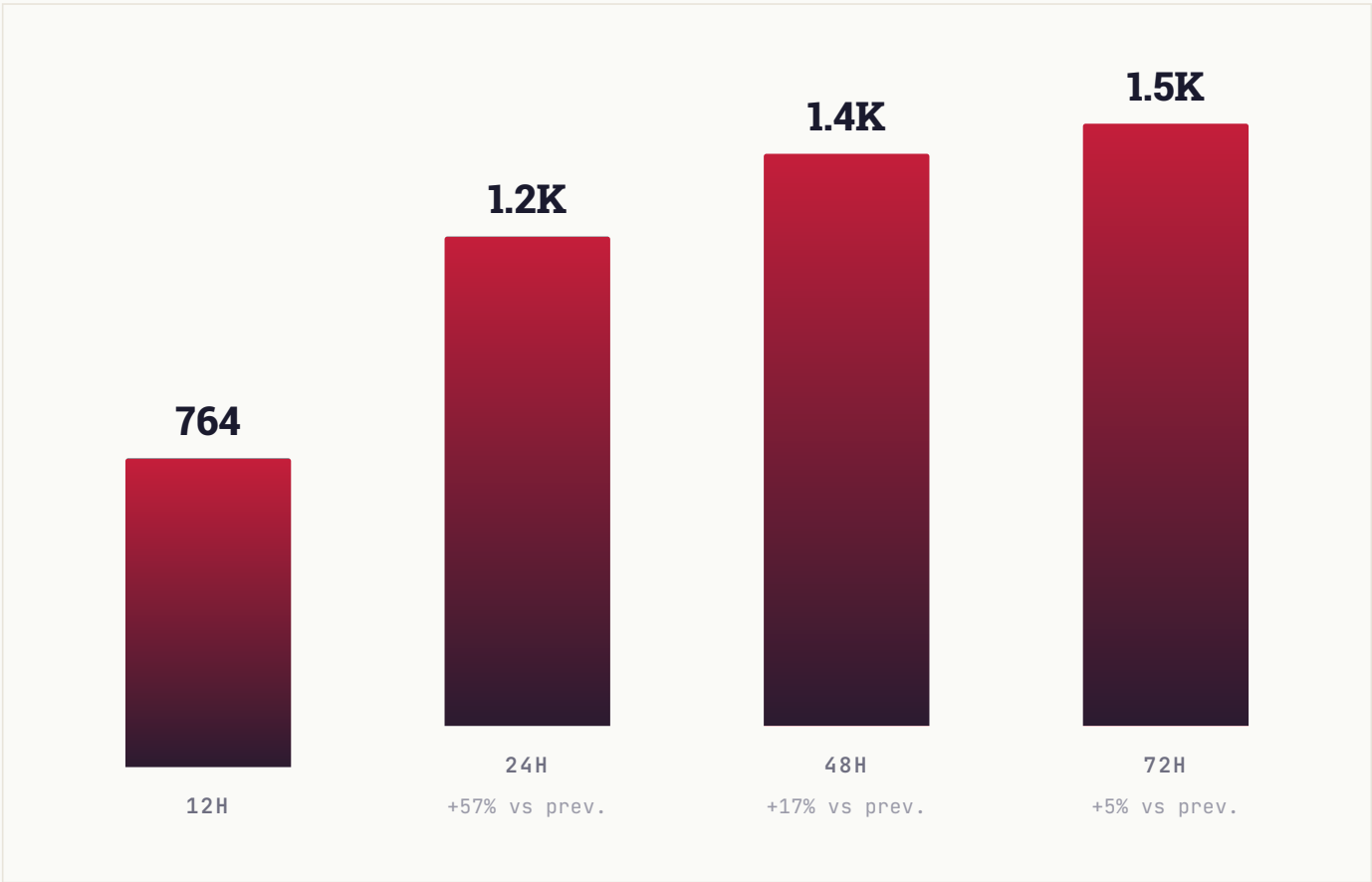
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 peers.

CHANNEL	SUBSCRIBERS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Layout	453.6K
AI Interior & decor	450K
МК My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite Apartment	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
ТО DOM.RF YOU	33.9K

COMPARATIVE CONCLUSION

Channel not yet Outside top 89 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), median top-89: 108.5K. First goal: enter top-89 through systematic work on traffic and content.

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** Such mentions were **388**, they brought **4 643** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	31	28	1 182
December 2025	68	49	1 005
Nov 2025	108	79	901
Oct 2025	77	63	685
Sep 2025	52	43	383
August 2025	52	41	487

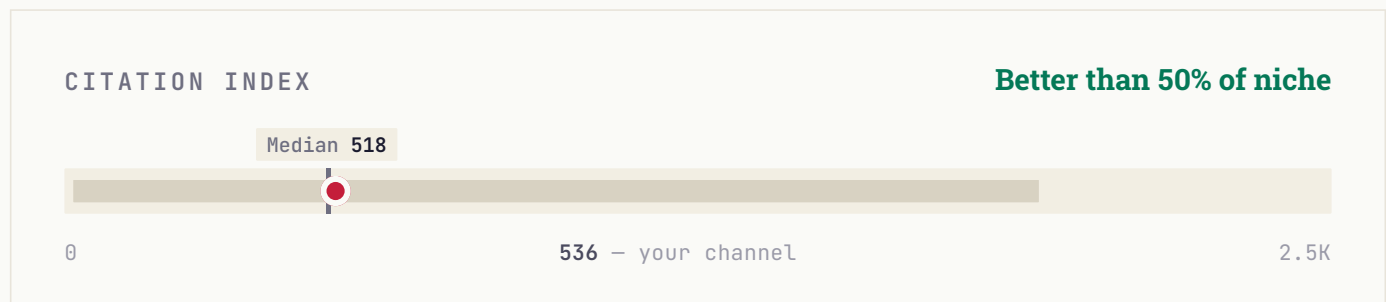
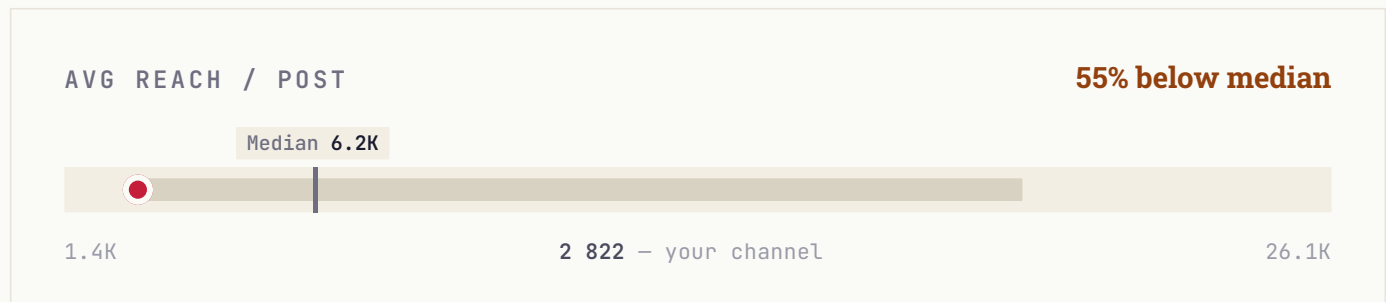
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
388	6	4 643

Where the channel stands in its league

SUBSCRIBERS 69% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 30.4K, 33 949 – your channel, and 435.2K. A vertical line marks the median at 109.2K. A light brown bar extends from the origin to the channel's current count of 33,949. A red dot is placed at the start of this bar. The text '69% below median' is displayed in red at the top right.

Metric	Value
Channel Subscribers	33 949
Median	109.2K
Range (Start)	30.4K
Range (End)	435.2K



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Tuesday
 On this day at 10:00 MSK audience is most active.

EFFECT
Best time for key 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 give +5-15% to ER.
 One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Cross-post 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 — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
