

— PUBLIC PROMTPRESS REPORT

Channel audit

ZEMILYA.DOM.RF

— Auctions |

Commercial real estate



@domrf_realty

Official agent of the Russian Federation for land and property sales
domrf.ru/~S2w3a Auction questions: Email: rfi@domrf.ru Phone:
tel:8(800)770-00-01 Registered in...

SUBSCRIBERS

16 848

ERR (% SEE POSTS)

11.0%

REACH/POST

1.4K

-30 per month

in 24 hrs 4.3%

ad reach 729/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

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 16 848 —	 SUBSCRIBER REACH 8.04% avg % subs see post	 VIEWS/POST 1.4K median 1.2K · 24 days	 POSTS/WEEK 15.7 over the period
 7D TREND -16.7% vs previous week	 REACTIONS/POST 2.7 total 147 reactions, 338 reposts, 0 comments	 POST LENGTH 582 chars median 534 · 24 days	 POSTS ANALYZED 54 24 days
 AD REACH 729 24h avg	 CHURN / MONTH -30 over the last month	 QUOTABILITY 283 citation index · 367 channels mentioned all time	 CHANNEL AGE 4 years 7 months created 16.12.2021

AI EDITOR SUMMARY

Channel «ZEMLYA.DOM.RF – Auctions | Commercial real estate» – 16 848 subs. Each post averages 1.4K people (8% from subs), reach is low – consider expanding audience. Publishes 16 posts/week (~2/day) – regular schedule. Week 29 Jun – 5 Jul reach dropped -16.7% by week 22–28 Jun – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 54 posts over 24 days.
- 02 Dominant format — Photo (52/54 posts).
- 03 Avg post length — 582 chars (median 534).
- 04 Peak audience activity — Friday, 18:00 MSK.
- 05 Top posts get 5x more views than the weakest (3.7K avg for top vs 813 for worst) — among 54 posts in 24 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 14:03 PHOTO  New selection of OKN of regional and municipal significance with commercial potential. Novorzhev Cheese Factory...		VIEWS 4 979	REACTIONS 8
		REPOSTS 19	ER 29.6%
Nº2 26.06 · 15:03 PHOTO  New selection of OKN of regional and municipal significance with commercial potential. Shvarev and Ruchkina House with...		VIEWS 4 266	REACTIONS 5
		REPOSTS 25	ER 25.3%
Nº3 19.06 · 14:55 VIDEO  Faberge's Dacha to be restored! Unique historic site with great development potential found its investor. Monument...		VIEWS 1 965	REACTIONS 25
		REPOSTS 7	ER 11.7%

Nº4

30.06 · 14:40

PHOTO

Park, Yauza and the Stroganov name: a rare estate in Moscow put up for auction In the Basmanny district, the Stroganov dacha is offered for sale at...

VIEWS

1 783

REPOSTS

38

REACTIONS

11

ER

10.6%

Nº5

24.06 · 09:35

PHOTO

Land plot with panoramic views near Belorusskaya metro station A land plot of 0.21 ha in Begovoy district is for sale...

VIEWS

1 705

REPOSTS

30

REACTIONS

10

ER

10.1%

WORST 3



10.07 · 17:20

PHOTO

📍 Leningrad region, Kingisepp, Karl Marx Ave., 4b 📏 0.11 ha / 533.6 m² 💰 from 8,410,880 ₪ 📅 applications until 03.08.2026 For sale...

VIEWS

826

REPOSTS

4

REACTIONS

—

ER

4.9%


10.07 · 17:25

PHOTO

📍 Krasnoyarsk, st. Kornetova, 12 📏 259.5 m² 💰 from 10,700,000 ₪ 📅 applications until 28.09.2026 Non-residential premises for sale...

VIEWS

812

REPOSTS

1

REACTIONS

—

ER

4.8%


10.07 · 17:33

PHOTO

📍 Republic of Tuva, Kyzyl, st. Moskovskaya, 44 📏 0.40 ha / 1.2 thous. m² 💰 from 10,500,000 ₪ 📅 applications until 19.10.2026 For sale...

VIEWS

801

REPOSTS

1

REACTIONS

1

ER

4.8%

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.



PERIOD START

14 014

NOW

16 848

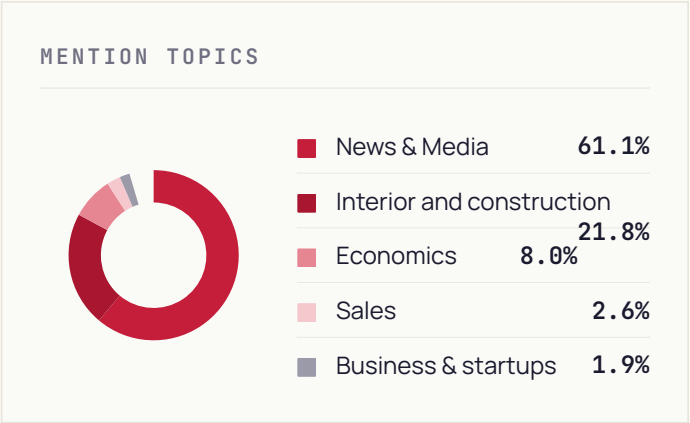
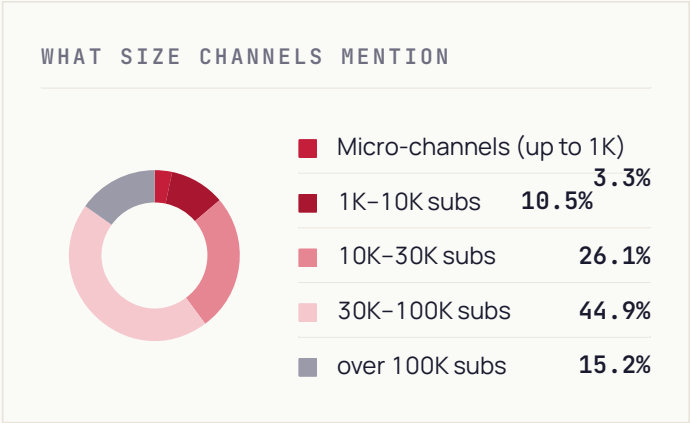
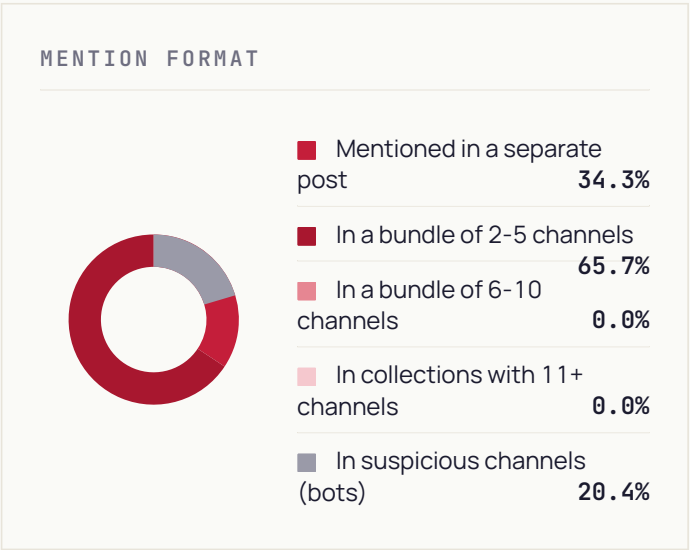
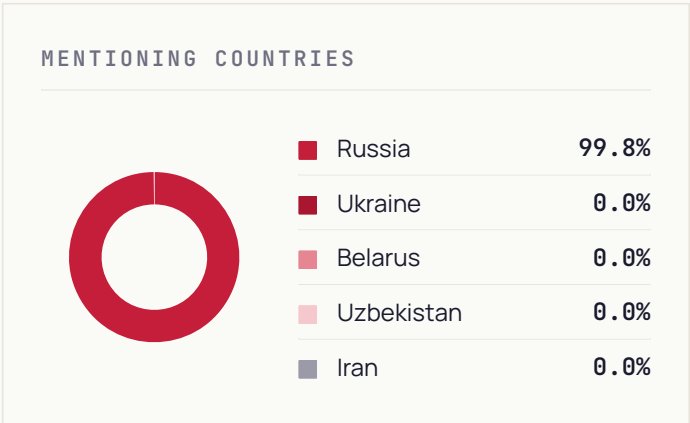
NET GROWTH

+2 834

SECTION 04 · MENTIONS

Who and how mentions the channel

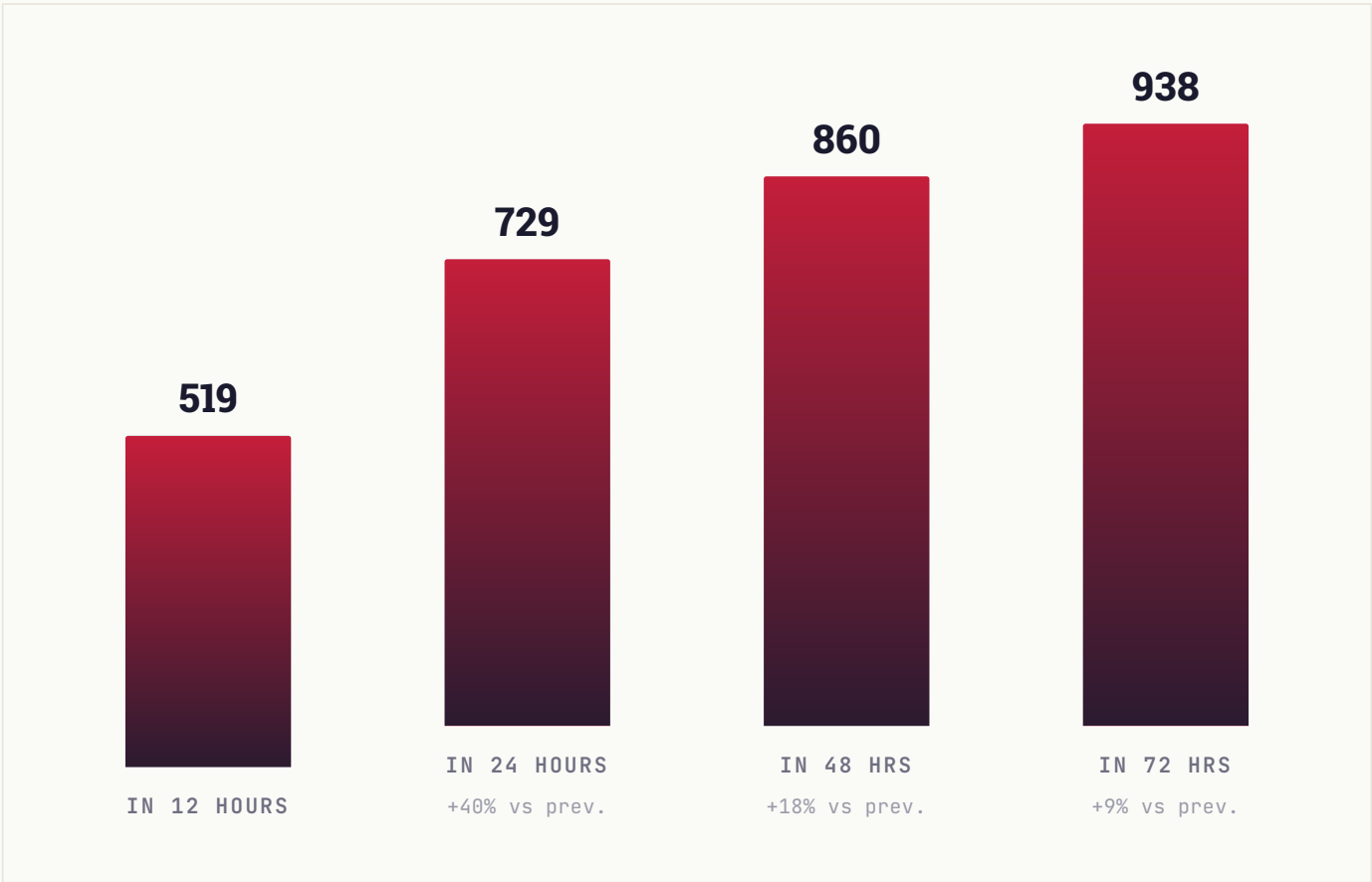
Citation index **283** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **367** different channels.



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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
CN Million-dollar books business blog	861.7K
RP Roxman typing...	529.9K
AB Акула Бизнеса	502.2K
CPC Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
Z- ZEMLYA.DOM.RF — Auctions Commercial real estate YOU	16.8K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **349**, they brought **4 632** new subs.

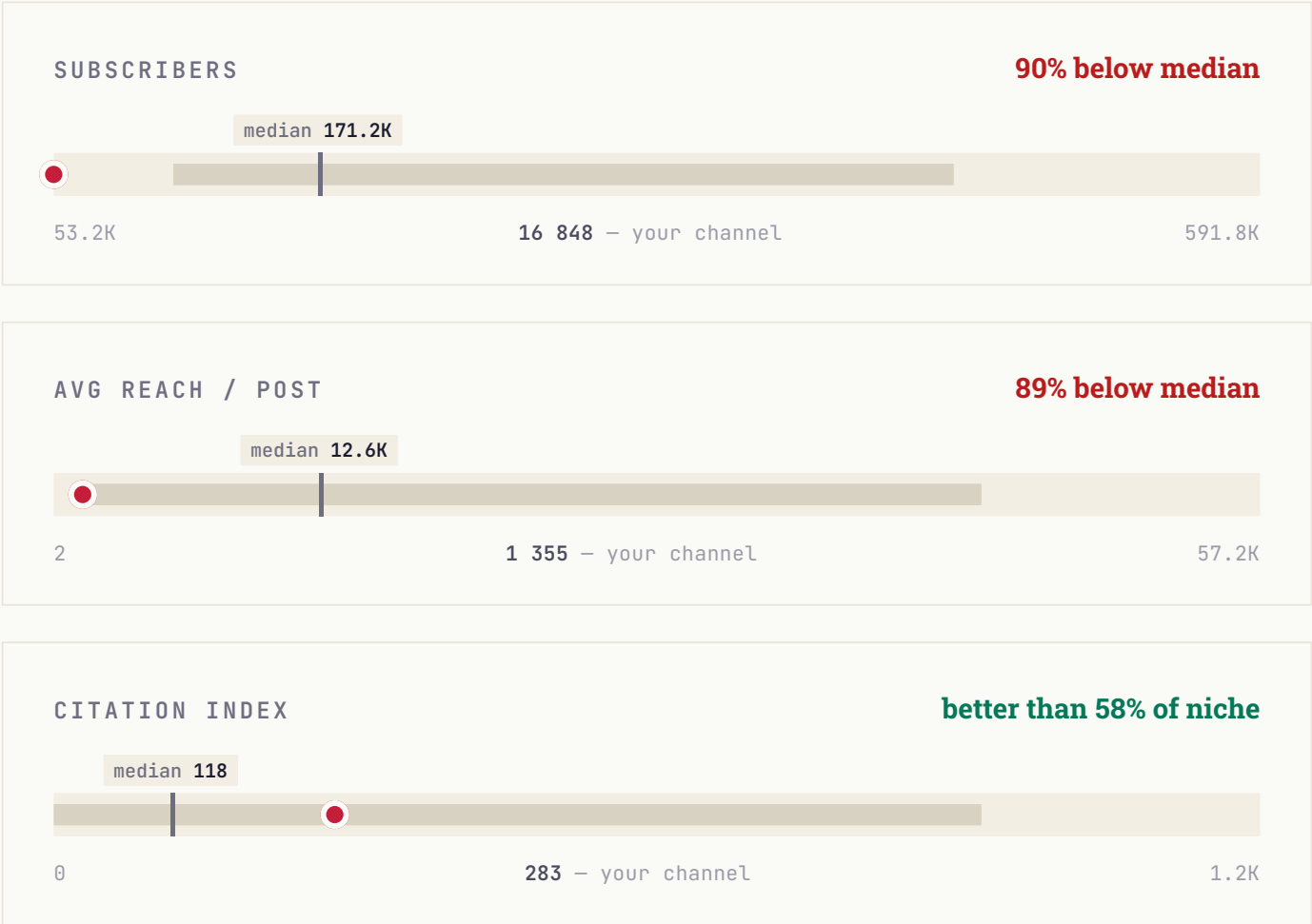
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	38	29	356
December 2025	62	46	911
November 2025	87	58	1 187
October 2025	83	60	958
September 2025	44	33	944
August 2025	35	25	276

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
349	6	4 632

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & startups» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— 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

Main post of the week — on Friday

On this day and at 18:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same niche. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. 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
