

PUBLIC REPORT BY PROMTPRESS

Channel audit

House in the distance — old houses for sale



@domvdaly

We post listings of historic properties for sale. We collect them ourselves — more details in the pinned post. The channel is a project of DAL @dal_team We are on VK — vk.com/domvdaly. For all...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
31 992	33.0%	10.6K
07.07.2026 +295 per month	daily 15.8%	ad reach 5.1K/24h
HTTPS://PROMTPRESS.COM/AUDIT/DOMVDALY		

— 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 Citation rate

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 «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 31 992 —	 SUBS REACH 33.24% avg % subs see post	 VIEWS/POST 10.6K median 10.9K · 9 days	 POSTS/WEEK 2.8 for period
 7D TREND — no data for period	 REACTIONS/POST 204.2 817 reactions, 590 reposts, 11 comments	 POST LENGTH 552 chars median 500 · 9 days	 POSTS ANALYZED 4 9 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH +295 last month	 CITATION RATE 63 citation index · 226 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 24.11.2023

AI EDITOR SUMMARY

Channel «House in the distance — old houses for sale» — 31 992 subs. Each post averages 10.6K people (33% of subs), good reach. Publishes 3 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 9 days.
- 02 Dominant format — Photo (2/4 posts).
- 03 Avg post length — 552 chars (median 500).
- 04 Peak audience activity — Tue, 00:00 MSK.
- 05 Top posts get 1x more more views than the weakest (11.3K avg for top vs 10.1K for worst) — among 4 posts over 9 days. Analyze what the top ones share: topic, format, timing.

TOP 4 POSTS

Nº1 09.06 · 21:42 PHOTO St. Petersburg Property Fund plans to lease the Belvedere — Nicholas I's palace in Peterhof. Auction date TBD, we'll keep you posted...	VIEWS 12 099 REPOSTS 250	REACTIONS 296 ER 37.8%
Nº2 10.06 · 15:56 TEXT Five more days to apply for the Fabergé Dacha auction We're eagerly awaiting the bidding — there should be a fight, it's clear...	VIEWS 11 585 REPOSTS 8	REACTIONS 77 ER 36.2%
Nº3 18.06 · 18:22 PHOTO Metropolis dwellers, here's a deal for you from coffee. A house and decent plot in Yaroslavl region — escape calls, immerse in the world...	VIEWS 10 155 REPOSTS 250	REACTIONS 222 ER 31.7%

Nº4 19.06 · 18:52 TEXT Fabergé Dacha – sold at auction for 102,691,000 ₺, starting price 46,880,000 ₺ Buyer – company FormaInvest from...	VIEWS	REACTIONS
	8 699	222
	REPOSTS	ER
	82	27.2%

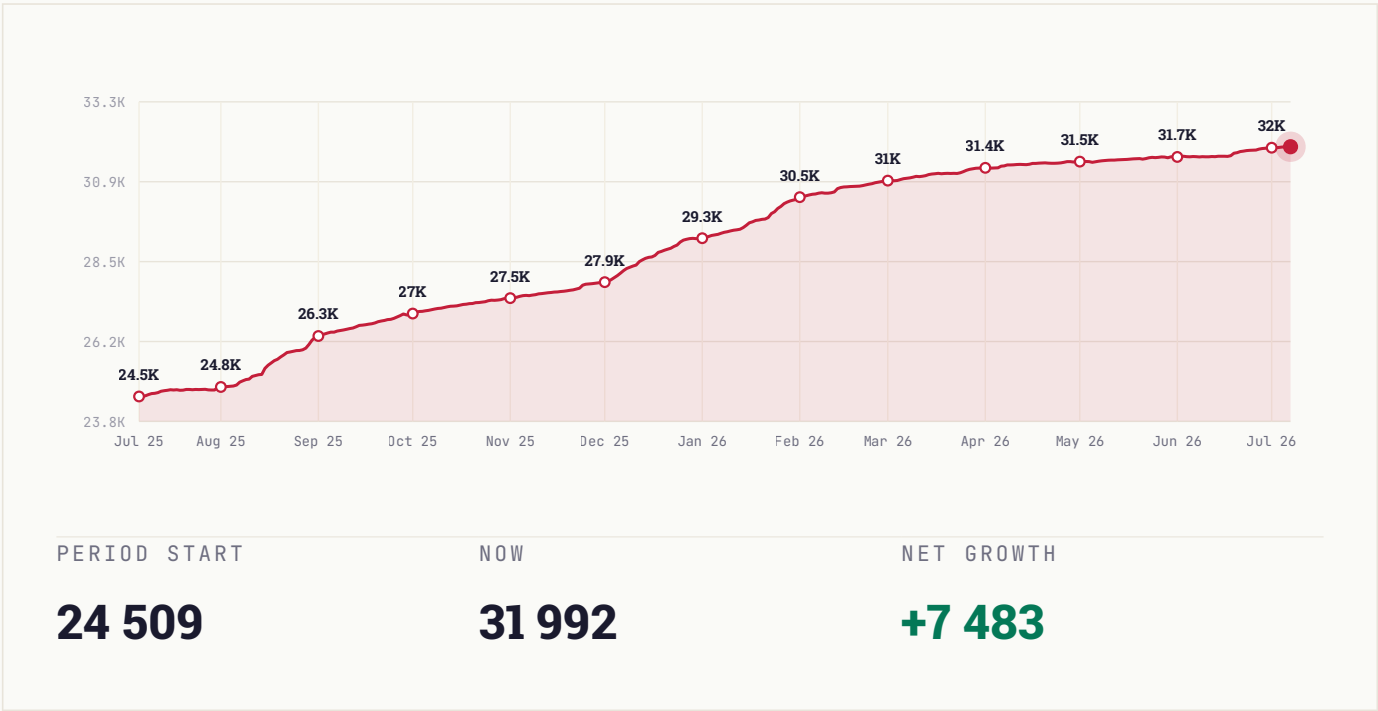
WORST 3

↓ 10.06 · 15:56 TEXT Five more days to apply for the Fabergé Dacha auction We're eagerly awaiting the bidding – there should be a fight, it's clear...	VIEWS	REACTIONS
	11 585	77
	REPOSTS	ER
	8	36.2%
↓ 18.06 · 18:22 PHOTO Metropolis dwellers, here's a deal for you from coffee. A house and decent plot in Yaroslavl region – escape calls, immerse in the world...	VIEWS	REACTIONS
	10 155	222
	REPOSTS	ER
	250	31.7%
↓ 19.06 · 18:52 TEXT Fabergé Dacha – sold at auction for 102,691,000 ₺, starting price 46,880,000 ₺ Buyer – company FormaInvest from...	VIEWS	REACTIONS
	8 699	222
	REPOSTS	ER
	82	27.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

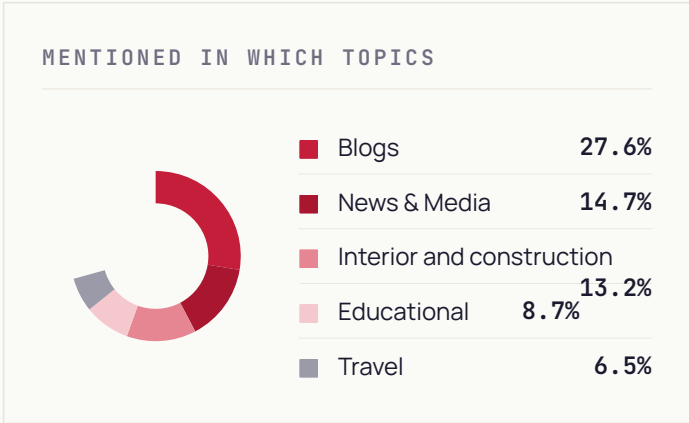
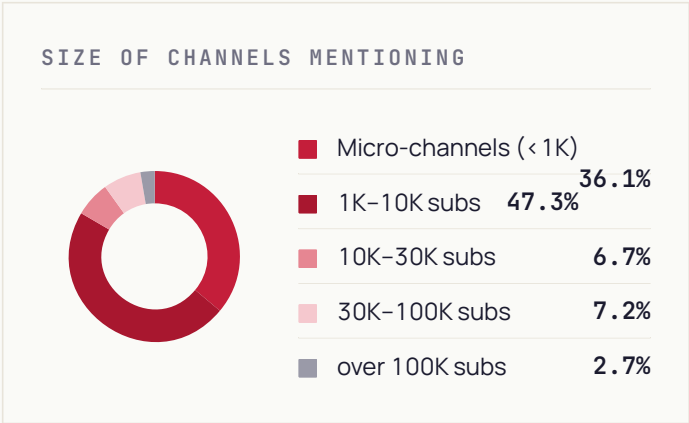
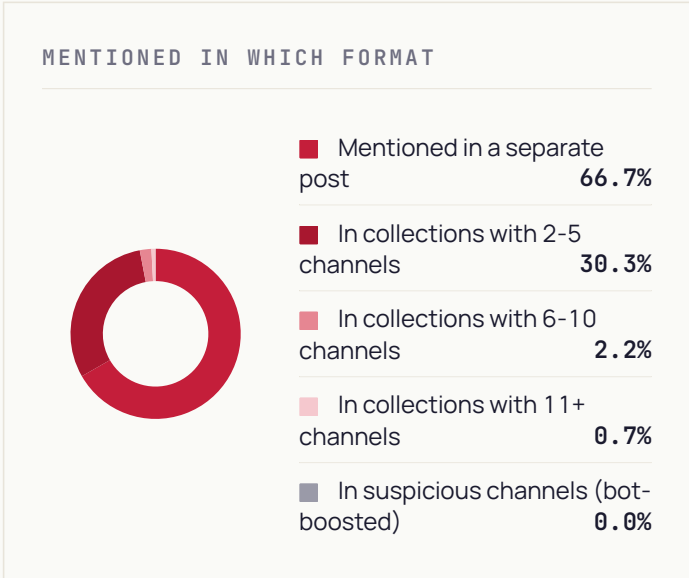
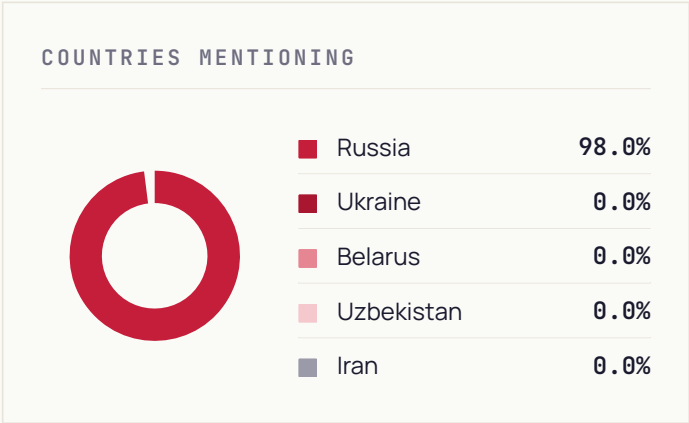
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

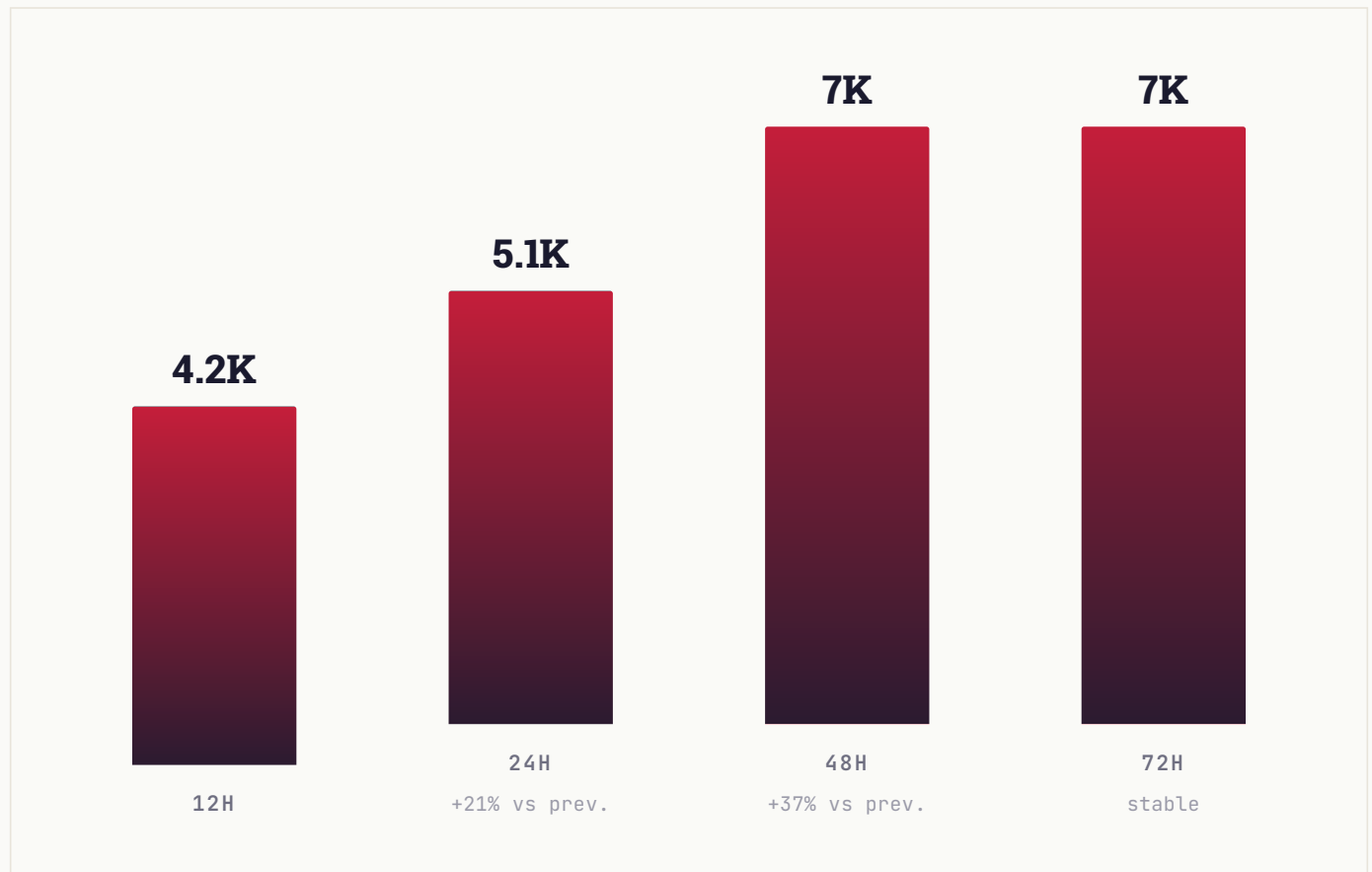
Citation index **63** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel mentions: **226** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge 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 where you stand among niche peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries finds Discounts Deals	922.2K
PB By Blat	876.1K
Z Hare Stocks Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alfa-Profitable	558.5K
DV House in the distance — old houses for sale YOU	32K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niches — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal: enter top-94 via systematic traffic & content work.

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 **84**, they brought **5 690** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	7	7	1 179	
December 2025	25	20	1 318	
Nov 2025	14	11	493	
Oct 2025	14	12	493	
September 2025	12	11	702	
August 2025	12	12	1 505	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
84	6	5 690

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
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 them off and revisit this report in a month.

01

Increase posting frequency

Now 2.8 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Tuesday

Audience is most active on this day at 00:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

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**

04

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**

05

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

★ 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 in Telegram** <https://panel.promptpress.com/register>

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