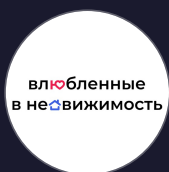


PROMTPRESS PUBLIC REPORT

Channel audit

Real Estate Lovers



@estatelove

The most genuine real estate agency channel in SPb & Moscow.
Founded by financial expert, investor & RBC speaker Anna Gromova.
RKN reg. no. 4800352101 Collaboration...

SUBSCRIBERS

23 353

+260 per month

ERR (% SEE POSTS)

6.0%

per day 3.2%

REACH/POST

1.4K

ad reach 747/24h

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6 months · monthly

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Rank in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 23 353 —	 SUBS REACH 5.79% avg % of subs who see a post	 VIEWS/POST 1.4K median 1.4K · 29 days	 POSTS/WEEK 18.3 over period
 7D TREND +17.3% vs previous week	 REACTIONS/POST 10.5 total 812 reactions, 377 reposts, 34 comments	 POST LENGTH 753 chars median 820 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 747 24h avg	 CHURN / MONTH +260 last month	 CITATION RATE 595 citation index · 816 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 04.03.2022

AI EDITOR SUMMARY

Channel «Real Estate Lovers» – 23 353 subs. Each post averages 1.4K people (6% of subs), reach is low – consider expanding audience. Publishes 18 posts/week (~3/day) – regular schedule. Week Jun 29 – Jul 5 reach grew +17.3% Week 22–28 Jun: positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 77 posts over 29 days.
- 02 Dominant format – Photo (49/77 posts).
- 03 Avg post length – 753 chars (median 820).
- 04 Peak audience activity – Saturday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.1K avg for top vs 924 for worst) – among 77 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 16:10 PHOTO ⚡ New details on family mortgage Kommersant published details of the new program starting July 1. Terms will now depend on...	VIEWS 2 254 REPOSTS 17	REACTIONS 9 ER 9.7%
Nº2 18.06 · 16:54 PHOTO ⚡⚡ Up to 8M discount in complex on apartments ready in 6 months Our favorite developer released the last 2 apartments at 390...	VIEWS 1 992 REPOSTS 2	REACTIONS 5 ER 8.5%
Nº3 17.06 · 06:06 PHOTO ⚡ Complexes in St. Petersburg to park the family From July 1, there's a risk that the 6% family rate will only be available for families with 4...	VIEWS 1 942 REPOSTS 7	REACTIONS 7 ER 8.3%

Nº4 18.06 · 06:06 PHOTO This developer builds houses backwards Most developers first design the building, then plan the apartment layout...	VIEWS 1 884 REPOSTS 4	REACTIONS 8 ER 8.1%
Nº5 07.07 · 06:07 VIDEO You'll need an apartment here in 3, 2, 1... Because it's a special universe. Low-rise buildings, lots of greenery, and the air smells...	VIEWS 1 852 REPOSTS 21	REACTIONS 16 ER 7.9%

|

WORST 3

↓ 26.06 · 17:45 VIDEO (post without caption – video)	VIEWS 927 REPOSTS 1	REACTIONS 7 ER 4.0%
↓ 26.06 · 17:48 VIDEO (post without caption – video)	VIEWS 925 REPOSTS 1	REACTIONS 6 ER 4.0%
↓ 26.06 · 17:49 VIDEO (post without caption – video)	VIEWS 920 REPOSTS 1	REACTIONS 6 ER 3.9%

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.

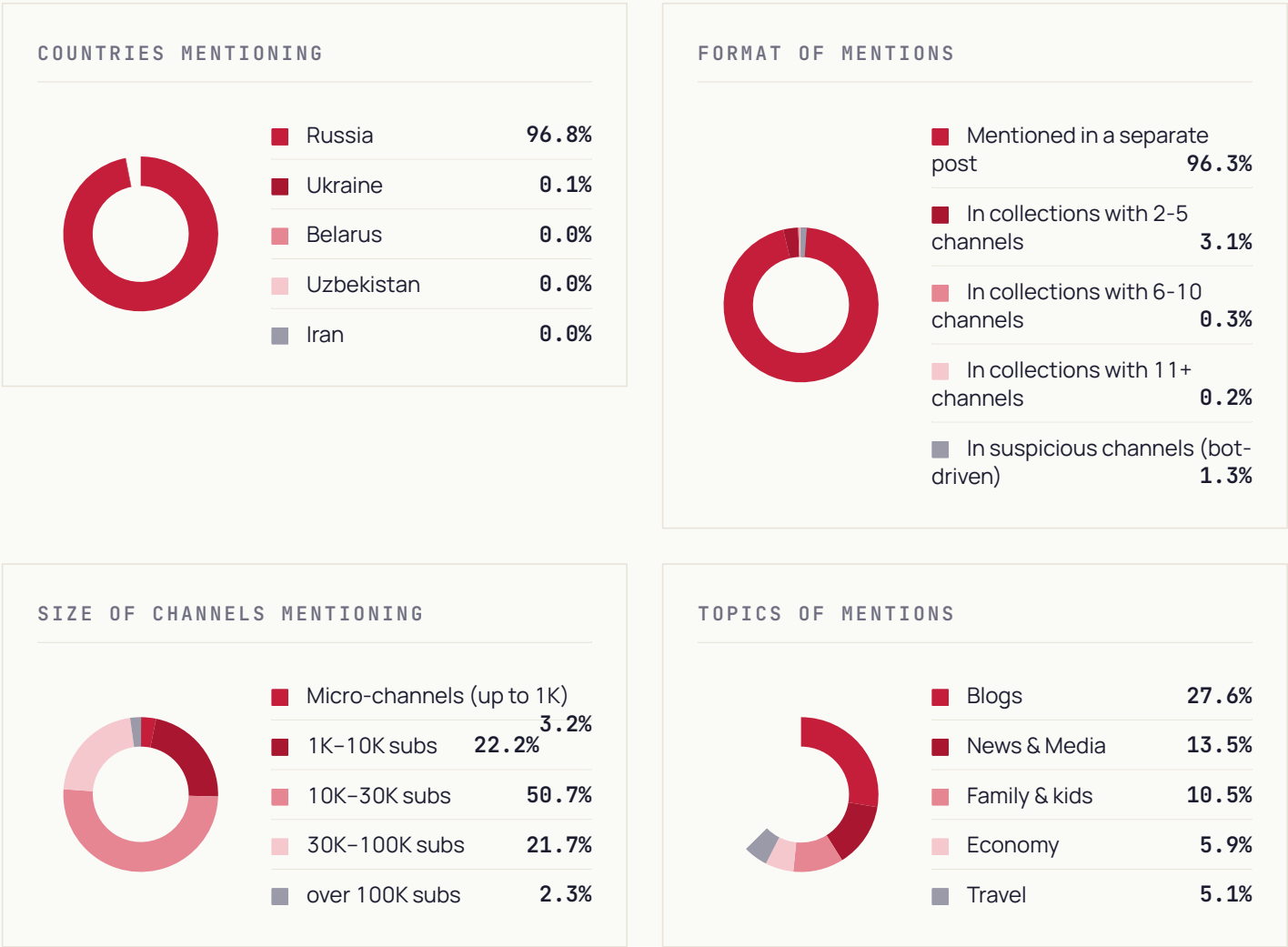


START OF PERIOD	NOW	NET GROWTH
19 779	23 353	+3 574

SECTION 04 · CITATIONS

Who and how mentions the channel

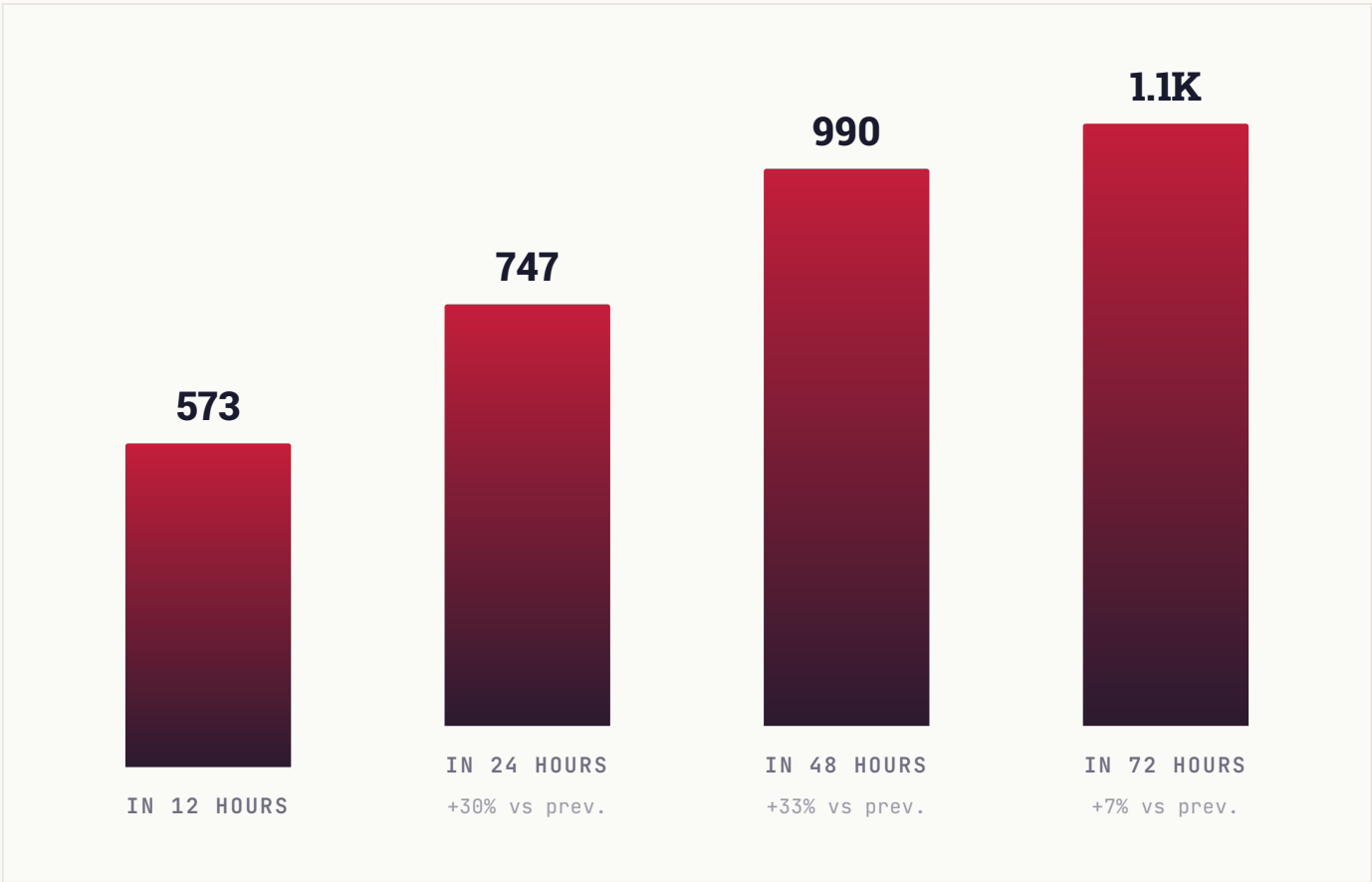
Citation index **595** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **816** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
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
SQ Shoppers Quest	1.3M
BB Real Estate Lovers YOU	23.4K

COMPARATIVE INSIGHT

Channel is not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **159**, they brought **2 989** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	22	18	407
December 2025	43	34	900
November 2025	35	25	527
Oct 2025	21	19	380
Sep 2025	21	18	451
August 2025	17	15	324
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
159	6	2 989	

Where the channel stands in its league

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

Top post of the week — on Saturday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring 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 & hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager