

PROMTPRESS PUBLIC REPORT

Channel audit

Gryazny Proektirovshchik



@filthyarchitect

Ad price here <https://telegra.ph/Reklama-v-kanale-02-13> Order ads
via channel DM Find jobs here https://t.me/konnect_hr RKN link:...

SUBSCRIBERS

20 184

-42 per month

ERR (% SEE POSTS)

35.0%

per day 16.1%

REACH/POST

7K

ad reach 3.3K/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 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Interior & Construction» 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 was calculated for.

 SUBSCRIBERS 20 184 —	 SUBSCRIBER REACH 34.48% avg % subs see post	 VIEWS/POST 7K median 7.2K · 29 days	 POSTS/WEEK 10.6 for the period
 7D TREND -20.3% vs previous week	 REACTIONS/POST 159.8 total 7,033 reactions, 3,333 reposts, 684 comments	 POST LENGTH 193 chars median 68 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -42 last month	 CITATION RATE 20 citation index · 191 channels mentioned all time	 CHANNEL AGE 7 years 4 months created 26.02.2019

AI EDITOR SUMMARY

Channel «Gryazny Proektirovshchik» — 20 184 subs. Each post gets avg 7K people (34% of subs), that's good reach. Publishes 11 posts per week (~2 per day) — consistent schedule. For the week of July 6–12, reach dropped by -20.3% by the week of June 29 – July 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format – Photo (32/44 posts).
- 03 Avg post length – 193 characters (median 68).
- 04 Peak audience activity – Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.8K avg for top vs 4.2K for worst) – among 44 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 13:39 TEXT They say that on the first day God began to create the earth, but the OV's had already issued a task for a 850x600 shaft	VIEWS 9 924 REPOSTS 121	REACTIONS 231 ER 49.2%
Nº2 30.06 · 18:23 VIDEO Builder's Day at IP "Ivanov" with a turnover equal to Montenegro's GDP	VIEWS 9 738 REPOSTS 143	REACTIONS 244 ER 48.2%
Nº3 03.07 · 11:36 PHOTO I removed the extra	VIEWS 9 633 REPOSTS 21	REACTIONS 122 ER 47.7%

Nº4 27.06 · 06:18 VIDEO (captionless post – video)	VIEWS 9 004 REPOSTS 43	REACTIONS 95 ER 44.6%
Nº5 04.07 · 02:59 PHOTO (captionless post – photo)	VIEWS 8 972 REPOSTS 38	REACTIONS 184 ER 44.5%

|

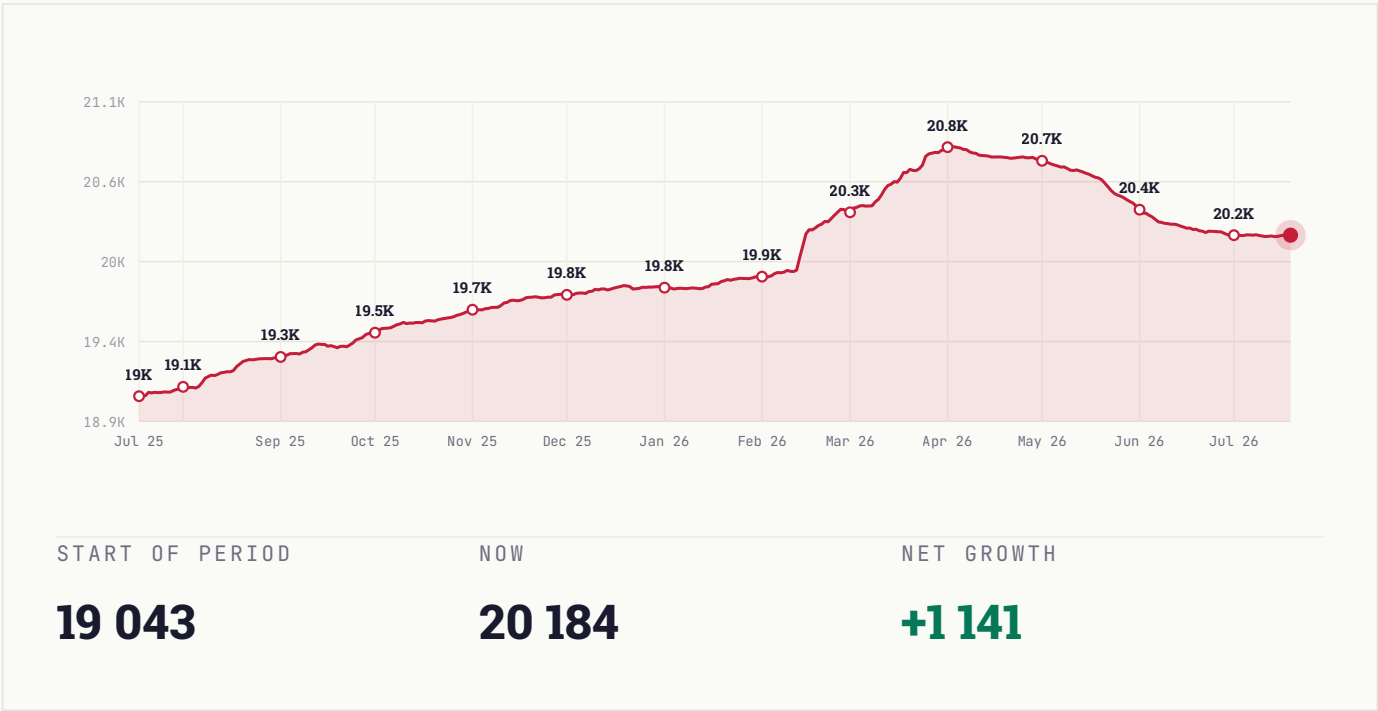
WORST 3

↓ 15.07 · 13:54 POLL We're getting lots of red flags from colleagues and friends	VIEWS 4 761 REPOSTS 55	REACTIONS 14 ER 23.6%
↓ 16.07 · 08:44 PHOTO Finally released a muzzle for the chief engineer at the coordination meeting	VIEWS 4 161 REPOSTS 136	REACTIONS 129 ER 20.6%
↓ 16.07 · 09:24 TEXT Looking at the poll results, by the way, we're very glad that 65% (two thirds!) of you are working calmly or got a promotion...	VIEWS 3 732 REPOSTS 6	REACTIONS 58 ER 18.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

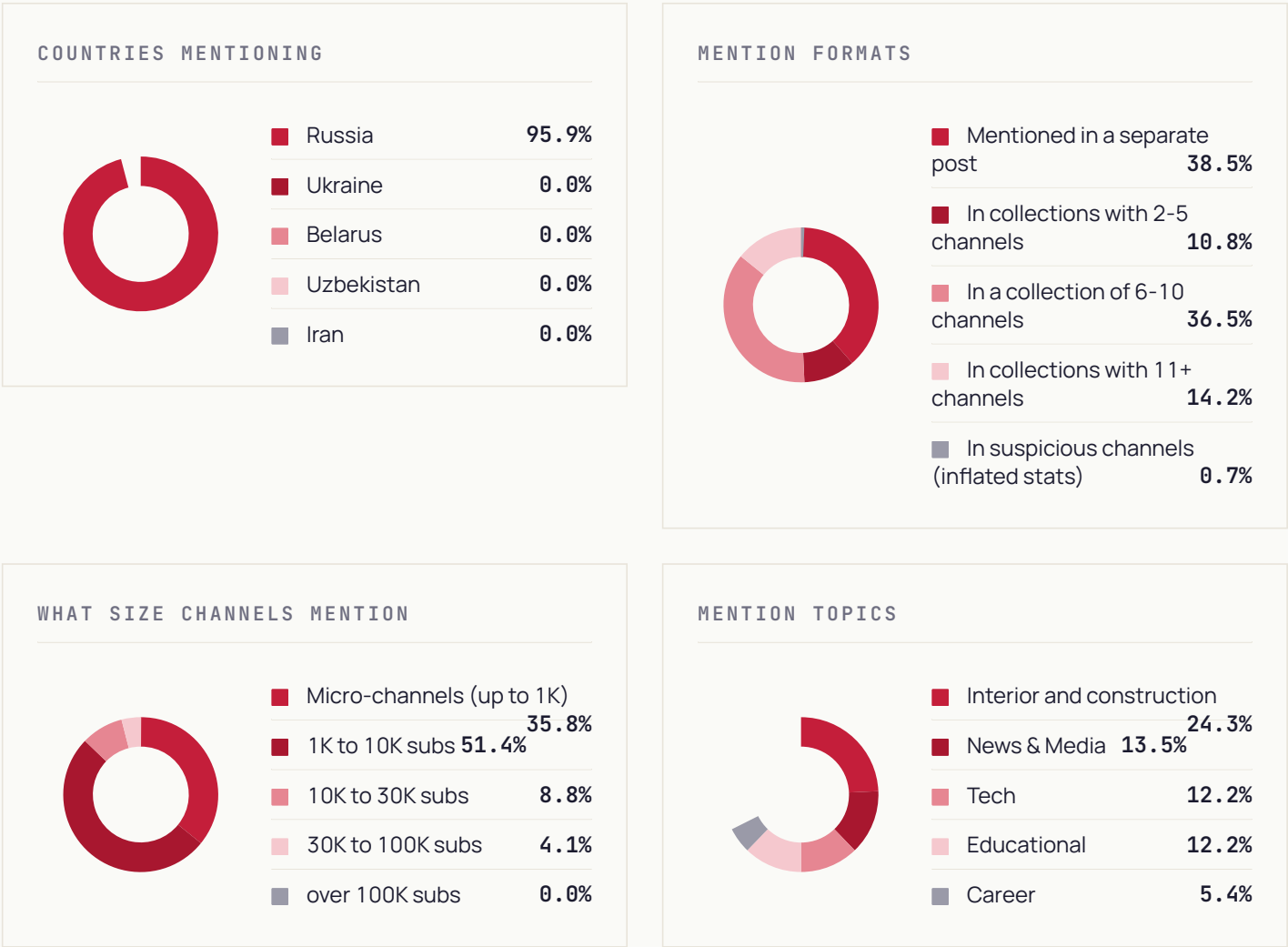
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

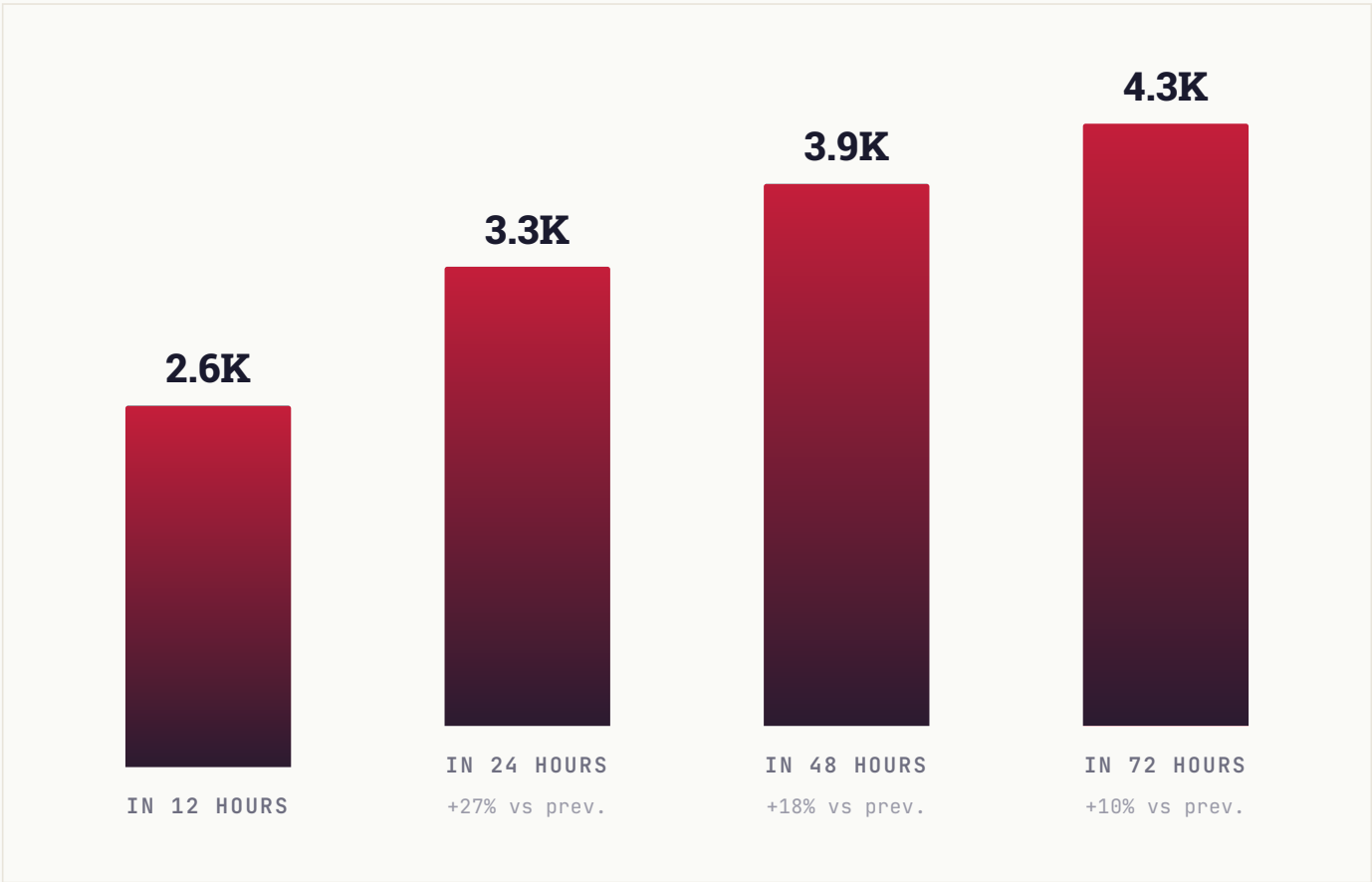
Citation index **20** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **191** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its place among niche peers.

CHANNEL	SUBSCRIBERS
ДД DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Layout	451.9K
AI Interior and decor	448.6K
МК My apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR Pro Real Estate	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
GP Gryazny Proektirovshchik YOU	20.2K

COMPARATIVE CONCLUSION

Channel is not yet outside top 91 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal — enter top-91 through 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 **27**, they brought **965** new subs.

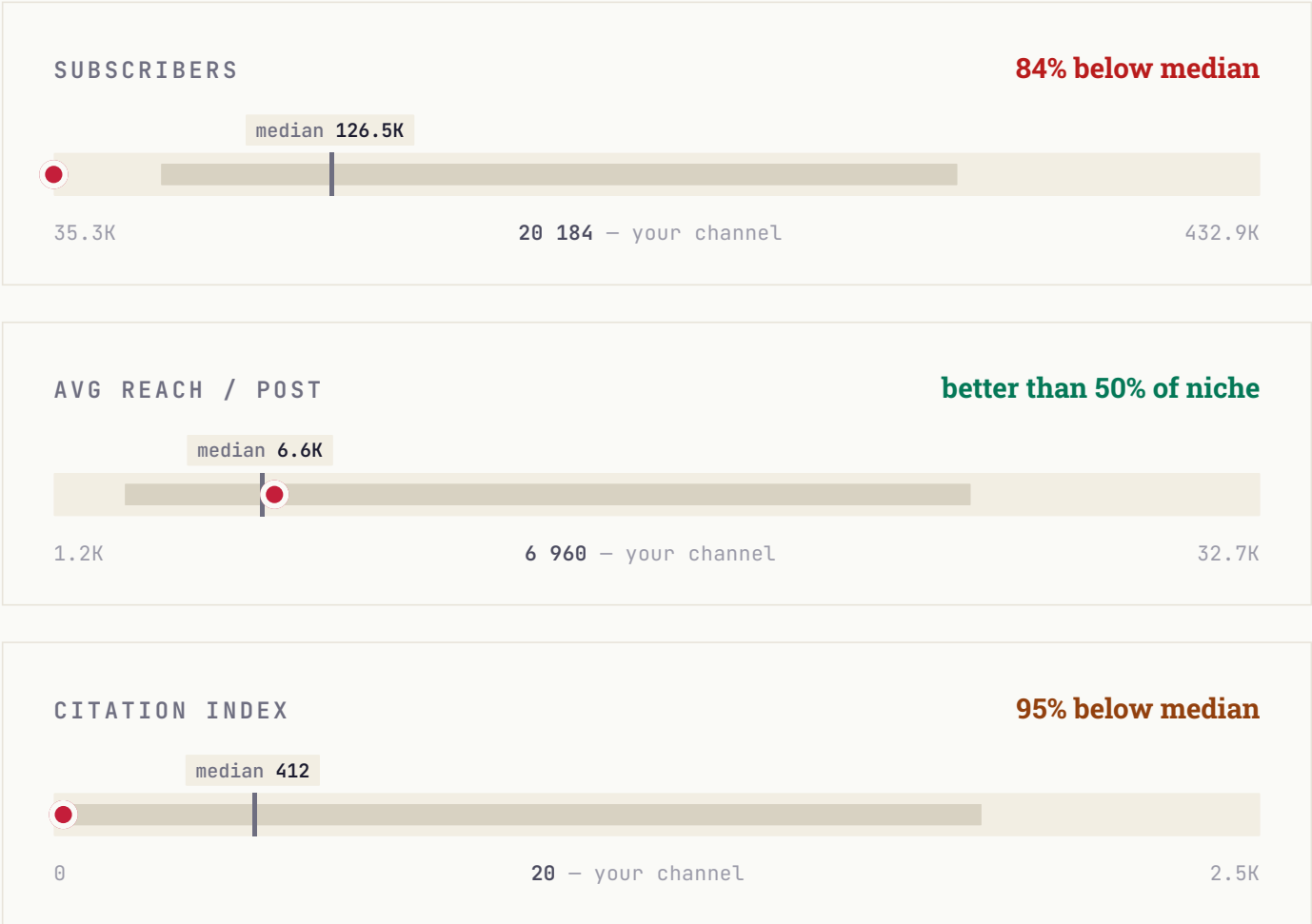
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	103	
December 2025	9	8	100	
November 2025	2	1	137	
October 2025	0	0	169	
September 2025	2	2	213	
August 2025	13	13	243	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
27	6	965

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Interior and construction» (Russia) and compared your channel. Gray band — range covering 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 at 16:00 MSK the audience is most active.

EFFECT

**Best time for
an important
post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

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 usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 a few minutes based on public data. If you 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
