

PROMTPRESS PUBLIC REPORT

Channel audit

Territorial Development Fund



@fondrt

Official channel of the Territorial Development Fund Founded to create comfortable living conditions for Russians in every region
Registered in the RKN list:...

SUBS	ERR (% SEE POSTS)	REACH/POST
19 834	11.0%	2K
+565 per month 08.07.2026	per day 1.5% HTTPS://PROMTPRESS.COM/AUDIT/FONDRT	ad reach 291/24h

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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.

 SUBS 19 834 —	 SUBSCRIBER REACH 10.0% avg % subs see post	 VIEWS/POST 2K median 607 · 29 days	 POSTS/WEEK 16.6 over period
 7D TREND +21.6% vs previous week	 REACTIONS/POST 6.5 only 459 reactions, 525 reposts, 0 comments	 POST LENGTH 798 chars median 917 · 29 days	 POSTS ANALYZED 71 29 days
 AD REACH 291 24h avg	 CHURN / MONTH +565 last month	 CITATION RATE 866 citation index · 2,155 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Territory Development Fund» – 19 834 subs. Each post averages 2K people (10% from subs), reach is low – need to grow audience. Publishes 17 posts per week (~2/day) – consistent. For week Jun 22–28 reach grew +21.6% to week Jun 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 71 posts over 29 days.
- 02 Dominant format — Photo (57/71 posts).
- 03 Avg post length — 798 chars (median 917).
- 04 Peak audience activity — Wed, 16:00 MSK.
- 05 Top posts get 62x more views than the weakest (22.2K avg for top vs 360 for worst) — across 71 posts in 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 13:59 PHOTO Public voting and expert evaluation of the «Creation and Development» contest have started! 🗳️ The application stage for the IX All-Russian...	VIEWS 42 997 REP. 130	REACTIONS 12 ER 216.8%
Nº2 10.06 · 15:34 PHOTO Under the emergency housing relocation program, living conditions will be improved for over 2.2K residents of Donbass and Novorossiya ✅ In total...	VIEWS 14 541 REP. 41	REACTIONS 5 ER 73.3%
Nº3 11.06 · 10:04 PHOTO Since the start of the year, major repairs were completed in apartment buildings housing about 885k people 🏠 A total of about 10.2...	VIEWS 8 966 REP. 6	REACTIONS 1 ER 45.2%

Nº4 01.07 · 13:32 PHOTO 🏢 How can businesses develop projects in reunified regions? One tool is a special economic zone with special terms...	VIEWS 8 577 REP. 23	REACTIONS 14 ER 43.2%
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Nº5 26.06 · 08:40 PHOTO 🏠 Since 2022, SZFO sponsor regions have restored and repaired over 900 facilities in Donbass and Novorossiya ♦ In restoring infrastructure...	VIEWS 7 075 REP. 27	REACTIONS 6 ER 35.7%
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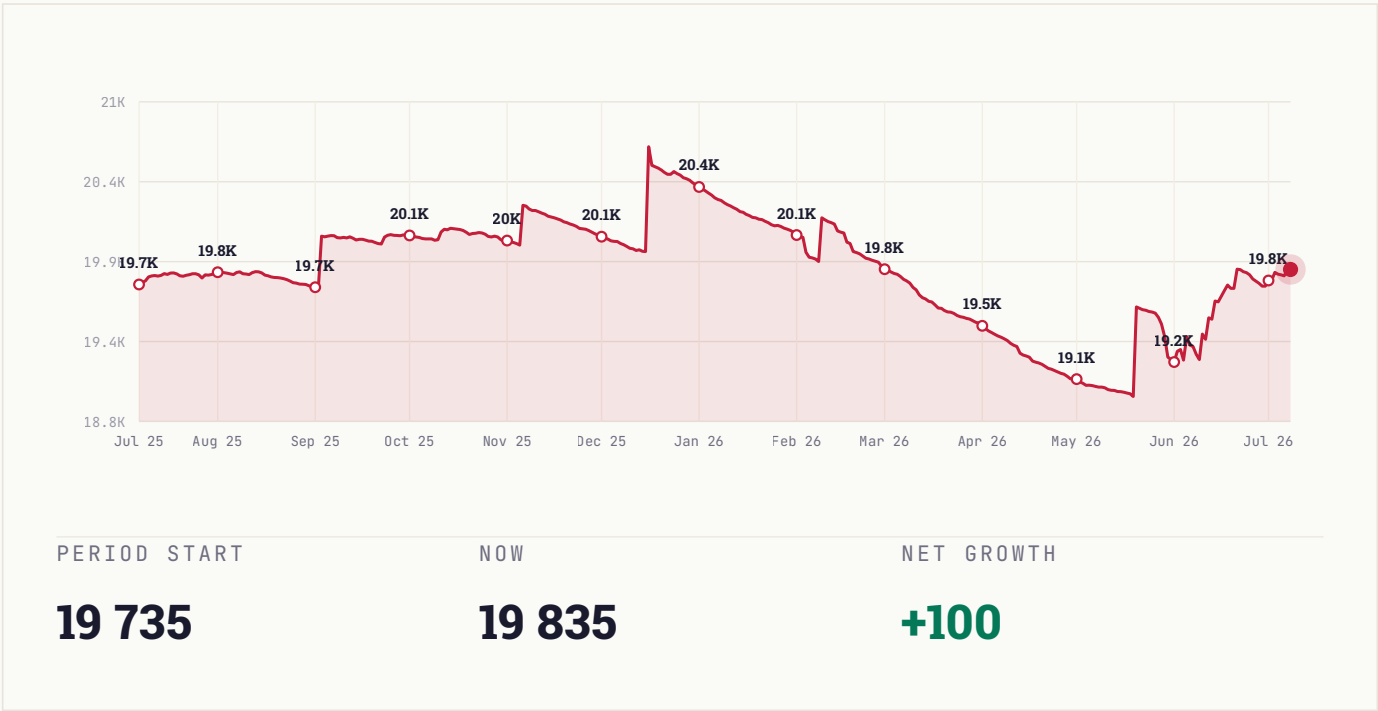
WORST 3

↓ 03.07 · 10:49 TEXT FRT conducted an inspection in Sverdlovsk Oblast 🏠 Our specialists assessed the quality of housing and utility modernization and major repairs...	VIEWS 381 REP. 1	REACTIONS 7 ER 1.9%
↓ 03.07 · 10:49 VIDEO (post without caption – video)	VIEWS 369 REP. 2	REACTIONS 7 ER 1.9%
↓ 01.07 · 12:59 PHOTO Over 3 years, participants of the free economic zone have invested more than 100 billion rubles in the economy of Donbass and Novorossiya The SEZ was created by...	VIEWS 332 REP. 1	REACTIONS 7 ER 1.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

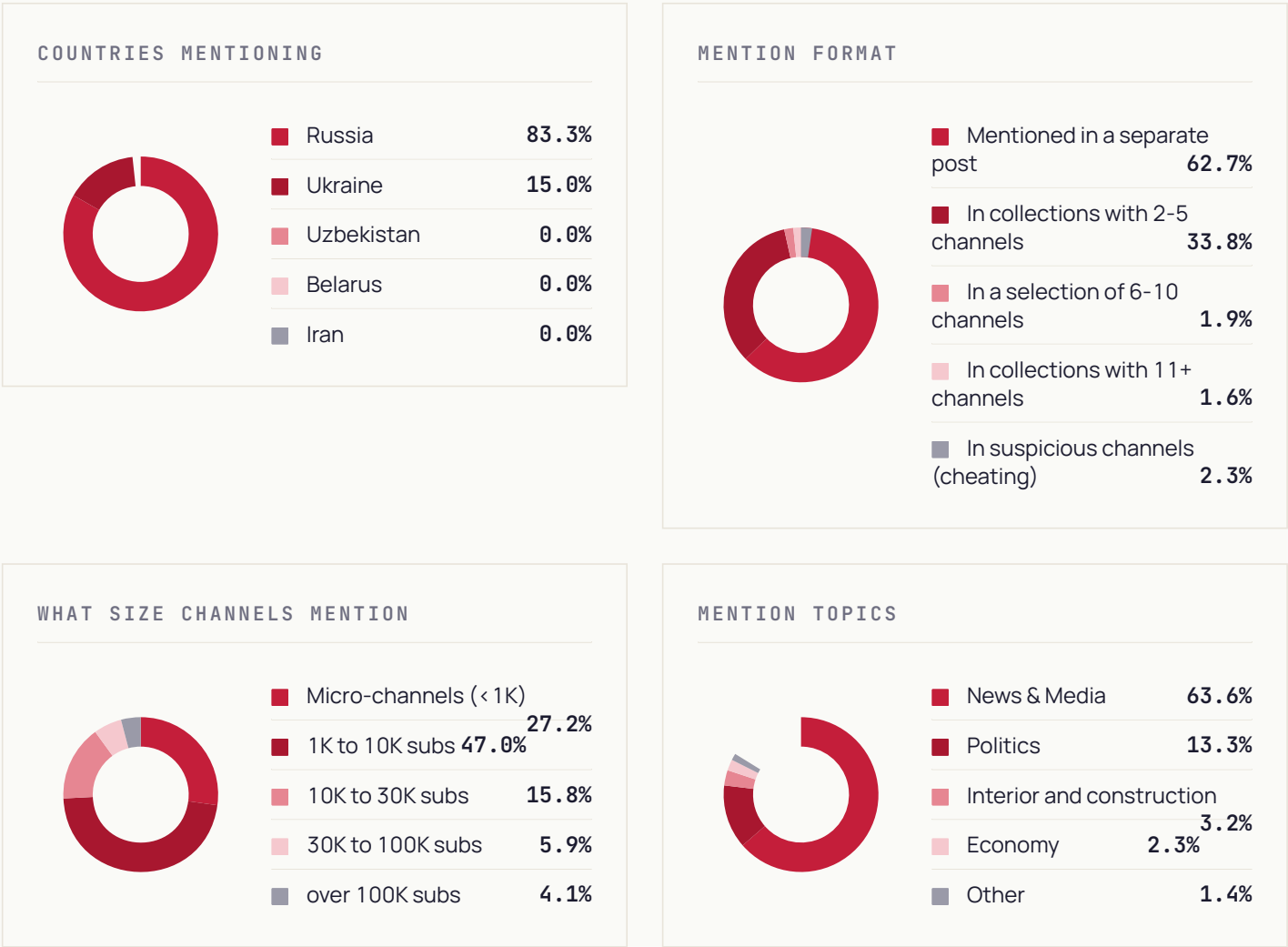
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

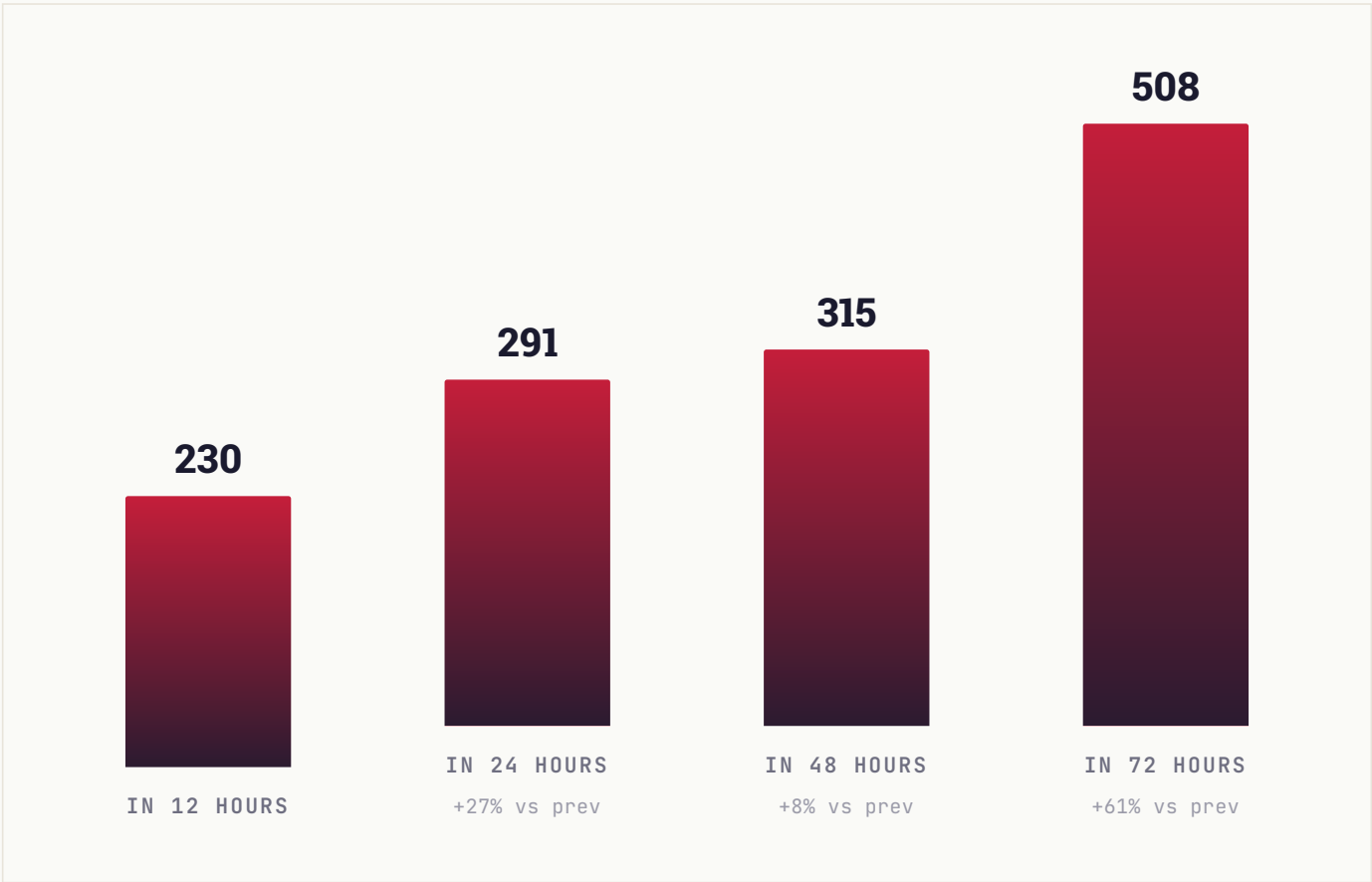
Citation index **866** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 155** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Planirovo4ka	453.6K
AI Interior and decor	450K
MK My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProNedvizhka	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
FR Territorial Development Fund YOU	19.8K

COMPARATIVE INSIGHT

Channel yet outside top 89 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal — enter top-89 through systematic traffic and content work.

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** mentions found **2 328**, they brought **1 581** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	121	91	2	
December 2025	562	297	723	
Nov 2025	240	122	270	
Oct 2025	599	302	104	
September 2025	378	293	434	
August 2025	428	255	48	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
2 328	6	1 581

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Interior and construction» (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

Main post of the week — on Wednesday

On this day and at 16:00 MSK the audience is most active.

IMPACT

**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.

IMPACT

**+1000-3000
subs**

03

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

IMPACT

+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.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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