

— PROMTPRESS PUBLIC REPORT

# Channel audit

## Foundation -

## Строительство

## и

## Недвижимость



@found\_n

Top news, useful articles, expert comments Contact: @found\_on

SUBSCRIBERS

34 075

ERR (% SEE POSTS)

33.0%

REACH/POST

11.1K

+14492 per month

per day 20.0%

ad reach 7K/24h

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— CONTENTS · 2026

# What's inside the report

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## 01 Channel Snapshot

12 key metrics · AI summary

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Who mentions the channel and how

## 05 Ad Potential

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Niche neighbors · your place

## 07 Mention dynamics

6 months · monthly

## 08 Niche Comparison

Position in category «Interior & Construction»

## 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.

|                                                                                                                                                    |                                                                                                                                                                                       |                                                                                                                                                                                   |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>34 075</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>32.68%</div> <div>avg % of subs see post</div>                     | <div> VIEWS/POST</div> <div>11.1K</div> <div>median 11.4K · 24 days</div>                        | <div> POSTS/WEEK</div> <div>5.8</div> <div>for the period</div>                     |
| <div> 7D TREND</div> <div>-3.4%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>148.1</div> <div>only 2,961 reactions, 255 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>503 chars</div> <div>median 482 · 24 days</div>                     | <div> POSTS ANALYZED</div> <div>20</div> <div>24 days</div>                         |
| <div> AD REACH</div> <div>7K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>+14492</div> <div>last month</div>                                  | <div> CITATION RATE</div> <div>0</div> <div>citation index · 1 channel mentioned it ever</div> | <div> CHANNEL AGE</div> <div>6 years 3 months</div> <div>created 22.03.2020</div> |

AI EDITOR SUMMARY

Channel «Foundation - Construction & Real Estate» — 34 075 subs. Each post gets on average 11.1K people (33% of subs), that's good reach. Publishes 6 posts per week (~1/day) — rare posts. For the week of June 22–28, reach stable (-3.4% vs week 15–21 Jun).

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 TOP POSTS SHARE

- 01 Analysis based on 20 posts over 24 days.
- 02 Dominant format — Photo (14/20 posts).
- 03 Avg post length — 503 chars (median 482).
- 04 Audience activity peak — Tuesday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (12.1K avg for top vs 9.3K for worst) — among 20 posts over 24 days. Worth analyzing what the top posts have in common: topic, format, time.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Nº1</div><div>23.06 · 13:40</div><div>PHOTO</div></div> <div><div></div><div>GOST for elevator replacement deadlines may take effect<br/>Sep 1, 2026 GOST sets uniform replacement timelines for<br/>residential elevators. For...</div></div> | <div>VIEWS</div> <div>12 356</div> <div>REACTIONS</div> <div>165</div> <div>REPOSTS</div> <div>48</div> <div>ER</div> <div>36.3%</div> |
| <div><div>Nº2</div><div>16.06 · 10:41</div><div>VIDEO</div></div> <div><div></div><div>Remote work where you'd least expect Have a fun,<br/>summery week! 📺</div></div>                                                                                  | <div>VIEWS</div> <div>12 146</div> <div>REACTIONS</div> <div>160</div> <div>REPOSTS</div> <div>21</div> <div>ER</div> <div>35.6%</div> |
| <div><div>Nº3</div><div>23.06 · 14:40</div><div>PHOTO</div></div> <div><div></div><div>Moscow builds castles: new residential complex with towers<br/>and fortress motifs shown in Shchukino While some<br/>developers compete in minimalism, others...</div></div>                                                                         | <div>VIEWS</div> <div>11 886</div> <div>REACTIONS</div> <div>193</div> <div>REPOSTS</div> <div>2</div> <div>ER</div> <div>34.9%</div>  |

Nº4

17.06 · 11:34

PHOTO

📌 Psychologically comfortable mortgages may return in 2028

Per M2 co-founder Yulia Rykunova, market rates at...

VIEWS

11 823

REPOSTS

13

REACTIONS

171

ER

34.7%

Nº5

22.06 · 08:21

PHOTO

Trains of the future: VSM terminal project near Leningradsky Station unveiled

If published materials are accurate, next to Leningradsky...

VIEWS

11 760

REPOSTS

11

REACTIONS

181

ER

34.5%

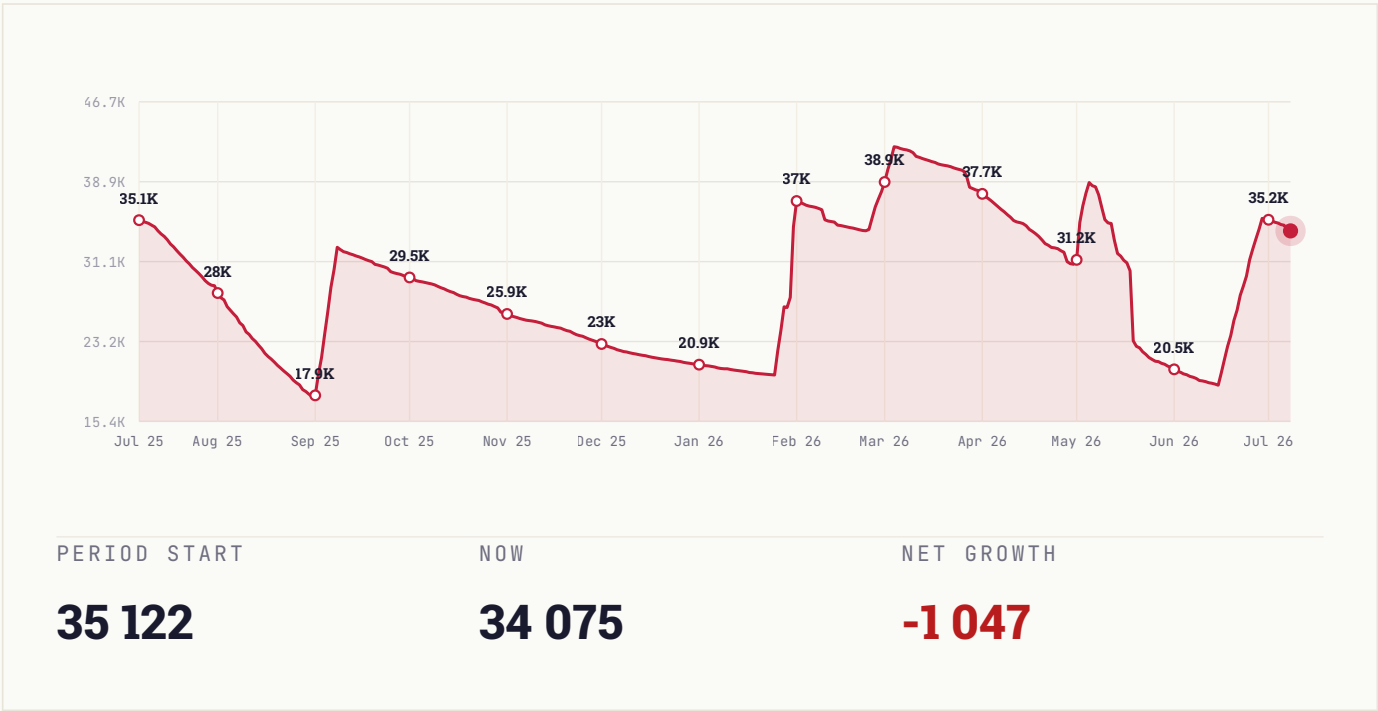
WORST 3

|                                                                                                                                                                                                                                                  |                                                                    |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------------|
| <div>↓</div> <div>08.06 · 15:35</div> <div>PHOTO</div> <div>Almost a skyscraper by the water: new residential complex of 65K sqm to appear in Pechatniki A residential quarter of 65K sqm is being built on the embankment. The project...</div> | <div>VIEWS</div> <div>10 222</div> <div>REPOSTS</div> <div>8</div> | <div>REACTIONS</div> <div>179</div> <div>ER</div> <div>30.0%</div> |
| <div>↓</div> <div>09.06 · 13:16</div> <div>PHOTO</div> <div>Protected real estate Rosreestr reminded how to protect your apartment from scammers. Key tips: don't share personal data via...</div>                                               | <div>VIEWS</div> <div>10 140</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>176</div> <div>ER</div> <div>29.8%</div> |
| <div>↓</div> <div>09.06 · 12:36</div> <div>PHOTO</div> <div><div>👤</div><div>In Amur region, 3M RUB for triplets. Paid via certificate (valid 6 months), can be spent on...</div></div>                                                          | <div>VIEWS</div> <div>7 495</div> <div>REPOSTS</div> <div>4</div>  | <div>REACTIONS</div> <div>159</div> <div>ER</div> <div>22.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

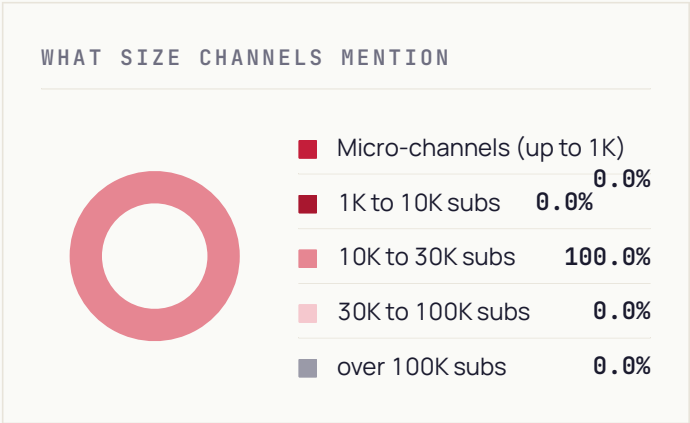
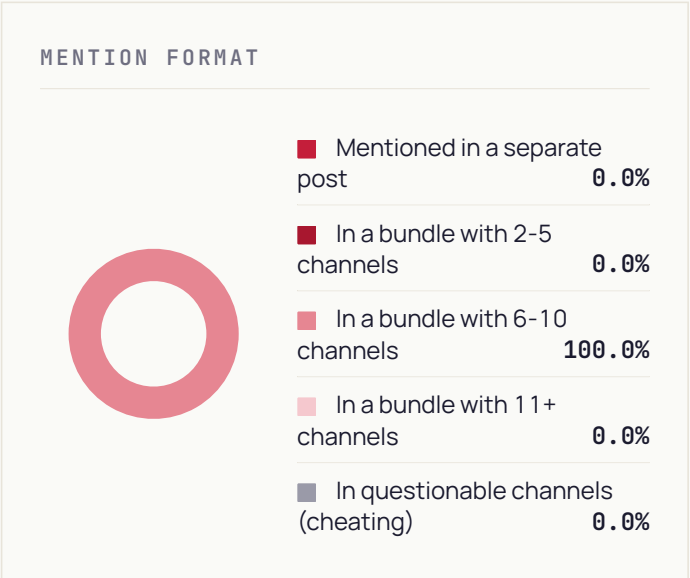
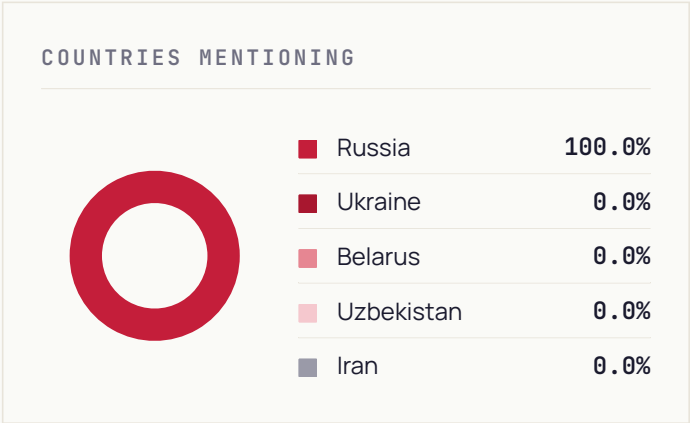
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

Citation index 0 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 1 different channels.

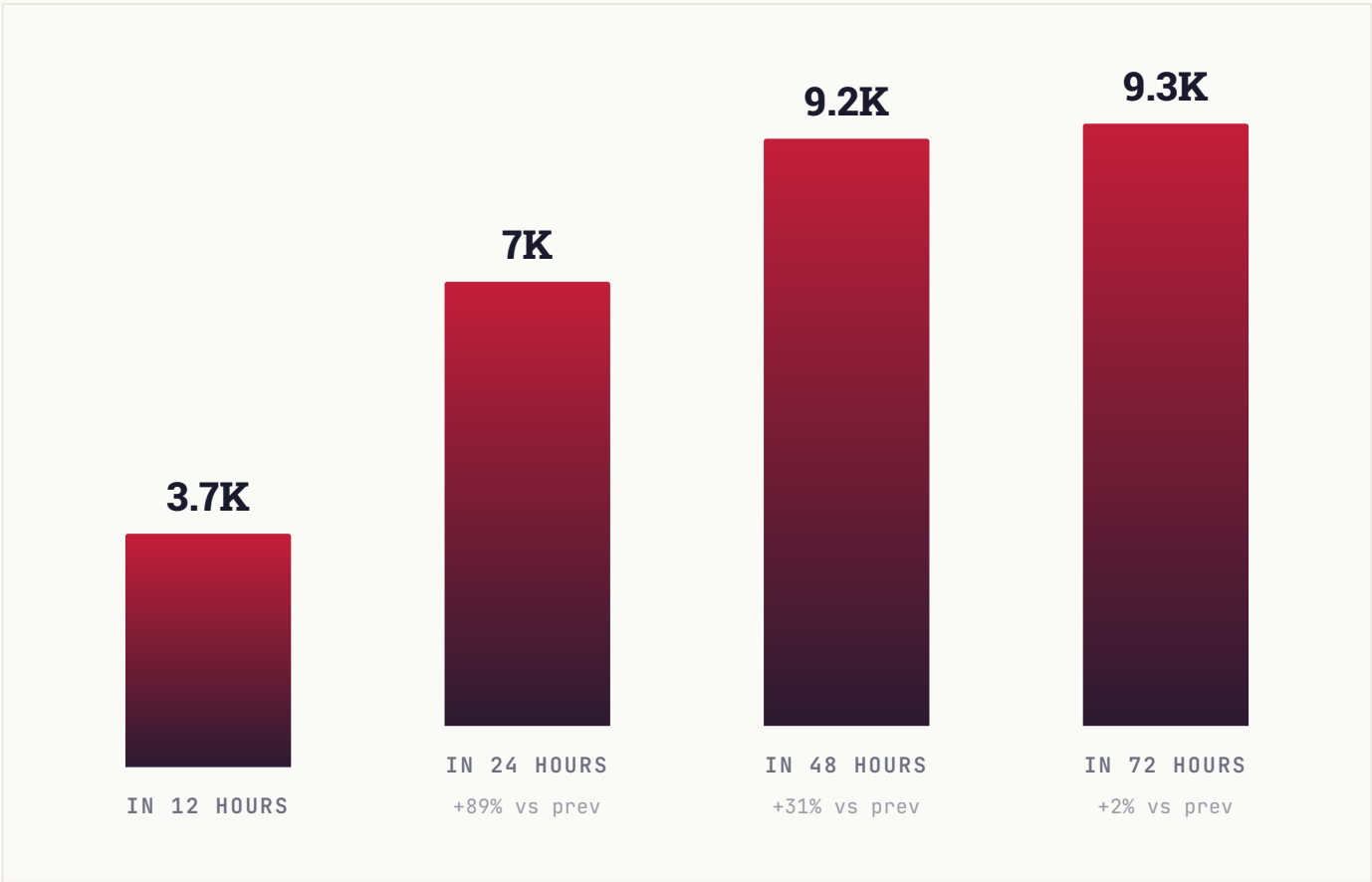




SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post over 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 peers.

| CHANNEL                                          | SUBSCRIBERS |
|--------------------------------------------------|-------------|
| DD DOMEО. ДИЗАЙН   РЕМОНТ   НЕДВИЖИМОСТЬ         | 529.8K      |
| PL Layout                                        | 454.1K      |
| AI Interior & decor                              | 450.4K      |
| MK My apartment                                  | 428.1K      |
| MS Wise Builder                                  | 410.4K      |
| LK Favorite apartment                            | 409.1K      |
| GF GC FSK                                        | 378.4K      |
| PR ProRealty                                     | 376.3K      |
| US Smart Builder                                 | 354K        |
| PI PIK                                           | 338.1K      |
| F- Foundation - Строительство и Недвижимость YOU | 34.1K       |

COMPARATIVE INSIGHT

Channel not yet outside top-89 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (529.8K), median top-89: 109.1K. First goal: enter top-89 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **29 263** new subs.

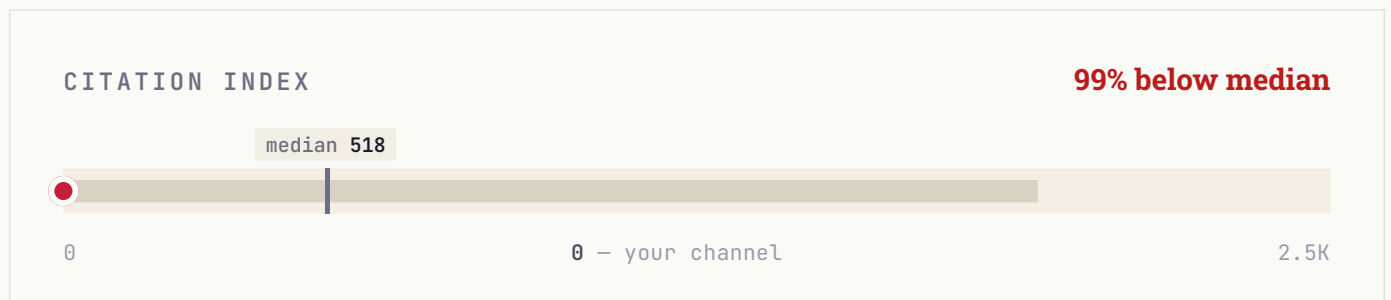
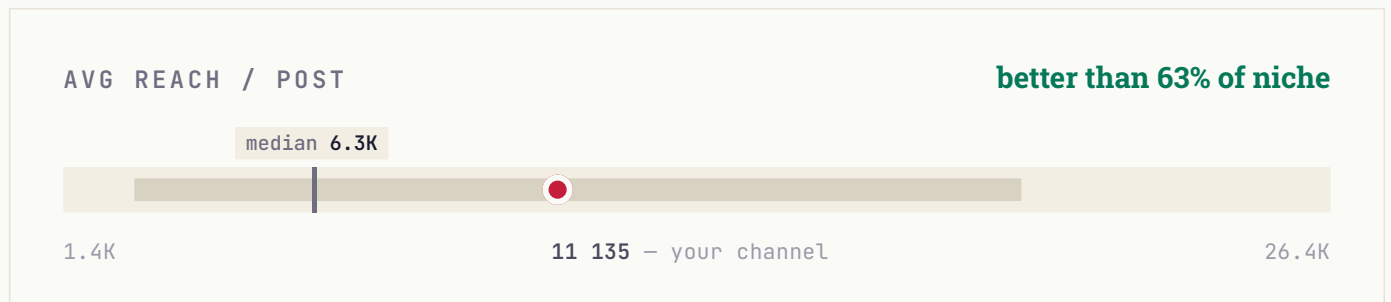
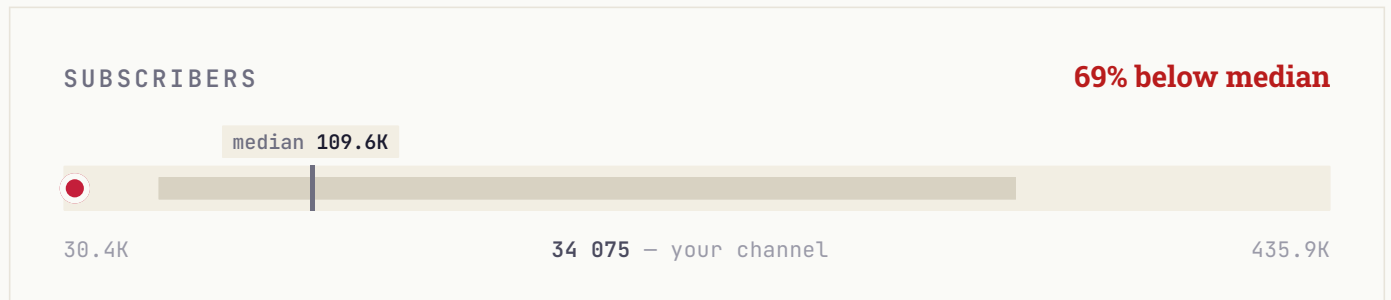
| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|----------------|----------|----------|---------|-------------|
| January 2026   | 0        | 0        | 14 618  | <div></div> |
| December 2025  | 0        | 0        | 0       | <div></div> |
| November 2025  | 0        | 0        | 0       | <div></div> |
| October 2025   | 0        | 0        | 0       | <div></div> |
| September 2025 | 0        | 0        | 14 645  | <div></div> |
| August 2025    | 0        | 0        | 0       | <div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 0              | 6              | 29 263                |

## SECTION 08 • NICHE COMPARISON

## Where the channel stands in its league

Took top-**100** channels in category «**Interior & construction**» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

**Top post of the week — on Tuesday**

Audience is most active on this day at 13:00 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 and interactive formats**

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

EFFECT

**+5-15% ER**
- 04

**Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it 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**

★ WHAT'S NEXT

# Want us to do this **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.

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**01**      **Launch ads on Telegram**      <https://panel.promptpress.com/register>

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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