

PUBLIC REPORT BY PROMTPRESS

Channel audit

All About Construction



@ggreat_of_development

Industry media <https://vseostroyke.pf> Our Zen https://dzen.ru/vse_o_strojke Ads & collab @ggreat_of_development_bot RKN <https://www.gosuslugi.ru/snet/6752edf531a9292acd76589c>

SUBSCRIBERS

97 949

+6876 per month

ERR (% SEE POSTS)

28.0%

daily 19.4%

REACH/POST

27.5K

ad reach 18.9K/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 brings 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 below the number shows the period it covers.

 SUBSCRIBERS 97 949 —	 SUBSCRIBER REACH 28.05% avg % subs see post	 VIEWS/POST 27.5K median 24.7K · 29 days	 POSTS/DAY 17.4 ~122 per week
 7D TREND -4.4% vs previous week	 REACTIONS/POST 646.7 total 336,910 reactions, 17,769 reposts, 848 comments	 POST LENGTH 655 chars median 668 · 29 days	 POSTS ANALYZED 521 29 days
 AD REACH 18.9K 24h avg	 CHURN / MONTH +6876 last month	 CITATION RATE 762 citation index · 2,147 channels mentioned ever	 CHANNEL AGE 4 years 10 months created 25.08.2021

AI-РЕЗЮМЕ РЕДАКТОРА

Channel «All About Construction» — 97 949 subs. Each post averages 27.5K человек (28% of subs), good reach. Publishes 122 posts/week (~17/day) — very active. Week of Jun 8–14 reach стабильны (-4.4% vs week 1–7 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.

ЧТО ОБЩЕГО У УСПЕШНЫХ ПОСТОВ

- 01 Analysis based on **521** posts in 29 days.
- 02 Dominant format — **Photo** (277/521 posts).
- 03 Avg post length — **655** chars (median 668).
- 04 Audience peak — **Tuesday**, 21:00 MSK.
- 05 Top posts get **12x** more views than the weakest (229.1K avg top vs 19.2K worst) — across 521 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 16:11 VIDEO «What is being built in Russia today cannot be sold. We experimented with a 20% price cut — still no buyers»,—...	VIEWS 355 242 REPOSTS 2 289	REACTIONS 679 ER 362.7%
Nº2 29.05 · 11:27 VIDEO ✂«Now строим жилой комплекс в центре Ташкента, в проекте — комплекс в Черногории»,— президент Agalarov Development Эмин Агаларов в...	VIEWS 223 477 REPOSTS 529	REACTIONS 837 ER 228.2%
Nº3 06.06 · 10:00 VIDEO ✂«Проблема потребительского терроризма никуда не делась», — генеральный директор GC FSK Дмитрий Трубников в интервью директору...	VIEWS 108 574 REPOSTS 187	REACTIONS 762 ER 110.8%

№4 18.06 · 15:32 **POLL**
(post without caption – poll)

VIEWS
91 794

REACTIONS
670

REPOSTS
139

ER
93.7%

№5 15.06 · 15:01 **VIDEO**
 <«Сегодня продажи исторически на самом низком уровне из всего, что я когда-либо видел. Кто рассказывает, что у него всё хорошо, – я с...

VIEWS
75 314

REACTIONS
700

REPOSTS
160

ER
76.9%

WORST 3

↓ 21.06 · 15:14 **PHOTO**
 Curbstones in Moscow reached a new level? Now they lay them in two tiers☒

VIEWS
19 450

REACTIONS
693

REPOSTS
46

ER
19.9%

↓ 27.05 · 14:32 **TEXT**
 On July 2-3 in Tyumen, the second forum of the product developers club «NASLEDIE» will be held by ERZ. ENKO, as a club member, is...

VIEWS
19 188

REACTIONS
721

REPOSTS
15

ER
19.6%

↓ 19.06 · 11:35 **PHOTO**
 ☒ Почему маркетологи девелоперов стали безликими – итоги спецпроекта Белой каски Ребята из контент-бюро «Ишь, Миш!», авторы канала «Че там...

VIEWS
18 990

REACTIONS
636

REPOSTS
24

ER
19.4%

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 which it lost subscribers.

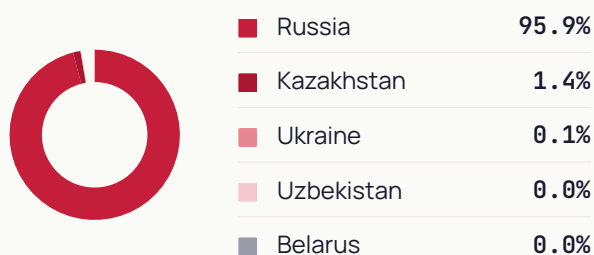


SECTION 04 • MENTIONS

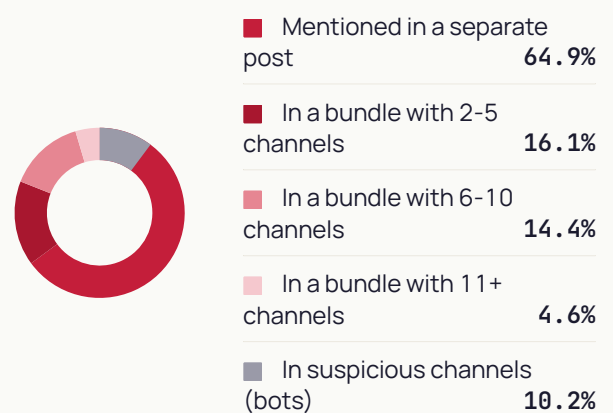
Who mentions the channel and how

Citation index **762** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **2 147** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



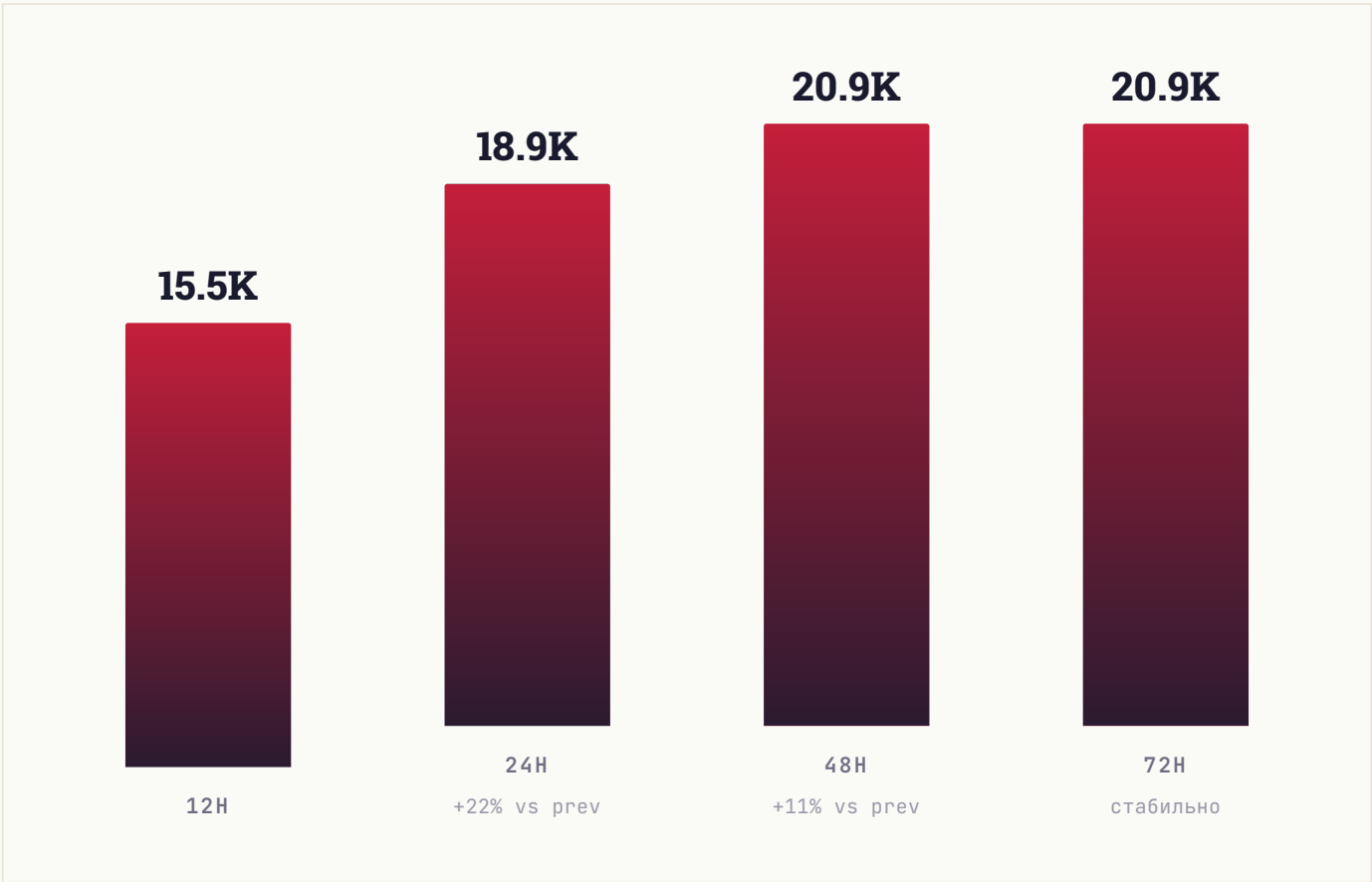
IN WHICH TOPICS MENTIONED



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 should live.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & Decor	452K
MK My apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProNedvizhka	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
WO All About Construction YOU	97.9K

СРАВНИТЕЛЬНЫЙ ВЫВОД

Channel inbottom half of niche top-100 (#56 of 89). Niche median — 108.7K subs. First growth KPI — reach median. Leader: DOMEO. DESIGN | RENOVATION | REAL ESTATE (523.8K).

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** таких упоминаний было **2 426**, they brought **28 692** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	599	201	13 524
November 2025	452	152	2 832
October 2025	318	105	3 980
September 2025	381	111	3 471
August 2025	354	102	1 772
July 2025	322	98	3 113
TOTAL MENTIONS	2 426	MONTHS OF DATA	6
		SUBS ATTRACTED	28 692

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

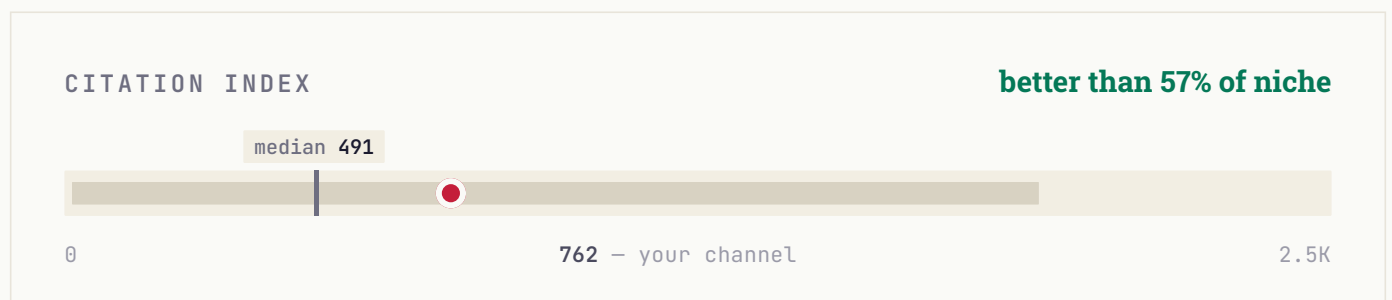
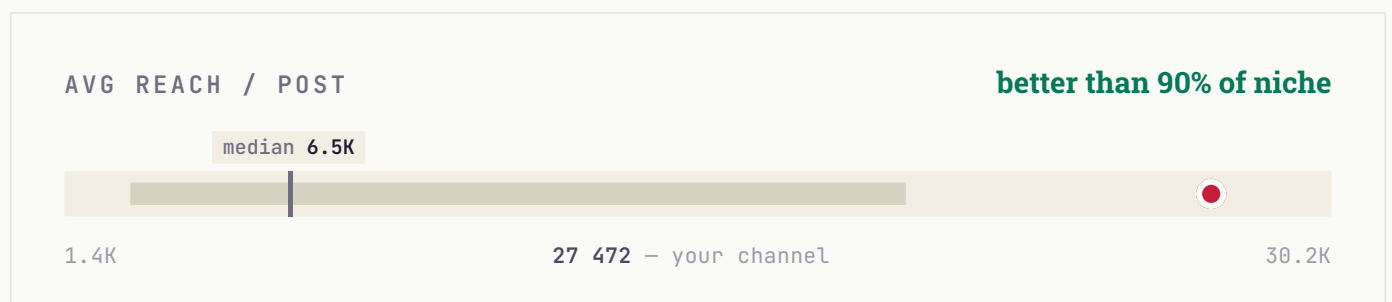
Took top-100 channels in category "Interior & Construction» (Russia) and saw how your channel compares. Gray band — range of 80% niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#56

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 Tuesday

Audience is most active on this day at 21:00 MSK.

IMPACT

**Best time for
an important
post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

**+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 point.

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 — organic traffic source.

IMPACT

**Organic traffic
source**

★ ЧТО ДАЛЬШЕ

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want more? 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