

PROMTPRESS PUBLIC REPORT

Channel audit

GC FSK



@gk_fsk

Creating places of strength for our clients fsk.ru Get a consultation - https://t.me/Fskchat_bot Construction progress of residential complexes by GC FSK -...

SUBS

377 283

-69 per month

ERR (% SEE POSTS)

24.0%

per day 3.9%

REACH/POST

105.9K

ad reach 14.6K/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

Position in category «Interior & Construction»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 377 283 —	 SUB REACH 28.08% avg % subs see post	 VIEWS/POST 105.9K median 105K · 29 days	 POSTS/WK 6.3 for the period
 TREND 7D -12.2% vs prev week	 REACT./POST 1290.5 total 33,554 reactions, 180 reposts, 0 comments	 POST LENGTH 548 chars median 470 · 29 days	 POSTS ANALYZED 26 29 days
 AD REACH 14.6K 24h avg	 CHURN / MONTH -69 last month	 CITATION RATE 361 citation index · 712 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 19.05.2020

AI EDITOR SUMMARY

Channel «GC FSK» – 377 283 subs. Each post avg views 105.9K people (28% of subs), good reach. Posts 6 posts/week (~1/day) – rare. Week Jun 8–14 views dropped -12.2% vs week Jun 1–7 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 26 posts in 29 days.
- 02 Dominant format – Photo (17/26 posts).
- 03 Avg post length – 548 chars (median 470).
- 04 Peak audience activity – Sunday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (top avg 177.8K vs worst 76.2K) – across 26 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 12:41 TEXT Free capital: put into mortgage or keep in investments? A question that regularly arises for owners of business- and...	VIEWS 183 659 REACT. 2 885 REP. 8 ER 48.7%
Nº2 29.05 · 13:35 PHOTO ☒ A big family needs plenty of room for happiness For Children's Day, we offer a special discount for large families: 3☒☒ – if you have...	VIEWS 177 771 REACT. 2 753 REP. 10 ER 47.1%
Nº3 30.05 · 09:04 PHOTO ☒ Family Apartments at Roman Residences In the quarter with elegant Italian-inspired facades, only six units remain...	VIEWS 172 054 REACT. 2 196 REP. 14 ER 45.6%

Nº4 31.05 · 08:32 TEXT Happy birthday, First DSK! The company, part of GC FSK, turns 65 today. And this is just the beginning 😊 Wishing you new large-scale...	VIEWS 167 144 REP. 2	REACT. 4 329 ER 44.3%
Nº5 27.05 · 12:49 VIDEO Little Holland on Nagatinskaya Embankment Everyone who came to the neighbor party at Rotterdam residential complex last weekend found...	VIEWS 143 999 REP. 5	REACT. 2 582 ER 38.2%

WORST 3

↓ 17.06 · 11:59 PHOTO ✳ First Neighbor Meetup at Lake Residences: Let's Get Acquainted! We invite future residents — adults and little ones — to our first...	VIEWS 92 248 REP. 2	REACT. 824 ER 24.5%
↓ 19.06 · 10:33 TEXT 100205000 — key rate ↓ Great news for those planning to buy an apartment, as housing conditions have become even...	VIEWS 83 954 REP. 23	REACT. 1 061 ER 22.3%
↓ 22.06 · 12:00 PHOTO ✂ In real estate, those who enter on time profit Starting July 1, family mortgage terms change. In practice, this means...	VIEWS 52 443 REP. 9	REACT. 1 069 ER 13.9%

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 and which months subscribers left.

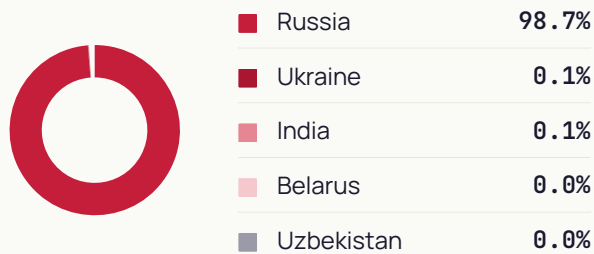


— SECTION 04 • MENTIONS

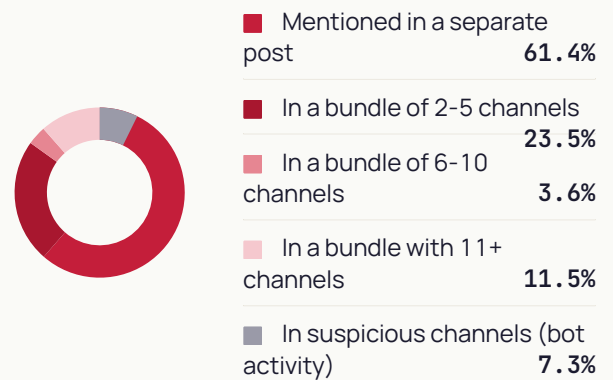
Who mentions the channel and how

Citation index **361** — 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 1K subs. All time channel was mentioned **712** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



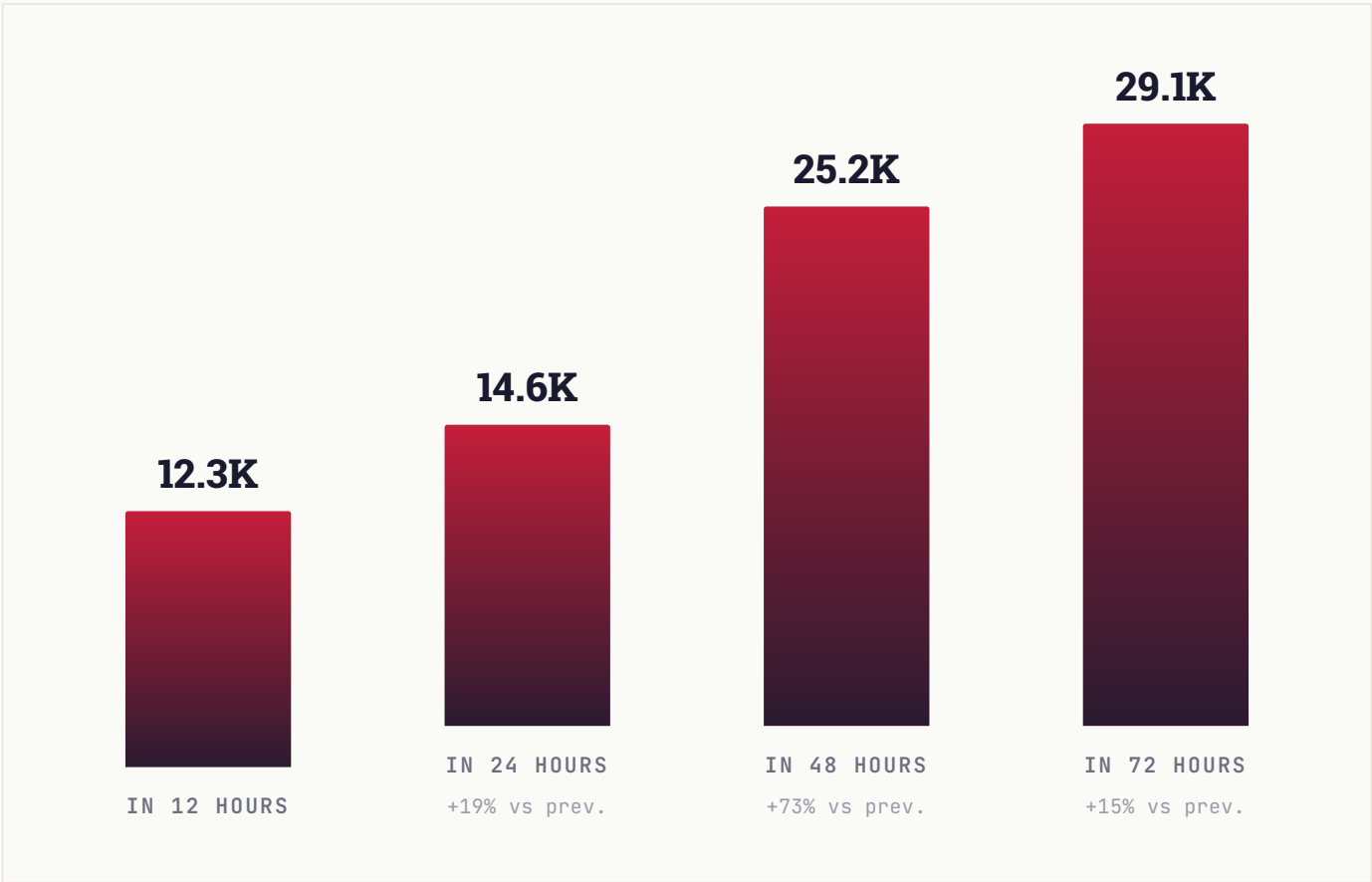
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of 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 & audience. Your channel is highlighted — see its niche rank.

CHANNEL	SUBS
DD DOME0. 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 ProRealty	378.2K
GF GC FSK YOU	377.3K
US Smart Builder	354.6K
PI PIK	340.7K
Cozy Cozy	337K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#8 of 89). Strong position. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (523.8K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **141**, they brought **22 199** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	7	7	7 726
Nov 2025	34	34	4 184
Oct 2025	19	15	2 589
September 2025	16	15	3 324
August 2025	46	28	3 180
July 2025	19	14	1 196

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
141	6	22 199

SECTION 08 · NICHE COMPARISON

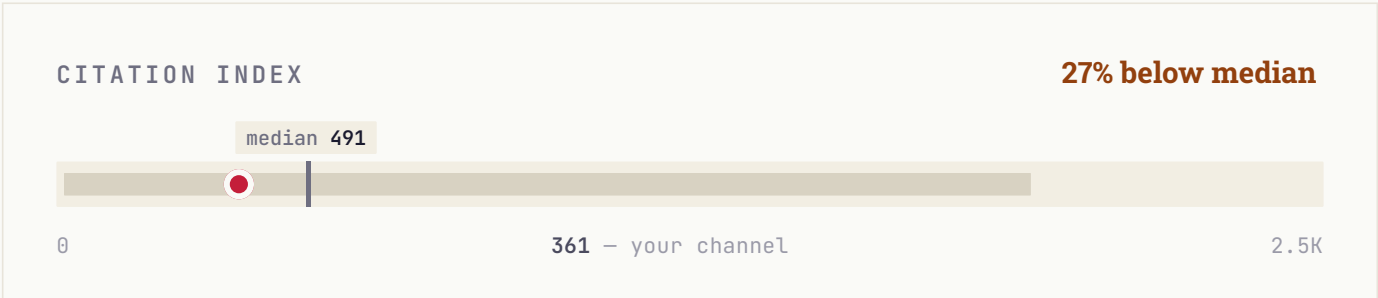
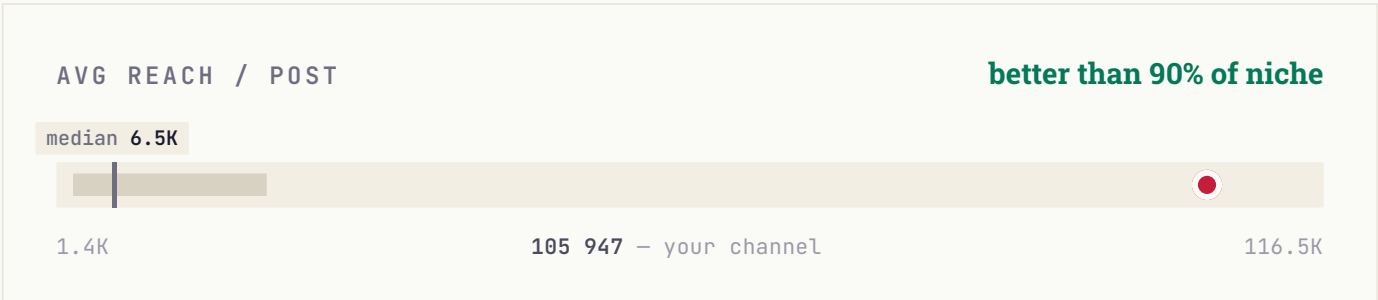
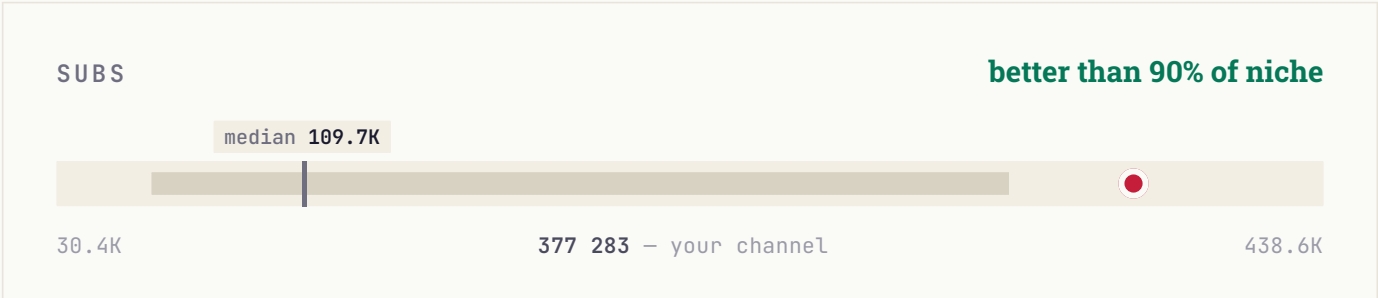
Where the channel stands in its league

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

#8/100

POSITION IN NICHE

Channel in top 8% Interior & Construction Russia



— 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 Sunday**

On this day at 11:00 MSK audience is most active.

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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange 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**

★ WHAT'S NEXT

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