

PUBLIC REPORT BY PROMTPRESS

Channel audit

Not Just Construction



@gknps

Official channel of National Project Construction. • Division «Railways» @NashaKoleya • Division «DiM» @TheRoadsAndBridges • Division «Energy & Ports» @npsvsevl • For international audience...

SUBSCRIBERS

10 161

-2 per month

ERR (% SEE POSTS)

142.0%

per day **26.4%**

REACH/POST

15.4K

ad reach **2.7K/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 is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 10 161 —	 SUBSCRIBER REACH 151.51% avg % subs see post	 VIEWS/POST 15.4K median 11.8K · 28 days	 POSTS/WEEK 6.0 over period
 7D TREND +20.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 876 chars median 1000 · 28 days	 POSTS ANALYZED 24 28 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH -2 last month	 CITATION RATE 435 citation index · 508 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 09.01.2024

AI EDITOR SUMMARY

Channel «Not Just Construction» — 10 161 subs. Each post averages 15.4K people (152% from subs), wide reach for a channel this size. Publishes 6 posts per week (~1/day) — rare publications. For the week of Jun 22–28, reach grew +20.3% by week of Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 24 posts over 28 days.
- 02 Dominant format – Photo (17/24 posts).
- 03 Avg post length – 876 chars (median 1000).
- 04 Peak audience activity – Wed, 09:00 MSK.
- 05 Top posts get 9x more views than the weakest (39.9K avg for top vs 4.6K for worst) – among 24 posts in 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

№109.06 · 07:00VIDEO	VIEWS		REACTIONS
	57 679		—
Moscow–St. Petersburg HSR will have no level crossings: at road intersections the line will run on artificial...	REPOSTS		ER
	100		567.7%
№210.06 · 06:00VIDEO	VIEWS		REACTIONS
	35 216		—
Electrifying BAM: on the Volochaevka-2 – Komsomolsk-on-Amur – Sovetskaya Gavan lines, National Project Construction installed over 26 thousand...	REPOSTS		ER
	32		346.6%
№321.06 · 07:57PHOTO	VIEWS		REACTIONS
	26 885		—
3 + 2 medals for NPS at the Mechanizers' Contest Three 'silver' and two 'gold' won by specialists of National Project Construction companies at the IV...	REPOSTS		ER
	10		264.6%

Nº4 22.06 · 06:00 VIDEO What's hidden under the Moscow–St. Petersburg HSR embankment? Russia's first HSR starts with soil: most of the ballastless track will be...	VIEWS 26 795 REPOSTS 142	REACTIONS — ER 263.7%
Nº5 12.06 · 05:31 VIDEO ❤️Channels Natsproektstroy ➡️📱Subscribe to NPS in Max #Den_Rossii	VIEWS 22 225 REPOSTS 12	REACTIONS — ER 218.7%

WORST 3

↓ 02.07 · 11:46 PHOTO One of Moscow's most recognizable landmarks – the Moscow City business center. Near the glass skyscrapers you can see smoke...	VIEWS 5 054 REPOSTS 2	REACTIONS — ER 49.7%
↓ 30.06 · 07:47 PHOTO At the South Yakutsk TPP, being built by National Project Construction companies, commissioning has begun. On GTU-1 (gas turbine...	VIEWS 4 965 REPOSTS 8	REACTIONS — ER 48.9%
↓ 03.07 · 10:13 PHOTO Briton Richard Rogers made history as one of the creators of high-tech style, based on Le Corbusier's idea that 'architecture is...	VIEWS 3 862 REPOSTS 1	REACTIONS — ER 38.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

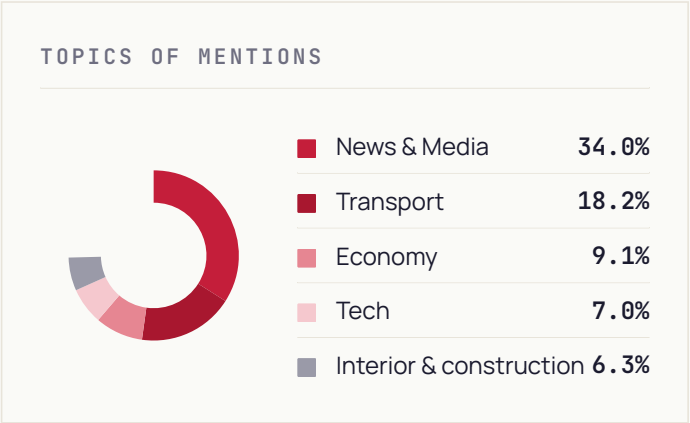
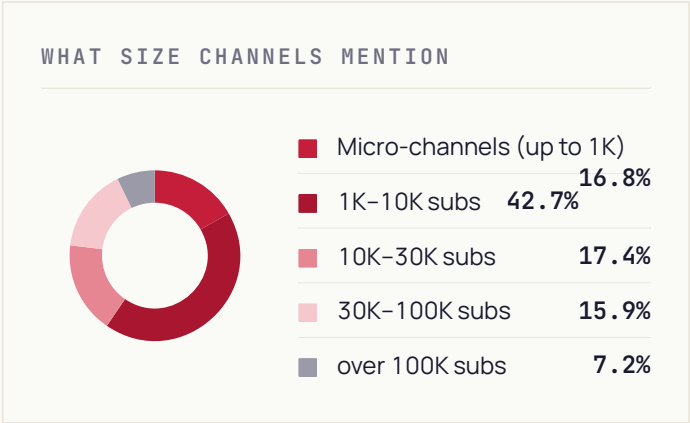
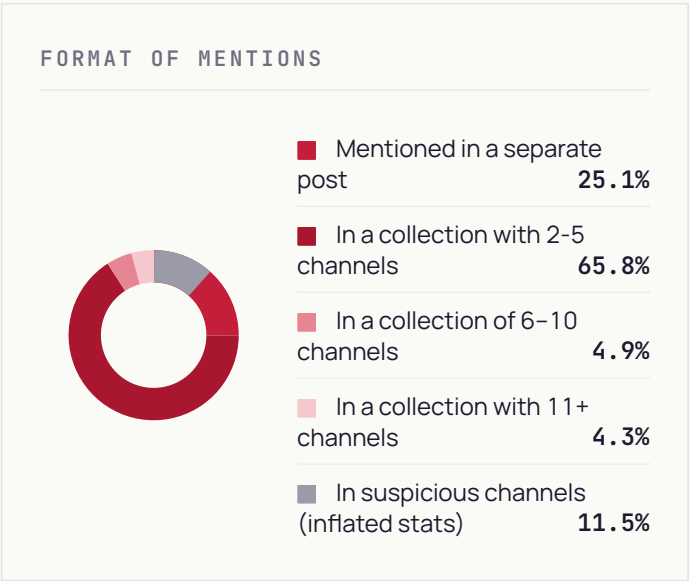
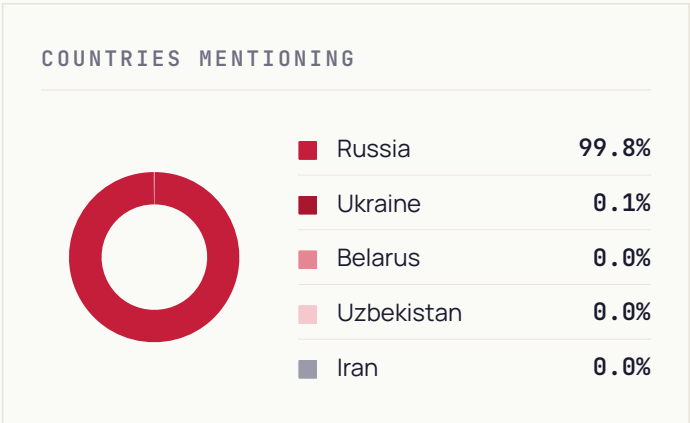
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

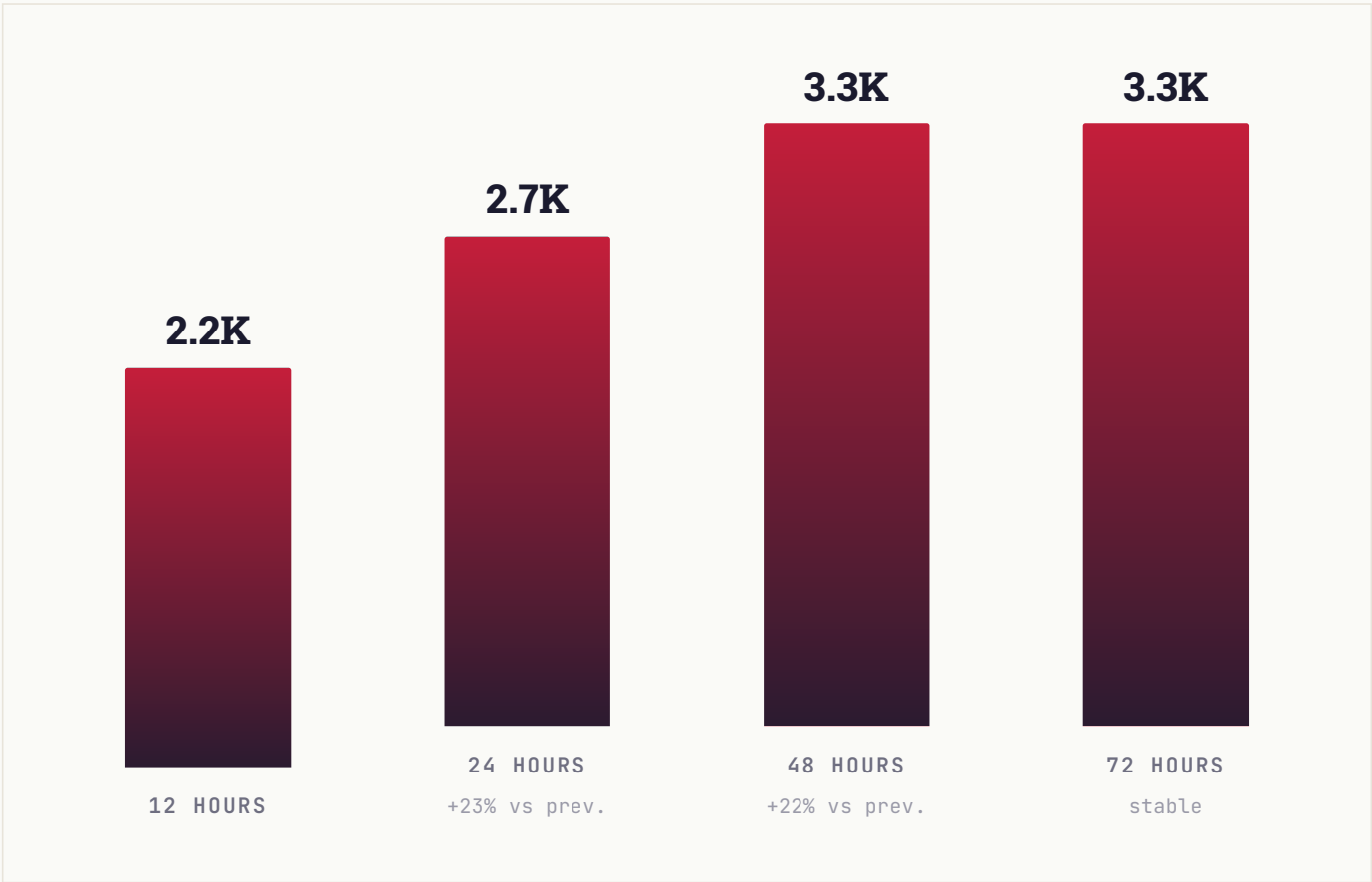
Citation index **435** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **508** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	530.5K
PL Planning	453.6K
AI Interior & decor	450K
MK My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
NP Not Just Construction YOU	10.2K

COMPARATIVE INSIGHT

Channel is still outside top 89 of niche — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (530.5K), top-89 median: 108.5K. First goal — enter top-89 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours each month. Over the last **6 months** such mentions were **154**, they brought **8 919** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	10	8	524
December 2025	39	22	1 538
November 2025	9	9	886
October 2025	13	11	2 262
September 2025	15	11	1 913
August 2025	68	55	1 796
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
154	6	8 919	

Where the channel stands in its league

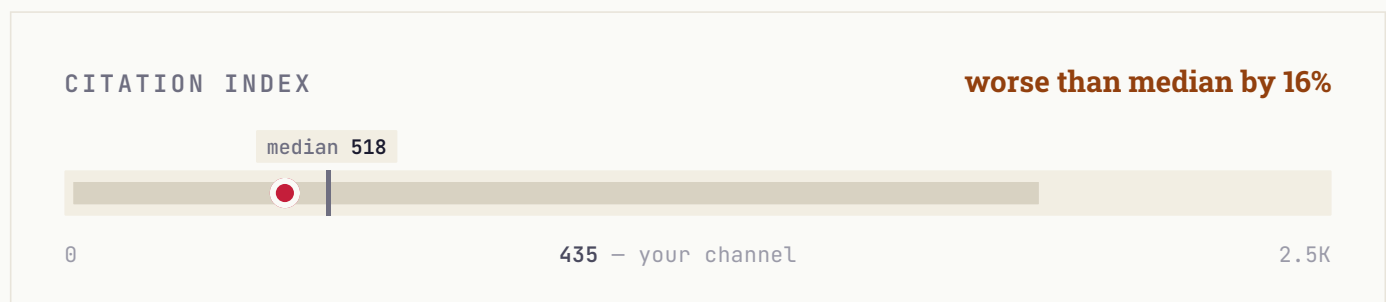
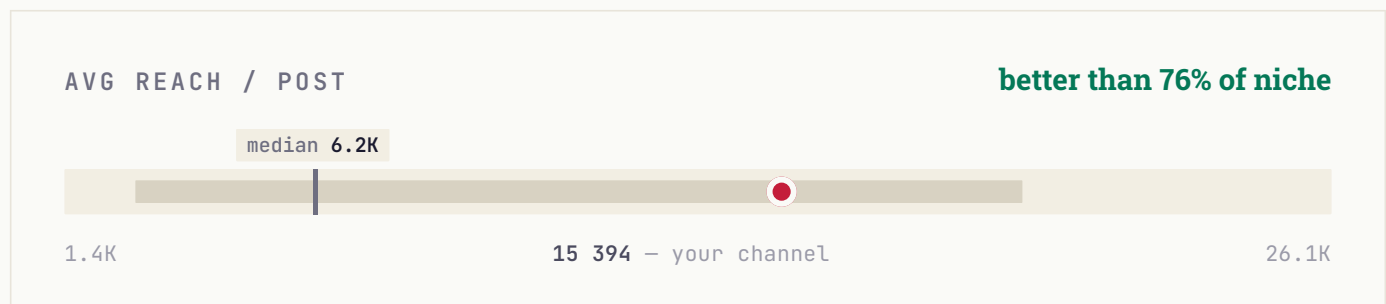
SUBSCRIBERS

worse than median by 91%

median 109.2K

30.4K 10 161 - your channel 435.2K

Metric	Value
Current Channel Subscribers	10,161
Median Subscribers	109.2K
Range Start (Lower Bound)	30.4K
Range End (Upper Bound)	435.2K



— 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 Wednesday

Audience is most active on this day at 09:00 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 & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — it's a source of organic traffic.

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 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