

— PROMTPRESS PUBLIC REPORT

Channel audit

ili ili -

Comparison

Reviews New

Buildings



@iliilitop

Only original & useful about real estate market. No censorship, no fluff Analytics, sales stats by residential complexes, management tariffs, new building reviews, layout & discount breakdowns Consultations & apartment selection RKN...

SUBS

ERR (% SEE POSTS)

REACH/POST

30 786

+112 per month

25.0%

per day 14.2%

8.3K

ad reach 4.4K/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 30 786 —	 SUB REACH 26.81% avg % subs see post	 VIEWS/POST 8.3K median 7.8K · 28 days	 POSTS/WEEK 11.2 over period
 7D TREND +19.7% vs previous week	 REACTIONS/POST 62.4 only 2,808 reactions, 2,892 reposts, 285 comments	 POST LENGTH 654 chars median 717 · 28 days	 POSTS ANALYZED 45 28 days
 AD REACH 4.4K avg over 24h	 CHURN/MONTH +112 last month	 QUOTABILITY 176 citation index · 532 channels mentioned ever	 CHANNEL AGE 4 years 9 months created 13.10.2021

AI EDITOR SUMMARY

Channel «Ili Ili - Comparison Reviews New Buildings» — 30 786 subs. Each post avg views 8.3K people (27% from subs), good reach. Publishes 11 posts per week (~2/day) — regular pace. Week Jul 6–12 reach grew +19.7% by week Jun 29 – Jul 5 — positive trend.

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 45 posts over 28 days.
- 02 Dominant format — Photo (28/45 posts).
- 03 Avg post length — 654 chars (median 717).
- 04 Peak audience activity — Monday, 11:00 MSK.
- 05 Top posts get 5x more views than the weakest (21.4K avg top vs 3.9K worst) — among 45 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 08:45 PHOTO Let's start the week with Moscow new-build sales stats ▪ Old Moscow ▪ June 2026: 3,300 DDU registered with individuals. +19.6% vs May. But down...	VIEWS 24 662 REP. 108	REACTIONS 30 ER 80.1%
Nº2 25.06 · 17:12 PHOTO As promised, got from Avito Real Estate the price difference between showroom of under-construction and "new secondary" (houses no older than 5 years). Here's a map of...	VIEWS 23 193 REP. 250	REACTIONS 77 ER 75.3%
Nº3 10.07 · 11:17 TEXT 🔥 June 2026 sales stats for all Moscow (old) new builds Compared to May, together with New Build Sales Pulse 🤝 ▪ #topzhk June...	VIEWS 16 216 REP. 329	REACTIONS 131 ER 52.7%

Nº4 23.06 · 07:31 PHOTO Rosreestr Moscow flashed secondary stats for May 2026 Last time I predicted for May: See minus 15-19% vs April = 11-11.5k...	VIEWS 15 794 REP. 29	REACTIONS 32 ER 51.3%
Nº5 24.06 · 09:19 PHOTO New Family Mortgage terms 👉 Izvestiya compiled, based on the draft resolution circulating among bankers Besides differentiation by number of children...	VIEWS 11 073 REP. 181	REACTIONS 54 ER 36.0%

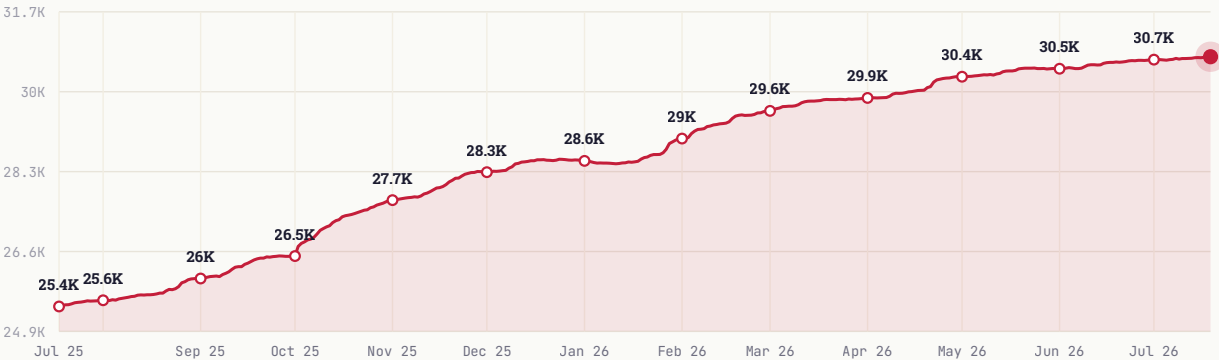
WORST 3

↓ 16.07 · 08:04 PHOTO A true club project starts not with a fancy lobby or a gated courtyard. It starts with people united by style...	VIEWS 4 167 REP. 7	REACTIONS 23 ER 13.5%
↓ 16.07 · 07:58 POLL (post without caption – poll)	VIEWS 3 859 REP. 4	REACTIONS — ER 12.5%
↓ 16.07 · 06:33 TEXT 🔥 June 2026 sales data for Moscow Oblast new builds Market overview 🏠 In June, 3,957 DDU registered, +47.3% vs May. 📈...	VIEWS 3 690 REP. 33	REACTIONS 20 ER 12.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel grew and which it lost subs.



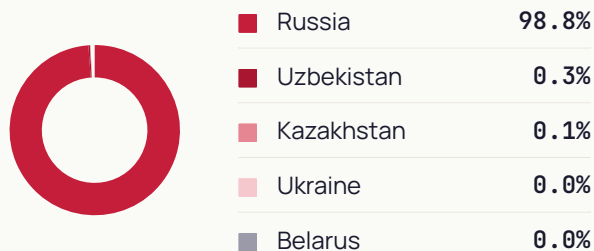
PERIOD START	NOW	NET GROWTH
25 447	30 785	+5 338

SECTION 04 • CITATIONS

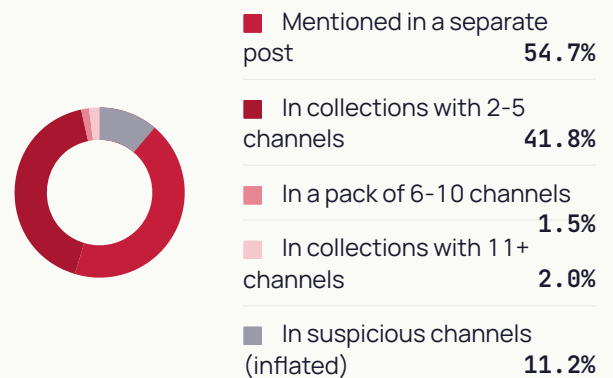
Who mentions the channel and how

Citation index **176** — 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 a 1K subs channel. All-time channel mentions: **532** different channels.

COUNTRIES MENTIONING



MENTION FORMAT



WHAT SIZE CHANNELS MENTION



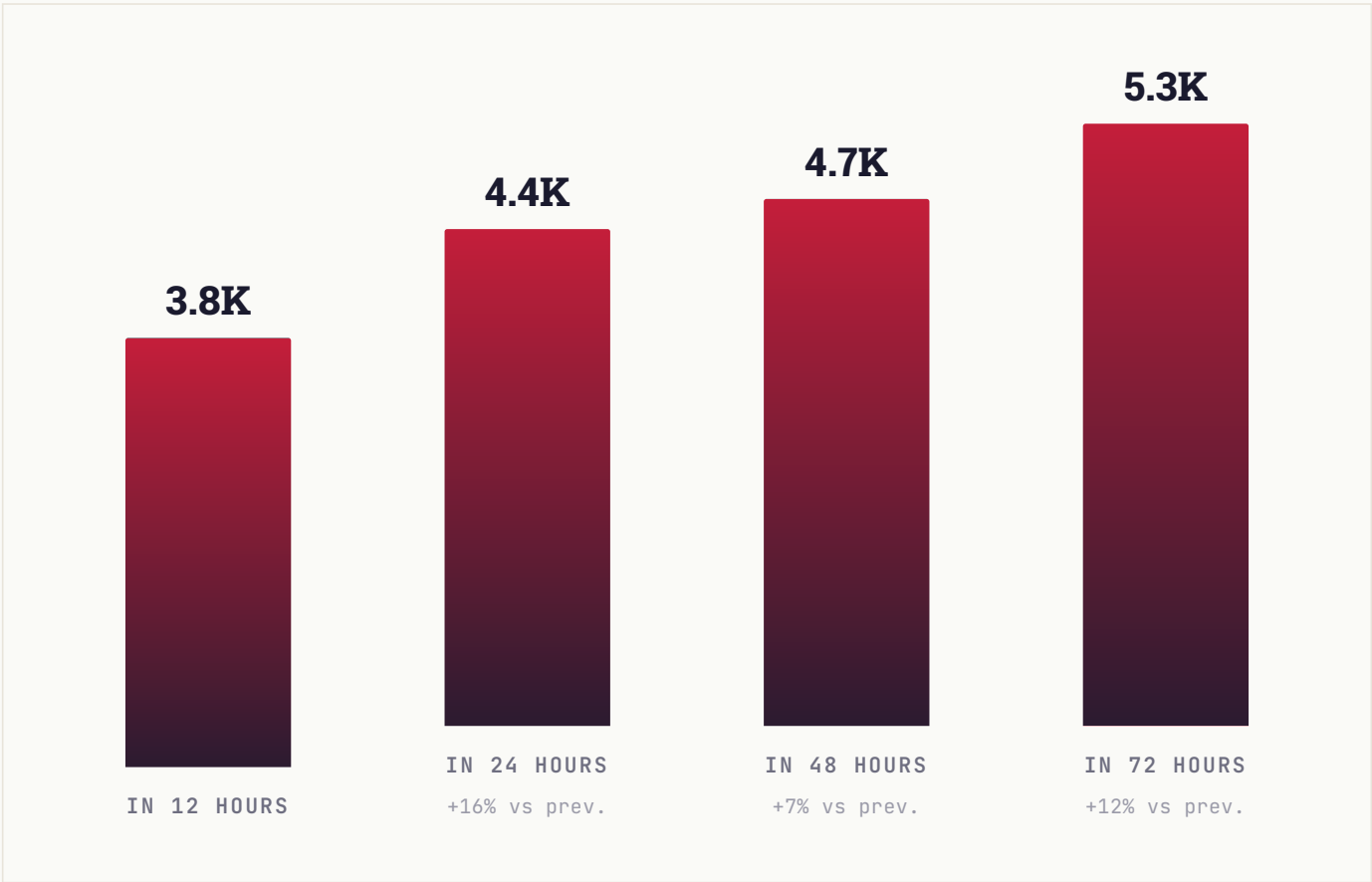
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 is highlighted — see its rank among niche peers.

CHANNEL	SUBS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR Pro Realty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
AI Ili Ili - Comparison Reviews New Buildings YOU	30.8K

COMPARATIVE INSIGHT

Channel not yet outside top 91 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **336**, they brought **3 687** new subs.

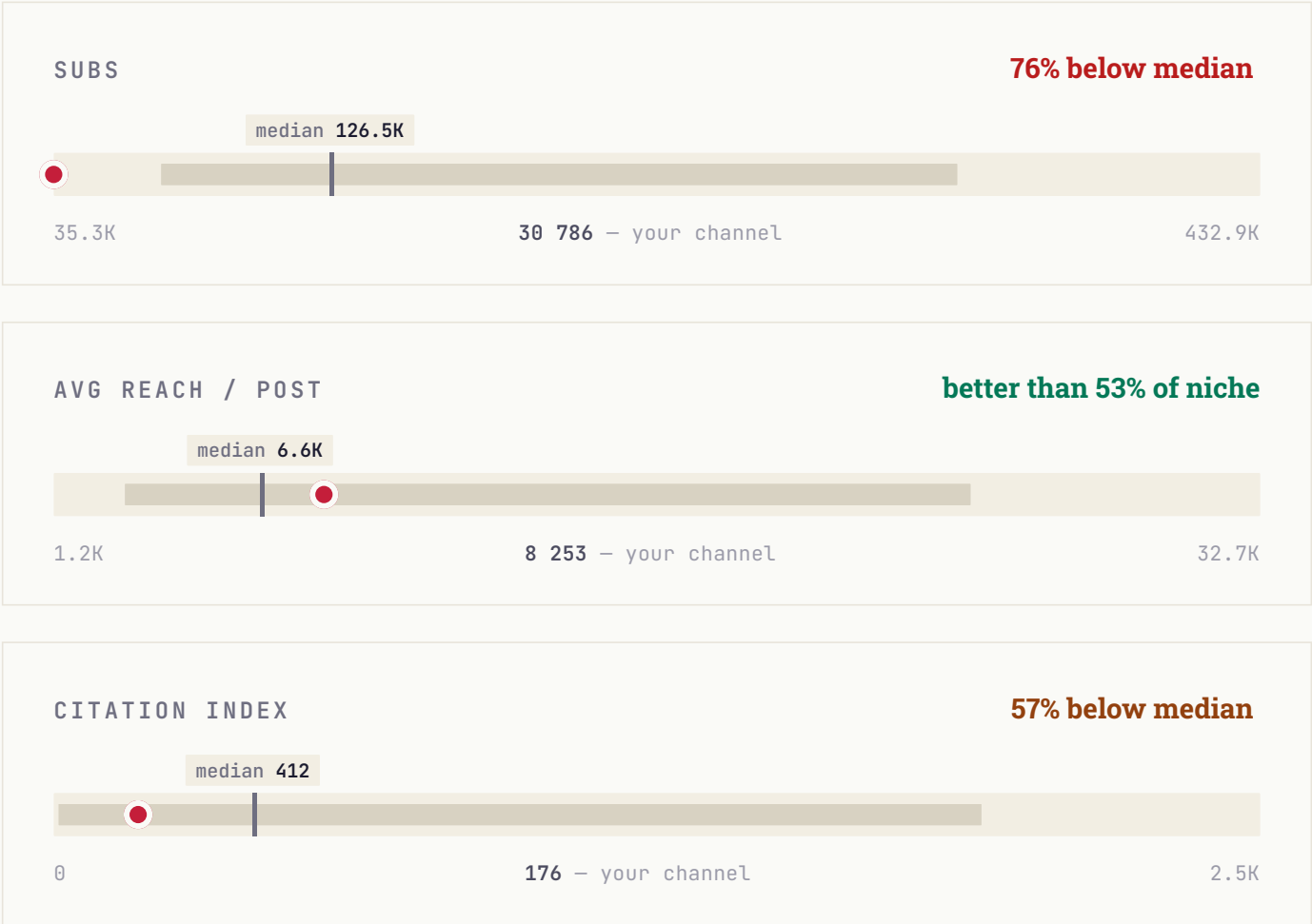
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	48	27	546	
December 2025	67	39	316	
November 2025	65	36	623	
October 2025	63	43	1 195	
September 2025	59	31	508	
August 2025	34	20	499	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
336	6	3 687

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Interior & construction» (Russia) and compared your channel against them. Gray band — range covering 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 ranked by expected impact. Check off and revisit this report in a month.

01

Best post day — Monday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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