

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Kirill Stulov |

Real Estate as an

Investment in

Life



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Roskomnadzor list:...

SUBSCRIBERS

ERR (% SEE POSTS)

REACH/POST

118 843

-2200 per month

16.0%

per day 16.6%

20.9K

ad reach 19.6K/24h

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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 118 843 —	 SUBSCRIBER REACH 17.6% avg % of subs see post	 VIEWS/POST 20.9K median 20.8K · 29 days	 POSTS/WEEK 12.0 for period
 7D TREND -3.4% vs previous week	 REACTIONS/POST 821.9 total 41,094 reactions, 70 reposts, 865 comments	 POST LENGTH 601 chars median 642 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 19.6K 24h avg	 CHURN / MONTH -2200 last month	 CITATION RATE 24 citation index · 117 channels mentioned it ever	 CHANNEL AGE 4 years 2 months created 21.03.2022

AI EDITOR SUMMARY

Channel «Kirill Stulov | Real Estate as an Investment in Life» — 118 843 subs. Each post averages 20.9K people (18% from subs), this is avg reach — room to grow. Publishes 12 posts per week (~2/day) — regular schedule. For week May 25–31, reach stable (-3.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 50 posts over 29 days.
- 02 Dominant format – Video (22/50 posts).
- 03 Avg post length – 601 chars (median 642).
- 04 Audience peak activity – Sat, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (26.2K avg for top vs 18.3K for bottom) – among 50 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 07:05 VIDEO 35 crews on Porsche. 7 AM. That means a new journey ☑ Staritsa. Tver region. Two days. Let's go ☑	VIEWS 27 730 REP. 2	REACTIONS 640 ER 23.3%
Nº2 24.05 · 10:19 VIDEO Met a moose on the road. Washed the windshield. Drove on. Just a regular Sunday 😊 p.s. moose is alive, running in the forest. Washed off bugs...	VIEWS 25 735 REP. 3	REACTIONS 548 ER 21.7%
Nº3 26.05 · 14:37 VIDEO Air came out of the pit ☑ Reminder: our projects' growth depends not only on market and sales pace but also on construction stages...	VIEWS 25 164 REP. 1	REACTIONS 647 ER 21.2%

Nº4 18.05 · 11:11 PHOTO What about the new lot? On day one, investors from our other projects and even regular subscribers started messaging me and asking...	VIEWS 24 699 REP. 2	REACTIONS 1 460 ER 20.8%
Nº5 27.05 · 10:05 PHOTO A year ago we didn't go into this project! Residential complex Mariin Park. Intimate clubhouse with 135 apartments, premium class. At the start of sales there was a tough...	VIEWS 24 519 REP. 3	REACTIONS 514 ER 20.6%

|

WORST 3

↓ 08.06 · 07:10 VIDEO Using this guy with a calculator in our favor☺ Today I'll remind you about a cool investment property with a mortgage at 0.1% for the first...	VIEWS 18 442 REP. 1	REACTIONS 1 126 ER 15.5%
↓ 17.05 · 12:24 VIDEO 🔒🔒	VIEWS 18 440 REP. 1	REACTIONS 1 609 ER 15.5%
↓ 25.05 · 11:35 PHOTO A new level of short-term rental The rental market is changing a lot. And if earlier many were afraid of daily rentals because of “trashed apartments”...	VIEWS 18 105 REP. 1	REACTIONS 536 ER 15.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

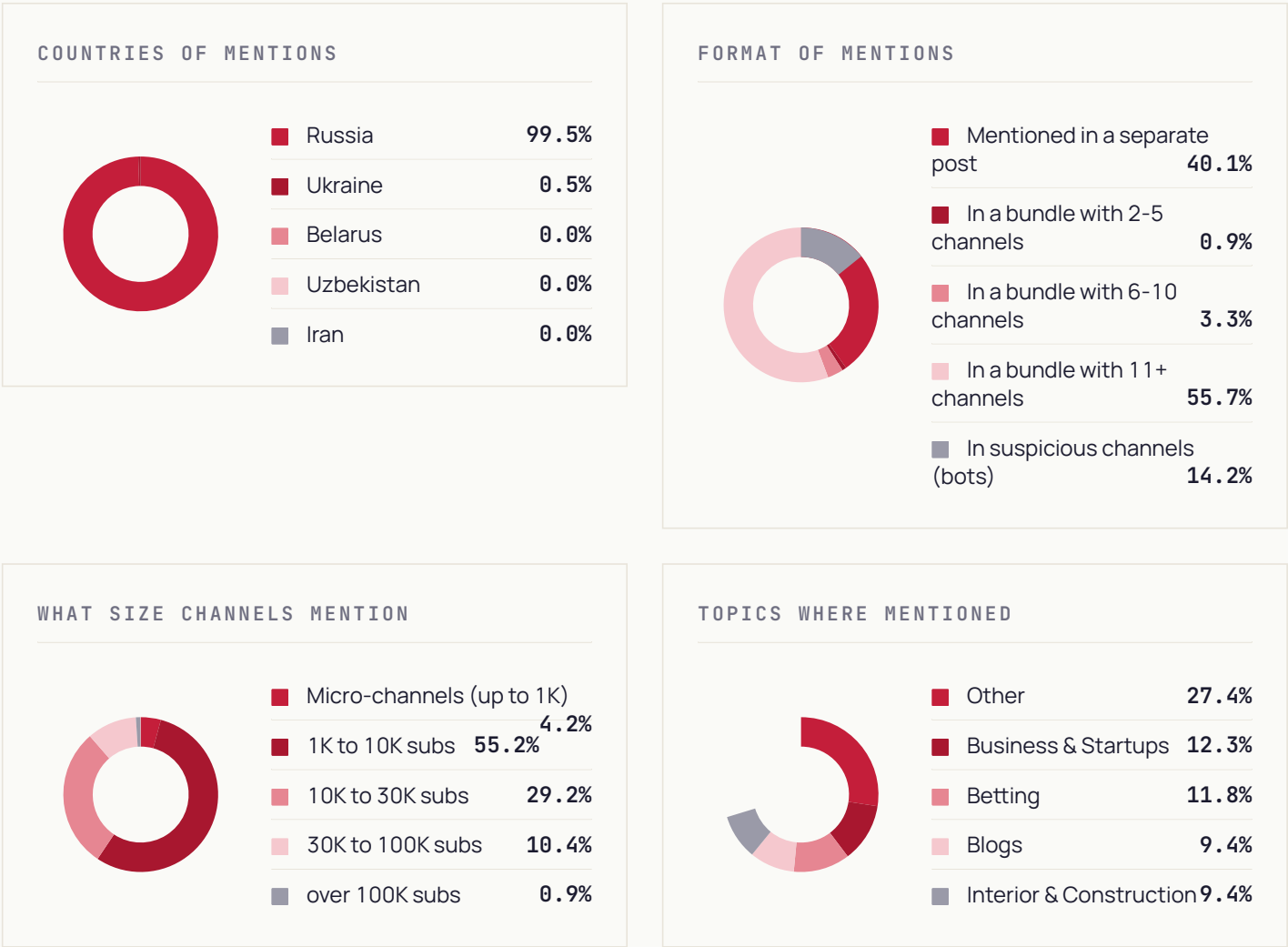
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

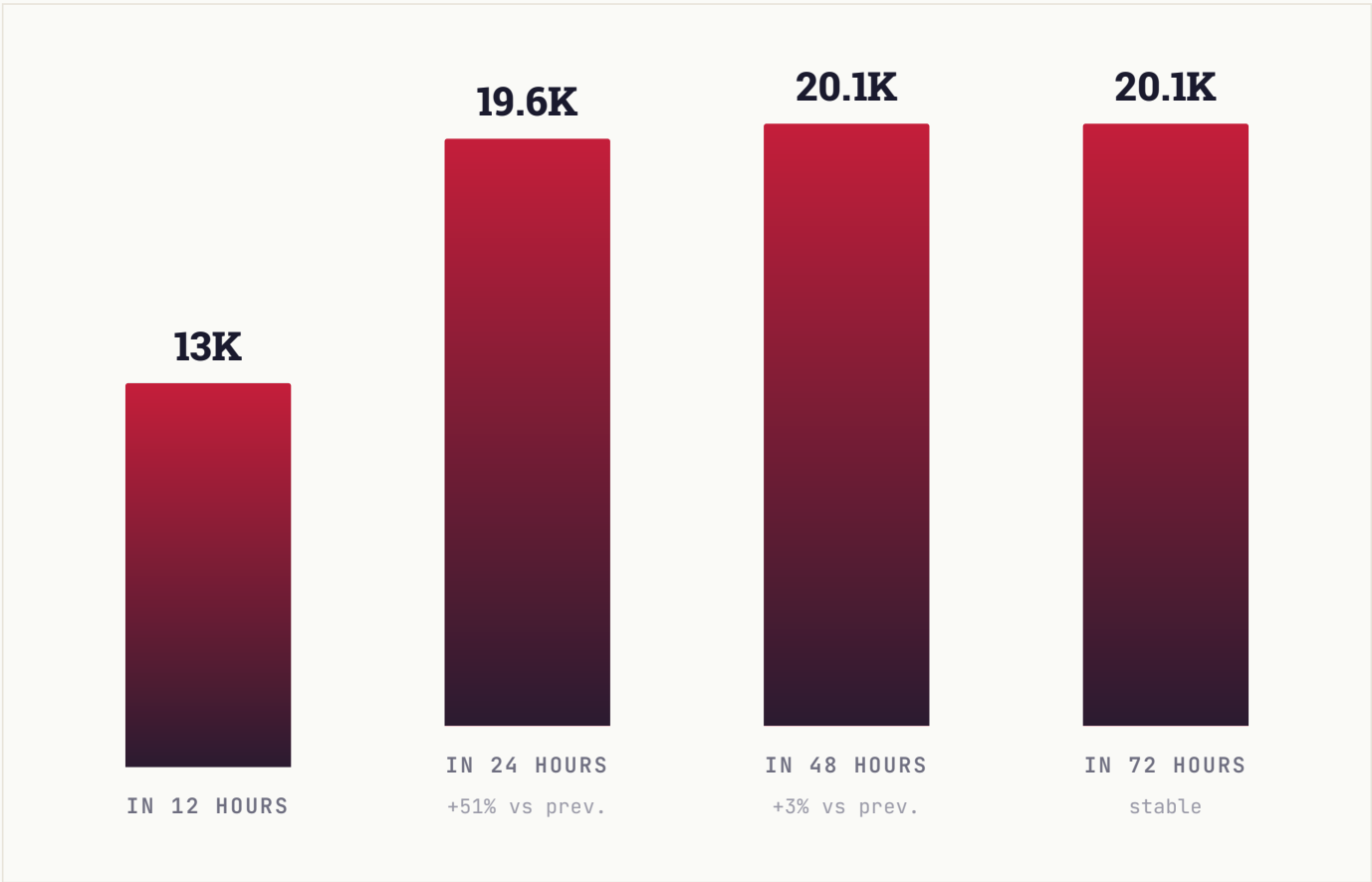
Citation index **24** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **117** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian Economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than Economics	541.2K
CS Kirill Stulov Real Estate as an Investment in Life	118.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 99). Niche median — 182.3K subs. First KPI for growth — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION TRENDS

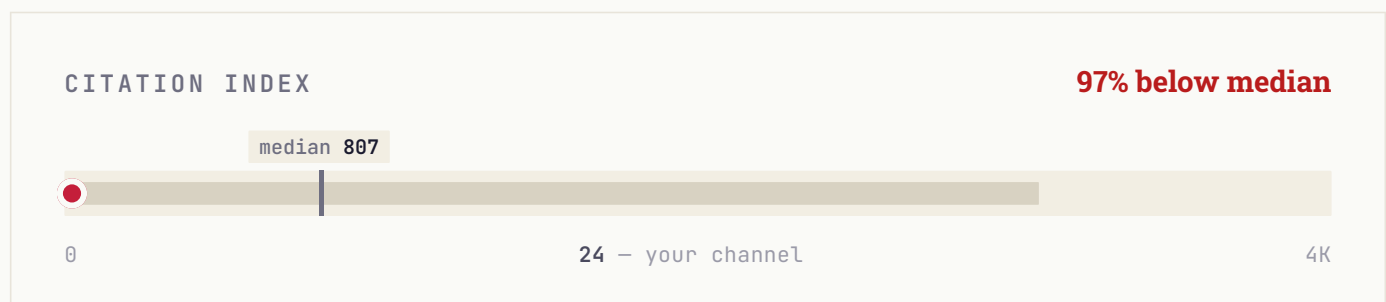
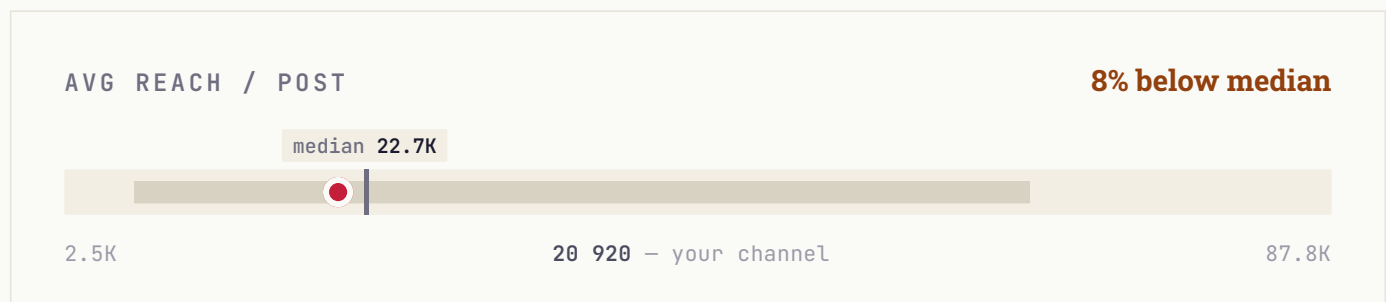
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **115**, they brought **224 658** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	19	4	38 964	
November 2025	25	11	105 404	
October 2025	27	9	13 689	
September 2025	15	5	53 796	
August 2025	27	14	10 278	
July 2025	2	1	2 527	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
115		6	224 658	

Where the channel stands in its league

#84 /100 POSITION IN NICHE
Channel in bottom half of 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 Saturday

Audience is most active on this day at 10:00 MSK.

IMPACT

**Best window
for important
posts**

02

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

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

IMPACT

+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 every day — 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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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