

PROMTPRESS PUBLIC REPORT

# Channel audit

## Megabudka:



@megabudka

Best architecture media (ArchCouncil 2023, Letter-A 2024)  
Visionaries in architecture (RBC 2024) about [around]architecture:  
subjective, cheeky, clear Our events channel: @megaafisha  
Website:...

SUBSCRIBERS

**27 262**

-50 per month

ERR (% SEE POSTS)

**24.0%**

per day 7.8%

REACH/POST

**6.9K**

ad reach 2.1K/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.

|                                                                                                                                                     |                                                                                                                                                                                         |                                                                                                                                                                                        |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>27 262</div> <div>—</div>             | <div> SUBS REACH</div> <div>25.23%</div> <div>avg % of subs see post</div>                             | <div> VIEWS/POST</div> <div>6.9K</div> <div>median 6.5K · 27 days</div>                               | <div> POSTS/WEEK</div> <div>2.6</div> <div>for the period</div>                     |
| <div> 7D TREND</div> <div>-42.5%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>162.9</div> <div>only 1,629 reactions, 465 reposts, 111 comments</div> | <div> POST LENGTH</div> <div>593 chars.</div> <div>median 608 · 27 days</div>                         | <div> POSTS ANALYZED</div> <div>10</div> <div>27 days</div>                         |
| <div> AD REACH</div> <div>2.1K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-50</div> <div>last month</div>                                       | <div> CITATION RATE</div> <div>316</div> <div>citation index · 773 channels mentioned it ever</div> | <div> CHANNEL AGE</div> <div>4 years 4 months</div> <div>created 26.02.2022</div> |

AI EDITOR SUMMARY

Channel «Megabudka:» — 27 262 subs. Each post averages 6.9K people (25% of subs), good reach. Publishes 3 posts per week (~0 per day) — rare posts. For week 22–28 Jun reach dropped -42.5% vs week 15–21 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 10 posts over 27 days.
- 02 Dominant format – Photo (6/10 posts).
- 03 Avg post length – 593 chars (median 608).
- 04 Peak audience activity – Wed, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.8K avg for top vs 5.6K for worst) – among 10 posts over 27 days. Worth analyzing what the top ones share: topic, format, timing.

TOP 5 POSTS

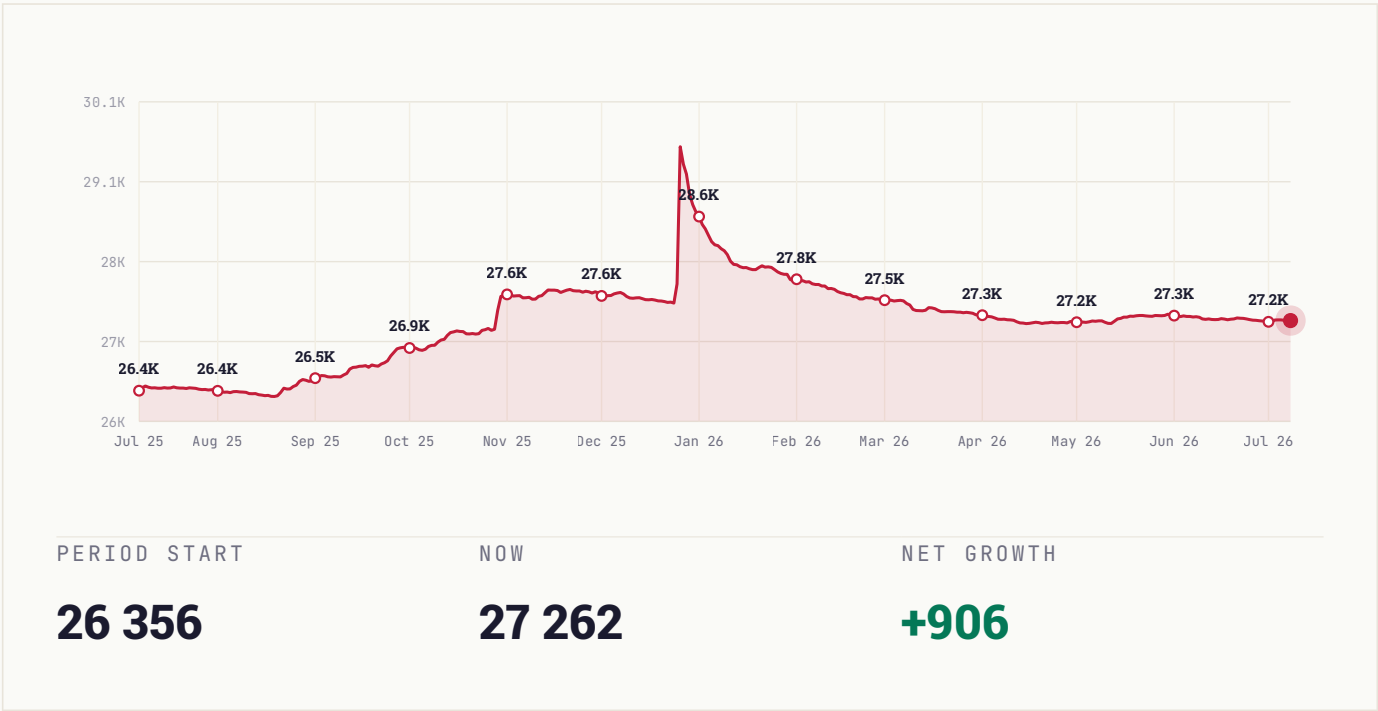
|                                                                                                                                                                                                                                                   |                                                                  |                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>17.06 · 08:00</div><div>TEXT</div></div> <div>Found in Monich's comments: –What is the Megabudka bureau famous for? –Megabudka is famous for its fame...</div>                                                            | <div>VIEWS</div> <div>14 481</div> <div>REP.</div> <div>26</div> | <div>REACTIONS</div> <div>214</div> <div>ER</div> <div>53.1%</div> |
| <div><div>Nº2</div><div>13.06 · 08:03</div><div>PHOTO</div></div> <div>View from the window ...or view of window profiles? In today's housing market, a cool view from the window is often sold, but most often the view from the window...</div> | <div>VIEWS</div> <div>9 734</div> <div>REP.</div> <div>22</div>  | <div>REACTIONS</div> <div>138</div> <div>ER</div> <div>35.7%</div> |
| <div><div>Nº3</div><div>10.06 · 09:10</div><div>VIDEO</div></div> <div>Spoke at SPIEF and gave an interview to Triangular Meter. Announced a project to save all humanity. Seriously! Currently working on it.</div>                              | <div>VIEWS</div> <div>8 313</div> <div>REP.</div> <div>26</div>  | <div>REACTIONS</div> <div>107</div> <div>ER</div> <div>30.5%</div> |

|                                                                                                                                                                                                                                             |                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 20.06 • 07:18 <span>TEXT</span><br><b>Overtime</b> In architecture, it's normal to work a lot, long, nights and weekends. This is instilled from college, when an all-nighter...                                                 | <div>VIEWS</div> <div>7 472</div> <div>REACTIONS</div> <div>352</div> <div>REP.</div> <div>84</div> <div>ER</div> <div>27.4%</div> |
| <b>Nº5</b> 23.06 • 12:10 <span>PHOTO</span><br><b>What happens if you're obsessed and have lots of time? In April 1879, French postman Ferdinand Cheval tripped over an unusual...</b>                                                      | <div>VIEWS</div> <div>6 640</div> <div>REACTIONS</div> <div>150</div> <div>REP.</div> <div>74</div> <div>ER</div> <div>24.4%</div> |
| <div> <div></div> <div>WORST 3</div> </div>                                                                                                                                                                                                 |                                                                                                                                    |
| <div>↓</div> <div>25.06 • 16:48 <span>PHOTO</span></div> <div>Which projects by Megabudka are under construction? Residential complex "Yalav", developer ISKO-Ch, Cheboksary (architecture+landscaping) Residential complex "Novye...</div> | <div>VIEWS</div> <div>6 397</div> <div>REACTIONS</div> <div>119</div> <div>REP.</div> <div>45</div> <div>ER</div> <div>23.5%</div> |
| <div>↓</div> <div>28.06 • 12:10 <span>TEXT</span></div> <div>Say you're an architecture firm. You make your product really well, even brilliantly. But to show everyone that you...</div>                                                   | <div>VIEWS</div> <div>5 897</div> <div>REACTIONS</div> <div>200</div> <div>REP.</div> <div>57</div> <div>ER</div> <div>21.6%</div> |
| <div>↓</div> <div>03.07 • 07:53 <span>PHOTO</span></div> <div>We've published film picks about architects more than once or twice – movies, as you can tell, are a huge part of our life...</div>                                           | <div>VIEWS</div> <div>4 491</div> <div>REACTIONS</div> <div>88</div> <div>REP.</div> <div>77</div> <div>ER</div> <div>16.5%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

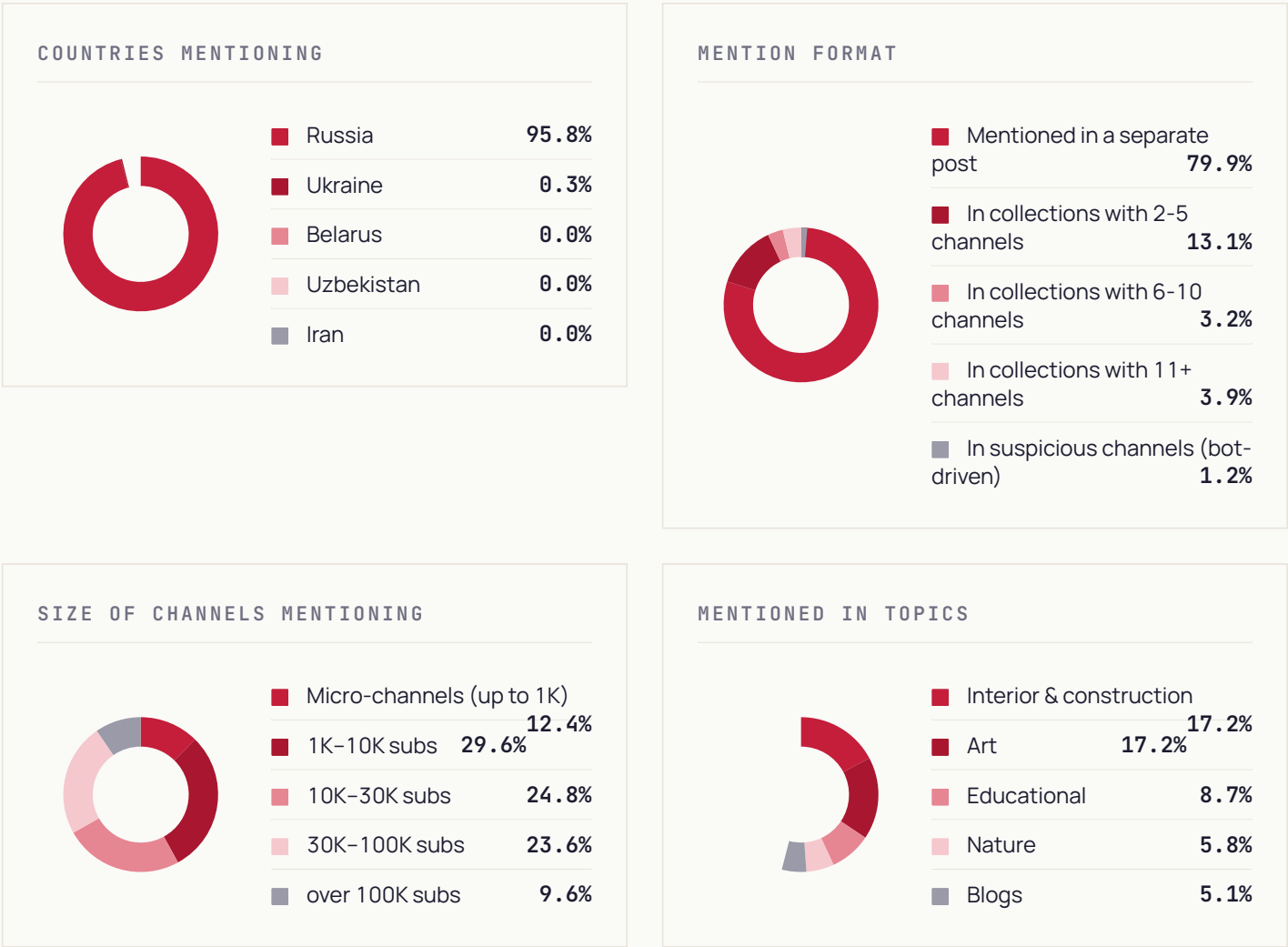
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

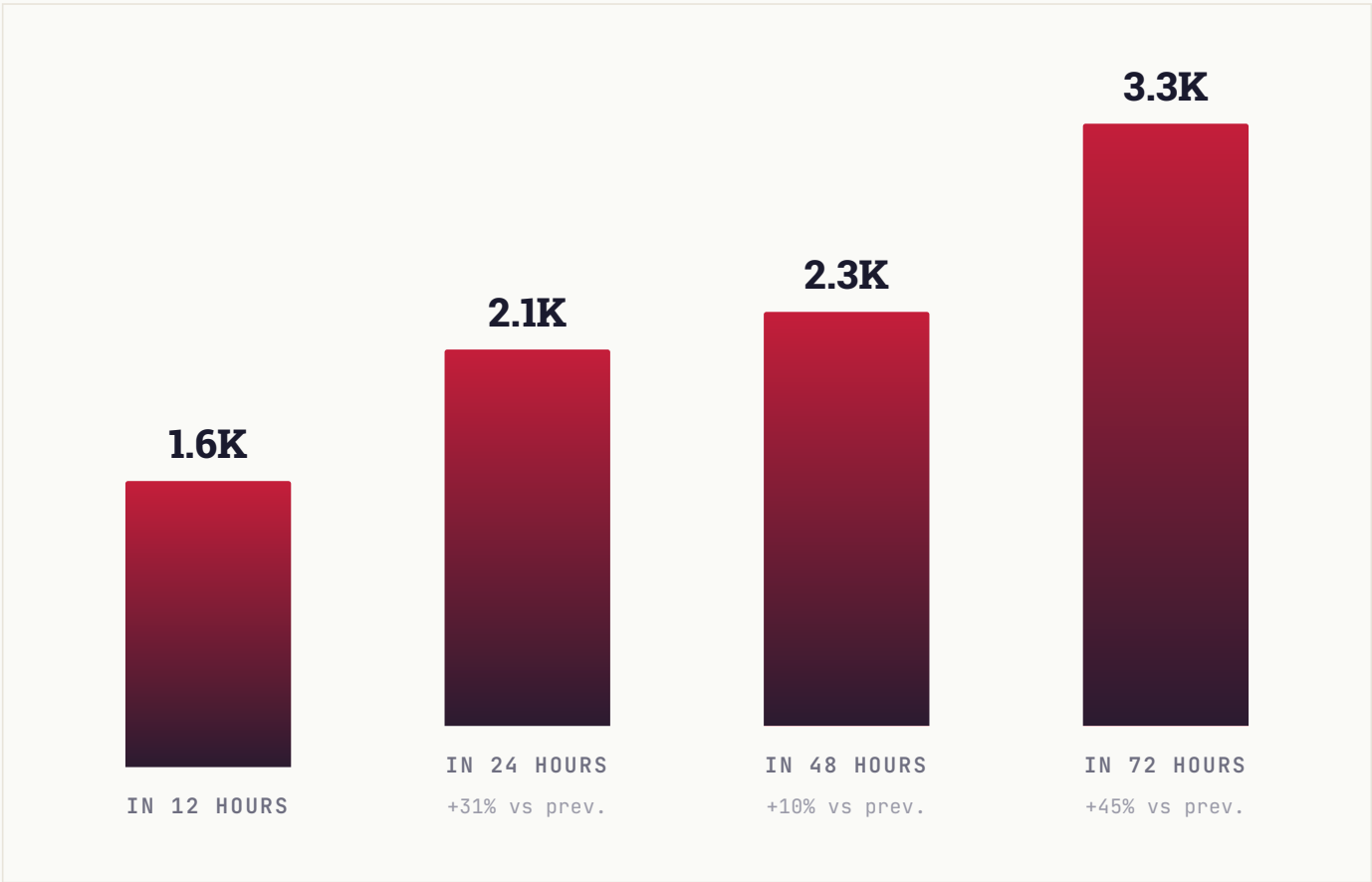
Citation index **316** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **773** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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                                                | SUBSCRIBERS |
|--------------------------------------------------------|-------------|
| <div>DD</div> DOMEO. DESIGN   RENOVATION   REAL ESTATE | 530.5K      |
| <div>PL</div> Layout                                   | 453.6K      |
| <div>AI</div> Interior & decor                         | 450K        |
| <div>MK</div> My apartment                             | 427.9K      |
| <div>MS</div> Wise Builder                             | 410.2K      |
| <div>LK</div> Favorite apartment                       | 408.6K      |
| <div>GF</div> GC FSK                                   | 378.1K      |
| <div>PR</div> ProRealty                                | 377.5K      |
| <div>US</div> Smart Builder                            | 353.9K      |
| <div>PI</div> PIK                                      | 337.3K      |
| <div>ME</div> Megabudka: <div>YOU</div>                | 27.3K       |

COMPARATIVE INSIGHT

Channel yet outside top 89 of niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (530.5K), top-89 median: 108.5K. First goal: enter top-89 via systematic traffic & content work.

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 were **179**, they brought **3 892** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| Jan 2026       | 11       | 11       | 59           |
| December 2025  | 37       | 32       | 2 083        |
| Nov 2025       | 38       | 32       | 218          |
| Oct 2025       | 45       | 42       | 782          |
| September 2025 | 23       | 22       | 495          |
| August 2025    | 25       | 24       | 255          |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBS |
| 179            | 6              | 3 892          |

## Where the channel stands in its league

### SUBSCRIBERS

75% below median

median 109.2K

30.4K 27 262 — your channel 435.2K

### AVG REACH / POST

better than 51% of niche

median 6.2K

1.4K 6 877 — your channel 26.1K

### CITATION INDEX

39% below median

median 518

0 316 — your channel 2.5K

— SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- |           |                                                                                                                                                                                                                       |                                                |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 2.6 posts/wk. Active channels average 7-10.<br>Consistency is key to audience retention.                                                                                     | EFFECT<br><b>Consistency &gt; volume</b>       |
| <b>02</b> | <b>Main post of the week — on Wednesday</b><br>Audience is most active on this day at 11:00 MSK.                                                                                                                      | EFFECT<br><b>Best window for key post</b>      |
| <b>03</b> | <b>Increase video posts share</b><br>Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing the share to 15-25%.                                                 | EFFECT<br><b>Video retains audience better</b> |
| <b>04</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000 subs.</b>              |
| <b>05</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by +5-15%.<br>One poll per week on a hot topic — easy growth lever.                                                        | EFFECT<br><b>+5-15% ER</b>                     |

★ 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 & hit your growth plan in a month.

01

**Launch ads in  
Telegram**

<https://panel.promptpress.com/register>

02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)