

PUBLIC REPORT BY PROMTPRESS

Channel audit

Meters in Action



@metryvdele

Channel about real estate, architecture, and urban environment. New projects, prices, deals, market trends, and interiors – with facts, figures, and attention to detail. For collaboration @milanaprobusiness

SUBSCRIBERS

270 890

+7282 per month

ERR (% SEE POSTS)

32.0%

per day 13.0%

REACH/POST

85.8K

ad reach 35.5K/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 270 890 —	 SUBS REACH 31.68% avg % subs see post	 VIEWS/POST 85.8K median 94.9K · 23 days	 POSTS/WEEK 1.5 over period
 7D TREND — no data for period	 REACTIONS/POST 785.2 total 3,926 reactions, 1,795 reposts, 0 comments	 POST LENGTH 1,000 chars median 1K · 23 days	 POSTS ANALYZED 5 23 days
 AD REACH 35.5K 24h avg	 CHURN / MONTH +7282 last month	 MENTIONS 0 mention index · 11 channels mentioned ever	 CHANNEL AGE 2 years 1 month created 30.05.2024

AI EDITOR SUMMARY

Channel «Meters in Action» — 270 890 subs. Each post averages 85.8K people (32% of subs), good reach. Publishes 2 ~0 posts/week — rare.

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 5 posts over 23 days.
- 02 Dominant format — Photo (5/5 posts).
- 03 Avg post length — 1000 chars (median 1,000).
- 04 Audience peak — Saturday, 17:00 MSK.
- 05 Top posts get ×1 more views than the weakest (101.3K avg for top vs 73.3K for worst) — among 5 posts in 23 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 14:59 PHOTO Business class near Okruzhnaya: AFI launched sales of AFIAlt residential complex AFI opened bookings for new project AFIAlt near Okruzhnaya...	VIEWS 112 298 REPOSTS 425	REACTIONS 1 034 ER 41.5%
Nº2 29.06 · 16:23 PHOTO Gap between new builds and resale: Central Bank proposes new calculation The Central Bank decided to separately examine the price difference between...	VIEWS 96 802 REPOSTS 394	REACTIONS 551 ER 35.7%
Nº3 04.07 · 07:53 PHOTO Moscow prices rise but slow down A key signal on Moscow's primary market: prices keep rising, but the pace has notably...	VIEWS 94 875 REPOSTS 333	REACTIONS 1 016 ER 35.0%

Nº4 09.07 · 04:21 PHOTO RUNOVSKY 14 by ZIGGURAT released new office interior renders This is a curious reason to revisit the project, because lately...	VIEWS 67 078 REPOSTS 381	REACTIONS 650 ER 24.8%
Nº5 13.07 · 15:37 PHOTO Sales launched at new premium project Secret Garden on Kaluzhskaya Kortros has put apartments in the Secret Garden residential complex on the market...	VIEWS 58 033 REPOSTS 262	REACTIONS 675 ER 21.4%

|

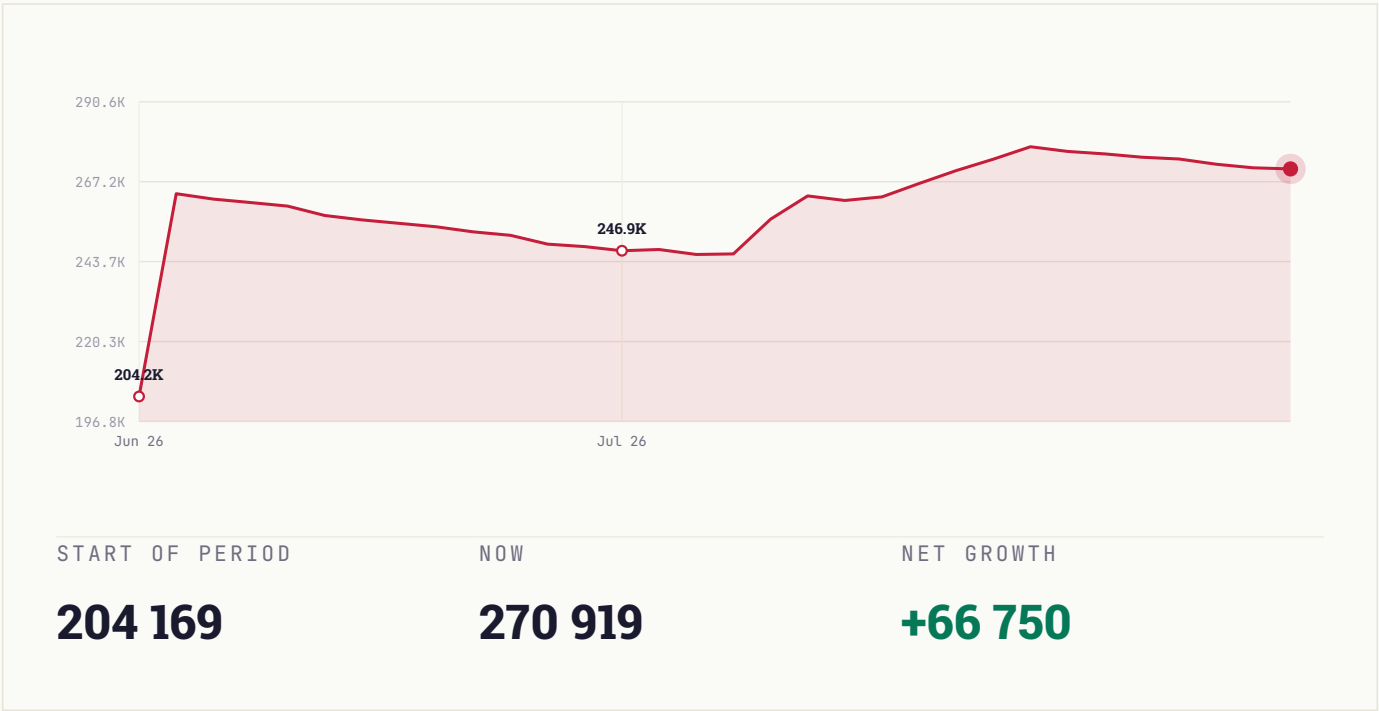
WORST 3

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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

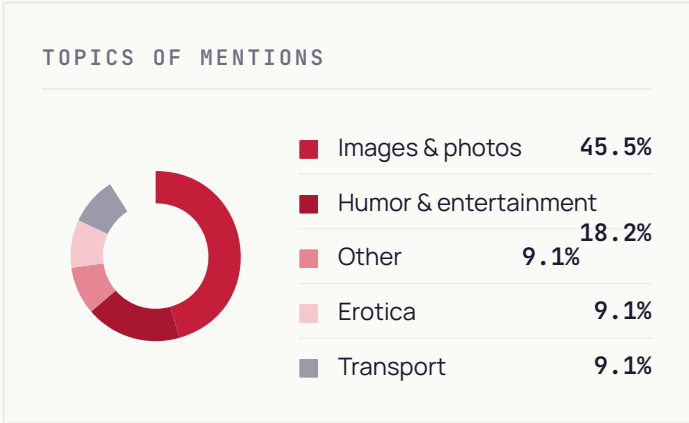
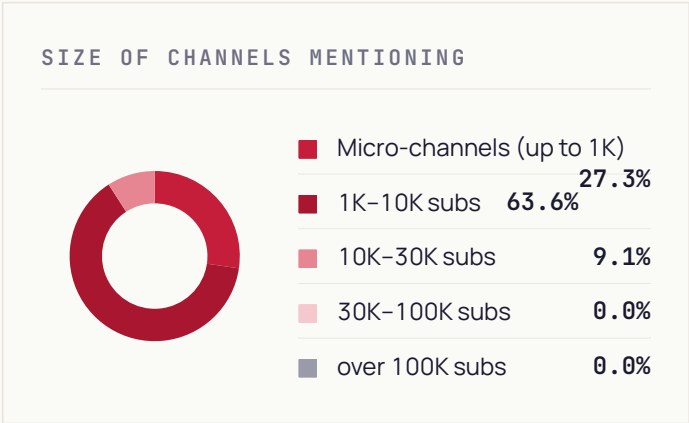
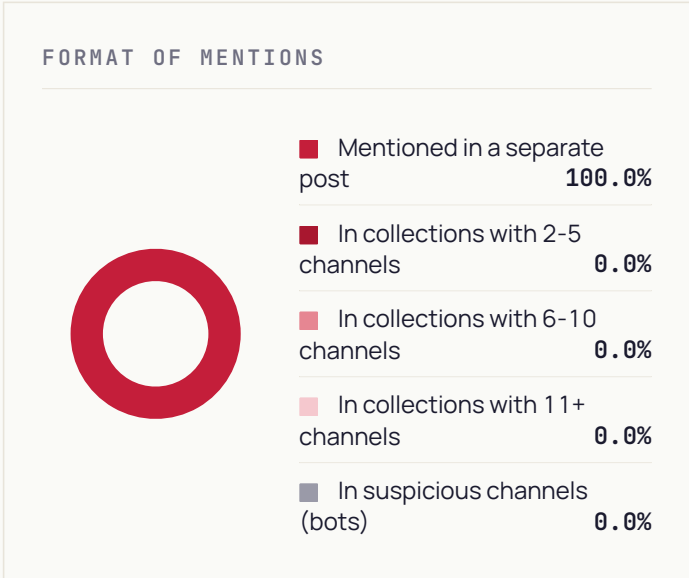
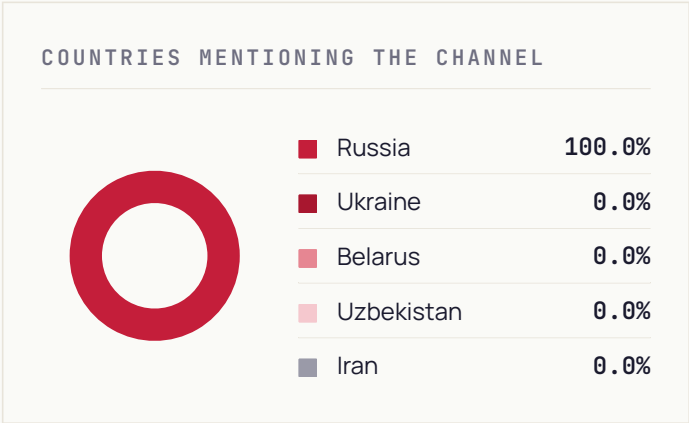
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

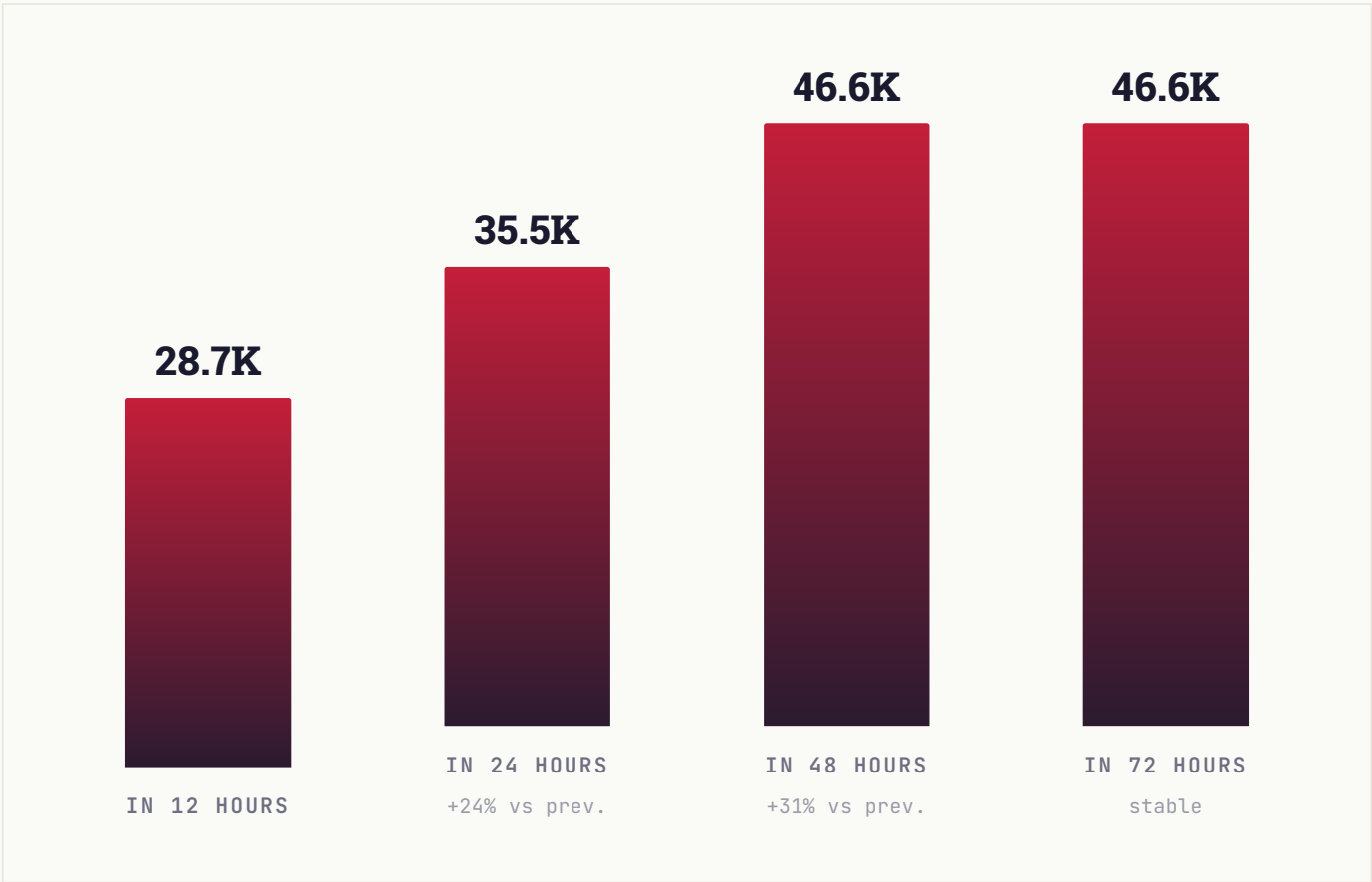
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 11 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOME0. DESIGN RENOVATION REAL ESTATE	539.3K
PL Scheduler	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite Apartment	407.2K
GF FSK Group	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
MV Meters in Action YOU	270.9K

COMPARATIVE INSIGHT

Channel in bottom 25% of niche (#17 of 91). Leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (539.3K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 • NICHE COMPARISON

Where the channel ranks in its league

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

#17

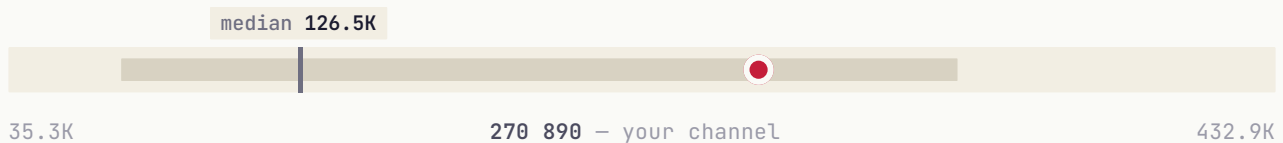
/100

RANK IN NICHE

Channel in top 17% – strong position

SUBSCRIBERS

better than 77% of niche



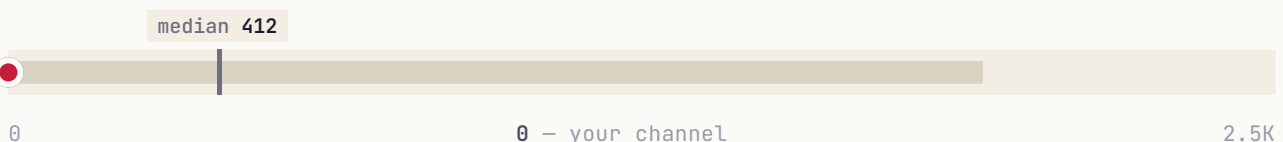
AVG REACH / POST

top 10% of niche



CITATION INDEX

99% below median



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- | | | |
|----|--|--|
| 01 | Post more often
Now 1.5 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Saturday
Audience most active on this day at 17:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is
algorithm-friendly. Recommend increasing share to
15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |

★ NEXT STEPS

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch an ad in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
