

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Cash



@moscash

About business & real estate in Moscow For ads & other inquiries:
@vefont Project discussion: @here4 Roskomnadzor: <https://clck.ru/3GQp3s>

SUBSCRIBERS

150 639

-6203 per month

ERR (% SEE POSTS)

23.0%

daily 10.9%

REACH/POST

30.5K

ad reach 16.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 150 639 —	 SUBSCRIBER REACH 20.26% avg % subs see post	 VIEWS/POST 30.5K median 20.4K · 29 days	 POSTS/DAY 9.1 ~63 per week
 7D TREND -14.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 194 chars median 192 · 29 days	 POSTS ANALYZED 266 29 days
 AD REACH 16.6K 24h avg	 CHURN / MONTH -6203 last month	 QUOTABILITY 136 citation index · 749 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 20.08.2022

AI EDITOR SUMMARY

Channel «Moscow Cash» — 150 639 subs. Each post avg views 30.5K people (20% from subs), avg reach — room to grow. Posts 63 posts/week (~9/day) — active. Week Jun 15–21 reach dropped -14.0% to week Jun 8–14 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 266 posts in 29 days.
- 02 Dominant format – Photo (148/266 posts).
- 03 Avg post length – 194 chars (median 192).
- 04 Audience peak – Wed, 16:00 MSK.
- 05 Top posts get 28x more views than weakest (501K avg top vs 17.7K worst) – among 266 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 14:52 TEXT 📄 New home prices in Russia stop rising – Russians run out of money By year-end, 429,000 apartments may remain unsold...	VIEWS 536 446 REP. 3 978	REACTIONS — ER 356.1%
Nº2 09.06 · 12:40 TEXT 📄 Fines up to 700,000₽ for Russian sites using foreign authorization services, including foreign...	VIEWS 491 098 REP. 5 888	REACTIONS — ER 326.0%
Nº3 02.06 · 11:20 PHOTO 📄 Lenta buys O'Key hypermarket chain for 40-55 billion rubles The deal includes 75 stores	VIEWS 475 441 REP. 3 986	REACTIONS — ER 315.6%

Nº4 04.06 · 10:12 TEXT ☒☒ Russians can again receive goods from the US Russian Post resumes parcel delivery from America, suspended since 2022...	VIEWS 462 641 REP. 4 818	REACTIONS — ER 307.1%
Nº5 24.06 · 09:33 TEXT ☒ Small businesses on simplified tax system get VAT exemption extended for 3 more years Companies and sole proprietors with annual income up to 20 million rubles can avoid paying VAT as...	VIEWS 450 675 REP. 1 890	REACTIONS — ER 299.2%

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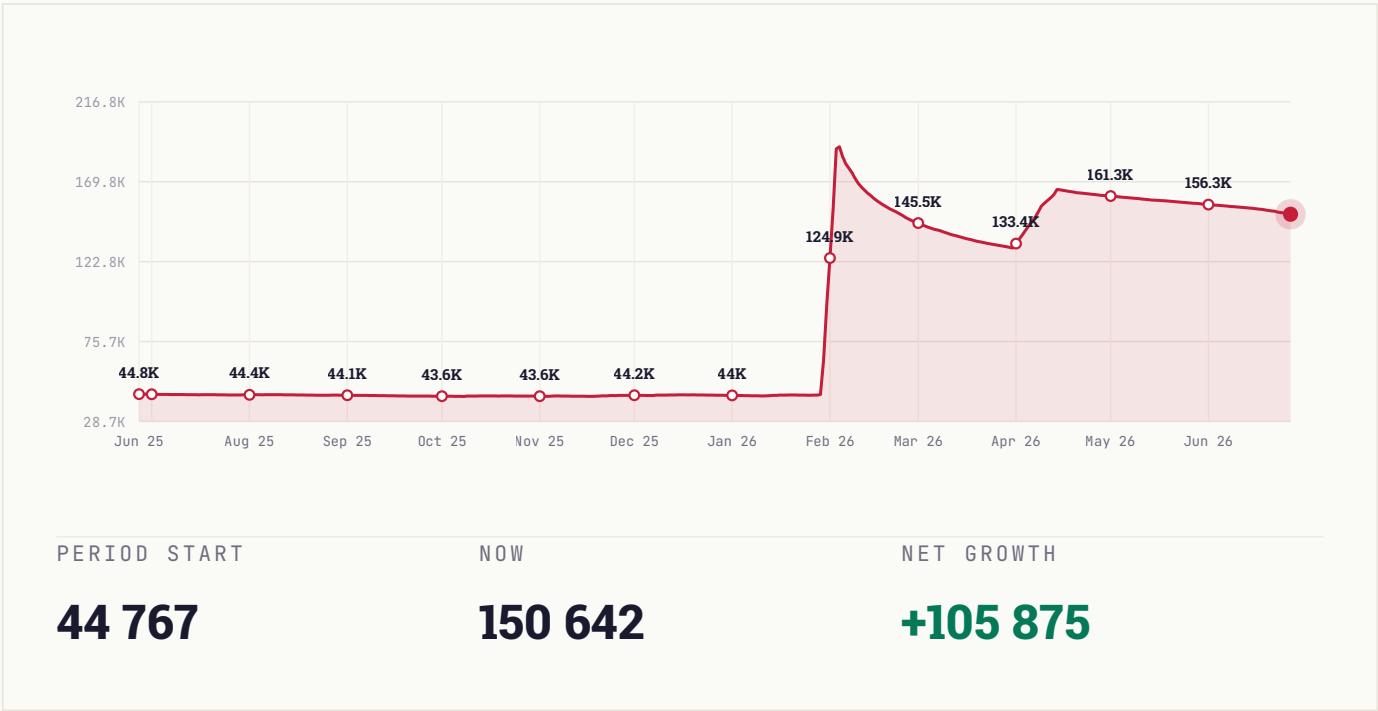
WORST 3

↓ 16.06 · 08:38 TEXT ⚡ Tatneft imposes temporary fuel limits at all gas stations in Russia In addition to the fuel sale limit...	VIEWS 18 332 REP. 147	REACTIONS — ER 12.2%
↓ 17.06 · 13:07 TEXT ☒All phones to be registered by IMEI – law approved by Federation Council – When importing mobile devices into Russia, each will be...	VIEWS 18 093 REP. 160	REACTIONS — ER 12.0%
↓ 24.06 · 06:12 PHOTO ☒ Family mortgage term to be cut from 30 to 15 years According to sources, new rules take effect July 1, 2026. After the term...	VIEWS 16 716 REP. 228	REACTIONS — ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

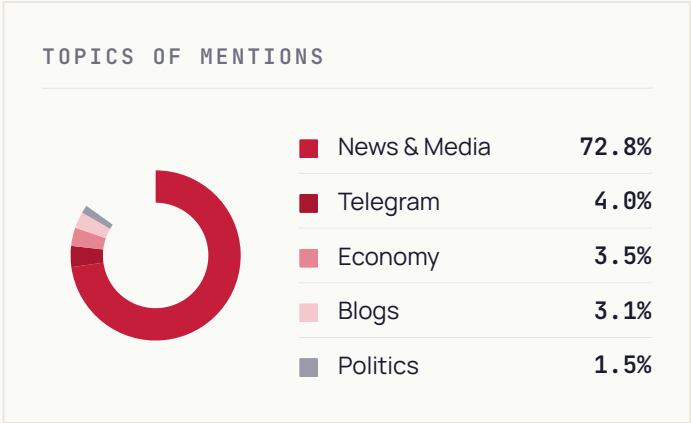
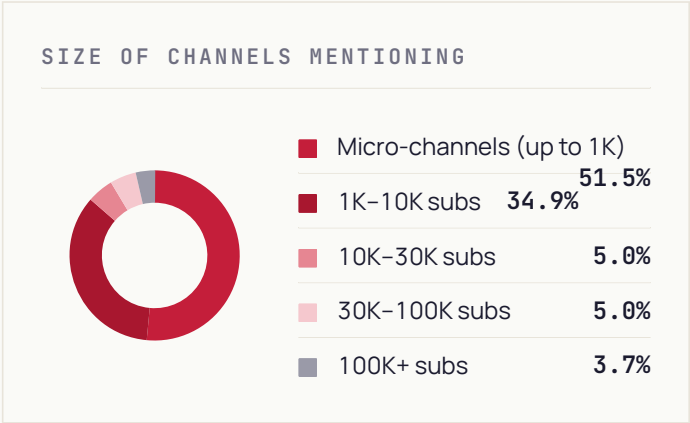
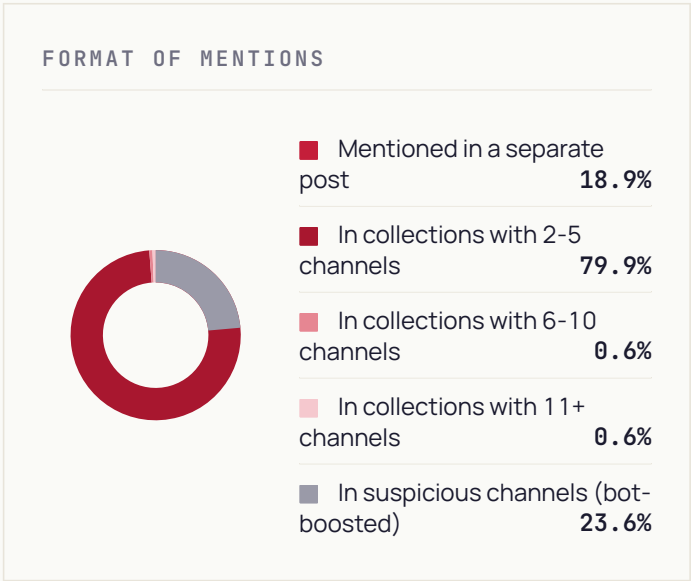
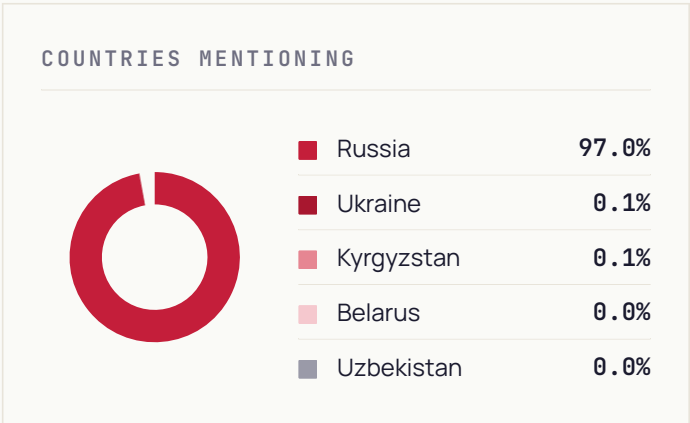
Subscriber growth chart for the year. Key months show exact subs. See which months grew & which lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

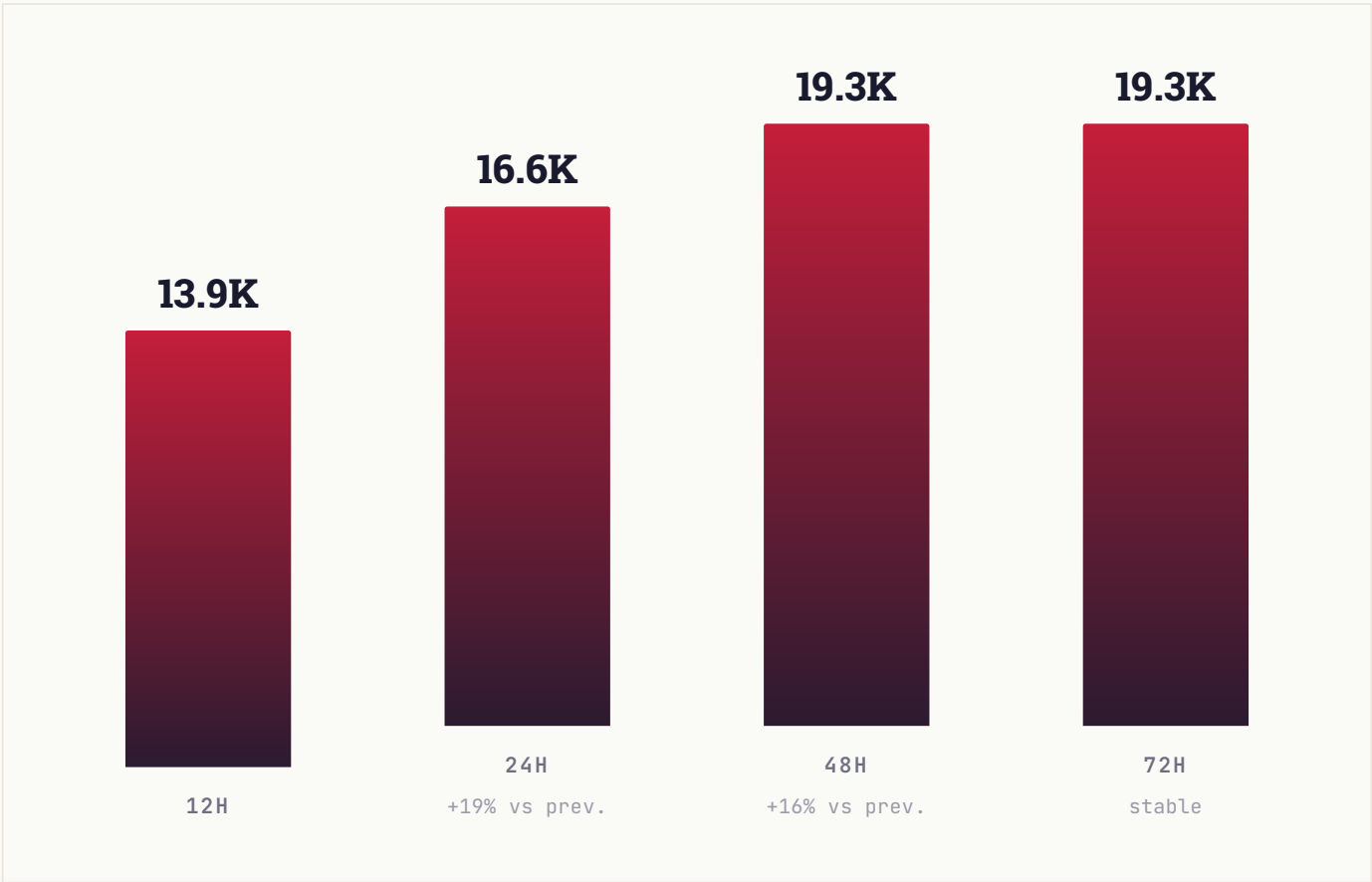
Citation index **136** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **749** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Layout Studio	454.9K
AI Interior & decor	451.3K
MK My Apartment	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
GF GC FSK	377K
PR ProRealty	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
MK Moscow Cash YOU	150.6K

COMPARATIVE INSIGHT

Channel in top half of niche (#37 of 89). Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K), median subs 110.5K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **695**, they brought **2 556** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	64	19	645	
November 2025	131	45	834	
October 2025	140	23	497	
September 2025	133	33	88	
August 2025	124	25	304	
July 2025	103	29	188	

TOTAL MENTIONS	MONTHS IN DATA	SUBS ATTRACTED
695	6	2 556

— SECTION 08 • NICHE COMPARISON

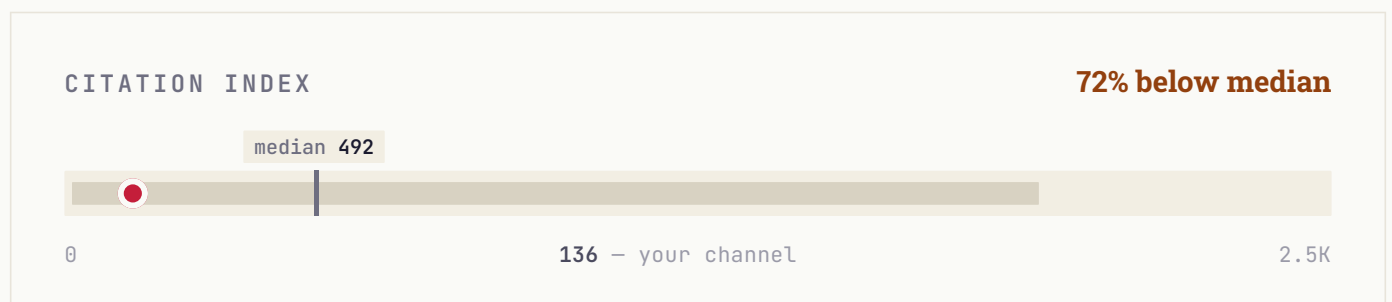
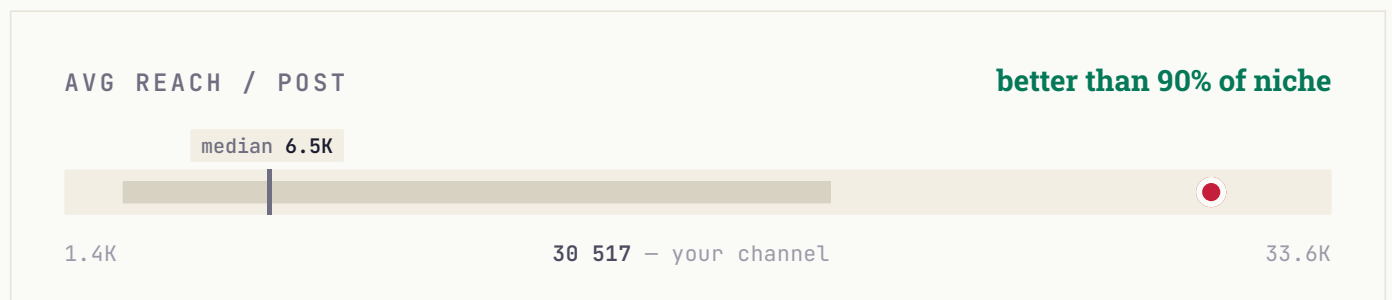
Where the channel stands in its league

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

#37 /100

RANK IN NICHE

Channel in top half of ranking



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share.

EFFECT

Video retains 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 lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 using public data.
Want to go further — run ads through us and close 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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