

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow Estate | Недвижимость



@msc_estate

Channel about Moscow and Moscow region real estate. Key info on developers and new builds. Ads: @moscowadmi RKN: No. 5904672111 Channel link: <https://t.me/+MKaab-q-E041NzUy> Partnership with...

SUBSCRIBERS

106 449

-6907 per month

ERR (% SEE POSTS)

16.0%

per day **18.0%**

REACH/POST

16.4K

ad reach **19K**/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 106 449 —	SUBSCRIBER REACH 15.44% avg % of subs see post	VIEWS/POST 16.4K median 15.5K · 29 days	POSTS/WK 17.9 over period
7D TREND -1.8% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 366 chars. median 337 · 29 days	POSTS ANALYZED 75 29 days
AD REACH 19K 24h avg	CHURN / MONTH -6907 last month	QUOTABILITY 5 citation index · 325 channels mentioned all time	CHANNEL AGE 10 months 28 days created 31.07.2025

AI EDITOR SUMMARY

Channel «Moscow Estate | Real Estate» — 106 449 subs. Each post averages 16.4K people (15% from subs), average reach — room to grow. Publishes 18 posts per week (~3/day) — consistent. For week Jun 15–21, reach stable (-1.8% vs week 8–14 Jun).

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 HAVE IN COMMON

- 01 Analysis based on **75** posts over 29 days.
- 02 Dominant format — **Photo** (35/75 posts).
- 03 Avg post length — **366** chars (median 337).
- 04 Audience activity peak — **Thu, 19:00** MSK.
- 05 Top posts get **3x** more views than the weakest (31.5K avg for top vs 12.1K for bottom) — among 75 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 16:00 PHOTO 📄 Gorno-Altaysk faces big changes: DOM.RF developed a master plan for the capital of Altai Republic. Gorno-Altaysk is...	VIEWS 53 284 REPOSTS 187	REACTIONS — ER 50.1%
Nº2 22.06 · 17:45 PHOTO Developer marketers are already stepping in to prop up falling sales in Moscow's primary market. Moscow Estate ...	VIEWS 21 024 REPOSTS 212	REACTIONS — ER 19.8%
Nº3 22.06 · 09:37 TEXT Developers complained about extremely low qualifications of migrants from India coming to Russian construction sites — RIA. According to...	VIEWS 20 328 REPOSTS 116	REACTIONS — ER 19.1%

Nº4 20.06 • 09:55 PHOTO Russians may get to repair roads themselves. A bill was introduced to the State Duma that cancels fines for laying asphalt...	VIEWS 18 378 REPOSTS 125 REACTIONS — ER 17.3%
Nº5 20.06 • 13:04 PHOTO «Временные» спуски с Патриаршего моста на Якиманскую набережную наконец-то уберут и заменят цилиндрической конструкцией: в центре...	VIEWS 18 285 REPOSTS 183 REACTIONS — ER 17.2%

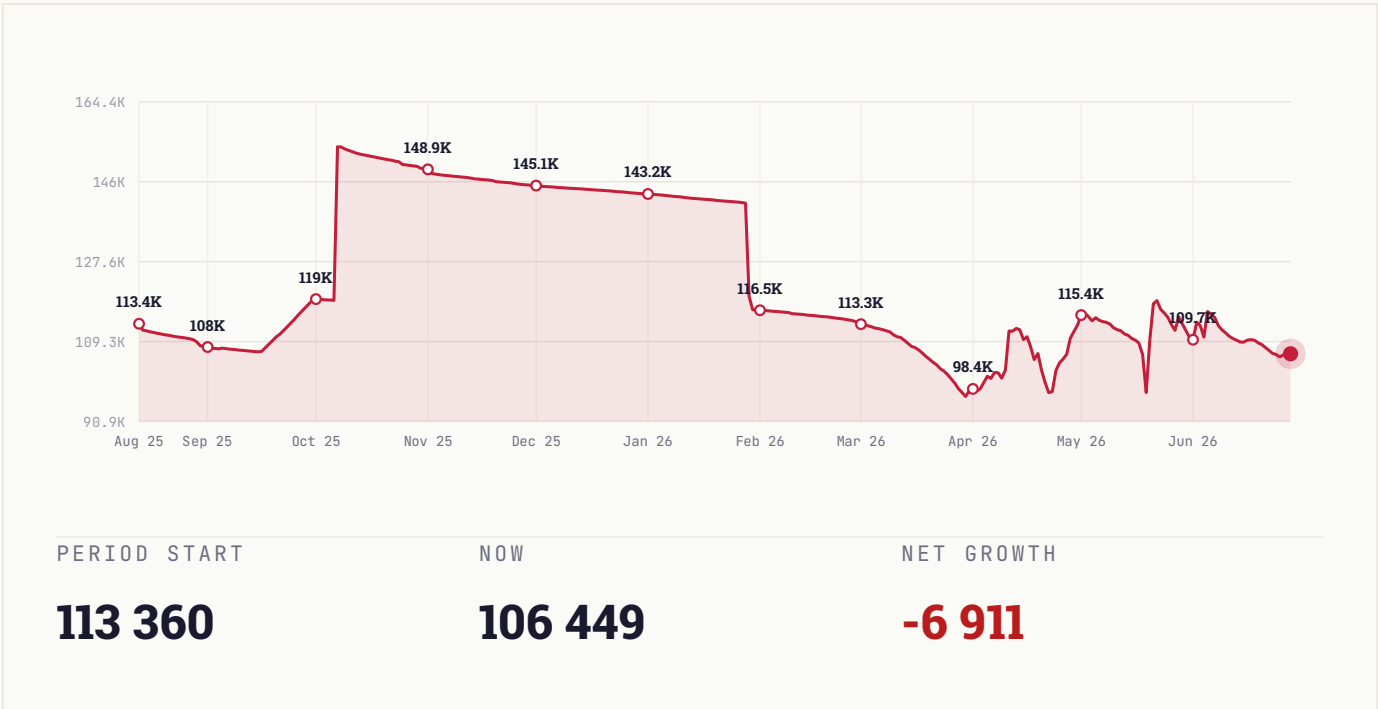
WORST 3

↓ 15.06 • 17:56 TEXT Over the past five years, apartment renovation has become 40-50% more expensive. Reasons include rising material and labor costs, as well as increasing complexity...	VIEWS 12 332 REPOSTS 157 REACTIONS — ER 11.6%
↓ 17.06 • 12:00 VIDEO A sign to tell your kids: if a girl approaches to shoot content for Level Group and asks them to choose between anything and...	VIEWS 12 318 REPOSTS 143 REACTIONS — ER 11.6%
↓ 16.06 • 17:50 TEXT Russians rushed for loans in May. Cash loan volumes hit ₴480 billion. This...	VIEWS 11 645 REPOSTS 145 REACTIONS — ER 10.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

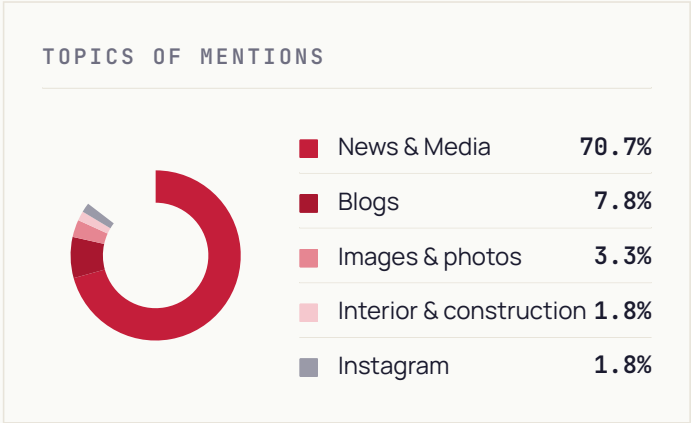
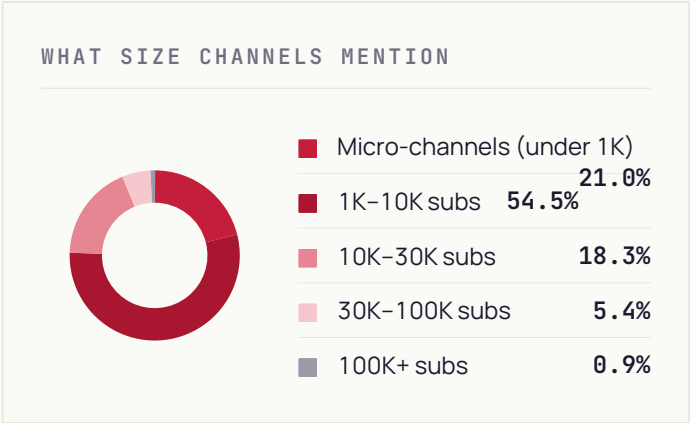
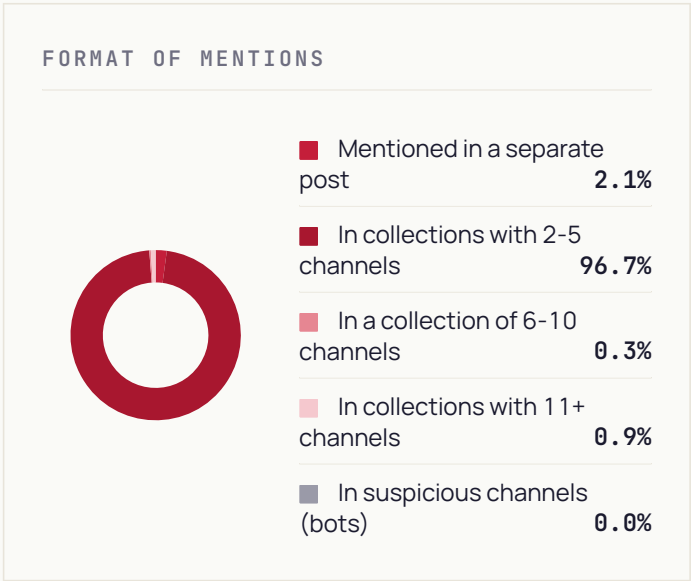
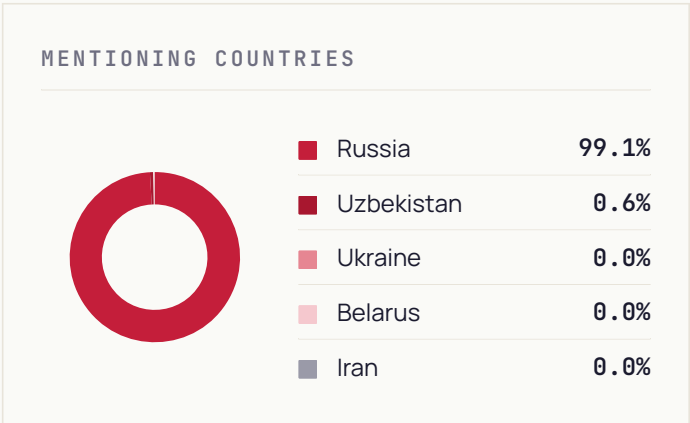
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

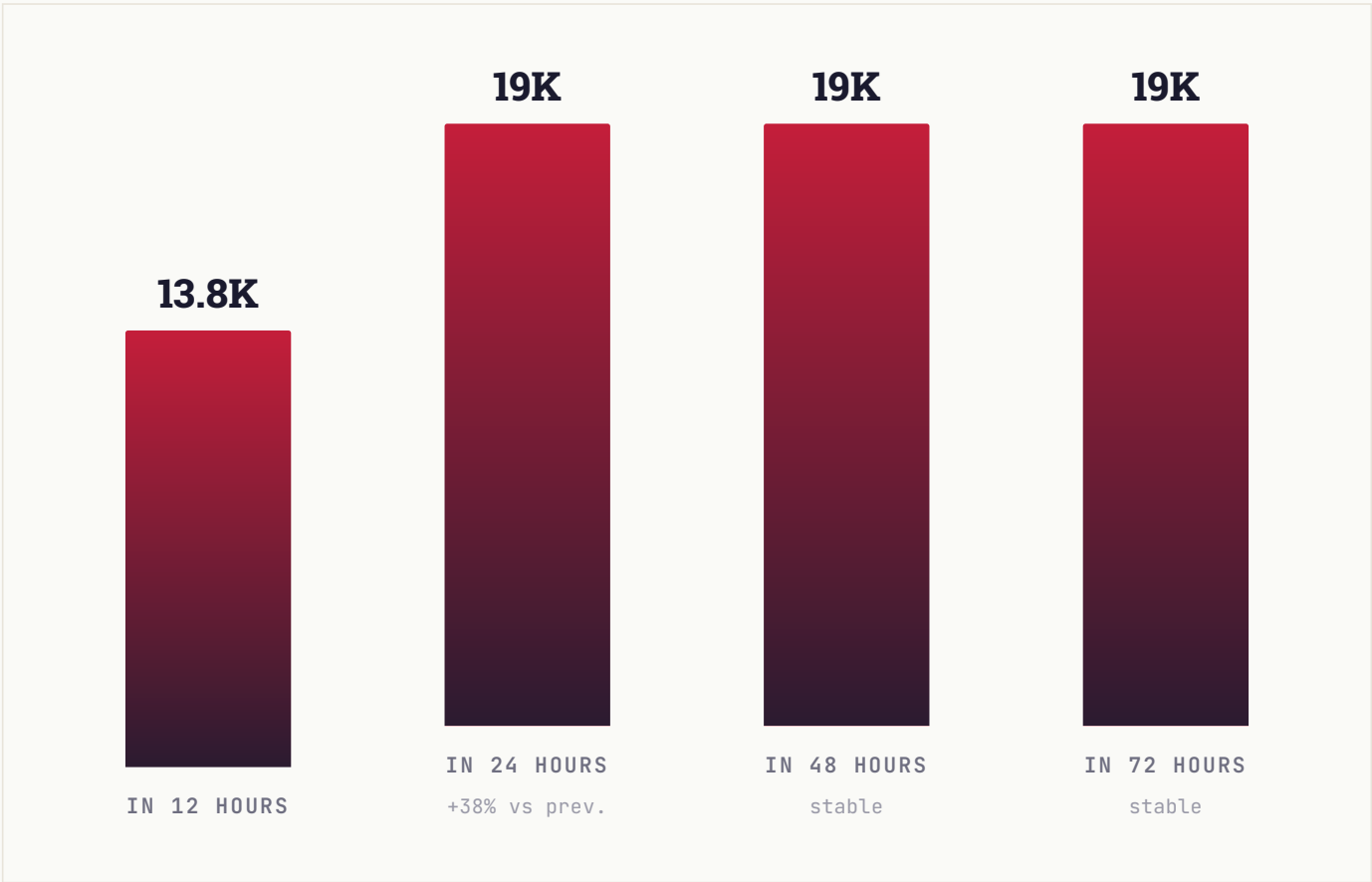
Citation index 5 – channel popularity score based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **325** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Floor plan	454.9K
AI Interior & decor	451.3K
MC My apartment	428.8K
MS Wise Builder	411K
LC Favorite apartment	409.7K
GF GC FSK	377K
PR ProRealty	376.9K
US Smart Builder	354.3K
PI PIK	339.8K
ME Moscow Estate Недвижимость YOU	106.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#52 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 07 · MENTION DYNAMICS

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 **320**, they brought **47 559** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	26	26	35 627	
September 2025	1	1	11 932	
August 2025	293	292	0	
July 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
320		6	47 559	

SECTION 08 · NICHE COMPARISON

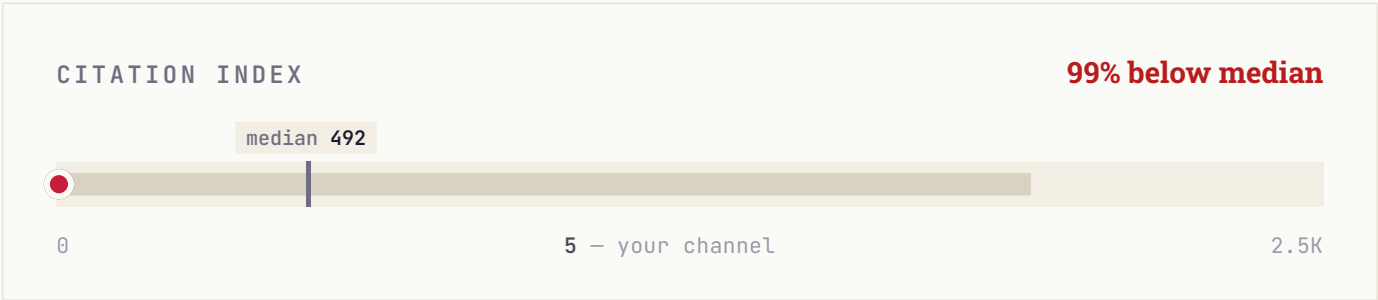
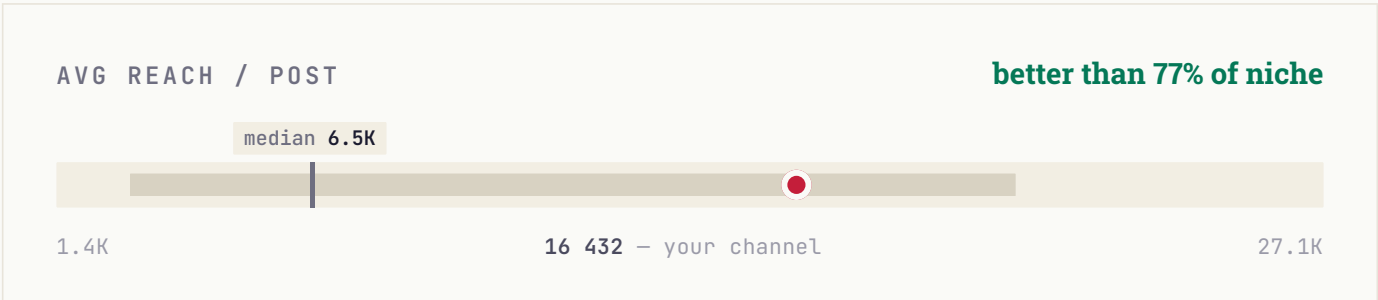
Where the channel stands in its league

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

#52/100

RANK IN NICHE

Channel in the bottom half of the 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

Main post of the week — on Thursday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase share of video posts

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

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 point.

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 minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager