

PROMTPRESS PUBLIC REPORT

Channel audit

Moscow builds | Real Estate



@msk_stroit

We find the best projects in the capital and share insider insights from construction industry leaders. Exclusive info and top Moscow residential complex reviews. Who reads us: <https://clk.ru/3TxDyZ>
Questions...

SUBSCRIBERS

329 160

+43369 per month

ERR (% SEE POSTS)

11.0%

per day 8.0%

REACH/POST

34.1K

ad reach 25.7K/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 calculation period.

 SUBSCRIBERS 329 160 —	 SUBS REACH 10.36% avg % subs see post	 VIEWS/POST 34.1K median 35.2K · 29 days	 POSTS/WEEK 16.6 over period
 7D TREND -0.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 685 chars median 790 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 25.7K 24h avg	 CHURN / MONTH +43369 over last month	 CITATION RATE 8 citation index · 375 channels mentioned all time	 CHANNEL AGE 5 months 14 days created 14.01.2026

AI EDITOR SUMMARY

Channel «Moscow builds | Real Estate» — 329 160 subs. Each post averages 34.1K people (10% from subs), reach is low — consider expanding audience. Publishes 17 posts/week (~2/day) — regular schedule. Week 15–21 Jun reach stable (-0.5% vs week of June 8–14).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **70** posts over 29 days.
- 02 Dominant format — **Photo** (56/70 posts).
- 03 Avg post length — **685** chars (median 790).
- 04 Peak audience activity — **Friday**, 11:00 MSK.
- 05 Top posts get **1x** more views than the weakest (38.5K avg for top vs 31.6K for worst) — among 70 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 09:05 VIDEO Checkmate to all who say a young family can't afford housing in Moscow. Moscow builds • real estate ☒	VIEWS 38 673 REPOSTS 214	REACTIONS — ER 11.7%
Nº2 31.05 · 13:05 TEXT In Q1 2026, housing commissioning in the Moscow region nearly halved — down 44.1%, per Rosstat data...	VIEWS 38 473 REPOSTS 260	REACTIONS — ER 11.7%
Nº3 31.05 · 17:04 TEXT State Duma proposes 50% discount on utilities for subbotnik participants. Deputies consider this 'important and...	VIEWS 38 211 REPOSTS 225	REACTIONS — ER 11.6%

Nº4 30.05 • 13:04 TEXT New builds near three upcoming Rublyovo-Arkhangelskaya line metro stations and the Troitskaya branch may rise in price by...	VIEWS 38 152 REPOSTS 222 REACTIONS — ER 11.6%
Nº5 30.05 • 09:05 PHOTO Muscovites are heading en masse to... the Moscow region for May holidays. According to Avito, one in seven bookings is for...	VIEWS 38 069 REPOSTS 258 REACTIONS — ER 11.6%

WORST 3

↓ 24.06 • 09:06 PHOTO Today the Financial Literacy House opens on Birzhevaya Square According to numerous surveys, many Muscovites have financial...	VIEWS 31 920 REPOSTS 223 REACTIONS — ER 9.7%
↓ 23.06 • 13:00 PHOTO Near Kurchatov Institute in Shchukino, a fortress-like residential complex with Gothic towers will be built. On the border of Shchukino and Khoroshevo-Mnevniki, construction continues...	VIEWS 31 870 REPOSTS 207 REACTIONS — ER 9.7%
↓ 11.06 • 14:09 PHOTO Apartments in «old» Moscow secondary market surged 5.2% in just one month to ₺306,500, — «Inkom-Real Estate»...	VIEWS 31 095 REPOSTS 209 REACTIONS — ER 9.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

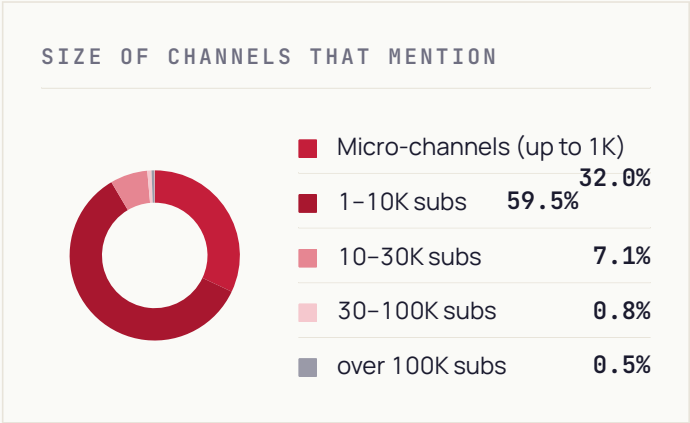
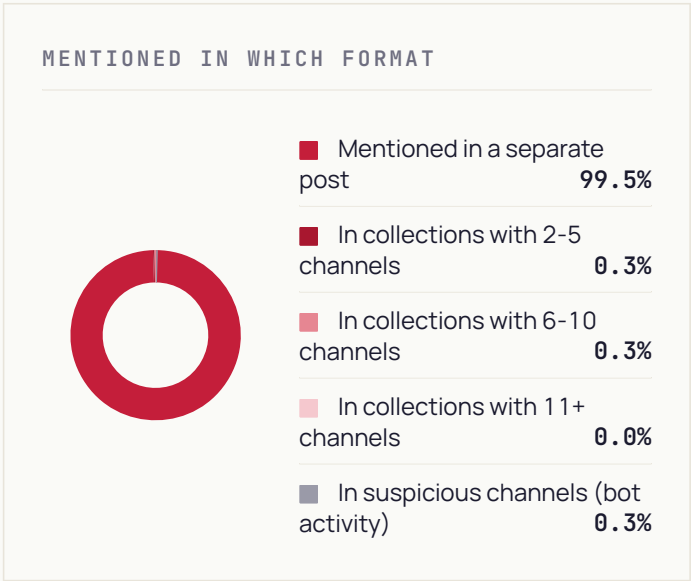
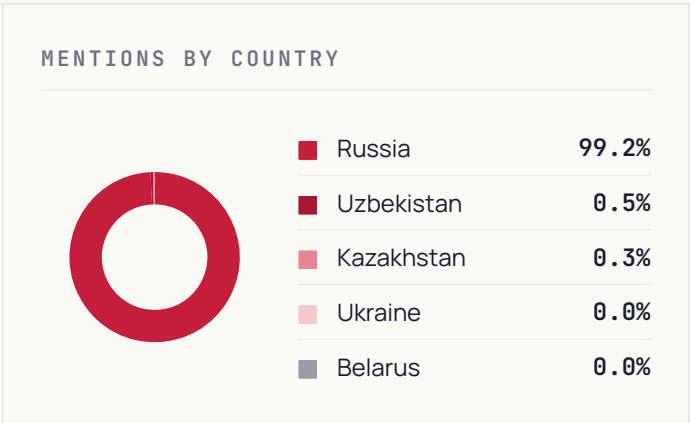
Yearly subscriber growth chart. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

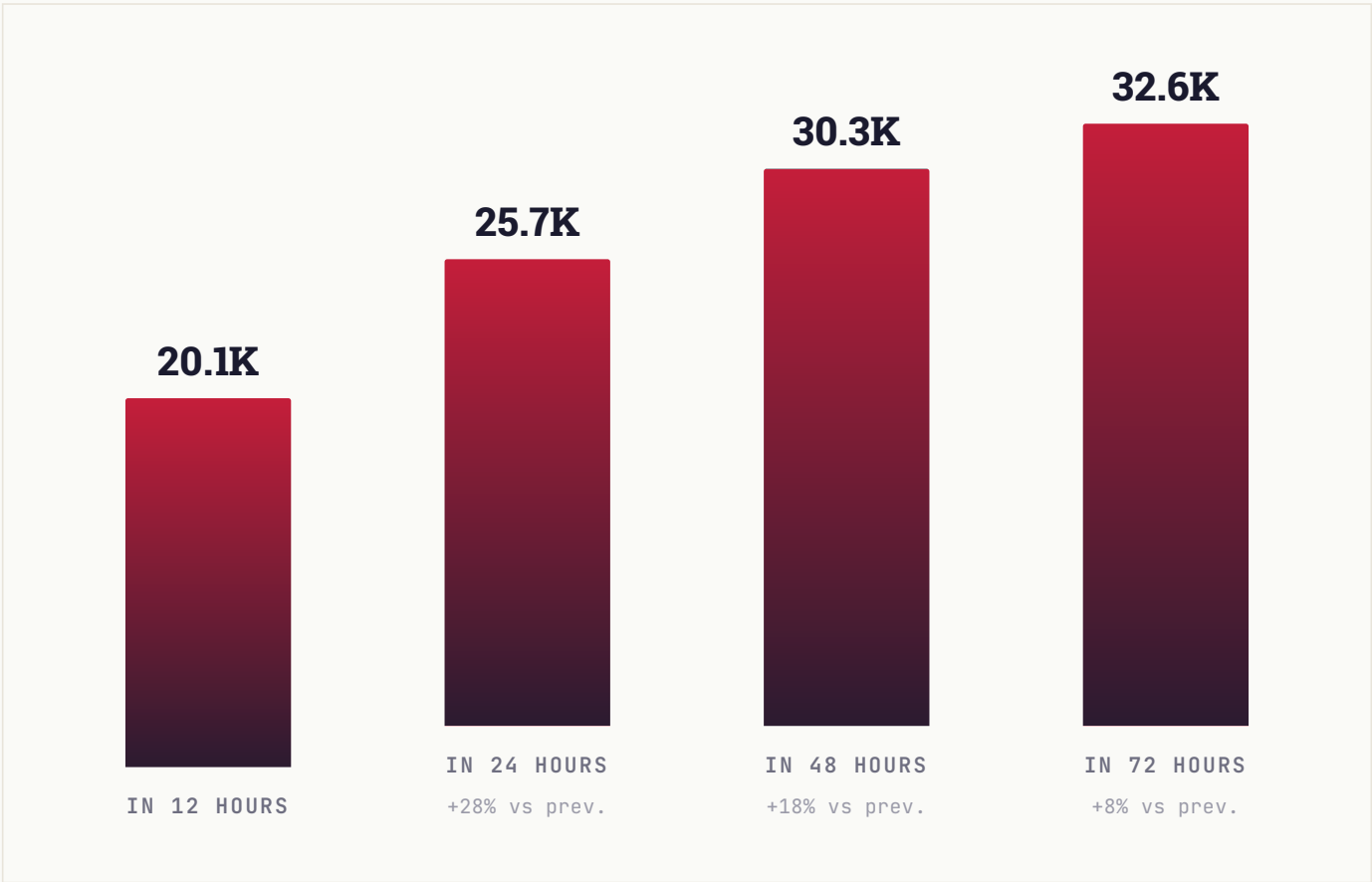
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **375** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Layout	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
MS Moscow builds Real Estate YOU	329.2K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#13 of 89). Leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · NICHE COMPARISON

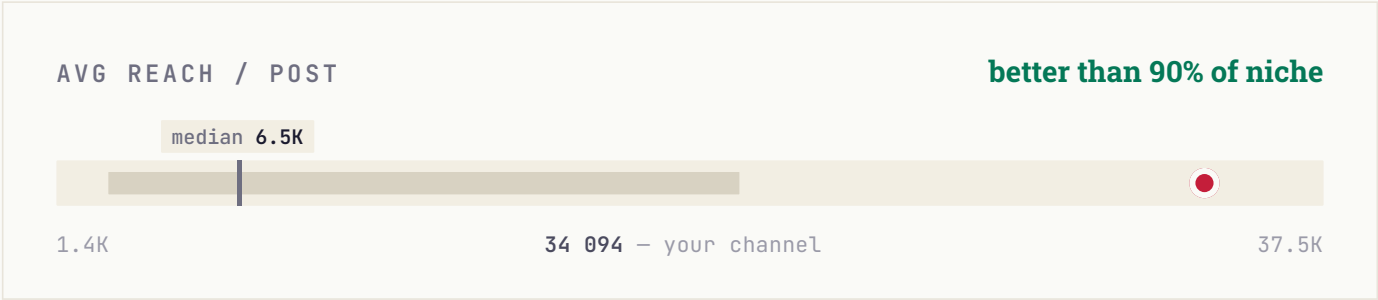
Where the channel stands in its league

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

#13/100

POSITION IN NICHE

Channel in top 13% – strong position



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target 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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