

PUBLIC REPORT BY PROMTPRESS

Channel audit

Real Estate in Capitals



@nedvigim_rf

A channel about Moscow and St. Petersburg real estate, read by mature, affluent men seeking top properties. Contact: @maksp_tg
RKN: № 6572240424 Link: <https://t.me/+gfaUeNF714EwZmVi>

SUBSCRIBERS

83 264

-5483 this month

ERR (% SEE POSTS)

13.0%

per day 12.0%

REACH/POST

10.2K

ad reach 10K/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 83 264 —	 SUBS REACH 12.27% avg % of subs see post	 VIEWS/POST 10.2K median 10.4K · 29 days	 POSTS/WEEK 21.2 over period
 7D TREND -3.1% vs previous week	 REACTIONS/POST 42.8 total 3,808 reactions, 324 reposts, 0 comments	 POST LENGTH 419 chars median 371 · 29 days	 POSTS ANALYZED 89 29 days
 AD REACH 10K 24h avg	 CHURN / MONTH -5483 last month	 CITATION RATE 4 citation index · 260 channels mentioned all time	 CHANNEL AGE 10 months 28 days created 31.07.2025

AI EDITOR SUMMARY

Channel «Real Estate in Capitals» — 83 264 subs. Each post averages 10.2K people (12% from subs), reach is low — consider expanding audience. Publishes 21 posts per week (~3/day) — active posting. Week of Jun 15–21 reach stable (-3.1% vs week Jun 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **89** posts over 29 days.
- 02 Dominant format — **Photo** (79/89 posts).
- 03 Avg post length — **419** chars (median 371).
- 04 Peak audience activity — **Sunday**, 20:00 MSK.
- 05 Top posts get **×1** more views than the weakest (10.6K avg for top vs 7.8K for worst) — among 89 posts over 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 02.06 · 09:04 PHOTO Fabergé egg-shaped business centers to be built in Khamovniki — Moscow authorities approved the architectural concept for the quarter on...	VIEWS 10 662 REPOSTS 3	REACTIONS 50 ER 12.8%
Nº2 21.06 · 17:03 PHOTO A 140 m² traditional-style country villa in Japan for \$6,000 (₽430K). Inside: two bedrooms, spacious living room with panoramic...	VIEWS 10 620 REPOSTS 3	REACTIONS 49 ER 12.8%
Nº3 19.06 · 16:00 TEXT MTS and premium housing developer October Group signed a digitalization agreement at the «Dvizhenie» forum in Sochi. As part of...	VIEWS 10 616 REPOSTS 2	REACTIONS 46 ER 12.7%

Nº4 18.06 • 17:00 PHOTO In Astana, the final boss of Gypsy Baroque listed for \$1.8M (~₽130M). For that money, the new...	VIEWS 10 608 REPOSTS 3 REACTIONS 43 ER 12.7%
Nº5 31.05 • 09:05 PHOTO Demand for short-term apartment rentals in Moscow is several times higher than in other major Russian cities – CIAN. This is because...	VIEWS 10 595 REPOSTS 4 REACTIONS 68 ER 12.7%

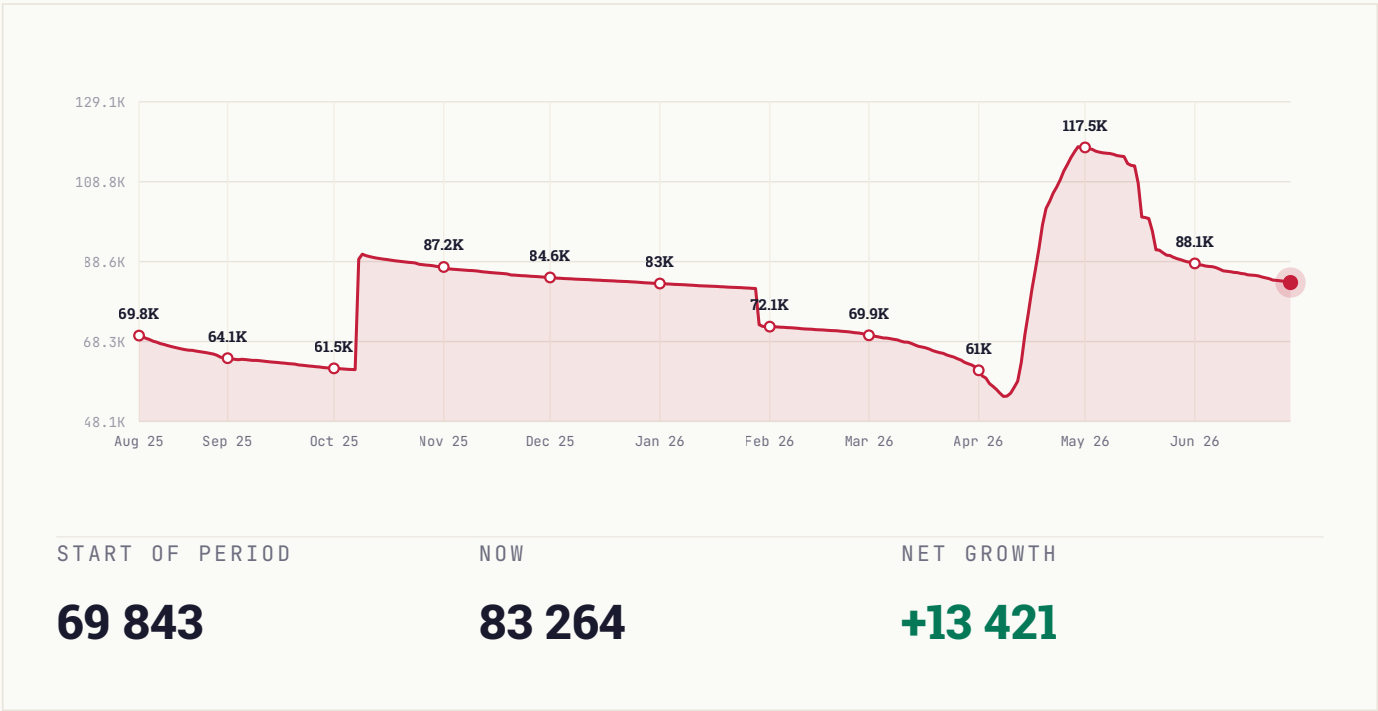
WORST 3

↓ 17.06 • 13:00 PHOTO An entire town in Australia listed for ~₽20M. Includes shops, motel, pub, restaurant, and complex with...	VIEWS 8 182 REPOSTS 5 REACTIONS 39 ER 9.8%
↓ 04.06 • 13:04 PHOTO Russians switched to economy mode in home building: the number of one-story cottages is growing fast, and their average area has dropped from...	VIEWS 8 130 REPOSTS 3 REACTIONS 28 ER 9.8%
↓ 17.06 • 17:03 PHOTO Renting in NYC has become so unaffordable that young people are moving into monasteries. You can rent a room for two...	VIEWS 7 210 REPOSTS 7 REACTIONS 28 ER 8.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

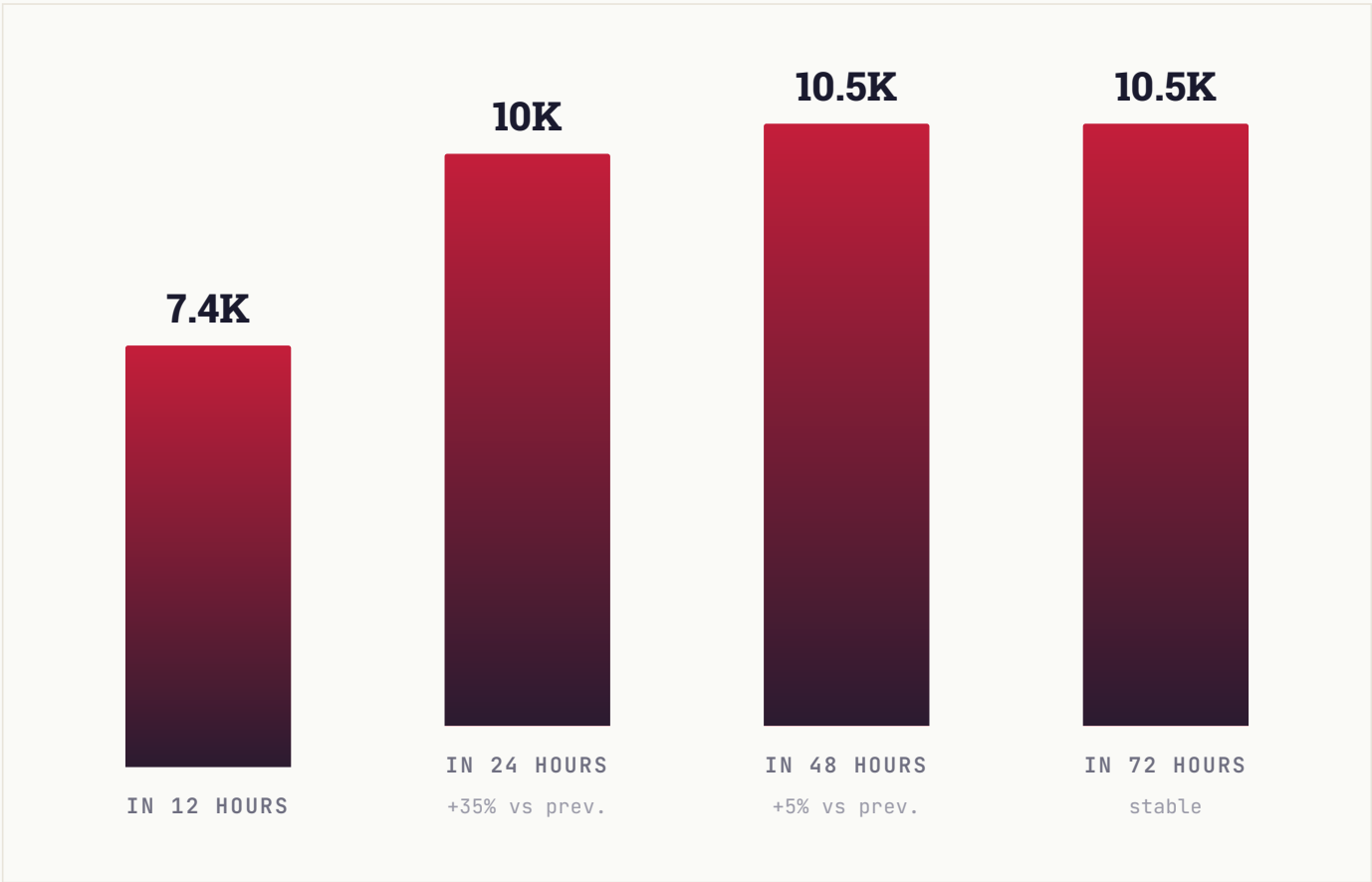
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Scheduler	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
NV Real Estate in Capitals YOU	83.3K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#62 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **259**, they brought **29 360** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Dec 2025	0	0	0	
Nov 2025	0	0	0	
October 2025	0	0	29 236	
September 2025	0	0	124	
August 2025	259	258	0	
Jul 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
259		6	29 360	

SECTION 07 · NICHE COMPARISON

Where channel ranks in its league

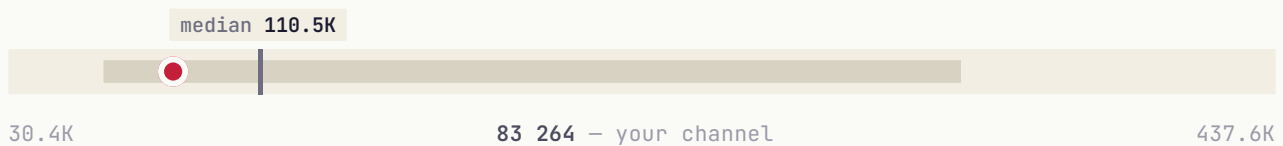
Took top-100 channels in category "Interior & construction» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#62 /100

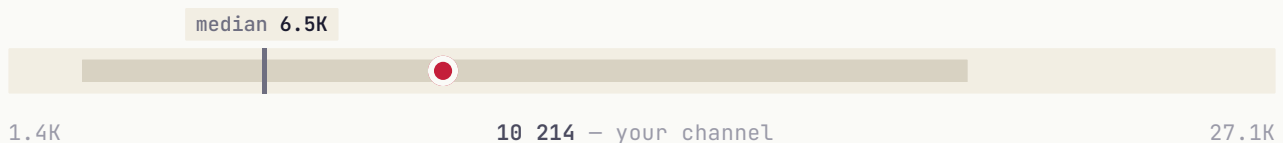
RANK IN NICHE

Channel in the bottom half of the ranking

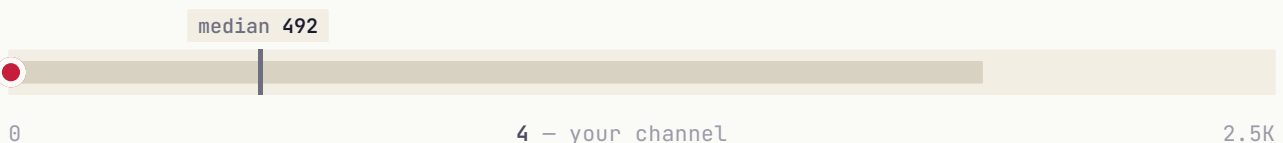
SUBSCRIBERS

25% below median


AVG REACH / POST

better than 60% of niche


CITATION INDEX

99% below median


— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday

Audience most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. 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

+1K-3K subs
- 04

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
- 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 — what we can do in a few minutes based on public data. 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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