

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Developer RF – All About Russian Real Estate



@nedvizha_tg

Key real estate info: - news & insights - developers & agencies - laws
& legislation Questions: @nedvizha_adm

SUBSCRIBERS

30 538

ERR (% SEE POSTS)

29.0%

REACH/POST

8.6K

+15468 per month

per day 20.8%

ad reach 6.5K/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 30 538 —	 SUBSCRIBER REACH 28.16% avg % subs see post	 VIEWS/POST 8.6K median 8.7K · 28 days	 POSTS/WEEK 11.7 over period
 7D TREND +2.5% vs previous week	 REACTIONS/POST 126.4 total 6,069 reactions, 5,462 reposts, 0 comments	 POST LENGTH 669 chars median 668 · 28 days	 POSTS ANALYZED 48 28 days
 AD REACH 6.5K 24h avg	 CHURN / MONTH +15468 last month	 CITATIONS 14 citation index · 145 channels mentioned all time	 CHANNEL AGE 7 years 10 months created 08.09.2018

AI EDITOR SUMMARY

Channel «Developer RF – All About Russian Real Estate» – 30 538 subs. Each post averages 8.6K people (28% of subs), that's good reach. Publishes 12 posts per week (~2/day) – steady pace. Week of June 22–28 reach stable (+2.5% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

Best performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **48** posts over 28 days.
- 02 Dominant format – **Photo** (37/48 posts).
- 03 Avg post length – **669** characters (median 668).
- 04 Peak audience activity – **Sat**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.9K avg for top vs 5.1K for worst) – among 48 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 15:02 TEXT Average home purchase price in central or near-central Khabarovsk has reached 12.5 million rubles What's happening in the housing market in...	VIEWS 10 430 REPOSTS 137	REACTIONS 183 ER 34.2%
Nº2 28.06 · 12:26 TEXT In Moscow, about 24% of Russia's total KRT urban potential is concentrated – 421 sites over 70 million sq m Key points...	VIEWS 9 657 REPOSTS 228	REACTIONS 147 ER 31.6%
Nº3 21.06 · 05:31 PHOTO In the first half of June 2026, subsidized and market mortgage volumes at VTB equaled – 7 billion rubles each Share of non-subsidized mortgages...	VIEWS 9 591 REPOSTS 131	REACTIONS 139 ER 31.4%

Nº4

14.06 · 09:05

PHOTO

Saudi Arabia will spend \$16B (over ₪1.1T) to terminate NEOM megaproject contracts Central...

VIEWS

9 548

REPOSTS

1

REACTIONS

—

ER

31.3%

Nº5

04.07 · 09:01

PHOTO

Price gap between new builds and 'new secondary' (homes up to 5 years) in some Moscow districts reaches 35% The biggest gap is...

VIEWS

9 513

REPOSTS

139

REACTIONS

174

ER

31.2%

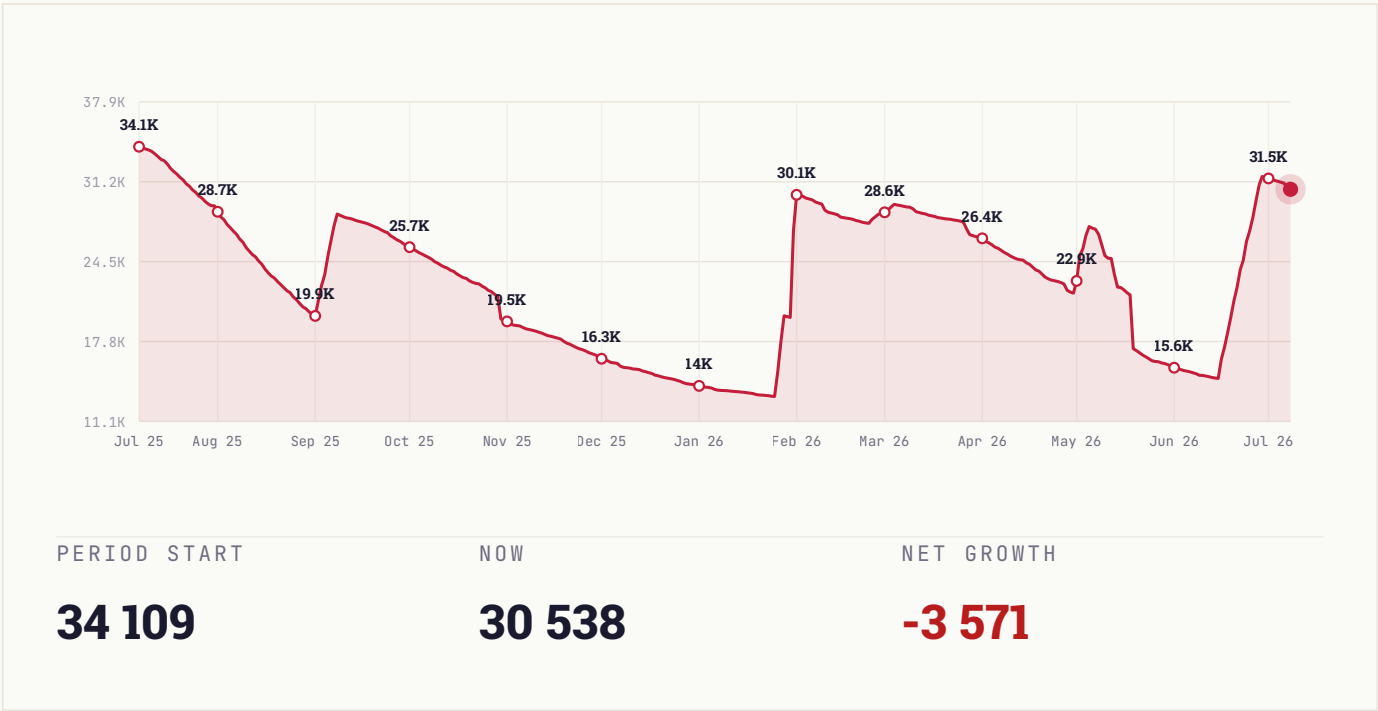
WORST 3

↓ 24.06 · 06:03 PHOTO Construction progress in Crimea is monitored to prevent downtime — Russian Deputy PM Marat Khusnullin 'We keep an eye on all...	VIEWS 7 512 REPOSTS 129 REACTIONS 151 ER 24.6%
↓ 26.06 · 05:30 PHOTO Saudi Arabia to build unique architectural complex British studio Heatherwick Studio unveiled AlUla project...	VIEWS 7 410 REPOSTS 134 REACTIONS 144 ER 24.3%
↓ 16.06 · 09:10 TEXT Start not with the site, but with the market: first analyze prices, sales pace, supply-demand balance, competitors, and product...	VIEWS 429 REPOSTS 133 REACTIONS 155 ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

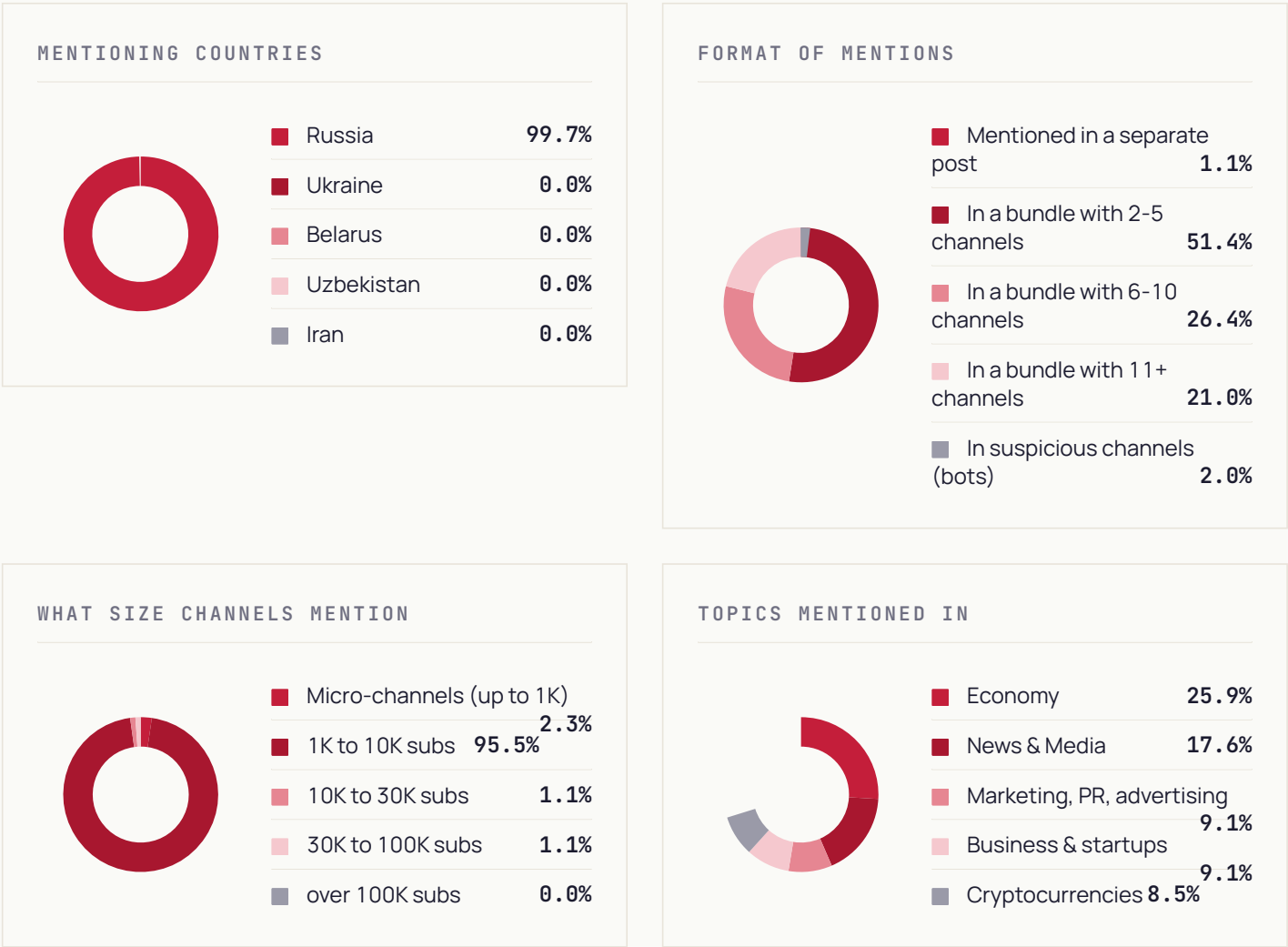
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

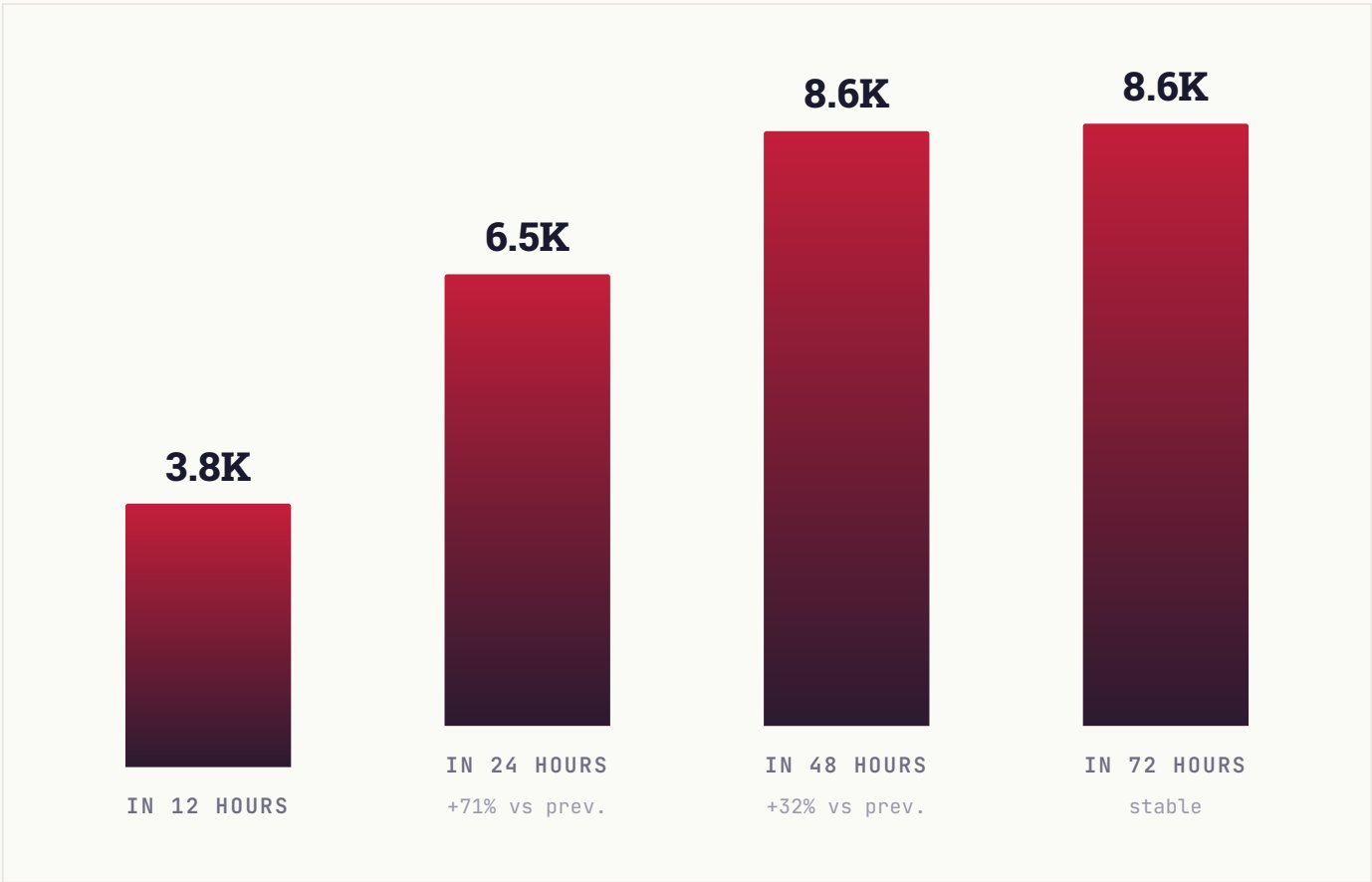
Citation index **14** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **145** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	529.8K
PL Layout	454.1K
AI Interior & decor	450.4K
MK My apartment	428.1K
MS Wise Builder	410.4K
LK Favorite apartment	409.1K
GF GC FSK	378.4K
PR ProRealty	376.3K
US Smart Builder	354K
PI PIK	338.1K
ZR Developer RF – All About Russian Real Estate YOU	30.5K

COMPARATIVE INSIGHT

Channel not yet outside top 89 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (529.8K), median of top 89: 109.1K. First goal: enter top 89 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **0**, they brought **22 585** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	14 034	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	8 551	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	22 585

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the distribution, and a vertical line indicating the median. A red dot marks the channel's performance.

- SUBSCRIBERS:** The median is 109.6K. The channel's performance is 30,538, which is 72% below the median. The range is from 30.4K to 435.9K.
- AVG REACH / POST:** The median is 6.3K. The channel's performance is 8,598, which is better than 56% of the niche. The range is from 1.4K to 26.4K.
- CITATION INDEX:** The median is 518. The channel's performance is 14, which is 97% below the median. The range is from 0 to 2.5K.

Metric	Median	Your Channel Value	Comparison	Range (Min-Max)
SUBSCRIBERS	109.6K	30,538	72% below median	30.4K - 435.9K
AVG REACH / POST	6.3K	8,598	better than 56% of niche	1.4K - 26.4K
CITATION INDEX	518	14	97% below median	0 - 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is most active on this day at 18:00 MSK.

IMPACT

**Best window
for an
important post**

02

Increase share of video posts

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

IMPACT

**Video holds
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

IMPACT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic is an easy growth lever.

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT

**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 plan in a month.

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

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