

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Up to the Ears in Concrete • Real Estate



@nedvizhimost_betonn

Real estate news, risks, forecasts and analytics. Ads/partnership: @KseniyaAdmin, @XeniaCommercial Exchange: https://telega.in/c/nedvizhimost_betonn Managers: @KseniyaAdmin,...

SUBS	ERR (% SEE POSTS)	REACH/POST
47 780	7.0%	3.6K
-410 per month 17.07.2026	per day 3.3% HTTPS://PROMTPRESS.COM/AUDIT/NEDVIZHIMOST_BETONN	ad reach 1.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 47 780 —	 SUBSCRIBER REACH 7.6% avg % of subs see post	 VIEWS/POST 3.6K median 3.7K · 29 days	 POSTS/WEEK 12.7 over period
 7D TREND -19.3% vs prev. week	 REACTIONS/POST 20.9 only 1,110 reactions, 603 reposts, 66 comments	 POST LENGTH 617 chars median 598 · 29 days	 POSTS ANALYZED 53 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -410 last month	 CITATION INDEX 858 citation index · 1,226 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 16.06.2023

AI EDITOR SUMMARY

Channel «Up to Ears in Concrete • Real Estate» – 47 780 subs. Each post averages 3.6K people (8% of subs), reach is low – consider expanding audience. Publishes 13 posts per week (~2/day) – regular schedule. For week of Jul 6–12, reach dropped -19.3% by week of Jun 29 – Jul 5 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 53 posts over 29 days.
- 02 Dominant format – Photo (37/53 posts).
- 03 Avg post length – 617 chars (median 598).
- 04 Peak audience activity – Friday, 13:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (5K avg top vs 2.3K worst) – among 53 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 07:52 PHOTO  Family mortgage changes from July 1. One key change – higher limits Current limits: 12 million for Moscow, St. Petersburg and regions, 6 million...	VIEWS 5 356 REPOSTS 23	REACTIONS 13 ER 11.2%
Nº2 19.06 · 10:36 PHOTO  New key rate - 14.25% Seems lower than before. Seems higher than desired. ➡️📱 In MAX 🧱 Up to the Ears in Concrete - channel	VIEWS 4 924 REPOSTS 16	REACTIONS 31 ER 10.3%
Nº3 29.06 · 13:06 PHOTO  FAS uncovered a cartel in Moscow region housing and utilities worth 5.5 billion rubles It concerns a conspiracy of four companies during tenders for reconstruction and...	VIEWS 4 846 REPOSTS 10	REACTIONS 15 ER 10.1%

Nº4 18.06 • 16:21 PHOTO  Ministry of Construction may tighten apartment acceptance rules  Deputy Minister Nikita Stasishin at the "Dvizhenie" forum said that on quality...	VIEWS 4 684 REACTIONS 38 REPOSTS 6 ER 9.8%
Nº5 26.06 • 12:08 PHOTO  Subsidized mortgage widened price gap between new builds and secondary by 11 p.p. The Central Bank assessed the impact of subsidized programs on the market: from 2020 to...	VIEWS 4 464 REACTIONS 17 REPOSTS 4 ER 9.3%

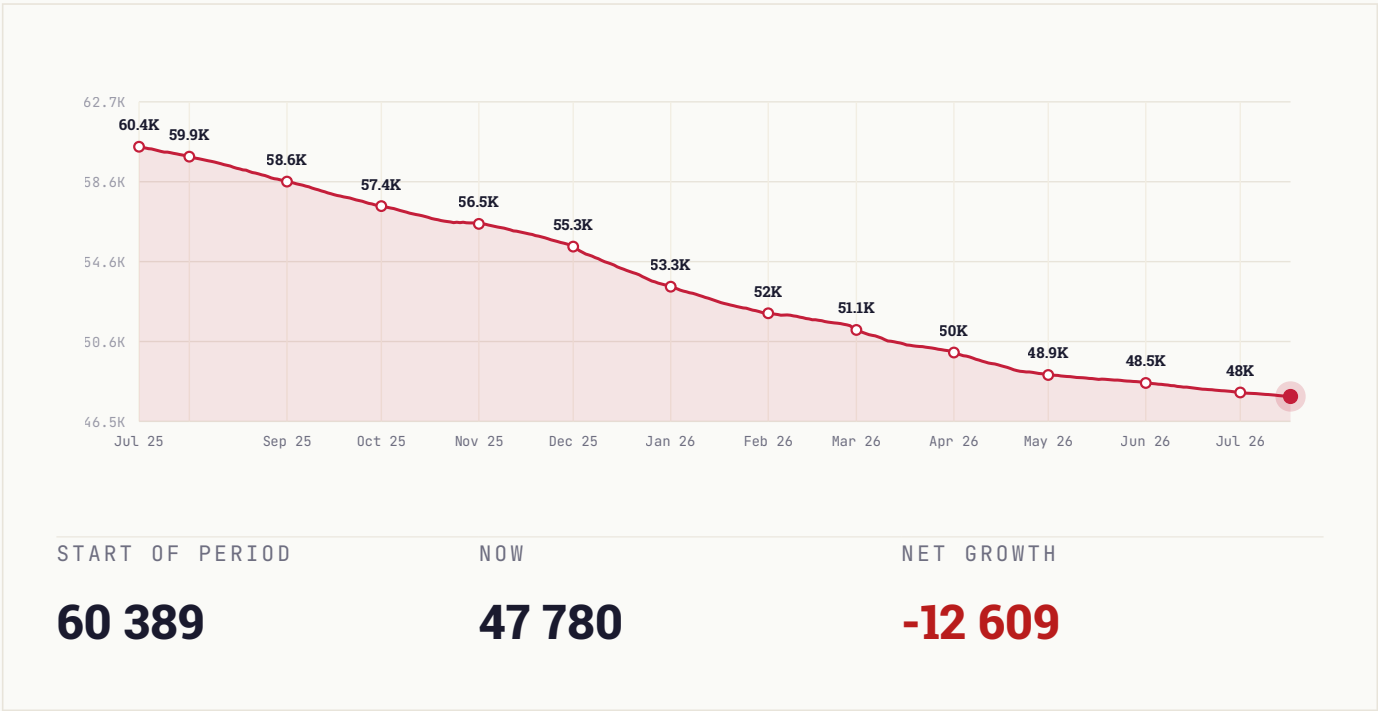
WORST 3

 13.07 • 13:28 PHOTO  Government allocates another 300 million rubles for housing in small towns At a meeting with deputy prime ministers, Mikhail Mishustin announced...	VIEWS 2 394 REACTIONS 12 REPOSTS 3 ER 5.0%
 14.07 • 07:23 PHOTO  Didn't pay the agent – lost more In Pyatigorsk, a man bought property, decided to save on agent fees, and...	VIEWS 2 288 REACTIONS 31 REPOSTS 15 ER 4.8%
 14.07 • 10:50 PHOTO We've gathered three recent big stories about how you can lose an apartment, land, and money.  1 In Astrakhan, 15 realtors were convicted for...	VIEWS 2 220 REACTIONS 11 REPOSTS 7 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

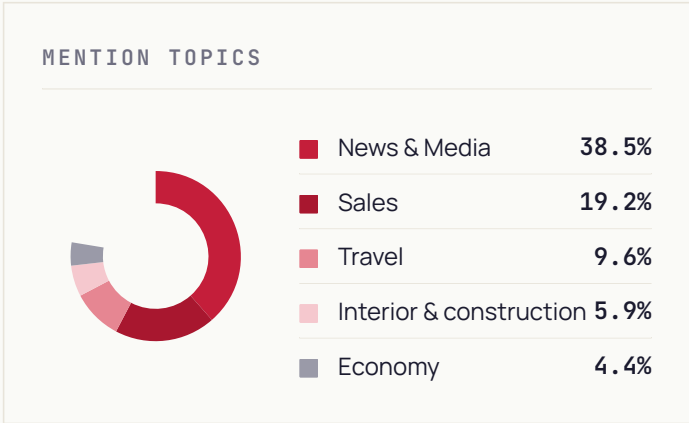
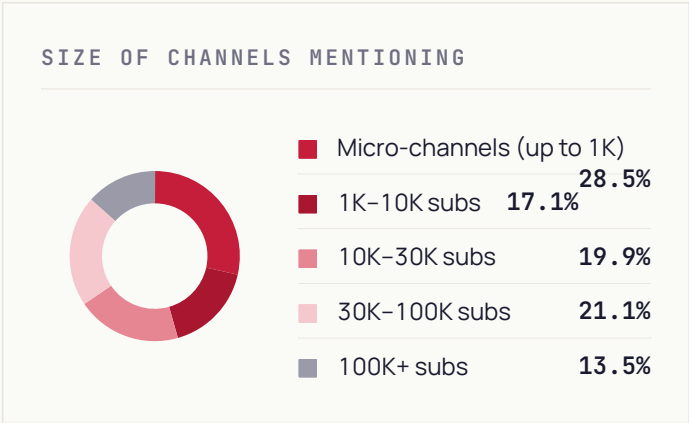
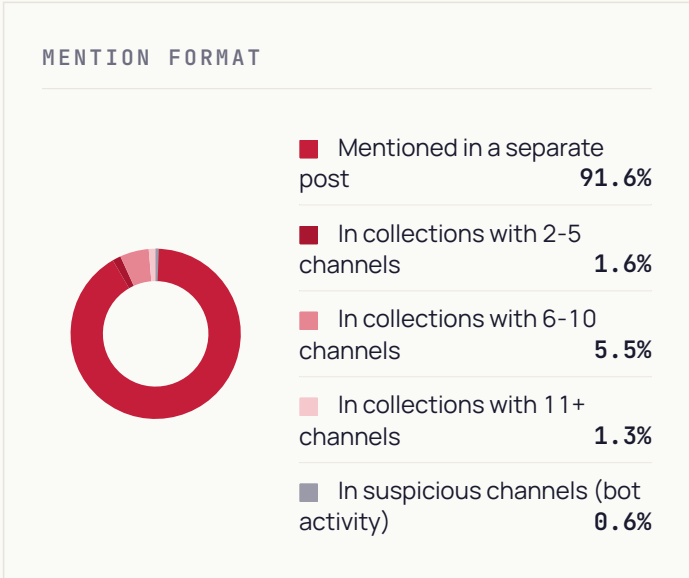
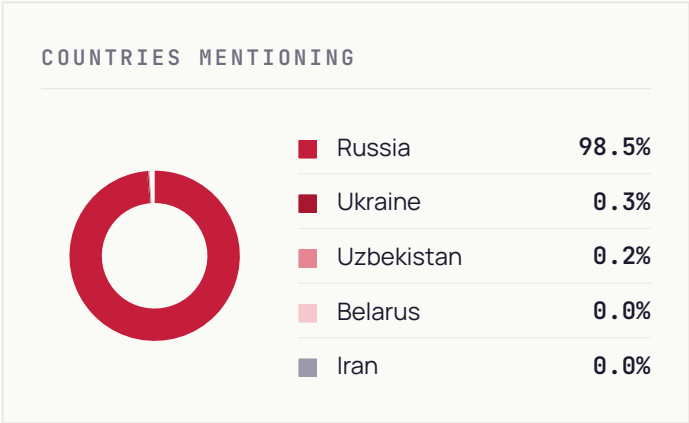
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who how mentions the channel

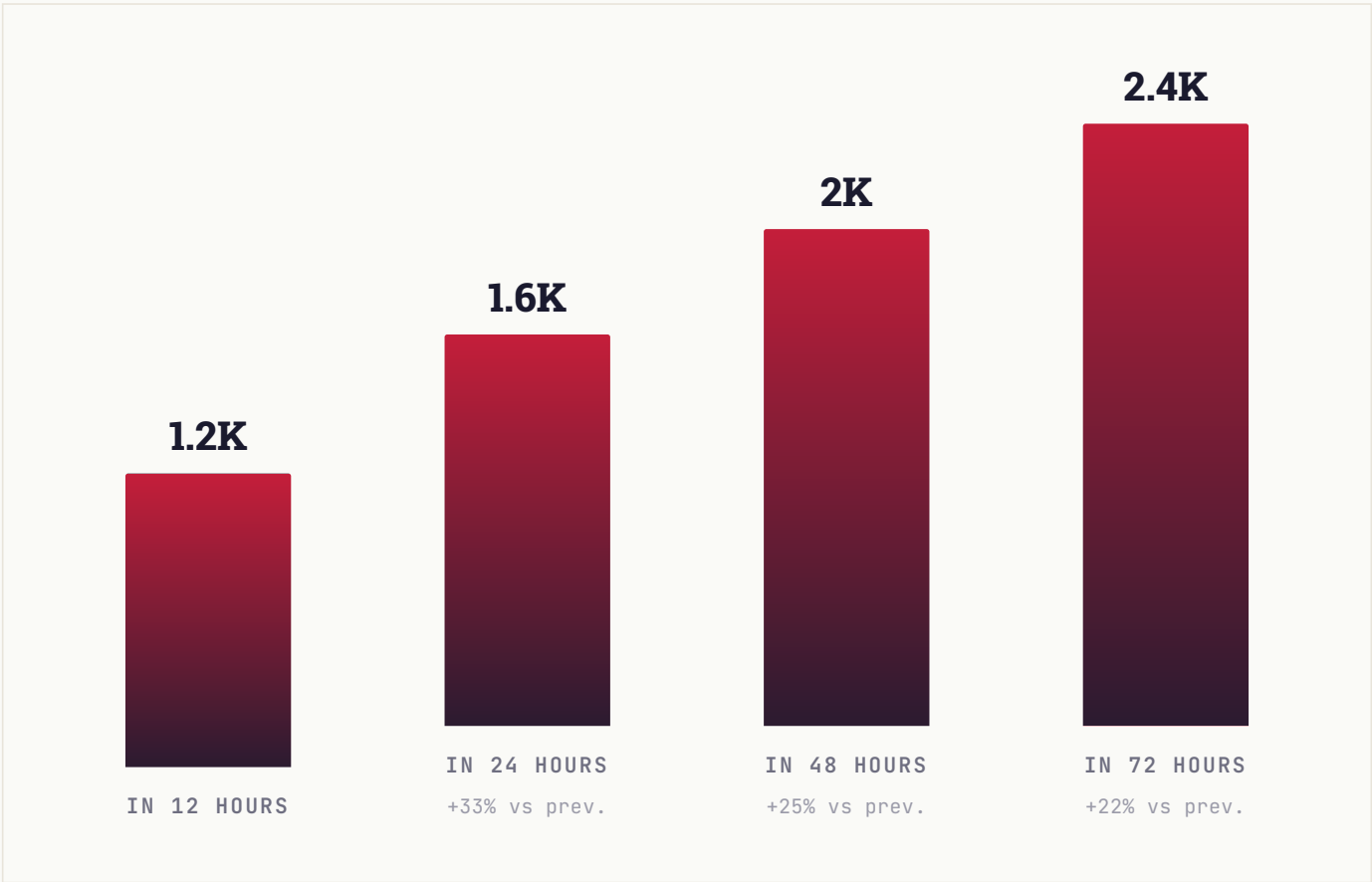
Citation index **858** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 226** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
آقای تحلیلگر آت	5.2M
قیمت لحظه ای دلار طلا خودرو و سکه قد	3.7M
اخبار فوری قیمت دلار طلا حمله امریکا اق	3.6M
Sharif شریف اش	2.8M
Trade Watcher TW	2.6M
قیمت لحظه ای دلار طلا خودرو قل	2M
KING EL GOLD 🏆 KE	1.8M
The Economist TЭ	1.3M
Axe. Economy. TE	1.2M
QUBTAN EL GOLD QE	1.1M
Up to the Ears in Concrete • Real Estate PU	47.8K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — آقای تحلیلگر (5.2M), top-98 median: 350.2K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **190**, they brought **71** new subs.

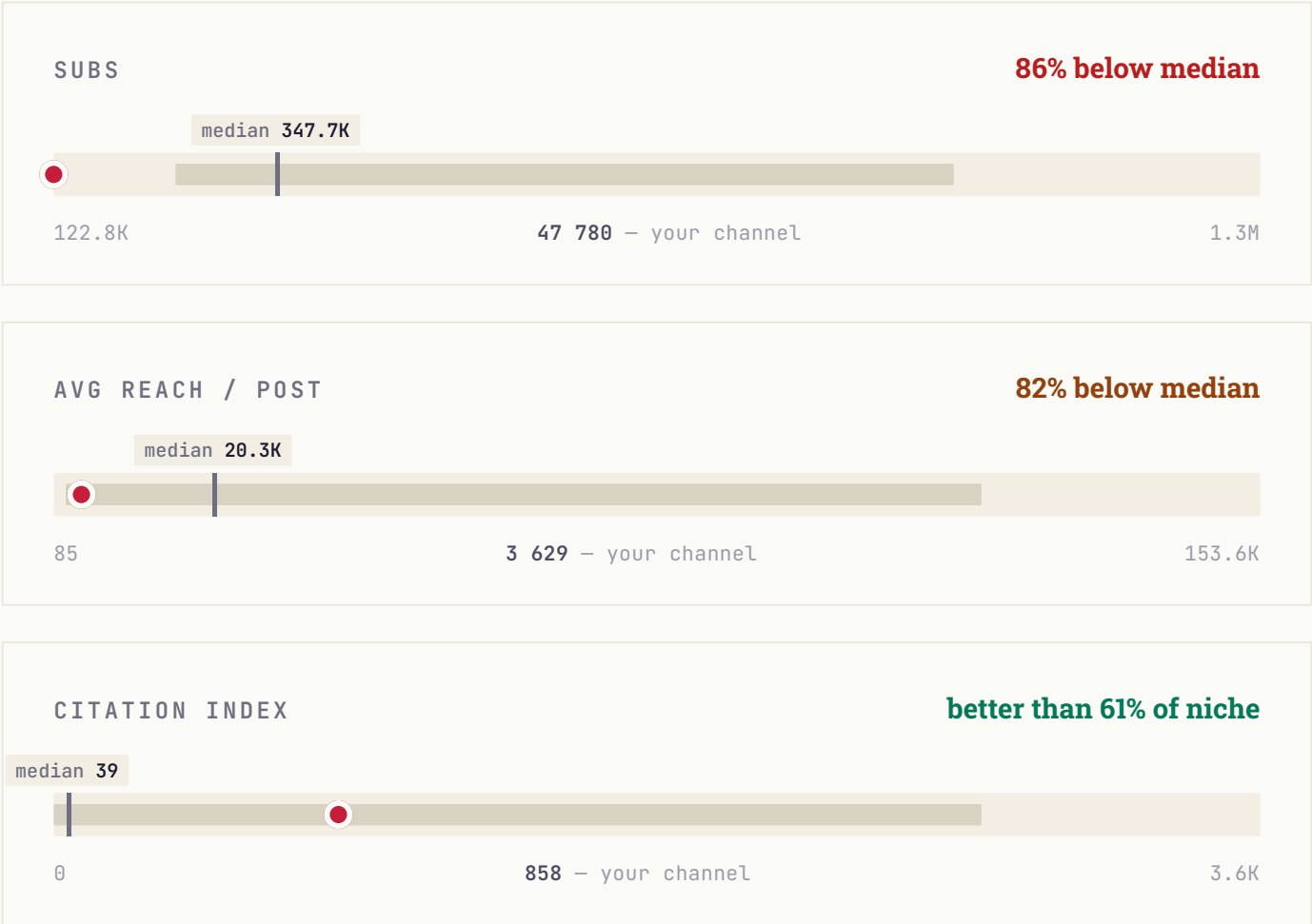
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	24	2	0	
December 2025	34	6	0	
November 2025	27	6	20	
October 2025	29	16	51	
September 2025	31	6	0	
August 2025	45	5	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
190	6	71

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Economy» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10-p90). Black line: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. 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 minutes from public data. Want more? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
