

— PROMTPRESS PUBLIC REPORT

Channel audit

Недвижка

Негинского

МСК |

Аналитик

Андрей

Негинский |

Недвижимость

Москва |

Новостройки

Москва |



@neginskimsk

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 42 585 —	 SUBS REACH 8.92% avg % subs see post	 VIEWS/POST 3.8K median 4.4K · 28 days	 POSTS/WEEK 14.0 over period
 7D TREND -9.0% vs previous week	 REACTIONS/POST 67.5 only 3,914 reactions, 325 reposts, 0 comments	 POST LENGTH 811 chars median 942 · 28 days	 POSTS ANALYZED 58 28 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -449 last month	 CITATION RATE 2 030 citation index · 2,336 channels mentioned ever	 CHANNEL AGE 3 years 4 months created 19.02.2023

AI EDITOR SUMMARY

Channel «Недвижка Негинского МСК | Аналитик Андрей Негинский | Недвижимость Москва | Новостройки Москва |» — 42 585 subs. Avg views per post: 3.8K people (9% from subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — consistent. For week Jun 29 – Jul 5, reach dropped -9.0% vs week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – so you see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **58** posts over 28 days.
- 02 Dominant format – **Photo** (33/58 posts).
- 03 Avg post length – **811** chars (median 942).
- 04 Peak audience activity – **Wednesday**, 12:00 MSK.
- 05 Strongest posts get **5x** more views than the weakest (6.7K avg top vs 1.5K worst) – among 58 posts in 28 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 12.07 · 07:33 TEXT 💙 The right answer – territory development plan In our case, the client checked price dynamics via CIAN, apartment layout, but not...	VIEWS 7 545 REPOSTS 4	REACTIONS 106 ER 17.7%
Nº2 26.06 · 09:07 TEXT 💙 Family apartments with the lowest price per m² in the location and keys at end of 2027 In the morning you have breakfast on a private terrace above the coniferous...	VIEWS 6 228 REPOSTS 7	REACTIONS 107 ER 14.6%
Nº3 24.06 · 09:12 PHOTO 💙 How to buy a Moscow new build in summer 2026 without waiting for low mortgage rates? There are effective financial tools on the market...	VIEWS 6 202 REPOSTS 4	REACTIONS 128 ER 14.6%

Nº4 18.06 · 09:03 TEXT ♥ A project in a location where housing prices will grow 10–15% in 2 years A business-class residential complex is being built in Danilovsky district with one of...	VIEWS 6 173 REPOSTS 4	REACTIONS 120 ER 14.5%
Nº5 19.06 · 10:38 PHOTO ♥ It dropped again. Key rate – 14.25% The Bank of Russia continues its easing cycle. The regulator cut the key rate for the ninth time, by another 25...	VIEWS 6 155 REPOSTS 12	REACTIONS 53 ER 14.5%

WORST 3

↓ 28.06 · 07:49 PHOTO (post without caption – photo)	VIEWS 1 513 REPOSTS 5	REACTIONS — ER 3.6%
↓ 04.07 · 07:23 PHOTO (post without caption – photo)	VIEWS 1 448 REPOSTS 2	REACTIONS 3 ER 3.4%
↓ 13.07 · 07:17 PHOTO (post without caption – photo)	VIEWS 1 434 REPOSTS 2	REACTIONS — ER 3.4%

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 grew and which lost subs.

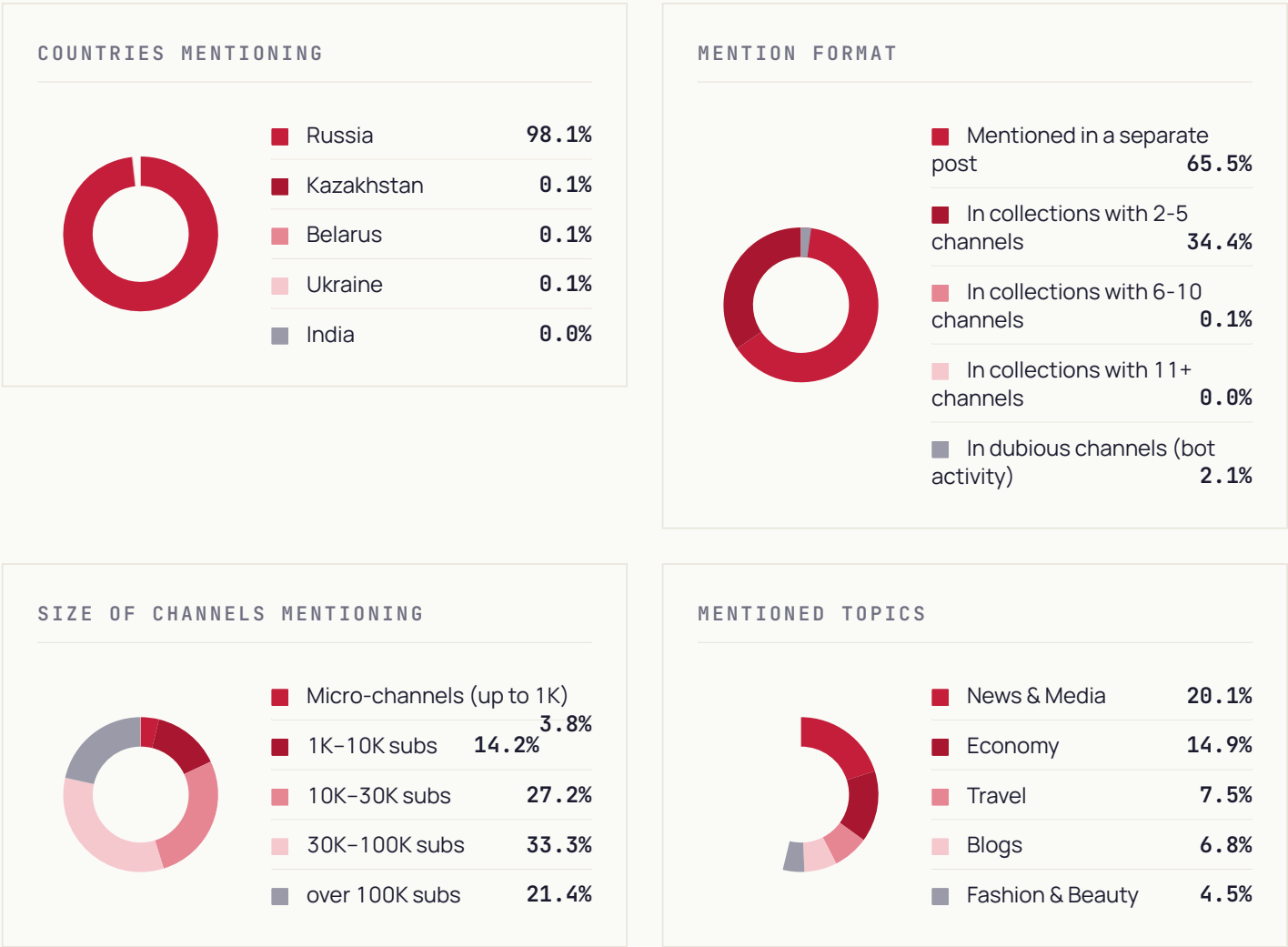


START OF PERIOD	NOW	NET GROWTH
42 465	42 585	+120

SECTION 04 · CITATIONS

Who and how mentions the channel

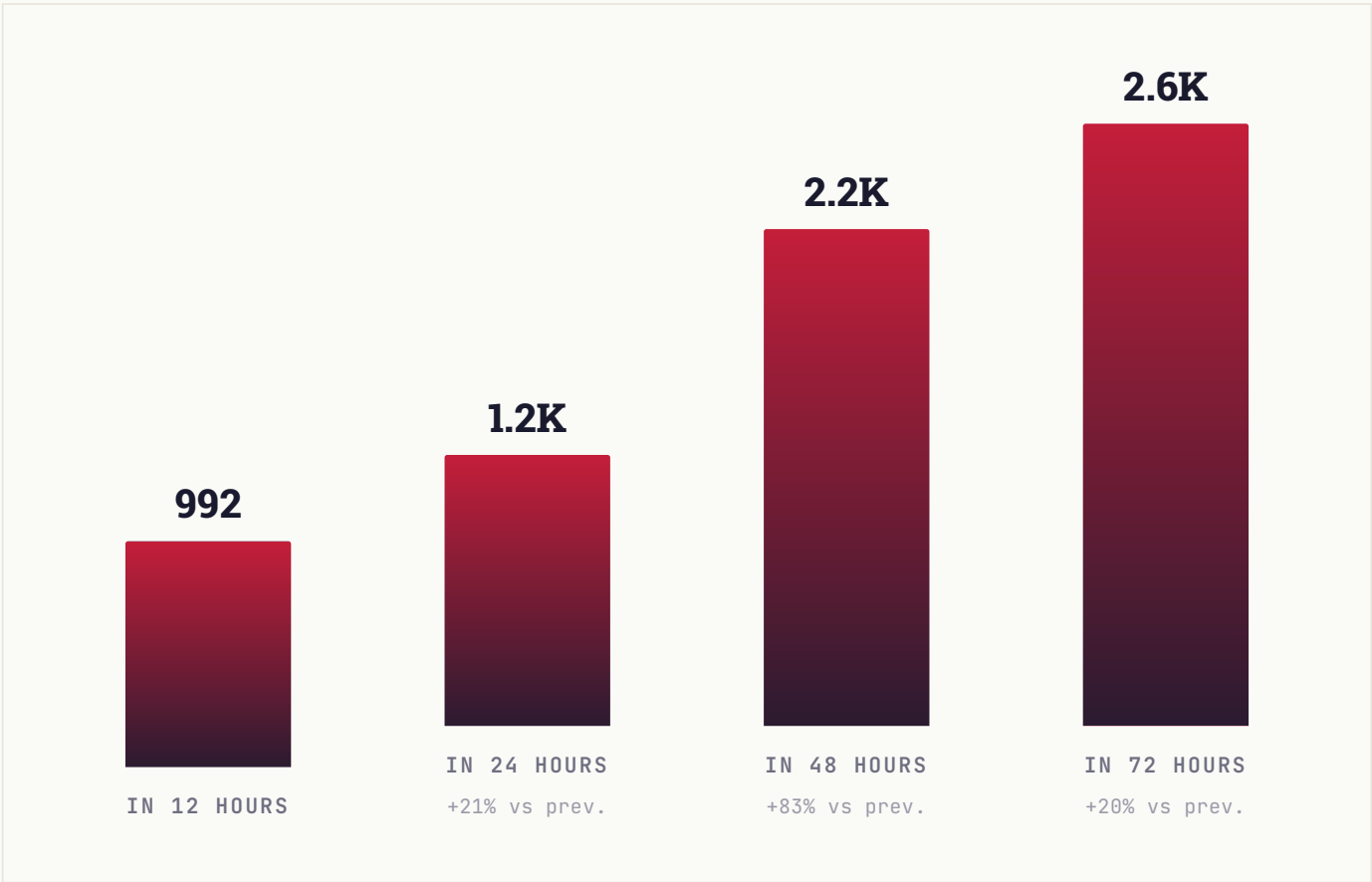
Citation index **2 030** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **2 336** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
02 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
03 Offerzone 3.	3.5M
DE Dealdost	3.1M
04 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
NN Недвижка Негинского МСК Аналитик Андрей Негинский Недвижимость Москва Новостройки Москва YOU	42.6K

COMPARATIVE INSIGHT

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **464**, they brought **6 753** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	20	20	160
December 2025	28	28	213
November 2025	54	54	803
October 2025	137	137	2 097
September 2025	116	110	1 813
August 2025	109	109	1 667

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
464	6	6 753

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Sales» (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.



— SECTION 09 • STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday
Audience is most active on this day at 12:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
Video in Telegram retains audience longer and is better processed 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 picks sources for your niche.

EFFECT
+1000-3000 subs

04

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
Swap posts with same-segment channels 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 — what we can do in minutes from public data. Want more? Run ads through us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager