

PUBLIC REPORT PROMTPRESS

# Channel audit

## Smirnov Real Estate | Vysotsky Estate



@ogo\_nedviga

Training center Realtutor: <https://realtutor.ru> Buy ads: <https://clck.ru/3Hxaeg> Buy books by Sergey and Tamara: <https://clck.ru/3T9PmH> Real estate agency: <https://vysotsky.estate> REGISTRATION IN...

| SUBSCRIBERS                                  | ERR (% SEE POSTS)             | REACH/POST                         |
|----------------------------------------------|-------------------------------|------------------------------------|
| <b>80 951</b><br>07.07.2026<br>-47 per month | <b>22.0%</b><br>per day 13.0% | <b>17.2K</b><br>ad reach 10.5K/24h |

HTTPS: // PROMTPRESS.COM/AUDIT/OGO\_NEDVIGA

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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.

|                                                                                                                                                             |                                                                                                                                                                      |                                                                                                                                                                                               |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>80 951</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>21.27%</div><div>avg % of subs see post</div></div> | <div><div> VIEWS/POST</div><div>17.2K</div><div>median 17K · 28 days</div></div>                             | <div><div> POSTS/WEEK</div><div>29.3</div><div>for period</div></div>                       |
| <div><div> 7D TREND</div><div>+1.4%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>            | <div><div> POST LENGTH</div><div>492 chars</div><div>median 369 · 28 days</div></div>                        | <div><div> POSTS ANALYZED</div><div>119</div><div>28 days</div></div>                       |
| <div><div> AD REACH</div><div>10.5K</div><div>24h avg</div></div>         | <div><div> CHURN / MONTH</div><div>-47</div><div>last month</div></div>            | <div><div> QUOTABILITY</div><div>268</div><div>citation index · 885 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>6 years 6 months</div><div>created 17.12.2019</div></div> |

AI EDITOR SUMMARY

Channel «Smirnov Real Estate | Vysotsky Estate» — 80 951 subs. Each post averages 17.2K people (21% from subs), average reach — room to grow. Publishes 29 posts per week (~4/day) — active posting. For week Jun 22–28 reach stable (+1.4% vs week Jun 15–21).

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 SHARE

- 01 Analysis based on 119 posts in 28 days.
- 02 Dominant format — Text (56/119 posts).
- 03 Avg post length — 492 chars (median 369).
- 04 Peak audience activity — Saturday, 13:00 MSK.
- 05 Top posts drive 2x more views than the weakest (31.9K avg for top vs 13K for worst) — among 119 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                                |                                                                      |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>11.06 · 05:13</div><div>TEXT</div></div> <div>IDIOTS KEEP BUYING SHADY APARTMENTS So yesterday's workday for the Vysotsky Estate office in Green Park was very long. Another 06...</div>                                                                                               | <div>VIEWS</div> <div>35 986</div> <div>REPOSTS</div> <div>357</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>44.5%</div> |
| <div><div>Nº2</div><div>18.06 · 16:16</div><div>TEXT</div></div> <div>Following the third day of the Real Estate Forum Dvizhenie, I want to remind the Ministry of Construction representatives. The Forum Dvizhenie was created solely on...</div>                                                            | <div>VIEWS</div> <div>30 796</div> <div>REPOSTS</div> <div>161</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>38.0%</div> |
| <div><div>Nº3</div><div>13.06 · 10:19</div><div>PHOTO</div></div> <div>WATCH THE WEEKLY NEWS REVIEW YouTube: <a href="https://youtu.be/MS32el2zYvc">https://youtu.be/MS32el2zYvc</a> VK: <a href="https://vkvideo.ru/video-228735830_456239894">https://vkvideo.ru/video-228735830_456239894</a> Dzen...</div> | <div>VIEWS</div> <div>28 794</div> <div>REPOSTS</div> <div>40</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>35.6%</div> |

|                                                                                                                                                                                                             |                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 20.06 · 10:03 <span>TEXT</span><br><b>Following the Forum Dvizhenie!!! The country urgently needs a Unified Real Estate Week. This year Ilya Piskulin integrated into the Forum Dvizhenie...</b> | <div>VIEWS</div> <div>28 325</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>20</div> <div>ER</div> <div>35.0%</div> |
| <b>Nº5</b> 19.06 · 12:22 <span>VIDEO</span><br><b>Tomorrow everyone tired but happy will scatter from the Dvizhenie Forum. Life in Krasnaya Polyana will return to the rhythm of the rich...</b>            | <div>VIEWS</div> <div>27 629</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>35</div> <div>ER</div> <div>34.1%</div> |

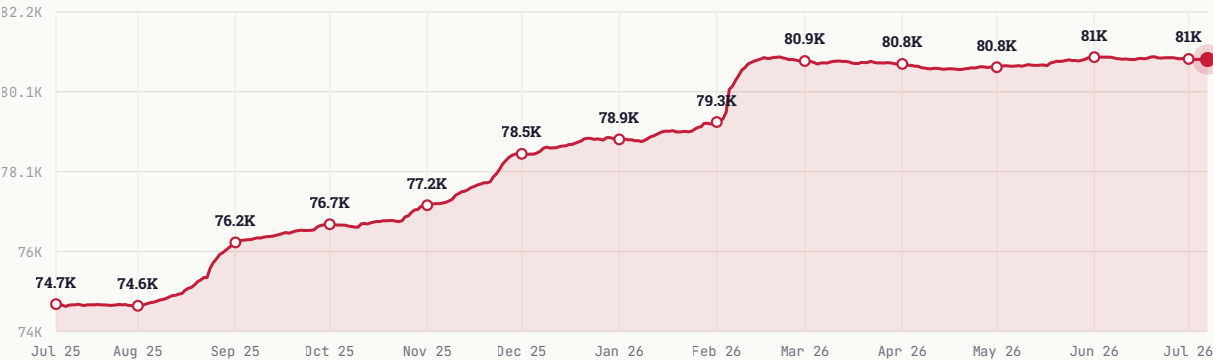
## WORST 3

|                                                                                                                                                                               |                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| ↓ 30.06 · 10:14 <span>VIDEO</span><br><b>Came home yesterday, husband sitting at the table with a brick next to him. I ask in fright - is this for me, dear, something...</b> | <div>VIEWS</div> <div>13 095</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>8</div> <div>ER</div> <div>16.2%</div>  |
| ↓ 01.07 · 11:32 <span>VIDEO</span><br><b>Club house FullHouse by Sezar!! Today three residential complexes in one day! So more photos to come.</b>                            | <div>VIEWS</div> <div>12 985</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>39</div> <div>ER</div> <div>16.0%</div> |
| ↓ 30.06 · 10:14 <span>TEXT</span><br><b>At our Central Vysotsky Estate office, we're collecting a real sample set of modern "facade pies" in new builds!</b>                  | <div>VIEWS</div> <div>12 960</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>—</div> <div>ER</div> <div>16.0%</div>  |

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 gained or lost subs.

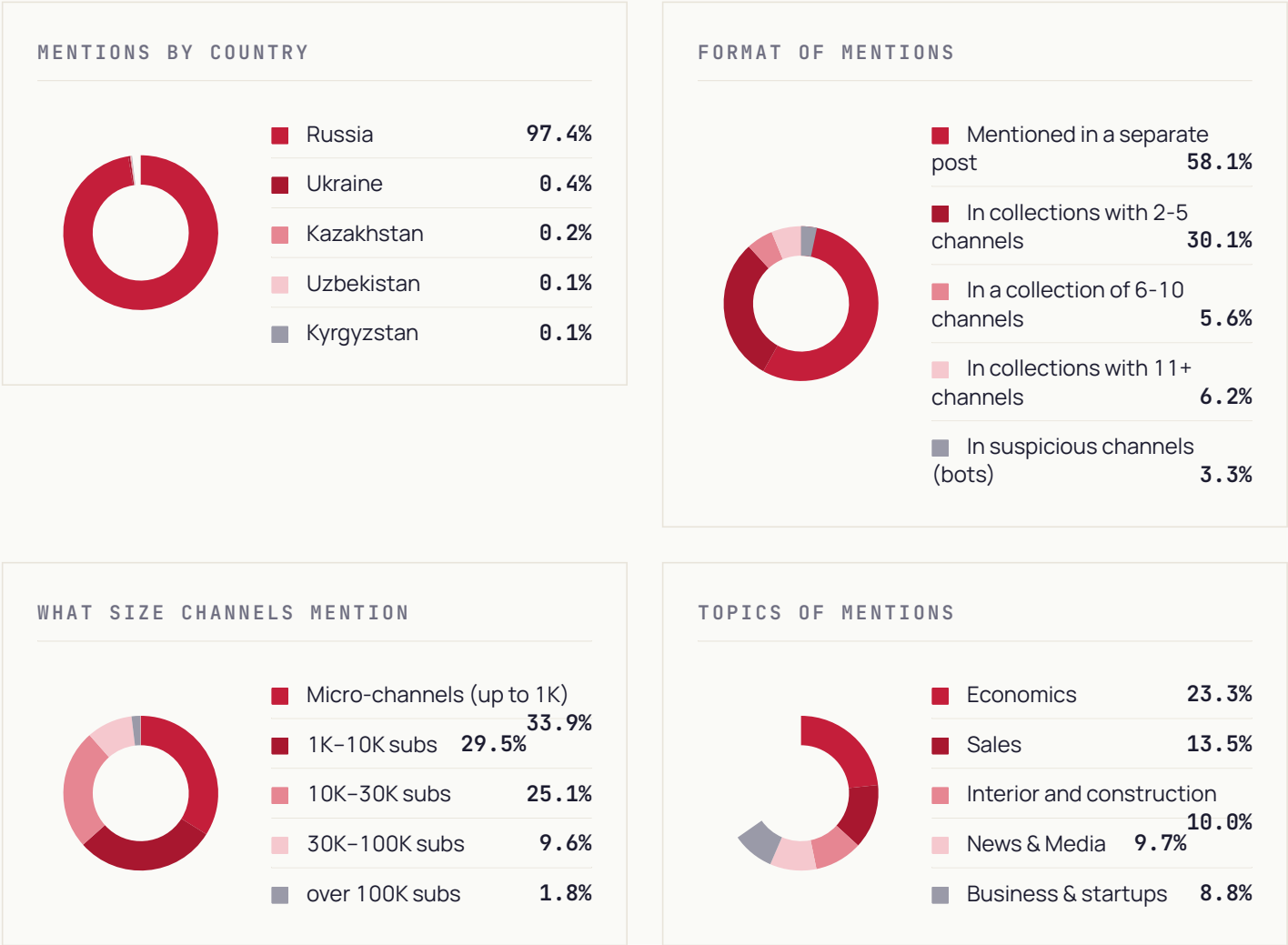


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 74 662       | 80 951 | +6 289     |

SECTION 04 · CITATIONS

# Who mentions the channel and how

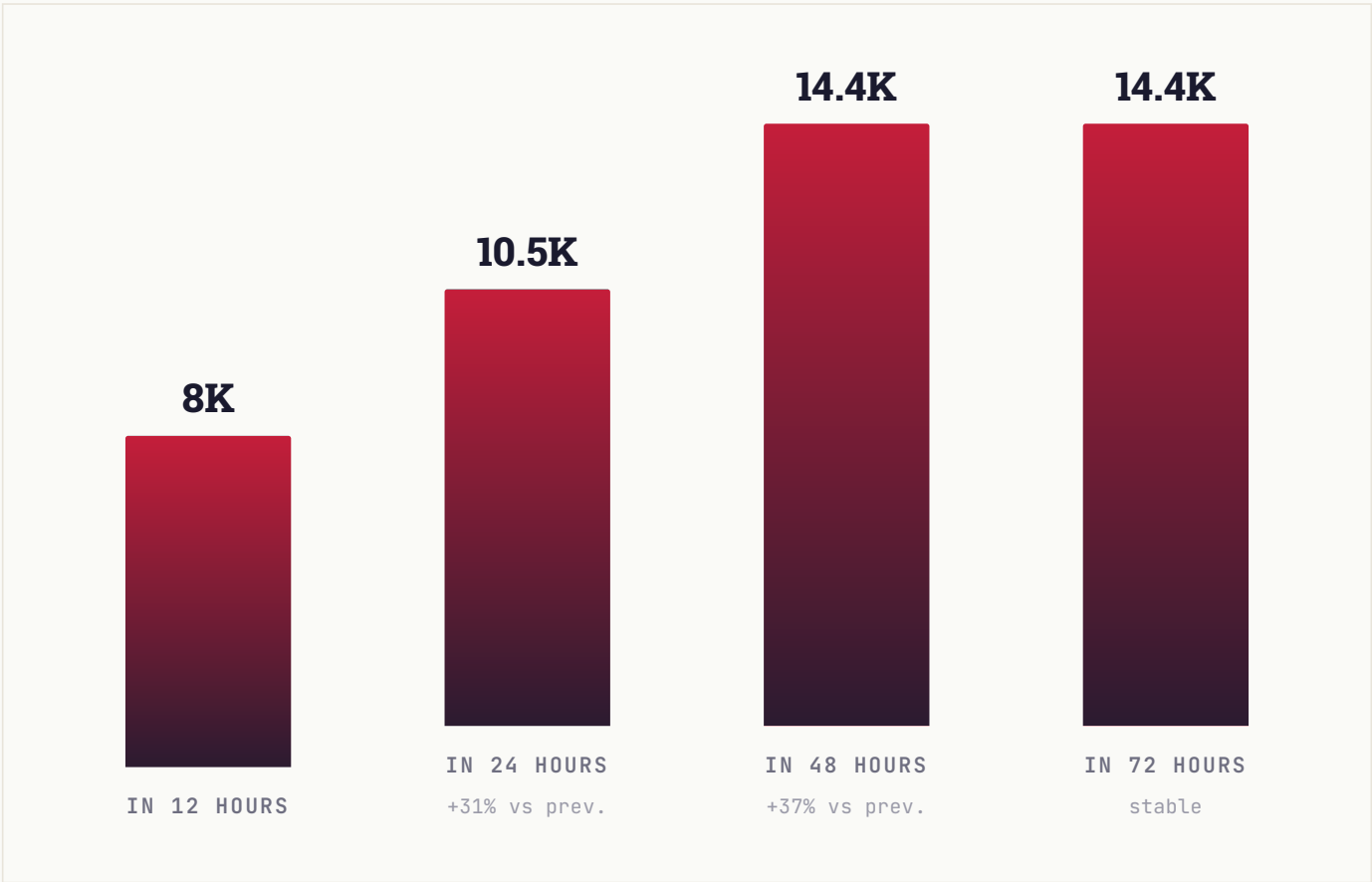
Citation index **268** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **885** different channels.



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. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                                            | SUBSCRIBERS |
|--------------------------------------------------------------------|-------------|
| <div>OZ</div> OZON                                                 | 1.1M        |
| <div>SN</div> Market discounts                                     | 1M          |
| <div>YaM</div> Yandex Market                                       | 1M          |
| <div>X-</div> Freeloaders - Lightning                              | 997.5K      |
| <div>WS</div> WB Sniper   Wildberries Finds   Discounts   Promos   | 922.2K      |
| <div>PB</div> Po Blatu                                             | 876.1K      |
| <div>Z </div> Hare   Promos   Discounts                            | 874.4K      |
| <div>W </div> Wildberries   finds                                  | 793.3K      |
| <div>VI</div> ITEMS FROM VIDEO                                     | 703.1K      |
| <div>AL</div> Alpha-Profitable                                     | 558.5K      |
| <div>SN</div> Smirnov Real Estate   Vysotsky Estate <div>YOU</div> | 81K         |

COMPARATIVE INSIGHT

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal: enter top-94 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **230**, they brought **5 116** new subs.

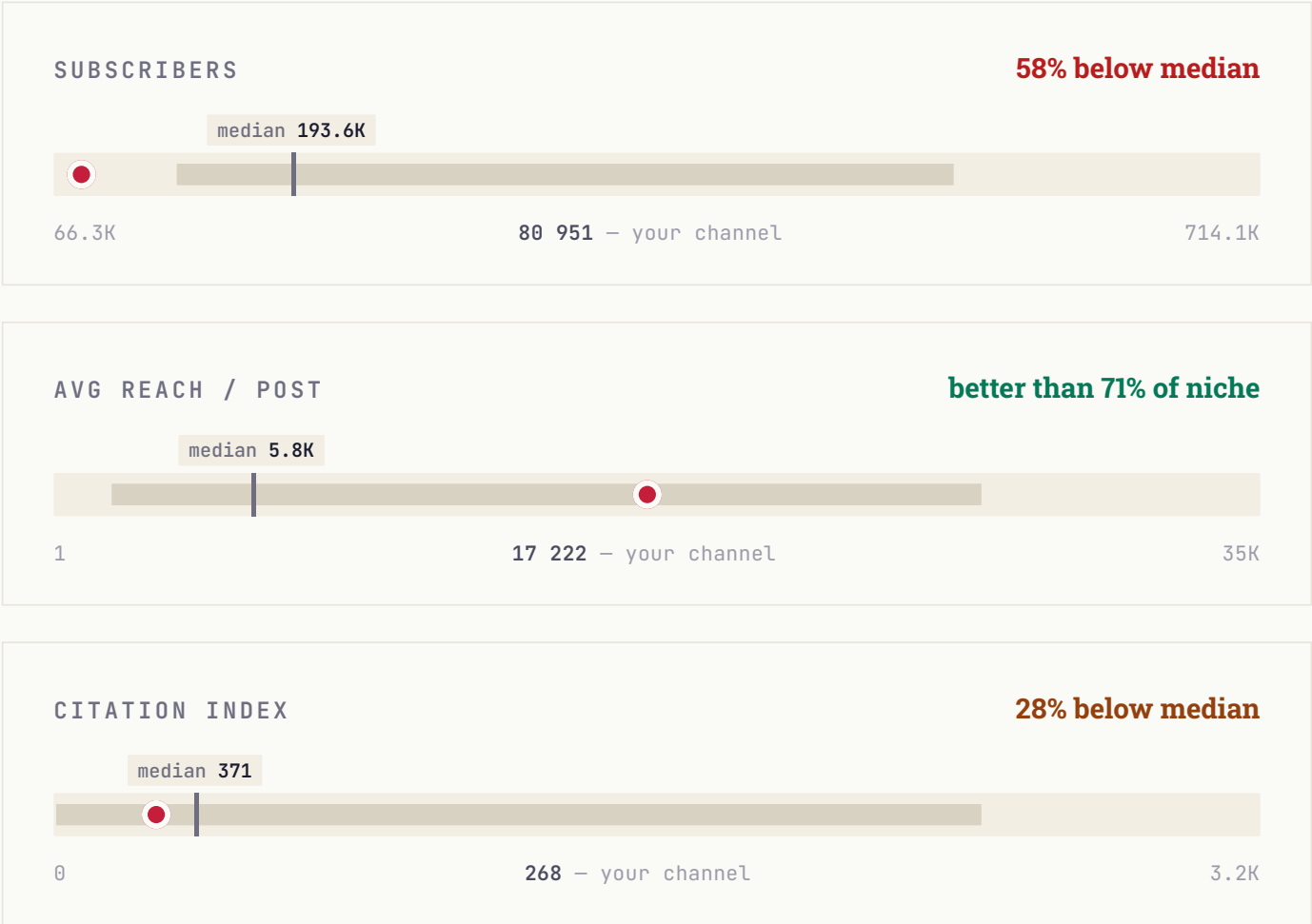
| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| January 2026   | 26       | 21       | 537     | <div><div></div></div> |
| December 2025  | 31       | 19       | 521     | <div><div></div></div> |
| Nov 2025       | 66       | 50       | 1 349   | <div><div></div></div> |
| Oct 2025       | 35       | 24       | 579     | <div><div></div></div> |
| September 2025 | 30       | 23       | 564     | <div><div></div></div> |
| August 2025    | 42       | 28       | 1 566   | <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 230            | 6              | 5 116                 |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.  
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 sorted by expected impact. Check off and revisit in a month.

**01****Main post of the week — on Saturday**

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

EFFECT

**Best window  
for an  
important post****02****Increase share of video posts**

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video better  
retains  
audience****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 growth lever.

EFFECT

**+5-15% ER****05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it 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. To go further — run ads through us and close your growth plan in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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