

PUBLIC REPORT BY PROMTPRESS

Channel audit

ProRealty



@ostorozhnobloggers

About real estate and great architecture in Russia and beyond.

News/ads @prostorojno Registered in RKN [https://](https://www.gosuslugi.ru/snet/67e67f86082102641806c7af)

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SUBSCRIBERS

377 225

-13508 per month

ERR (% SEE POSTS)

36.0%

per day **22.5%**

REACH/POST

127.4K

ad reach **84.7K/24h**

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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 377 225 —	 SUBSCRIBER REACH 33.77% avg % subs see post	 VIEWS/POST 127.4K median 133.4K · 28 days	 POSTS/WEEK 4.7 for the period
 7D TREND -4.7% vs previous week	 REACT./POST 1398.2 total 26,566 reactions, 7,194 reposts, 0 comments	 POST LENGTH 794 chars median 848 · 28 days	 POSTS ANALYZED 19 28 days
 AD REACH 84.7K 24h avg	 CHURN / MONTH -13508 last month	 QUOTABILITY 16 citation index · 376 channels mentioned it ever	 CHANNEL AGE 2 years 3 months created 27.03.2024

AI EDITOR SUMMARY

Channel «Pronevizhka» – 377 225 subs. Each post gets avg 127.4K people (34% of subs), that's good reach. Publishes 5 posts per week (~1/day) – rare publications. For the week of June 15–21, reach stable (-4.7% vs week of 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.

WHAT TOP POSTS SHARE

- 01 Analysis based on 19 posts in 28 days.
- 02 Dominant format — Photo (12/19 posts).
- 03 Avg post length — 794 characters (median 848).
- 04 Peak audience activity — thu, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (142.4K avg for top vs 126.9K for worst) — among 19 posts in 28 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 14:14 PHOTO MR Private presented a concept of children's art spaces for their projects It's about a new approach to children's infrastructure in deluxe...	VIEWS 144 092 REP. 248	REACT. 1 656 ER 38.2%
Nº2 31.05 · 06:34 TEXT From June 1, 2026, new real estate rules take effect. Key changes: Fire safety: stricter requirements for systems...	VIEWS 141 962 REP. 315	REACT. 1 733 ER 37.6%
Nº3 14.06 · 13:27 PHOTO Cherepovets is booming! 🇷🇺 The city administration presented four new microdistricts (109, 110, 111...) to local construction companies...	VIEWS 141 039 REP. 184	REACT. 1 018 ER 37.4%

Nº4 02.06 · 10:06 PHOTO Ministry changes the game in new builds: repairs under control! Long-awaited solution: keys in hand but can't move in...	VIEWS 138 635 REACT. 1 148 REP. 431 ER 36.8%
Nº5 03.06 · 14:05 TEXT Digital real estate platforms: record economic contribution According to a study by the Analytics.Business.Law center, in 2025 sales...	VIEWS 135 742 REACT. 1 665 REP. 639 ER 36.0%

|

WORST 3

↓ 16.06 · 12:40 TEXT Smart home becomes the new housing standard. According to Elena Nechay, director of product office at Rostelecom Key, the 'smart home' concept...	VIEWS 128 381 REACT. 1 705 REP. 614 ER 34.0%
↓ 17.06 · 15:16 TEXT Solar energy for your apartment: Russia now allows panels in apartment buildings! * A breakthrough for those dreaming of independence...	VIEWS 126 217 REACT. 1 177 REP. 259 ER 33.5%
↓ 24.06 · 15:57 PHOTO Where to invest in 2026 to earn more than on a deposit? RBK Realty experts analyzed the market and found...	VIEWS 126 081 REACT. 1 529 REP. 115 ER 33.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

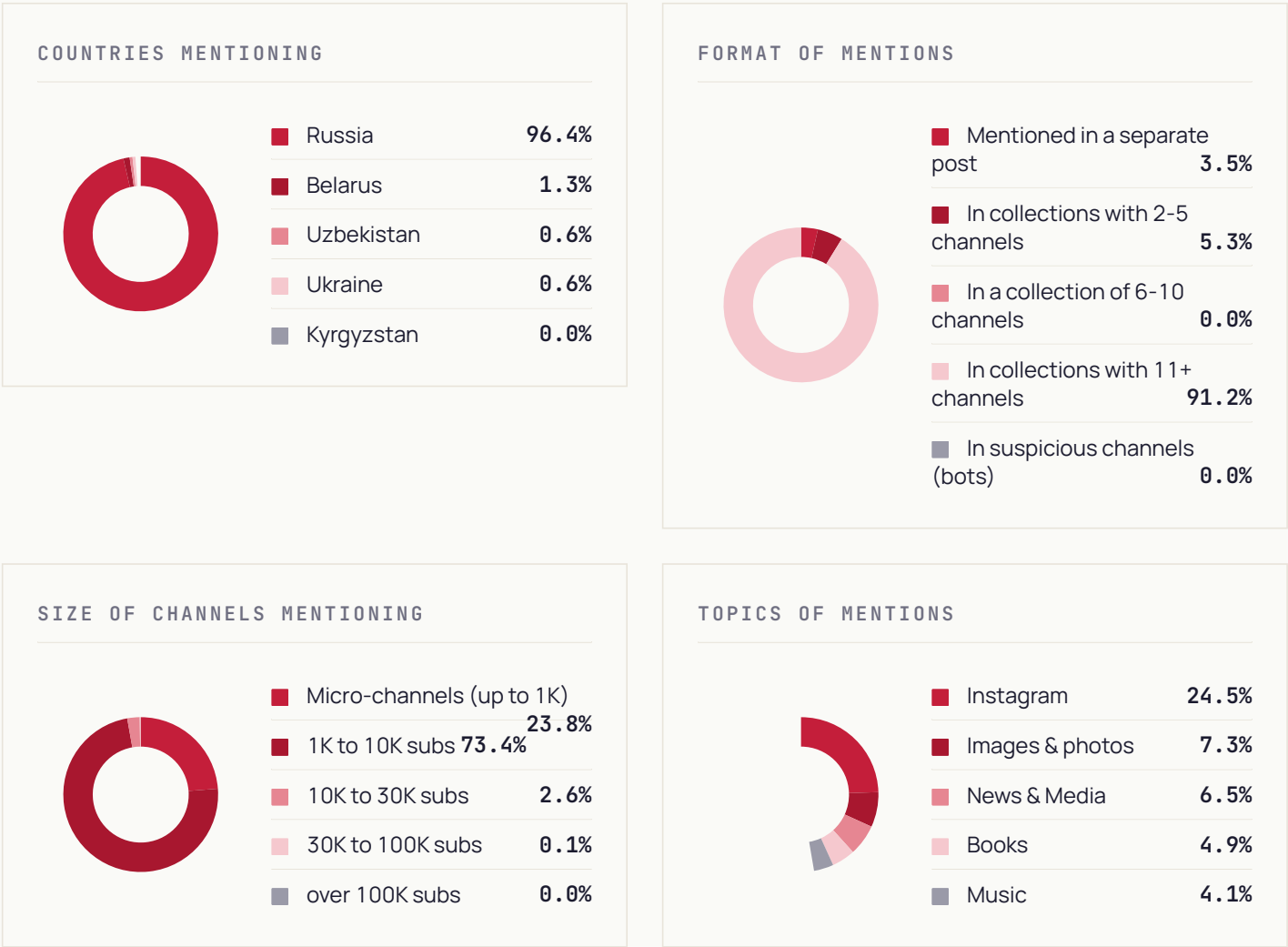
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

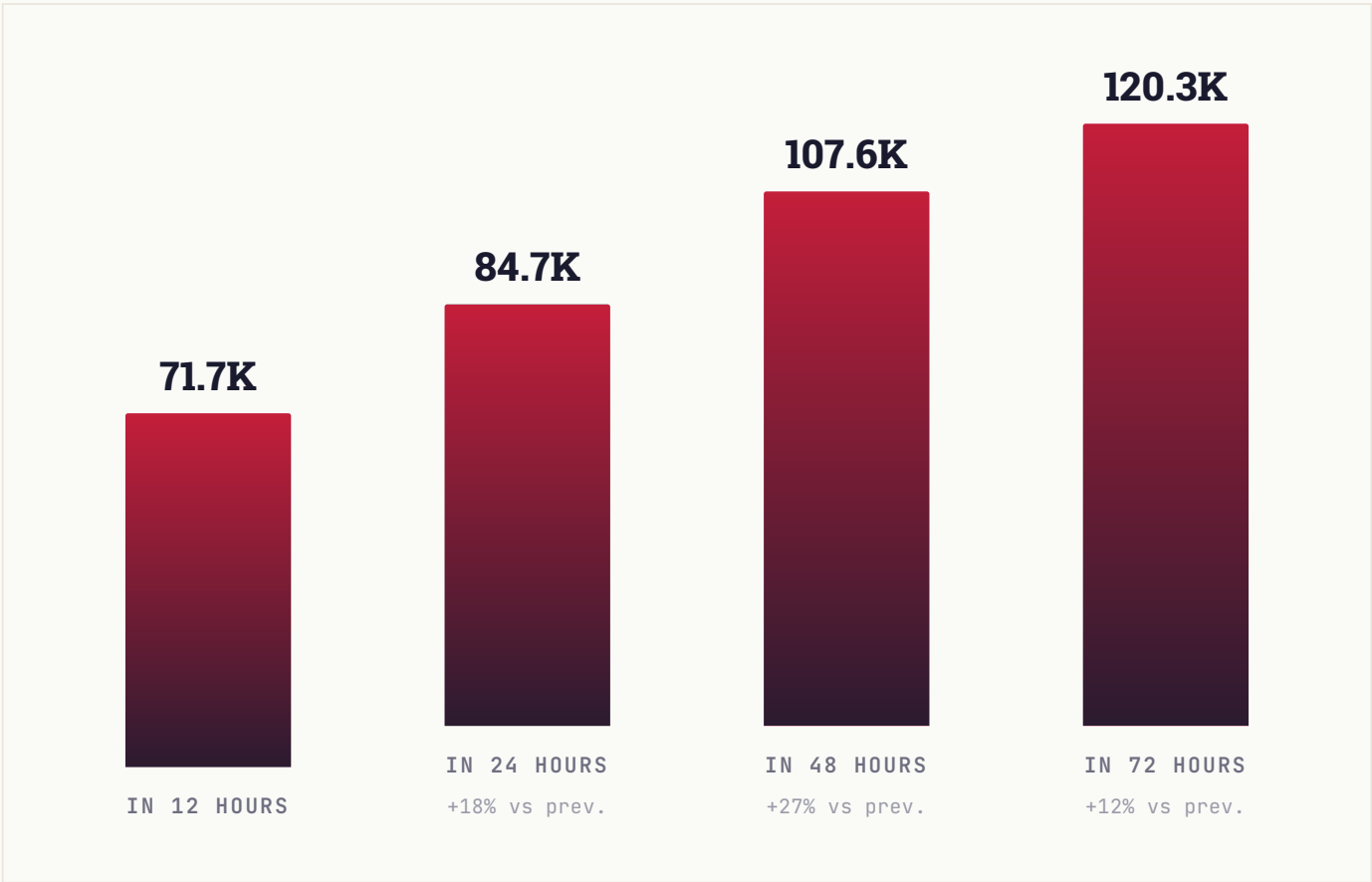
Citation index **16** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs one. All time channel was mentioned **376** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	527.4K
PL Layout	454.9K
AI Interior & decor	451.3K
MK My apartment	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
PR ProRealty YOU	377.2K
GF GC FSK	377K
US Smart Builder	354.3K
PI PIK	339.8K
Cozy Cozy	336.3K

COMPARATIVE INSIGHT

Channel in niche top-10 (#8 of 89). Strong position. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (527.4K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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** mentions count **133**, they brought **82 635** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	11	11	18 803
November 2025	22	22	12 025
October 2025	0	0	6 880
September 2025	0	0	15 259
August 2025	50	50	12 929
July 2025	50	50	16 739

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
133	6	82 635

SECTION 08 · NICHE COMPARISON

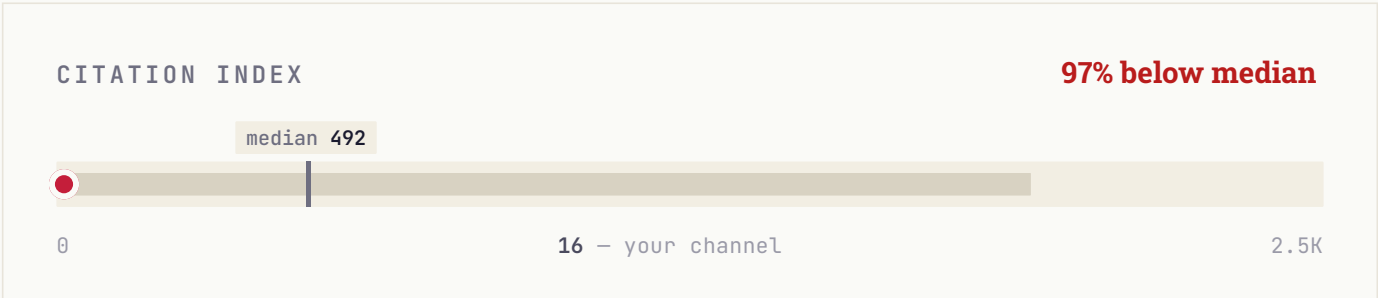
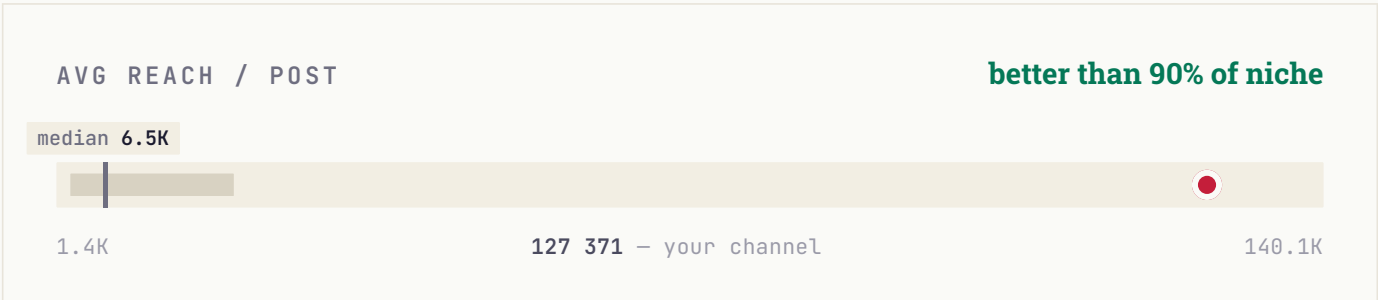
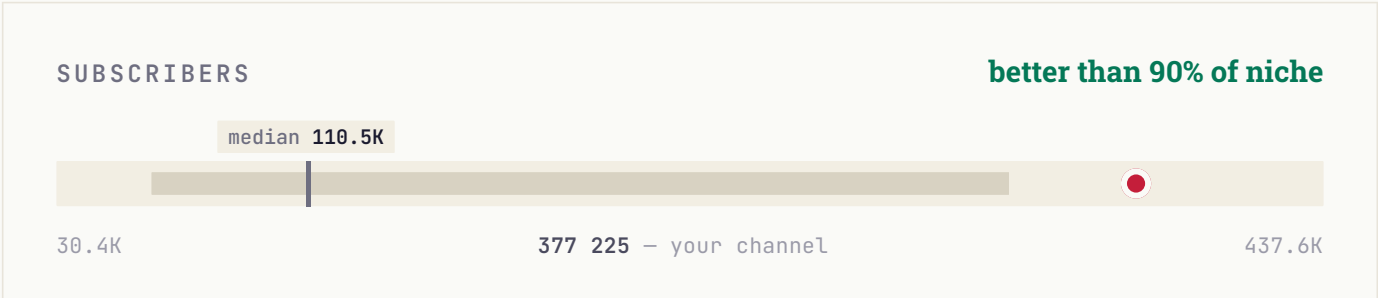
Where channel stands in its league

Took top-100 channels in category "Interior & construction» (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.

#8/100

RANK IN NICHE

Channel in top 8% interior & construction Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 4.7 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume

02

Main post of the week — on Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

Best window for a key post

03

Increase video posts

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

EFFECT

Video retains audience better

04

Systematic traffic buying

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

EFFECT

+1000-3000 subs

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in minutes using public data.
Want to go further — run ads through us and hit your growth
target in a month.

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

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