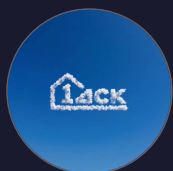


PUBLIC REPORT BY PROMTPRESS

Channel audit

First DSK



@pervyidsk

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When home is a joy 🏠 dsk1.ru Construction progress of residential complexes by First DSK -...

SUBSCRIBERS

286 321

+89 per month

ERR (% SEE POSTS)

28.0%

per day 6.7%

REACH/POST

105.1K

ad reach 19.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 286 321 —	 SUBSCRIBER REACH 36.72% avg % of subs see post	 VIEWS/POST 105.1K median 104.5K · 27 days	 POSTS/WEEK 5.2 for the period
 7D TREND +0.9% vs previous week	 REACTIONS/POST 1279.5 total 25,589 reactions, 148 reposts, 0 comments	 POST LENGTH 680 chars median 633 · 27 days	 POSTS ANALYZED 20 27 days
 AD REACH 19.1K 24h avg	 CHURN / MONTH +89 last month	 CITATION RATE 199 citation index · 326 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 23.01.2023

AI EDITOR SUMMARY

Channel 'Perviy DSK' — 286 321 subs. Each post averages 105.1K people (37% of subs), that's good reach. Publishes 5 posts per week (~1/day) — rare publications. For the week of June 15–21, reach stable (+0.9% vs week of June 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts over 27 days.
- 02 Dominant format — Photo (10/20 posts).
- 03 Avg post length — 680 characters (median 633).
- 04 Peak audience activity — Sunday, 11:00 MSK.
- 05 Top posts get 2× more views than the weakest (148.5K avg for top vs 79.6K for worst) — among 20 posts over 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 08:03 VIDEO 📄 65 years together with you! Thousands of family stories, millions of square meters, and entire neighborhoods that have become part of the city's life 📄 We grew...	VIEWS 182 566 REPOSTS 3	REACTIONS 2 832 ER 63.8%
Nº2 19.06 · 13:02 VIDEO «1st DSK — an example for the construction industry where professional continuity has become not just a tradition but an important part of corporate...	VIEWS 133 866 REPOSTS 2	REACTIONS 1 089 ER 46.8%
Nº3 01.06 · 12:00 PHOTO 📄 Happy Children's Day! Every parent dreams of giving their child the most important things — love, support, and confidence in the future. We...	VIEWS 128 990 REPOSTS 3	REACTIONS 1 660 ER 45.1%

Nº4 10.06 · 13:10 PHOTO 📷 June — time to check your financial course Half the year is gone, New Year's promises are forgotten, and life has made its adjustments...	VIEWS 119 747 REPOSTS 35	REACTIONS 1 092 ER 41.8%
Nº5 30.05 · 08:00 VIDEO 📺 A story we build together Tomorrow 1st DSK celebrates a big anniversary — 605 years! Over this time we changed technologies, grew...	VIEWS 111 207 REPOSTS 4	REACTIONS 3 562 ER 38.8%

|

WORST 3

↓ 19.06 · 10:34 TEXT 10020500♀ — new key rate Good news, especially for those ready to buy: lock in a more...	VIEWS 94 269 REPOSTS 6	REACTIONS 1 156 ER 32.9%
↓ 09.06 · 12:32 PHOTO Your kitchen is ready 📷 Ordering and assembling a kitchen set often takes a lot of precious time. In the '1st Sheremetyevsky' project...	VIEWS 92 468 REPOSTS 6	REACTIONS 548 ER 32.3%
↓ 25.06 · 13:00 TEXT 📉 Demographics are shifting. What will happen to housing demand? Now the small generation of the 90s is entering the housing market. Plus birth rates...	VIEWS 52 096 REPOSTS 1	REACTIONS 1 280 ER 18.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

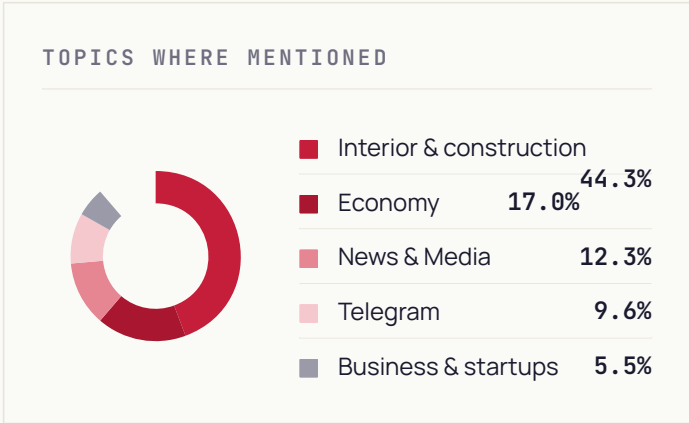
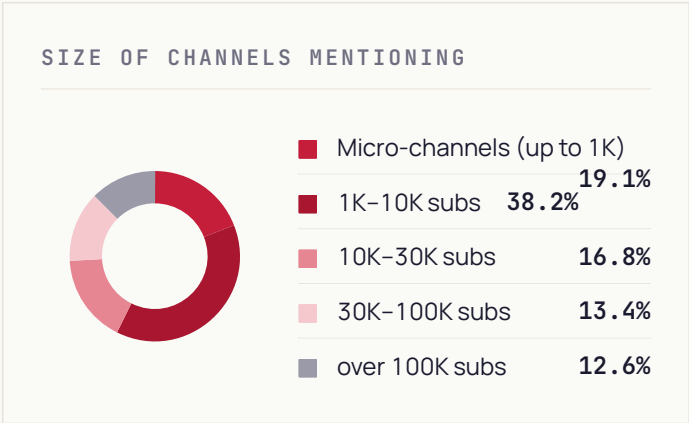
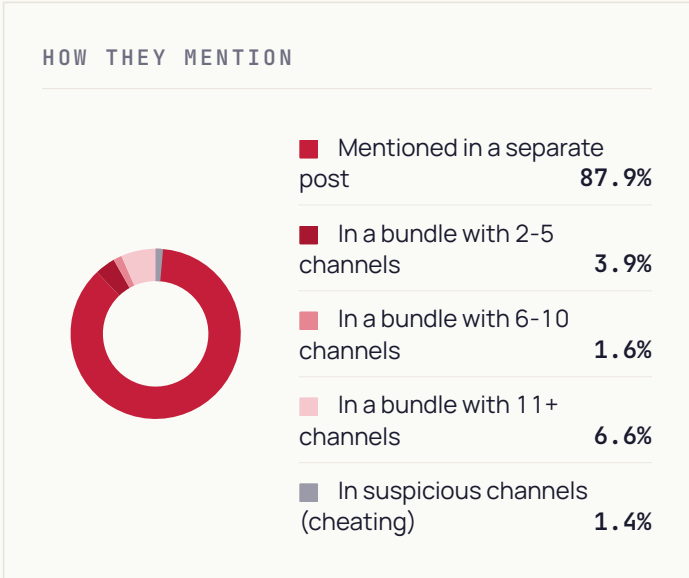
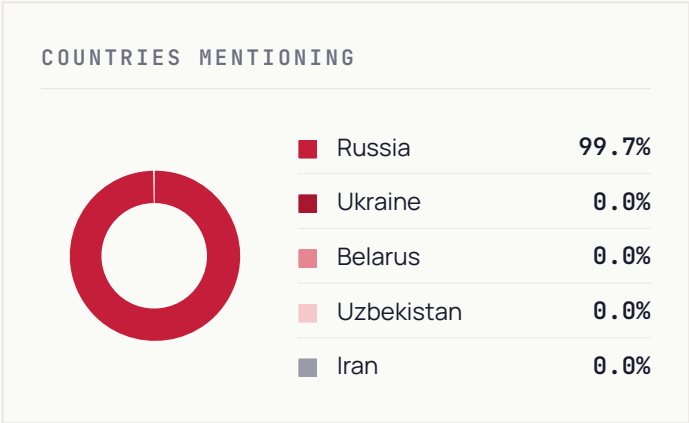
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

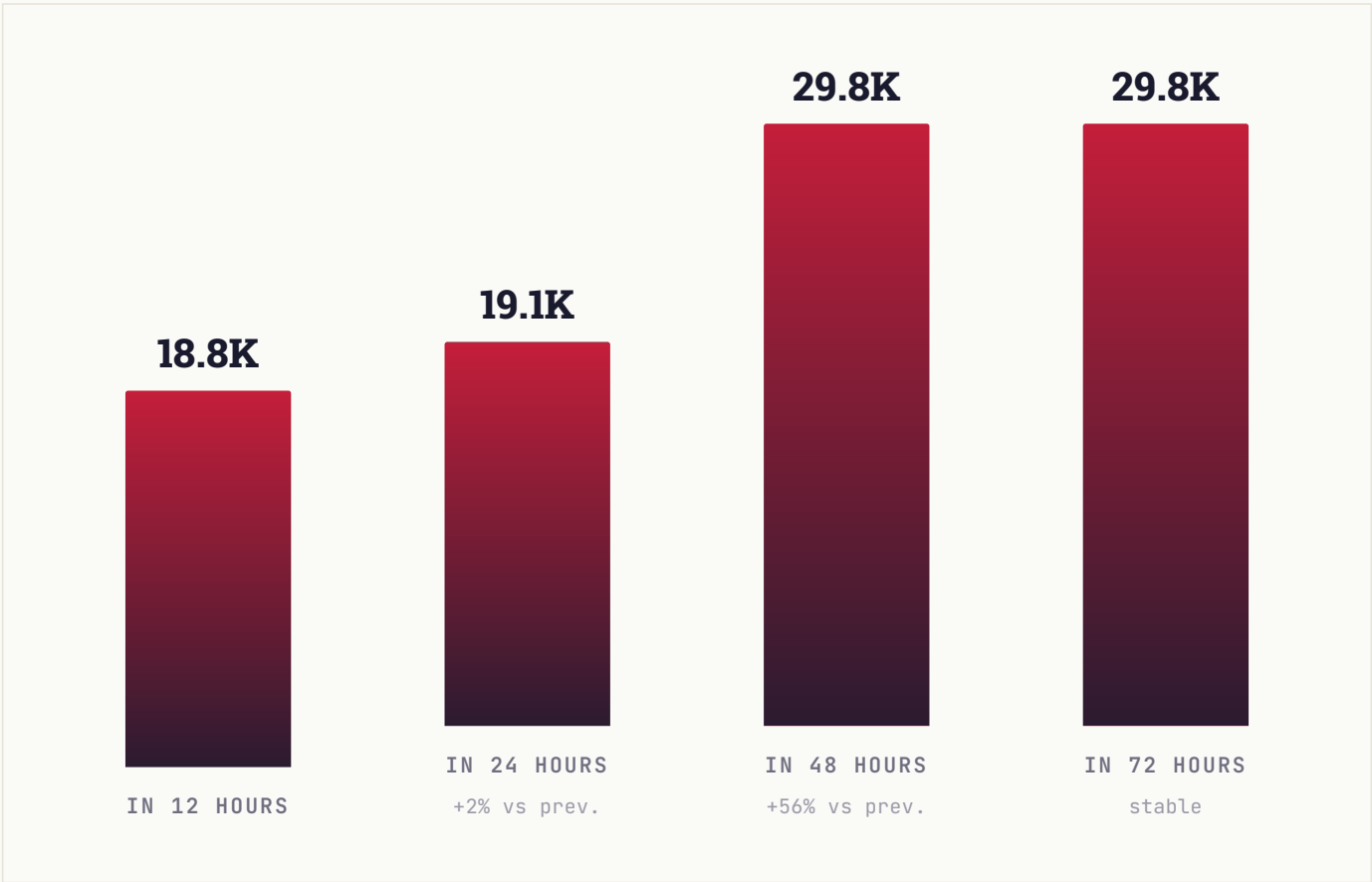
Citation index **199** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **326** different channels.



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

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	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
GF GC FSK	377K
PR ProRealty	376.9K
Smart Builder	354.3K
PI PIK	339.8K
PD First DSK YOU	286.3K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#15 of 89). Leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (527.4K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **83**, they brought **44 086** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	13	11	14 838
Nov 2025	28	27	5 661
Oct 2025	11	10	6 218
September 2025	9	8	5 870
August 2025	10	9	6 941
July 2025	12	11	4 558

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
83	6	44 086

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Interior & construction» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

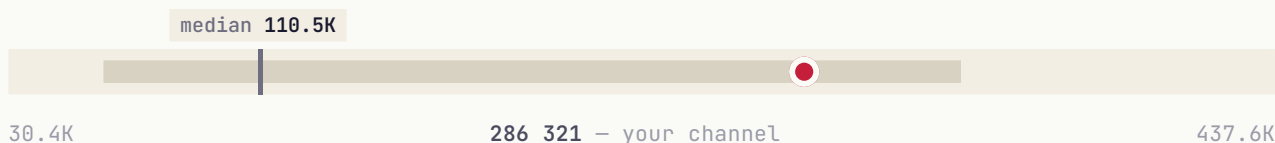
#15 /100

POSITION IN NICHE

Channel in top 15% – strong position

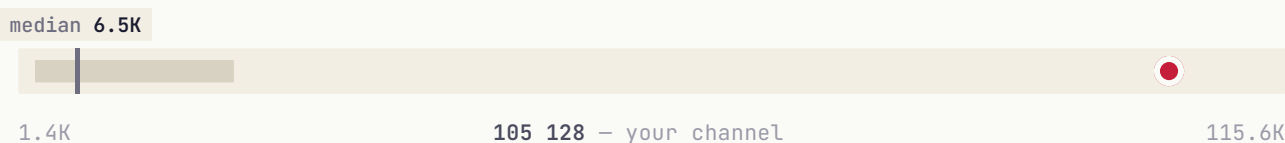
SUBSCRIBERS

better than 81% of niche



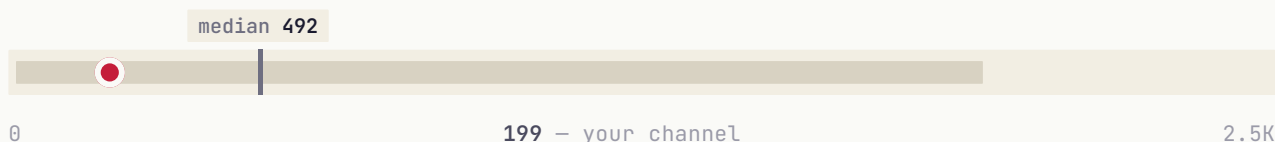
AVG REACH / POST

better than 90% of niche



CITATION INDEX

60% worse than median



— SECTION 09 · STRATEGY

What to do right now

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

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

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually get +5-15% ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes from public data.

If you 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
