

PUBLIC REPORT BY PROMTPRESS

Channel audit

PIK



@pik_ru

Buy an apartment online at pik.ru Registered in the Roskomnadzor
list: <https://s.pik.ru/dtvxa>

SUBSCRIBERS

339 631

-7374 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24 hours 1.4%

REACH/POST

12.2K

ad reach 4.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 339 631 —	 SUBSCRIBER REACH 3.59% avg % subs see post	 VIEWS/POST 12.2K median 12.6K · 27 days	 POSTS/WEEK 3.9 over period
 7D TREND +3.6% vs previous week	 REACTIONS/POST 73.8 total 1,107 reactions, 416 reposts, 0 comments	 POST LENGTH 549 chars median 484 · 27 days	 POSTS ANALYZED 15 27 days
 AD REACH 4.9K 24h average	 CHURN / MONTH -7374 over last month	 CITATION RATE 199 citation index · 879 channels mentioned all time	 CHANNEL AGE 6 years 7 months created 23.11.2019

AI EDITOR SUMMARY

Channel «PIK» – 339 631 subs. Each post averages 12.2K people (4% from subs), reach is low – consider expanding audience. Publishes 4 posts per week (~1/day) – infrequent. Week of Jun 15–21 reach stable (+3.6% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 27 days.
- 02 Dominant format — Photo (7/15 posts).
- 03 Avg post length — 549 chars (median 484).
- 04 Peak audience activity — Tuesday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (15.8K avg for top vs 10.5K for worst) — among 15 posts over 27 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 12:02 PHOTO Apartment for rent: designer tips Elena's story — about how an apartment in a convenient location becomes a great family asset. With...	VIEWS 17 550 REPOSTS 67	REACTIONS 56 ER 5.2%
Nº2 01.06 · 08:50 PHOTO Kids draw summer in the yard By June 1, young residents of PIK projects showed what they think the warm season looks like in their yards. The kids drew...	VIEWS 14 984 REPOSTS 15	REACTIONS 95 ER 4.4%
Nº3 30.05 · 10:03 PHOTO One living room — multiple layouts PIK Series+ floor plans are designed so the apartment easily adapts to any lifestyle...	VIEWS 14 964 REPOSTS 62	REACTIONS 119 ER 4.4%

Nº4 03.06 · 13:00 VIDEO Young investor's choice: PIK apartment as investment Behruz used to invest in stocks and bonds, but in 2024 decided to invest in...	VIEWS 14 583 REPOSTS 53	REACTIONS 68 ER 4.3%
Nº5 04.06 · 11:32 PHOTO Best starter flats Behruz's story shows how location and project infrastructure drive value growth...	VIEWS 13 494 REPOSTS 27	REACTIONS 60 ER 4.0%

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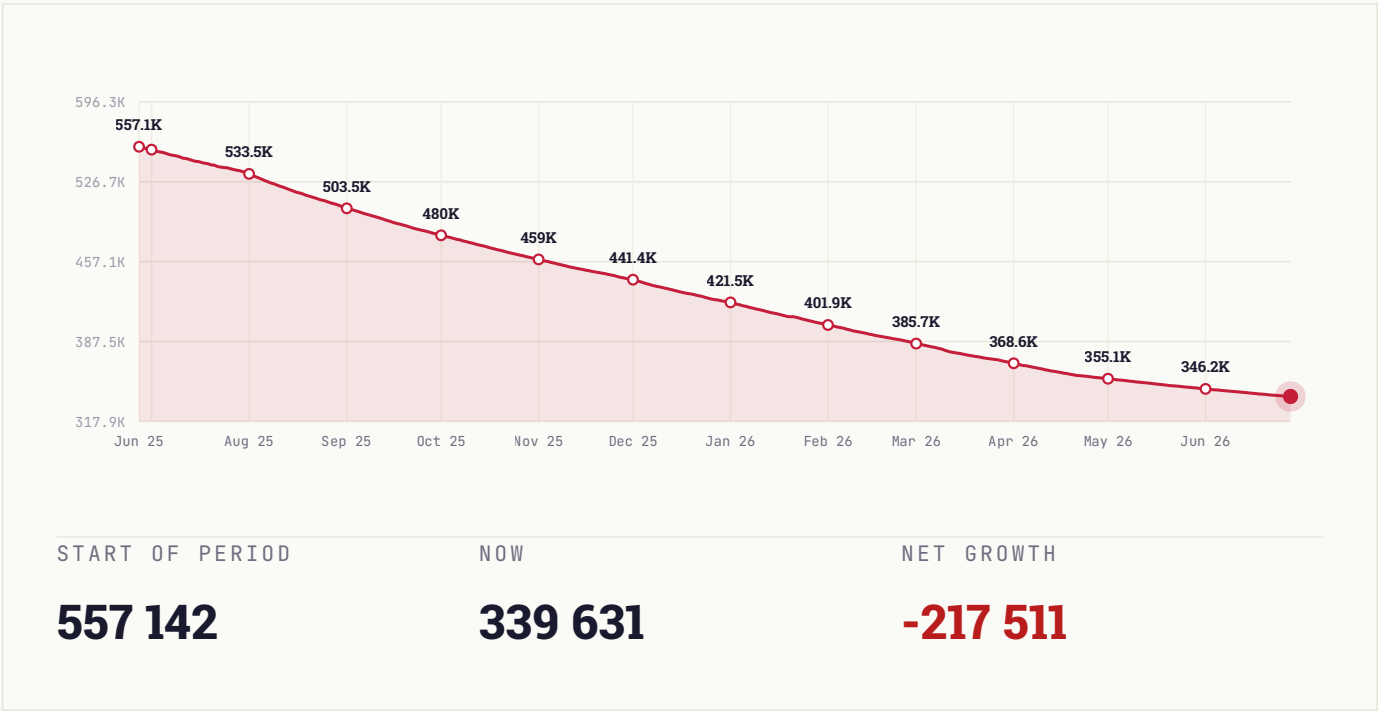
WORST 3

↓ 15.06 · 10:30 VIDEO Experienced investors: rental flat as a family asset Elena and her husband started investing in real estate in their hometown...	VIEWS 11 175 REPOSTS 18	REACTIONS 49 ER 3.3%
↓ 20.06 · 09:02 PHOTO Cats ready to move For two years now, PIK together with the City Animal Protection Fund have been helping cats found on... find a home.	VIEWS 10 653 REPOSTS 32	REACTIONS 186 ER 3.1%
↓ 22.06 · 14:15 VIDEO School year in student stories In summer the school gets unusually quiet, and classrooms seem to miss the students. Turns out, the kids also m...	VIEWS 9 782 REPOSTS 7	REACTIONS 43 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

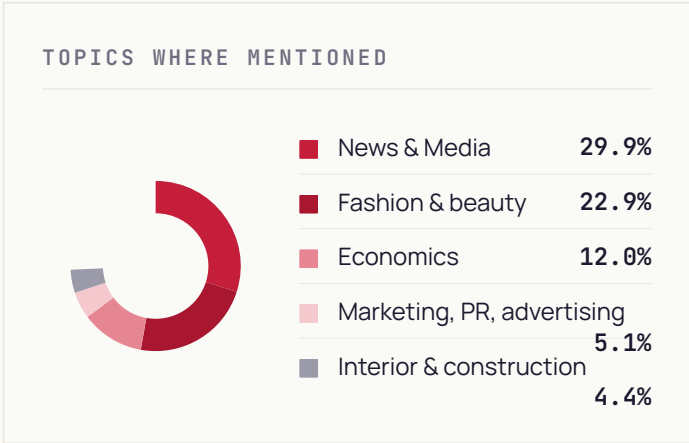
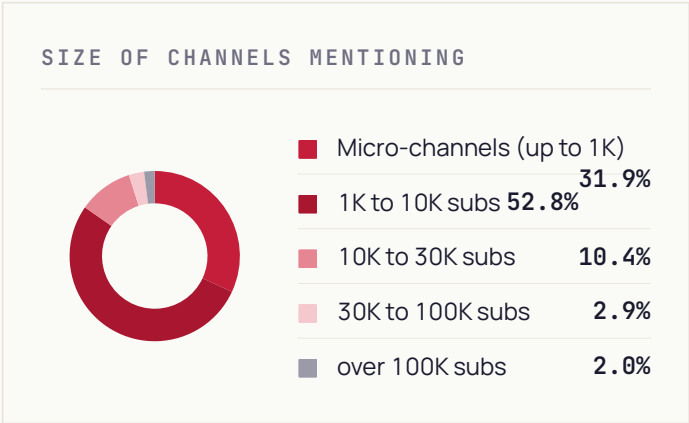
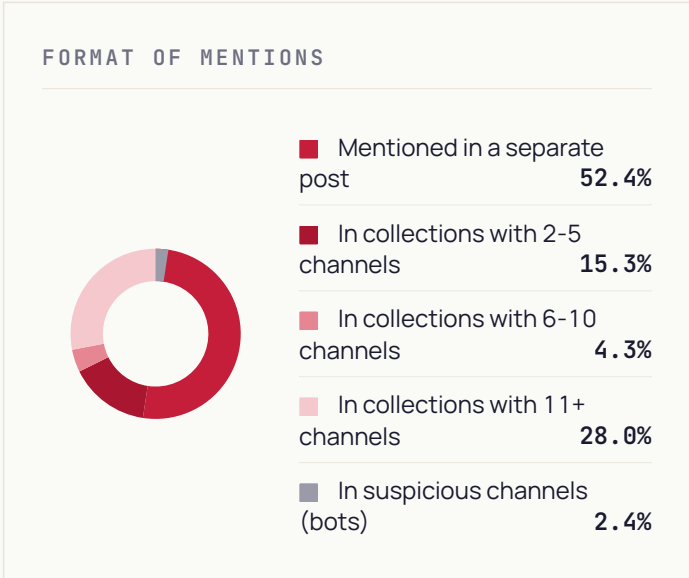
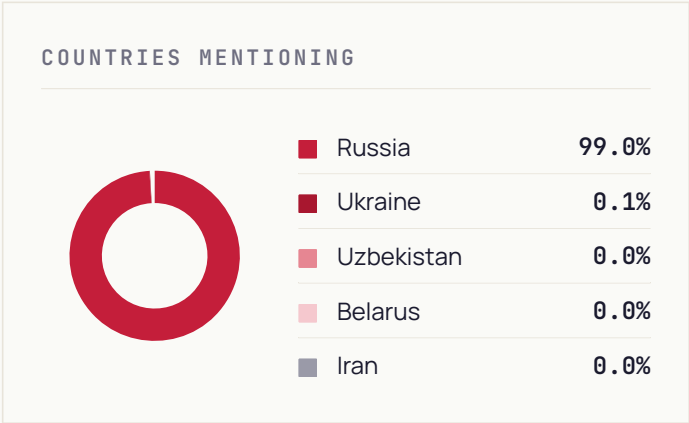
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

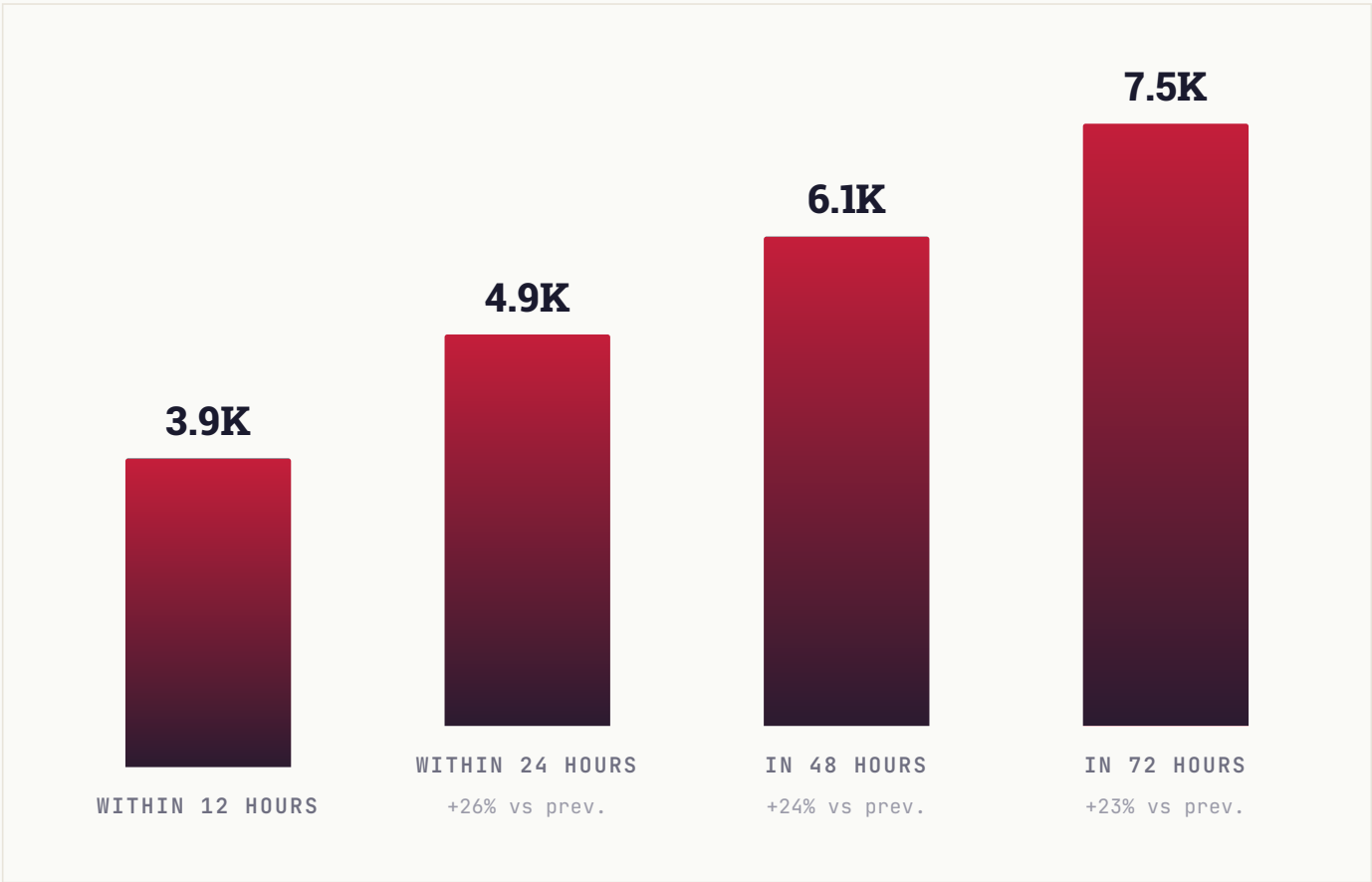
Citation index **199** – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **879** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	527.4K
PL Layouts	454.9K
AI Interior & decor	451.3K
MK My apartment	428.8K
MS Wise Builder	411K
LK Favorite apartment	409.7K
GF FSK Group	377K
PR ProRealty	376.9K
US Smart Builder	354.3K
PI PIK YOU	339.6K
Cozy Cozy	336.3K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#10 of 89). Strong position. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (527.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · NICHE COMPARISON

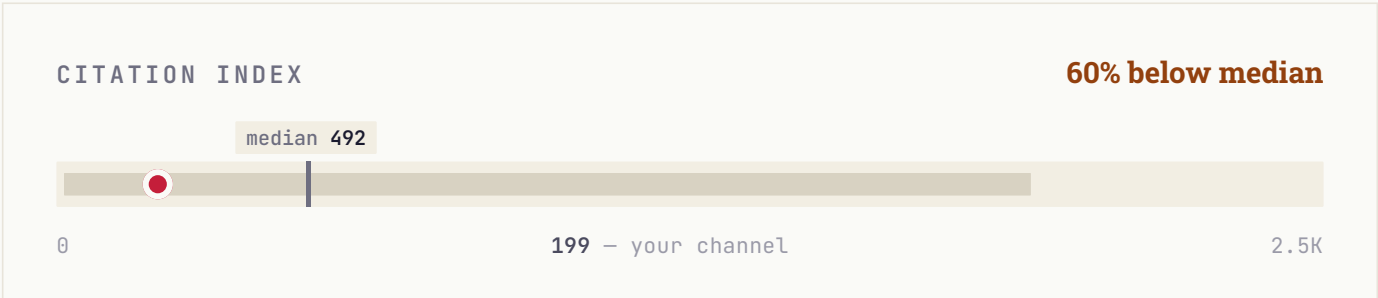
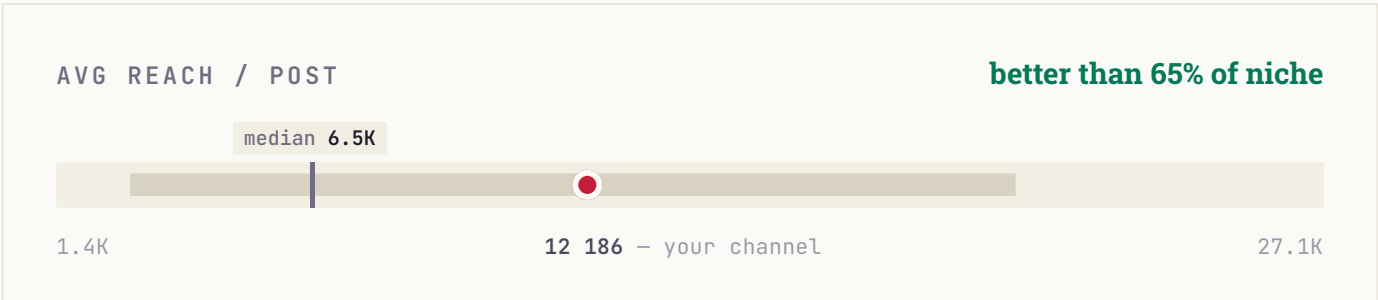
Where channel stands in its league

Top-100 channels in category «Interior & construction» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#10/100

RANK IN NICHE

Channel in top 10% interior & construction Russia



— SECTION 08 · STRATEGY

What to do right now

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

-
- 01

Increase posting frequency

Now 3.9 posts/week. Active channels average 7-10.
Consistency is key to retaining audience.

EFFECT

Consistency beats volume
-
- 02

Top post of the week — on Tuesday

Audience most active on this day at 15:00 MSK.

EFFECT

Best window for an important post
-
- 03

ER below niche benchmark — rethink formats

Current ER 3.59% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.9pp ER
-
- 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 boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads with us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
