

PROMTPRESS PUBLIC REPORT

Channel audit Pioneer Group



@pioneergroupofcompanies

Official channel of developer «Pioneer». 25 years on the market 39 projects in portfolio We create what becomes part of the city's history for decades. Our website: <https://pioneer.ru> RKN:...

SUBSCRIBERS

130 298

-360 per month

ERR (% SEE POSTS)

5.0%

daily 1.5%

REACH/POST

8.6K

ad reach 2K/24h

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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.

 SUBSCRIBERS 130 298 —	 SUBSCRIBER REACH 6.61% avg % subs see post	 VIEWS/POST 8.6K median 8.6K · 28 days	 POSTS/WEEK 4.4 for the period
 7D TREND -25.6% vs previous week	 REACTIONS/POST 32.6 total 587 reactions, 197 reposts, 0 comments	 POST LENGTH 692 chars median 661 · 28 days	 POSTS ANALYZED 18 28 days
 AD REACH 2K 24h avg	 CHURN / MONTH -360 last month	 CITATION RATE 193 citation index · 1,210 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 01.03.2022

AI EDITOR SUMMARY

Channel «Pioneer Group» — 130 298 subs. Each post avg views 8.6K people (7% from subs), reach low — expand audience. Publishes 4 posts/week (~1/day) — rare. Week 1–7 Jun reach dropped -25.6% to week 25–31 May — analyze reasons.

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 **18** posts in 28 days.
- 02 Dominant format — **Photo** (15/18 posts).
- 03 Avg post length — **692** chars (median 661).
- 04 Audience peak activity — **Thu**, 14:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (13.9K avg top vs 5.5K worst) — among 18 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 11:01 PHOTO In #stories we talked to LIFE Kutuzovsky residents — Fedor, Ksenia, and their daughter Esenia — about how daily life works...	VIEWS	REACTIONS
	14 619	37
	REP.	ER
	2	11.2%
Nº2 22.05 · 15:01 PHOTO Key handover completed at OSTANKINO business park Building area 22,635 m² became the last object in the ensemble of six 12-story...	VIEWS	REACTIONS
	14 025	30
	REP.	ER
	8	10.8%
Nº3 29.05 · 10:44 VIDEO Right now at Gostiny Dvor, ARCH MOSCOW — the 31st international architecture and design exhibition-forum is underway. This year's theme is «ideal»...	VIEWS	REACTIONS
	13 172	35
	REP.	ER
	23	10.1%

Nº4 19.05 · 16:18 PHOTO #lotofthemoth: 43.4 m² apt in LIFE Varshavskaya quarter Finished apt on 13th floor, bldg K6-1. Highlights: -...	VIEWS 13 006 REP. 22	REACTIONS 26 ER 10.0%
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Nº5 27.05 · 10:37 PHOTO Happy to share important news: the seventh contemporary art fair blazar will be held at the OPUS club house. For the first time...	VIEWS 12 864 REP. 34	REACTIONS 48 ER 9.9%
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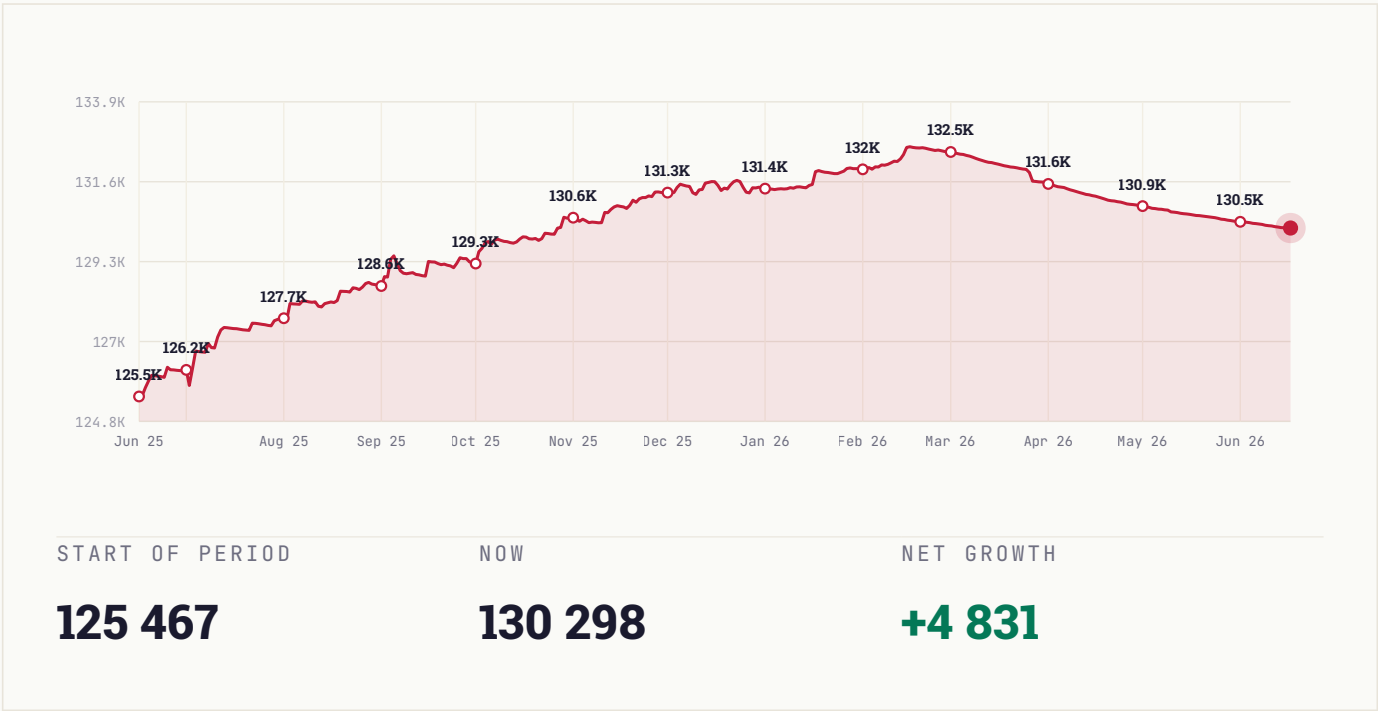
BOTTOM 3

↓ 09.06 · 11:36 PHOTO Top construction news for May. Commissioning elevators at OPUS club house and business center, working on...	VIEWS 6 752 REP. 5	REACTIONS 26 ER 5.2%
↓ 11.06 · 13:33 TEXT #numberoftheday: terrace adds up to 20% to apt value Per our analysts, share of apts with terraces in Moscow market...	VIEWS 5 344 REP. 7	REACTIONS 31 ER 4.1%
↓ 13.06 · 11:21 PHOTO Summer vibes in the city New music playlist now playing on Monte Carlo digital radio at our sales offices. See you at...	VIEWS 4 471 REP. 6	REACTIONS 27 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 months of growth vs. loss.

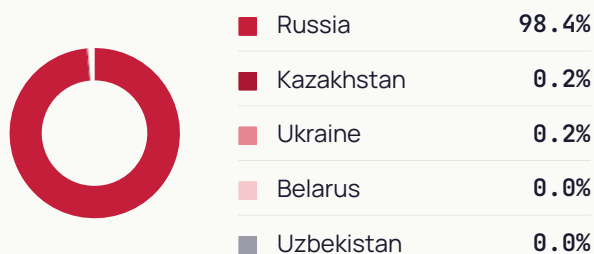


SECTION 04 · CITATIONS

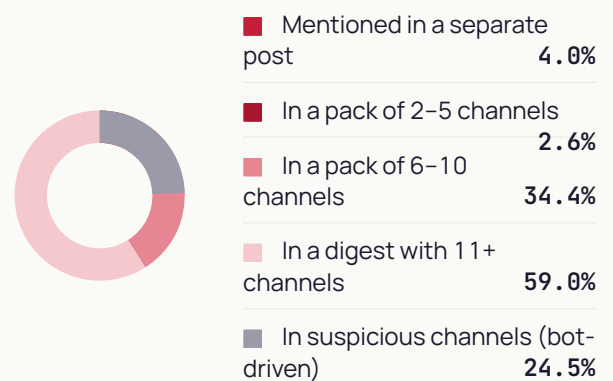
Who mentions the channel and how

Citation index **193** — 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 channel was mentioned **1 210** different channels.

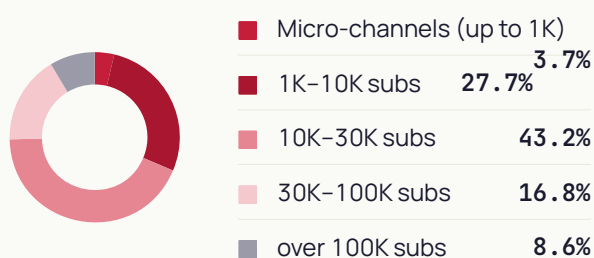
COUNTRIES MENTIONING



FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



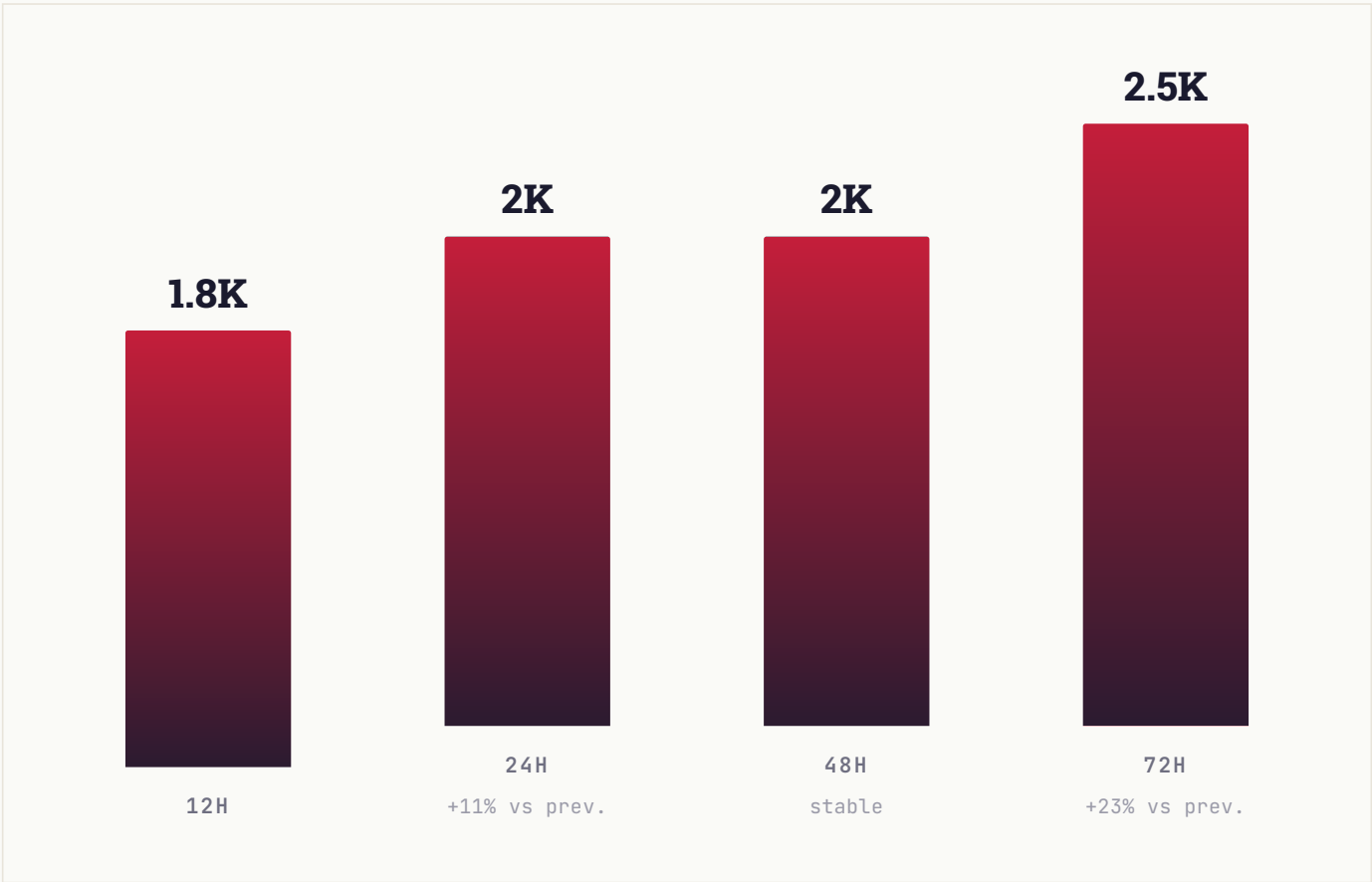
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds on Wildberries Discounts Promos	932.9K
PB By Blat	888K
Z Zayats Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
G« Pioneer Group YOU	130.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#94 of 94). Niche median — 201.1K subs. First KPI growth — reach median. Leader: OZON (1.1M).

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 **339**, they brought **9 173** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	43	35	1 116	
November 2025	49	42	1 140	
October 2025	59	48	1 666	
September 2025	55	33	1 625	
August 2025	70	62	1 344	
July 2025	63	55	2 282	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
339	6	9 173

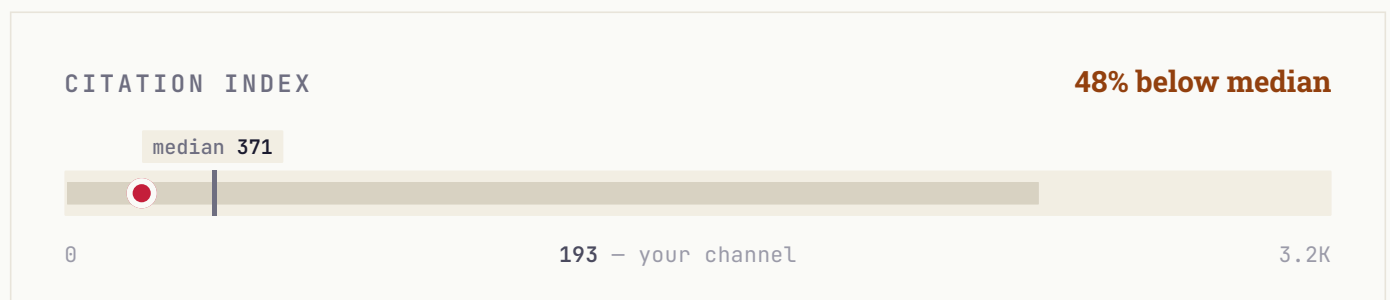
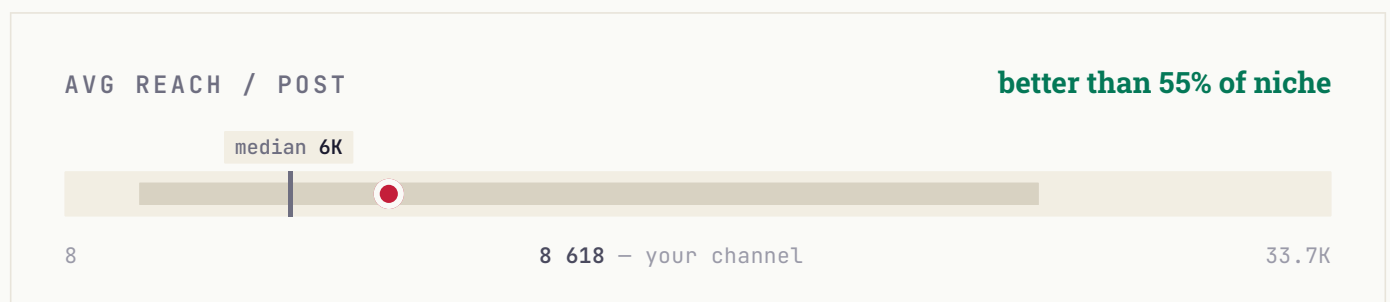
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#94/100

POSITION IN NICHE
Channel in the bottom half of the ranking



— 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 4.4 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

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

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

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