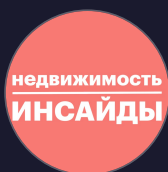


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Real Estate

Insiders



@propertyinsider

Moscow real estate insider news Feedback - @pertm0nich

Registered in the RKN registry: [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=673d61c731a9292acd207c75&istryType=bloggersPermission)

[id=673d61c731a9292acd207c75&istryType=bloggersPermission](https://knd.gov.ru/license?id=673d61c731a9292acd207c75&istryType=bloggersPermission)

SUBSCRIBERS

114 606

+382 per month

ERR (% SEE POSTS)

14.0%

per day 9.1%

REACH/POST

15.8K

ad reach 10.4K/24h

— CONTENTS · 2026

What's inside the report

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09 Strategy

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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 114 606 —	SUBSCRIBER REACH 13.78% avg % of subs see post	VIEWS/POST 15.8K median 15.5K · 28 days	POSTS/WEEK 28.1 for period
7D TREND -3.0% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 864 chars median 992 · 28 days	POSTS ANALYZED 114 28 days
AD REACH 10.4K 24h avg	CHURN / MONTH +382 last month	CITATION RATE 561 citation index · 1,531 channels mentioned all time	CHANNEL AGE 8 years 7 months created 20.11.2017

AI EDITOR SUMMARY

Channel Real Estate Insiders — 114 606 subs. Each post averages 15.8K people (14% of subs), reach is low — consider expanding audience. Publishes 28 posts per week (~4/day) — active posting. For the week of June 22–28, reach stable (-3.0% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 114 posts over 28 days.
- 02 Dominant format – Photo (91/114 posts).
- 03 Avg post length – 864 chars (median 992).
- 04 Audience peak activity – Thu, 13:00 MSK.
- 05 Strongest posts get 3x more views than the weakest (28.6K avg for top vs 10.8K for worst) – among 114 posts over 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 09:14 PHOTO Family mortgage ends. Developers try to spur demand wave as conditions worsen from July 1...	VIEWS 34 518 REPOSTS 1 050	REACTIONS — ER 30.1%
Nº2 11.06 · 10:36 TEXT GC FSK takes over from Group Etalon the land plot Lobachevskogo, 118/6 of 1 ha. Deal amount undisclosed. The plot is located in Ramenki district...	VIEWS 28 419 REPOSTS 197	REACTIONS — ER 24.8%
Nº3 19.06 · 12:50 PHOTO MR takes another palace. They should open a branch for OKN. This time they won the auction for the sale of the count's house...	VIEWS 22 865 REPOSTS 180	REACTIONS — ER 20.0%

Nº4

29.06 • 08:55

PHOTO

Highlighted that Ryabinovaya Street is turning from a dead industrial zone into a new urban environment; any land plot there is being pitched to...

VIEWS

21 290

REPOSTS

59

REACTIONS

—

ER

18.6%

Nº5

11.06 • 05:44

TEXT

Phenomenal fake We're watching a very curious story in the city. First facts, then thoughts: 1. In April 2026...

VIEWS

20 213

REPOSTS

287

REACTIONS

—

ER

17.6%

WORST 3

↓ 02.07 • 18:32 PHOTO

Finishing the review of recent KRTs: 1. Ryabinovaya, 21 – 2.3 thous. sq m for special services, but recall that on Ryabinovaya street itself there is active...

VIEWS

11 070

REPOSTS

14

REACTIONS

—

ER

9.7%

↓ 02.07 • 18:12 PHOTO

More recent KRT projects: 1. Dmitrovskoye, 60 – currently the site houses the Likhoborsky business center...

VIEWS

10 827

REPOSTS

45

REACTIONS

—

ER

9.4%

↓ 02.07 • 17:36 PHOTO

KRT covered the land plot Krylat-skaya, 2/4. The landlord of this plot likely knew about the upcoming KRT and tried to sell it. Meanwhile...

VIEWS

10 466

REPOSTS

64

REACTIONS

—

ER

9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

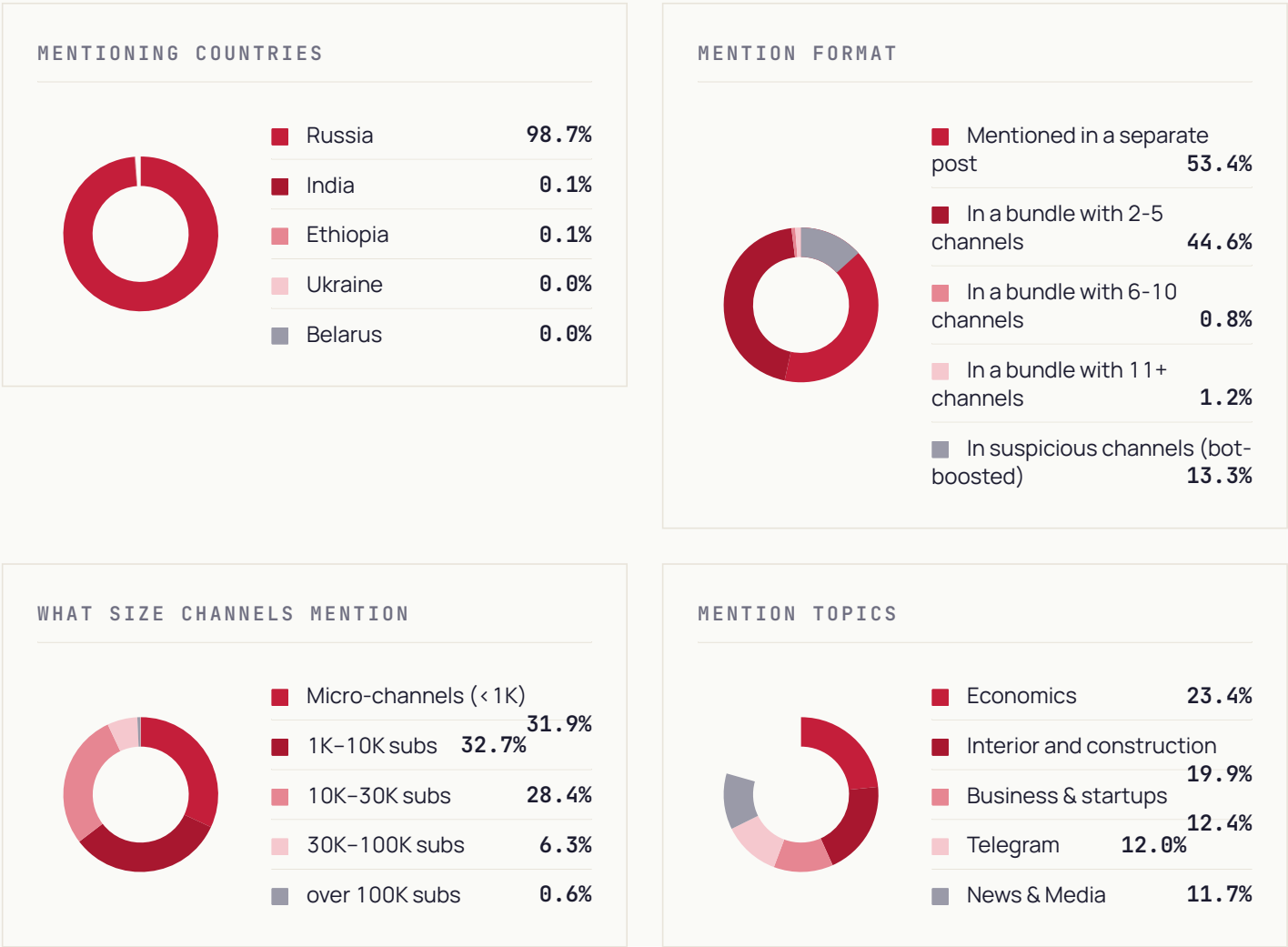
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

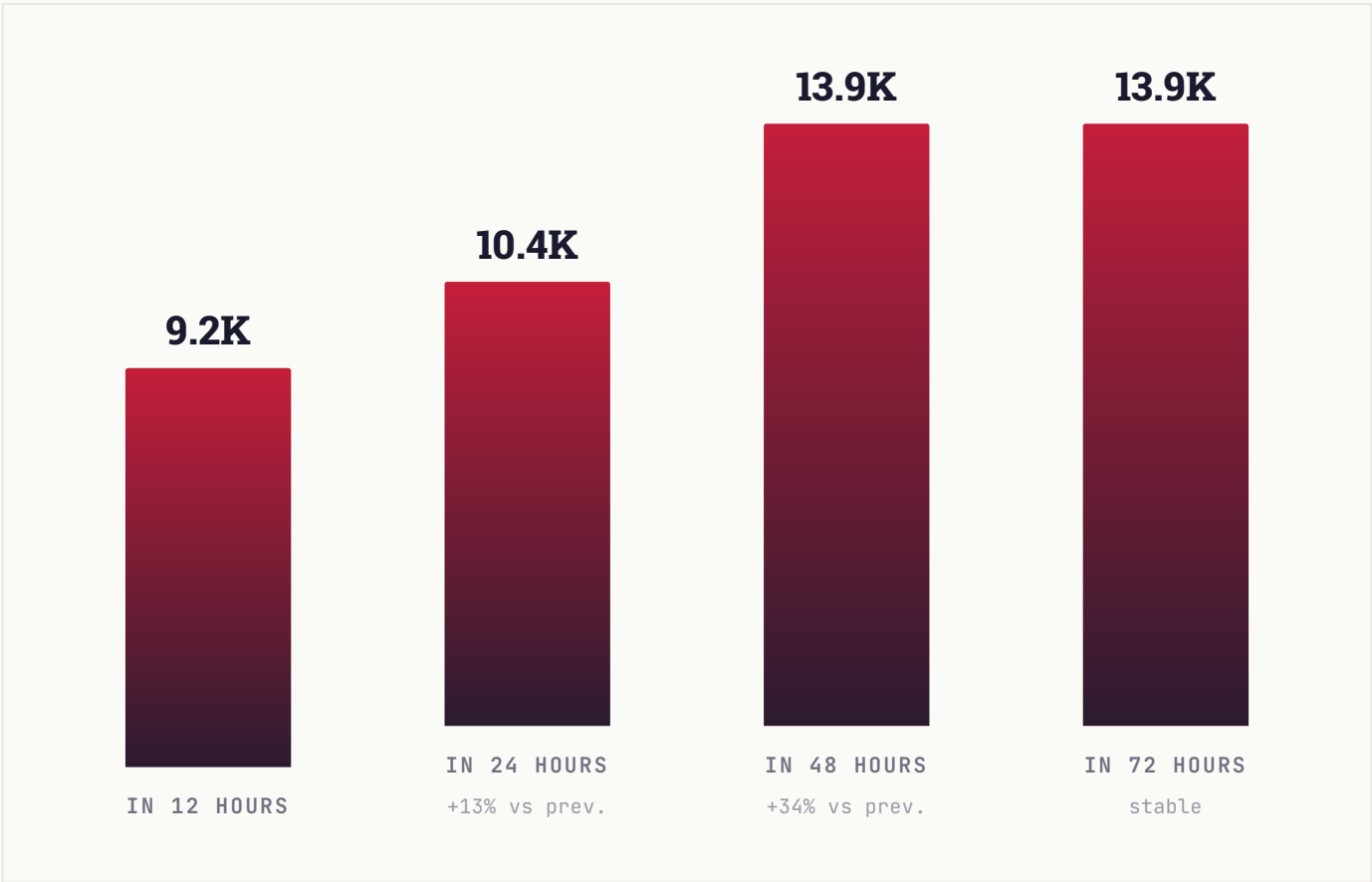
Citation index **561** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **1 531** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement should 'live'.



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 peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries finds Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
NI Real Estate Insiders YOU	114.6K

COMPARATIVE INSIGHT

Channel yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal: enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

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 **894**, they brought **4 812** new subs.

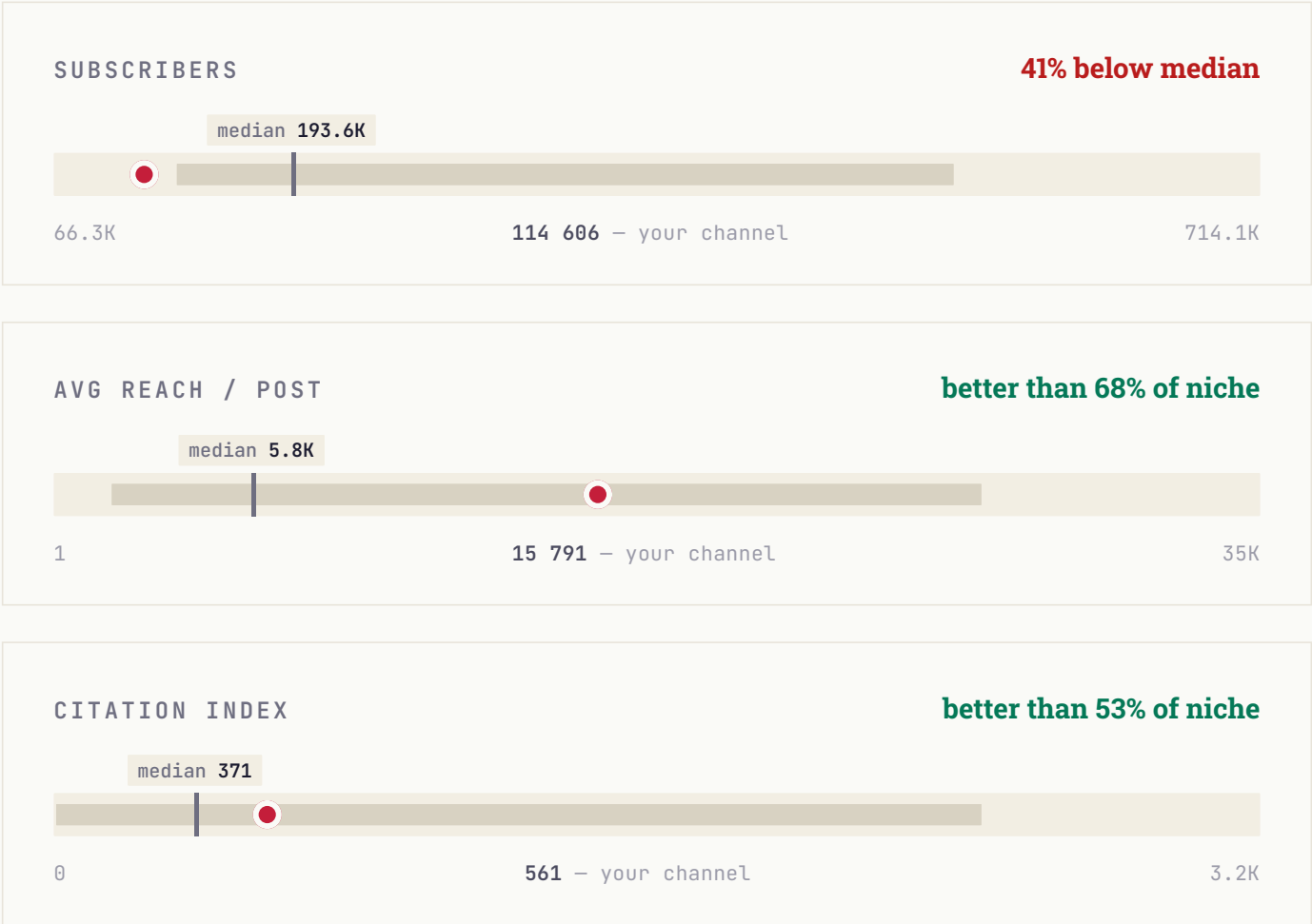
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	105	36	341	
December 2025	174	64	1 080	
November 2025	171	56	1 149	
October 2025	137	54	850	
Sep 2025	143	53	647	
August 2025	164	49	745	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
894	6	4 812

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 of 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.



— 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

Main post of the week — on Thursday

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

EFFECT

Best time to post

02

Increase video post share

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

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 give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **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 plan in a month.

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

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