
PROMTPRESS PUBLIC REPORT

Channel audit

RF Estate |

Недвижимость

Москвы.

Новости,

законы,

ипотека



@rf_est

Latest Moscow & region real estate news from a pro team
Collaboration: <https://t.me/EstateRF>

SUBSCRIBERS

26 650

+11873 this month

ERR (% SEE POSTS)

27.0%

per day 18.6%

REACH/POST

7.2K

ad reach 5.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 26 650 —	 SUBS REACH 27.12% avg % of subs see post	 VIEWS/POST 7.2K median 7K · 28 days	 POSTS/WEEK 11.7 over period
 7D TREND +5.8% vs prev week	 REACTIONS/POST 133.7 total 6,282 reactions, 4,632 reposts, 0 comments	 POST LENGTH 714 chars median 853 · 28 days	 POSTS ANALYZED 47 28 days
 AD REACH 5.1K 24h avg	 CHURN / MONTH +11873 last month	 CITATION RATE 3 citation index · 92 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 17.05.2020

AI EDITOR SUMMARY

Channel «RF Estate | Moscow Real Estate. News, laws, mortgages» — 26 650 subs. Each post gets on avg 7.2K people (27% from subs), that's good reach. Publishes 12 posts per week (~2 per day) — regular schedule. For the week of June 22–28, reach grew +5.8% by week Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 47 posts over 28 days.
- 02 Dominant format – Photo (26/47 posts).
- 03 Avg post length – 714 chars (median 853).
- 04 Peak audience activity – Monday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.8K avg for top vs 6.1K for worst) – among 47 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 12:33 PHOTO How to transform housing policy and real estate market so housing becomes a tool for life scenarios...	VIEWS 12 435 REPOSTS 1	REACTIONS — ER 46.7%
Nº2 23.06 · 10:48 PHOTO (post without caption – photo)	VIEWS 8 543 REPOSTS 114	REACTIONS 170 ER 32.1%
Nº3 23.06 · 10:46 PHOTO What makes a city truly alive? This question was central at the URBAN MAG session "City Evolution. Key Players"...	VIEWS 8 425 REPOSTS 116	REACTIONS 158 ER 31.6%

Nº4

03.07 · 17:21

PHOTO

🌿 One mature tree can: • cool streets and reduce the urban heat island effect; • reduce building energy consumption by...

VIEWS

7 939

REPOSTS

113

REACTIONS

166

ER

29.8%

Nº5

28.06 · 12:56

VIDEO

First modular school in Guangdong! Impressive project - Nansha Primary School Times Nanwan Campus, the first modular school in Guangzhou...

VIEWS

7 912

REPOSTS

122

REACTIONS

158

ER

29.7%

WORST 3

↓

11.06 · 06:01

PHOTO

Urban Hub quotes at PMEF 2026

VIEWS

6 287

REPOSTS

—

REACTIONS

—

ER

23.6%

↓

25.06 · 07:00

VIDEO

🏢 A new take on office buildings: CSCEC Third Bureau HQ in Wuhan as a "zero-energy" smart building! 20-story...

VIEWS

6 178

REPOSTS

123

REACTIONS

179

ER

23.2%

↓

09.06 · 12:48

TEXT

Urban Hub 2026: a new city formula📊 At the Urban Hub PMEF 2026 venue, over four days they discussed investments, development, tourism...

VIEWS

5 964

REPOSTS

127

REACTIONS

181

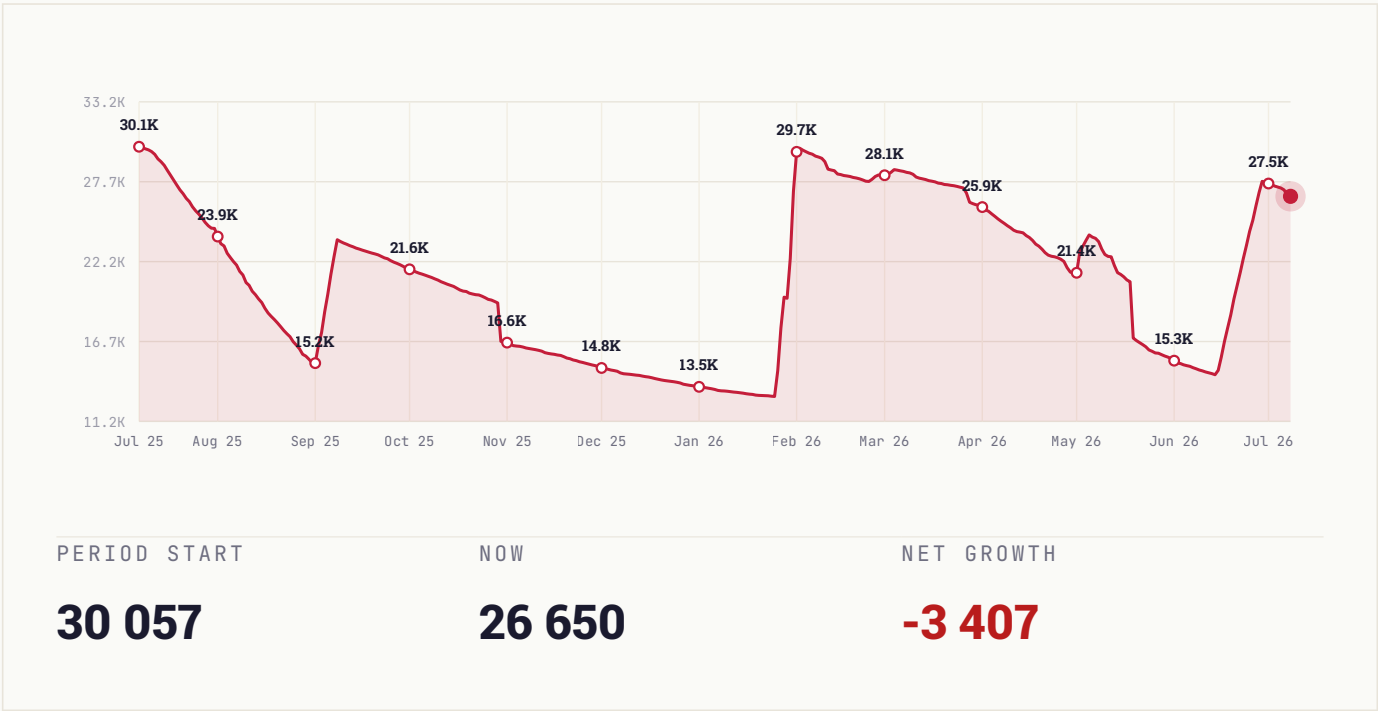
ER

22.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

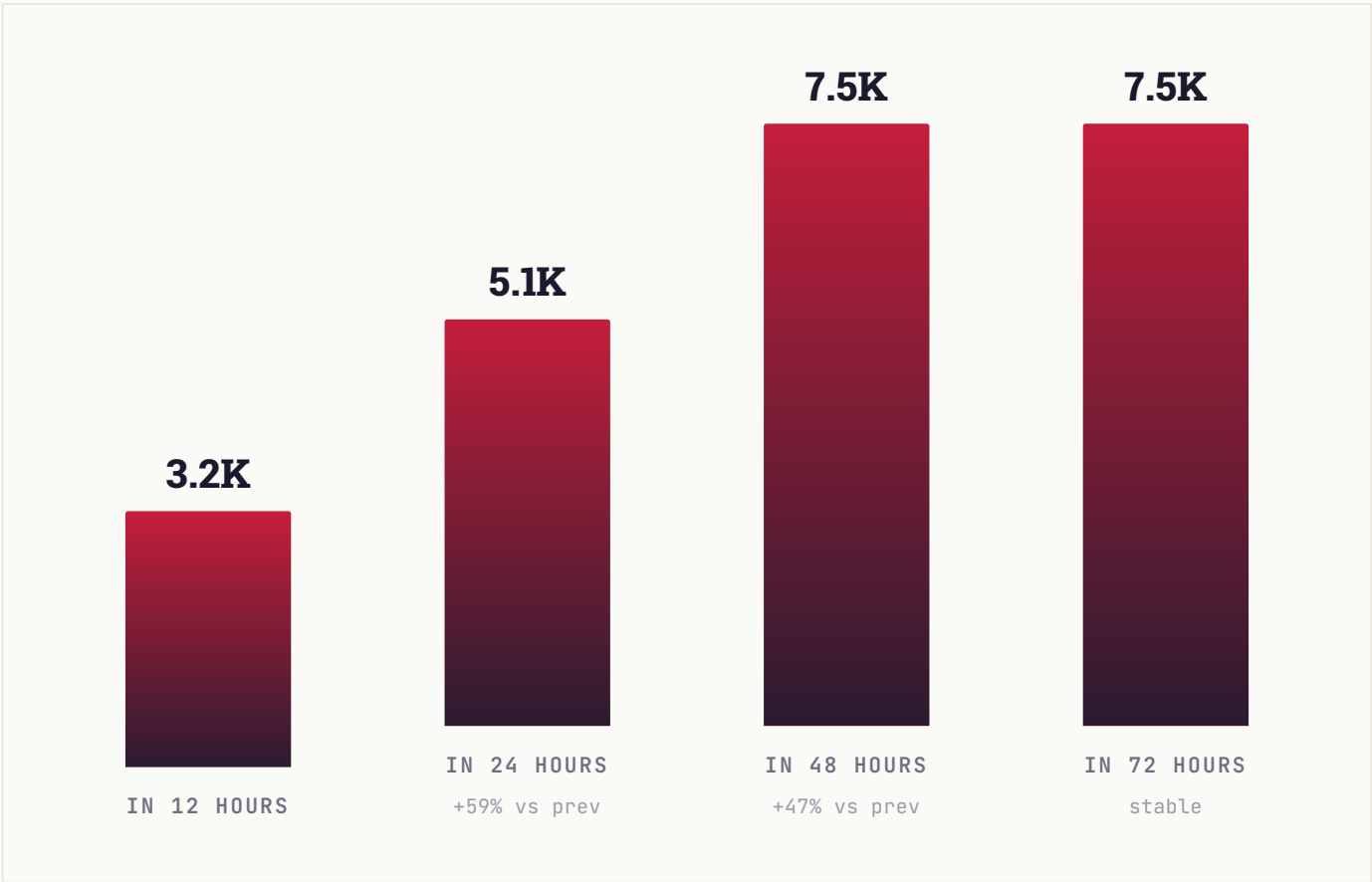
Yearly subscriber growth chart. Key months show exact subscriber count. Shows growth and churn months.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	529.8K
PL Layout	454.1K
AI Interior & decor	450.4K
MK My apartment	428.1K
MS Wise Builder	410.4K
LK Favorite apartment	409.1K
GF GC FSK	378.4K
PR ProRealty	376.3K
US Smart Builder	354K
PI PIK	338.1K
RE RF Estate Недвижимость Москвы. Новости, законы, ипотека	YOU 26.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 89 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (529.8K), median top-89: 109.1K. First goal — enter top-89 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

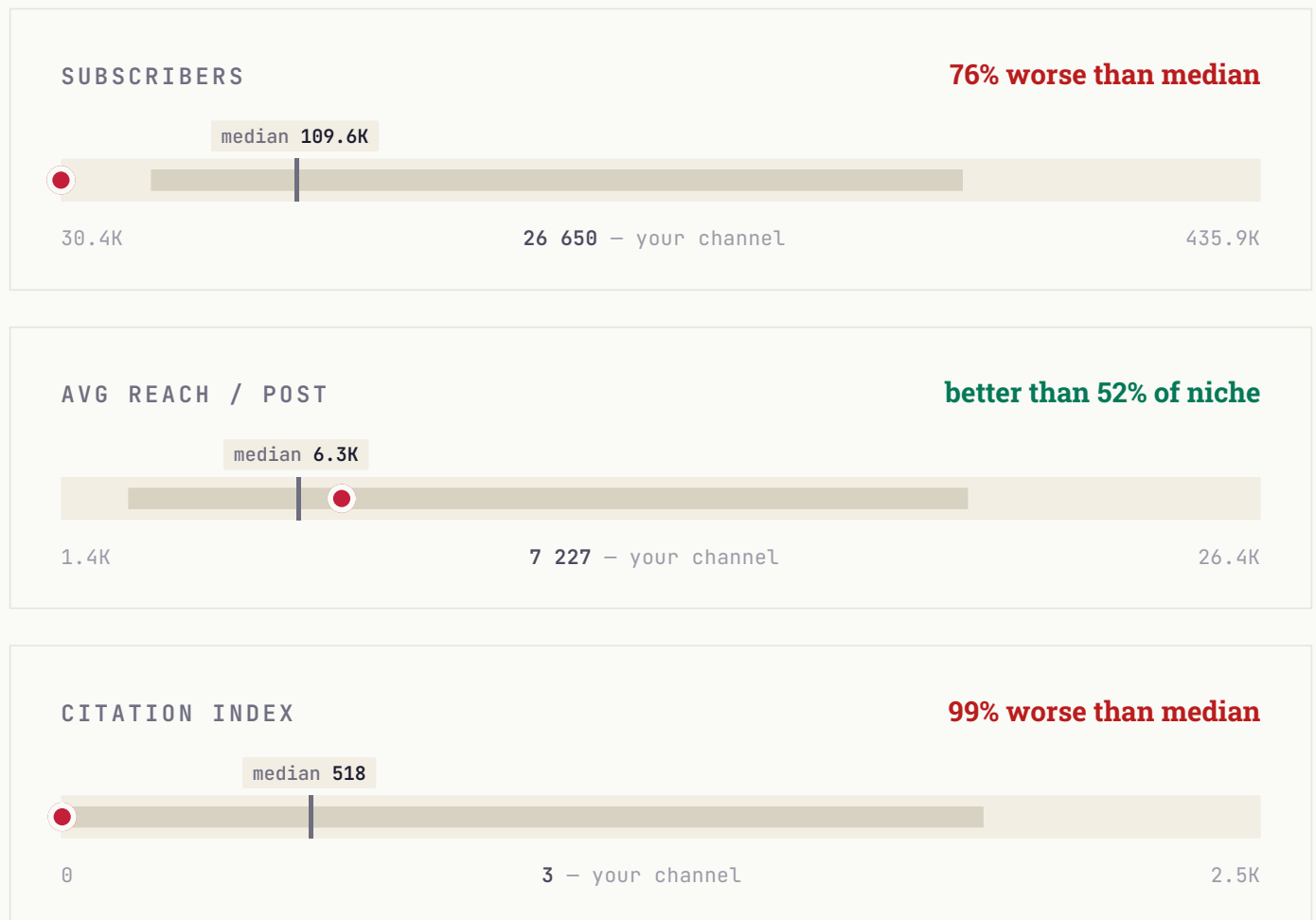
How often the channel is mentioned

We track mentions in other channels monthly. Over the last **6 months** such mentions were **0**, they brought **22 684** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	14 194
Dec 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
September 2025	0	0	8 490
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
0	6		22 684

Where channel ranks in its league

Black vertical – median. Red dot – your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit next month.

- 01

Top post of the week — on Monday

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

EFFECT

Best window for 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 typically boost ER by +5-15%. One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap 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 — organic traffic source.

EFFECT

Organic traffic source

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

02 Contact manager t.me/PromptPress_manager
