

PUBLIC REPORT BY PROMTPRESS

Channel audit

Construction & Business



@russiabuild

Construction, architecture, market news, IHC and business. Author blog by Good Wood founder Alexander Dubovenko @G00DW00D
Channel in MAX: <https://max.ru/RussiaBuild> Life channel about work and life...

SUBSCRIBERS

110 648

-181 per month

ERR (% SEE POSTS)

16.0%

daily 7.3%

REACH / POST

19.4K

ad reach 8K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Interior & Construction» Category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 110 648 —	SUBSCRIBER REACH 17.57% avg % subs see post	VIEWS / POST 19.4K median 20.4K · 28 days	POSTS / WEEK 3.7 for the period
7D TREND -6.3% vs prev week	REACTIONS / POST 193.9 total 2,909 reactions, 1,245 reposts, 476 comments	POST LENGTH 769 chars median 855 · 28 days	POSTS ANALYZED 15 28 days
AD REACH 8K 24h avg	CHURN / MONTH -181 last month	CITATION RATE 504 citation index · 820 channels mentioned all time	CHANNEL AGE 8 years 4 months created 04.02.2018

AI EDITOR SUMMARY

Channel «Construction & Business» — 110 648 subs. Each post averages 19.4K people (18% from subs), average reach — room to grow. Publishes 4 posts per week (~1/day) — infrequent. For week June 15–21, reach dropped -6.3% to the week of June 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts in 28 days.
- 02 Dominant format – Text (13/15 posts).
- 03 Avg post length – 769 characters (median 855).
- 04 Peak Audience Activity – Wed, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (25.5K avg for top vs 17.7K for worst) – among 15 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 11:32 TEXT Speed of construction permits. Moving toward Germany. I always wondered why Germany takes 1-2 years to get...	VIEWS 27 753 REP. 63	REACTIONS 225 ER 25.1%
Nº2 01.06 · 07:45 TEXT 🏠New price index as of June 1, 2026 • Business class Wooden one-story houses – 69.2k RUB/m² (+0.58% vs last month) Wooden...	VIEWS 24 948 REP. 81	REACTIONS 88 ER 22.5%
Nº3 12.06 · 10:37 TEXT Pauses between stages from the client's and builder's perspective. The most convenient for the client is to find a team that will build a turnkey house...	VIEWS 23 880 REP. 73	REACTIONS 339 ER 21.6%

Nº4 14.06 · 08:54 TEXT Hi all. Demand is surging – lots of calls and requests for home construction. I attribute this to two...	VIEWS 23 764 REP. 138	REACTIONS 220 ER 21.5%
--	---	--

Nº5 31.05 · 09:23 TEXT 6. Developers ask to reduce tax on IHS plots. Rate rose from 0.3% to 1.5%. With coefficients, burden...	VIEWS 22 278 REP. 39	REACTIONS 128 ER 20.1%
---	--	--

WORST 3

↓ 21.06 · 05:12 TEXT Open salaries at Good Wood. Most positions at Good Wood have open salaries, meaning colleagues either know how much...	VIEWS 19 351 REP. 58	REACTIONS 346 ER 17.5%
↓ 31.05 · 09:23 TEXT ☒Will individual housing construction lose 20% of contractors due to escrow? ☒Are wooden houses now more popular than brick ones? ☒Mortgage approval does not guarantee its...	VIEWS 19 153 REP. 41	REACTIONS 108 ER 17.3%
↓ 25.06 · 10:23 TEXT Remember I told you about terms to run from? 1. 10x Scaling 2. Getting out of operations Today I'm rolling out 3 new...	VIEWS 14 714 REP. 48	REACTIONS 319 ER 13.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.

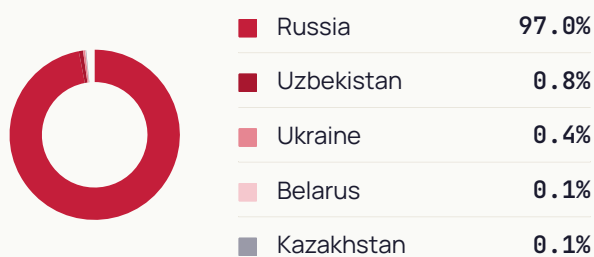


SECTION 04 • MENTIONS

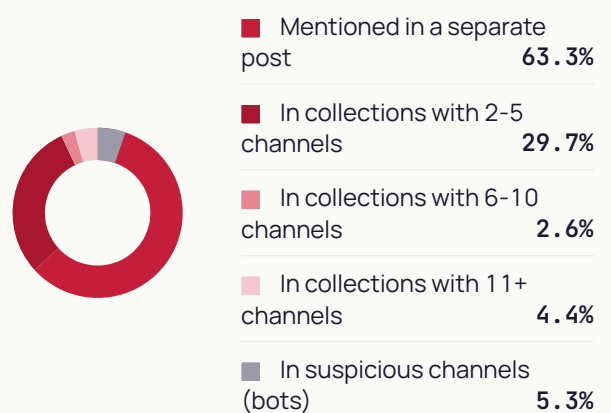
Who mentions the channel and how

Citation index **504** — channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **820** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



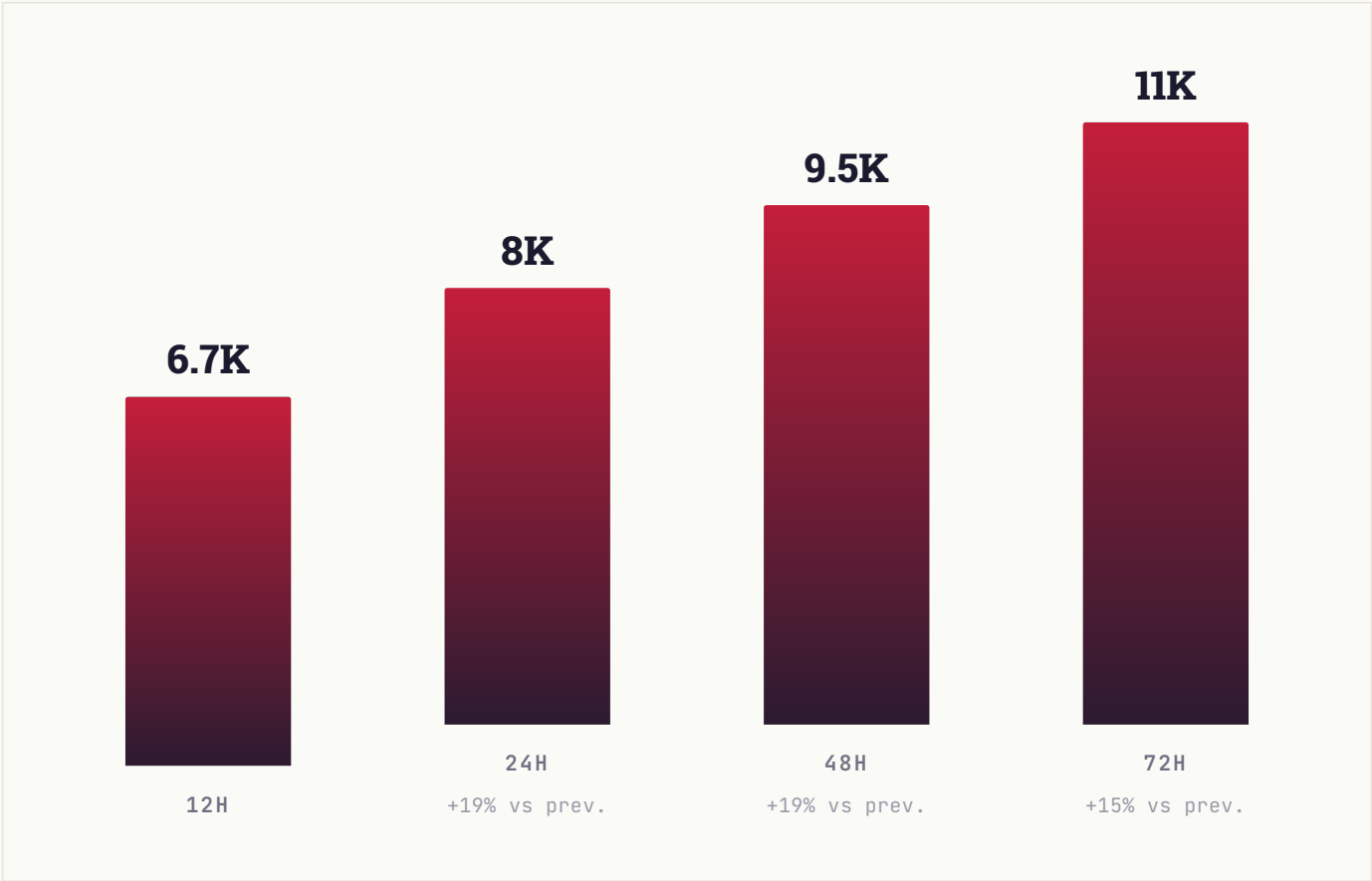
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post over time. Helps gauge 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 DOME0. 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
US Smart Builder	354.3K
PI PIK	339.8K
CI Construction & Business YOU	110.6K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#49 of 89). Niche median — 110.5K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **83**, they brought **6 656** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	8	307
Nov 2025	22	20	857
Oct 2025	8	8	2 183
September 2025	12	12	1 142
August 2025	14	14	423
July 2025	17	17	1 744

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
83	6	6 656

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

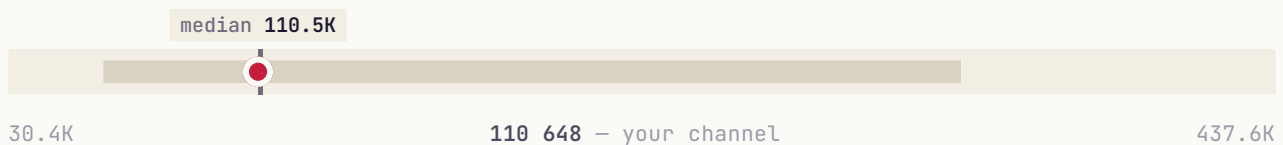
#49 /100

RANK IN NICHE

Channel in top half of ranking

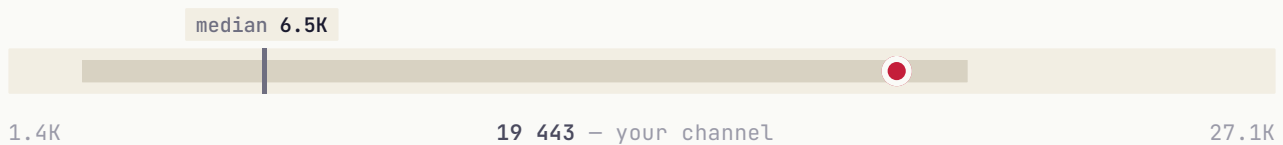
SUBSCRIBERS

better than 50% of niche



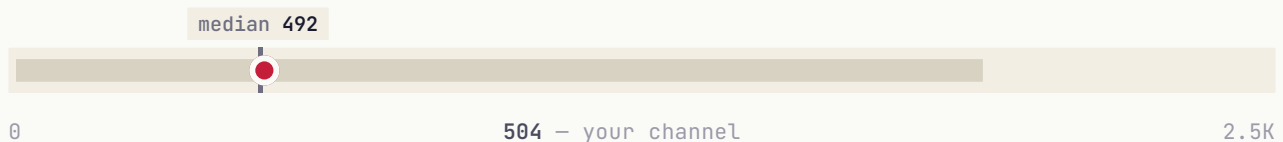
AVG REACH / POST

better than 86% of niche



CITATION INDEX

better than 50% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|-----------|--|---|
| 01 | Increase posting frequency
Now 3.7 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
Over Volume |
| 02 | Top post of the week — on Wednesday
Audience most active on this day at 14:00 MSK. | EFFECT
Best window
for important
post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is
favored by the algorithm. Aim for 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 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 weekly poll on a hot topic — easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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