

PROMTPRESS PUBLIC REPORT

Channel audit

Russian Architecture



@russianarchitecture

For ads / proposals: @DariaDani or russianarchitecture@yandex.ru
RKN: <https://clck.ru/3F8Cjf> All about architecture, design, real estate and culture in Russia and neighboring countries in a convenient...

SUBSCRIBERS

49 608

+79 per month

ERR (% SEE POSTS)

9.0%

per day 4.9%

REACH/POST

4.1K

ad reach 2.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 49 608 —	 SUBS REACH 8.23% avg % subs see post	 VIEWS/POST 4.1K median 4.1K · 29 days	 POSTS/WEEK 14.8 over period
 7D TREND -4.2% vs previous week	 REACTIONS/POST 85.5 total 5,385 reactions, 3,484 reposts, 14 comments	 POST LENGTH 461 chars median 430 · 29 days	 POSTS ANALYZED 63 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +79 over last month	 CITATION RATE 546 citation index · 1,406 channels mentioned it ever	 CHANNEL AGE 8 years 5 months created 23.01.2018

AI EDITOR SUMMARY

Channel «Russian Architecture» — 49 608 subs. Each post averages 4.1K people (8% from subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — regular schedule. For the week of Jun 22–28, reach stable (-4.2% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 63 posts over 29 days.
- 02 Dominant format — Photo (60/63 posts).
- 03 Avg post length — 461 chars (median 430).
- 04 Peak audience activity — Friday, 10:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (6.8K avg for top vs 3.6K for worst) — among 63 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 07:08 PHOTO New book from the Garage Museum publishing program ❤️ An important book for the architectural community is now on sale: Alexander Dudnev...	VIEWS 8 691 REPOSTS 97	REACTIONS 47 ER 17.5%
Nº2 08.06 · 12:03 PHOTO Festival «Flowers at the Estate» in Zherekhovo village, Vladimir region 🌹 The event runs July 24 – Aug 2, 2026. Obolensky Estate...	VIEWS 5 984 REPOSTS 179	REACTIONS 138 ER 12.1%
Nº3 09.06 · 13:10 TEXT GIVEAWAY OF ORGANIZER-PANELKA 🏢 The project «Konkretika» created a new organizer inspired by standard Soviet panel towers of series...	VIEWS 5 838 REPOSTS 24	REACTIONS 29 ER 11.8%

Nº4 16.06 · 15:35 PHOTO ALL 2026 FIFA WORLD CUP STADIUMS 🏟️ The year's biggest sports event is in full swing. We're all following match results, but...	VIEWS 5 179 REPOSTS 28	REACTIONS 37 ER 10.4%
Nº5 09.06 · 07:17 PHOTO New zoo to be built in St. Petersburg 🦒🦘 Agreement signed with Sotex for zoo construction in Yuntolovo. Project...	VIEWS 5 157 REPOSTS 175	REACTIONS 121 ER 10.4%

|

WORST 3

↓ 26.06 · 10:11 PHOTO Country house surrounded by firs with dark facade 🌲 ♦ Designer Olga Ryukina designed it for herself. The house is made of glued laminated timber, and...	VIEWS 3 612 REPOSTS 50	REACTIONS 79 ER 7.3%
↓ 22.06 · 10:42 PHOTO Free AI Summer educational program continues in Nizhny Novgorod ❤️ Event dedicated to AI applications in...	VIEWS 3 573 REPOSTS 24	REACTIONS 28 ER 7.2%
↓ 01.07 · 15:46 VIDEO Urbanist Jane Jacobs wrote that a city is perceived not as a set of separate objects, but as a living system of connections between them. This idea...	VIEWS 3 573 REPOSTS 9	REACTIONS 24 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

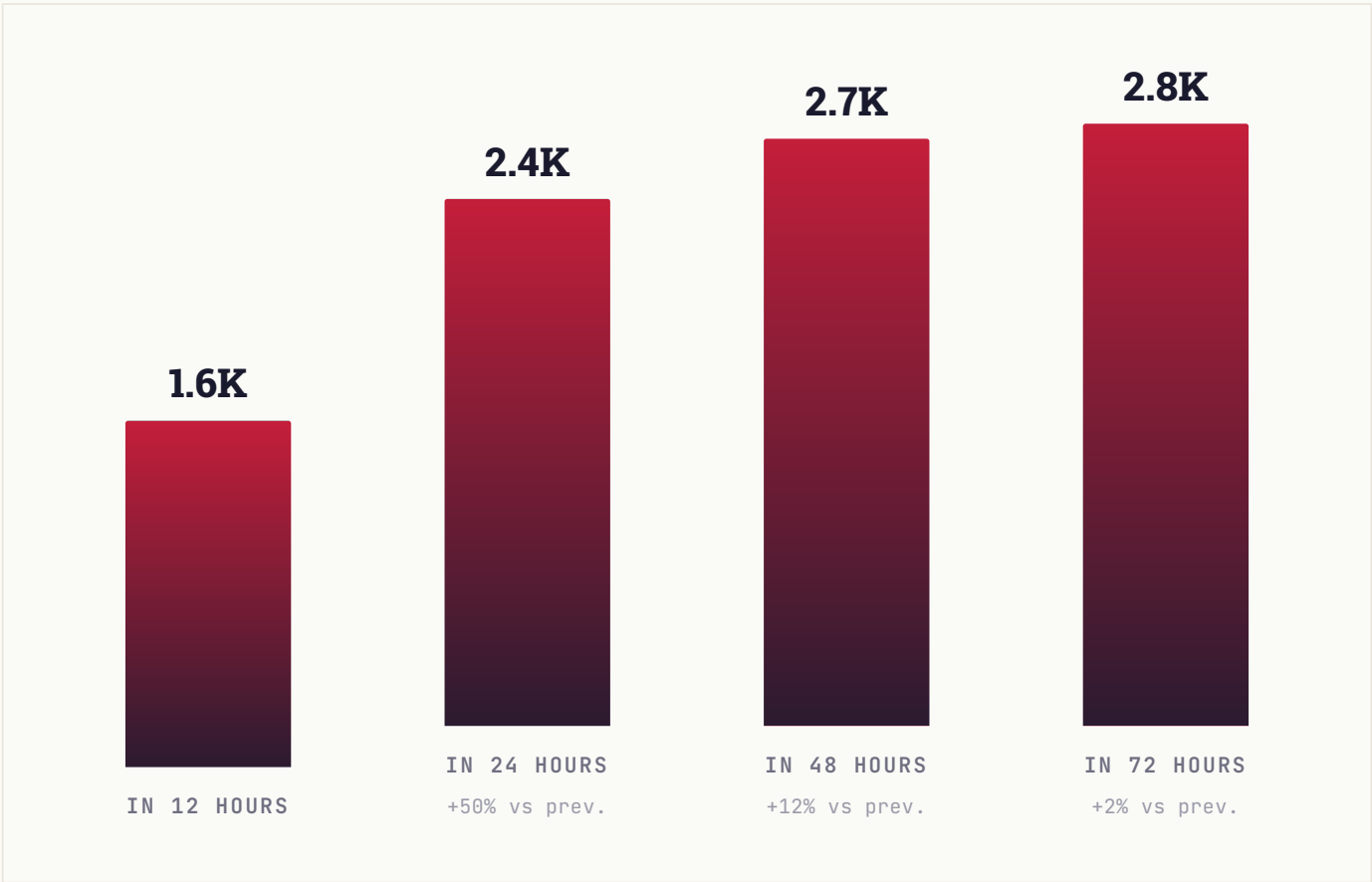
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



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 DOME0. DESIGN RENOVATION REAL ESTATE	530.5K
PL Planning	453.6K
AI Interior & decor	450K
MK My Apartment	427.9K
MS Wise Builder	410.2K
LK Favorite Apartment	408.6K
GF GC FSK	378.1K
PR ProRealEstate	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
RA Russian Architecture YOU	49.6K

COMPARATIVE INSIGHT

Channel not yet outside top 89 in niche — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (530.5K), median of top 89: 108.5K. First goal — enter top 89 via systematic traffic & content work.

SECTION 06 · 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 **156**, they brought **2 374** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	42	39	613
Dec 2025	35	34	368
Nov 2025	30	29	252
Oct 2025	14	13	349
September 2025	16	15	416
August 2025	19	17	376
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
156	6	2 374	

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Friday
Audience most active on this day at 10:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | 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 |
| 04 | 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 |
| 05 | Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth. | EFFECT
Growth from
relevant
audience |

★ 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 with us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
