

— PUBLIC REPORT BY PROMTPRESS

Channel audit

SlezhUZa - Real Estate



@slezhuza_realty

Feedback @slezhuza_bot

SUBSCRIBERS

44 501

-341 per month

ERR (% SEE POSTS)

25.0%

per day 20.8%

REACH/POST

10.8K

ad reach 9.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 44 501 —	 SUBSCRIBER REACH 24.33% avg % subs see post	 VIEWS/POST 10.8K median 10.8K · 28 days	 POSTS/WEEK 49.5 for period
 7D TREND +0.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 837 chars median 866 · 28 days	 POSTS ANALYZED 200 28 days
 AD REACH 9.3K 24h avg	 CHURN / MONTH -341 last month	 CITATION RATE 13 citation index · 581 channels mentioned it ever	 CHANNEL AGE 4 years 2 months created 12.05.2022

AI EDITOR SUMMARY

Channel «SlezhuZa - Real Estate» — 44 501 subs. Each post averages 10.8K people (24% of subs), that's average reach — room to grow. Publishes 50 posts per week (~7/day) — active posting. For week Jul 6–12, reach stable (+0.0% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **200** posts over 28 days.
- 02 Dominant format — **Text** (137/200 posts).
- 03 Avg post length — **837** chars (median 866).
- 04 Peak audience activity — **Sunday**, 20:00 MSK.
- 05 Top posts get **1x** more views than the weakest (12.4K avg for top vs 9.3K for bottom) — among 200 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 10:25 TEXT Банки не спешат снижать ипотечные ставки вслед за ЦБ Несмотря на то что регулятор опустил ключевую ставку до 14,25%, массового пересмотра...	VIEWS 12 458 REP. —	REACTIONS — ER 28.0%
Nº2 10.07 · 13:16 TEXT New-home market hits price pause In June, sqm cost in major Russian cities (500k+ pop.)...	VIEWS 12 410 REP. 1	REACTIONS — ER 27.9%
Nº3 09.07 · 16:08 TEXT Debts of largest developers grew by 30% In 2025, total debt load of leading Russian developers reached 3.1...	VIEWS 12 391 REP. —	REACTIONS — ER 27.8%

Nº4 30.06 · 14:36 TEXT Transition of IHC to escrow accounts led to a shortage of contractors The private housing market has begun a tough transformation. According to Dom.RF, from...	VIEWS 12 374 REP. 2	REACTIONS — ER 27.8%
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Nº5 26.06 · 06:04 TEXT АТБ Банк снизил ставки по базовой ипотеке С 26 июня банк опустил ставки на покупку готового и строящегося жилья, а также на программы...	VIEWS 12 362 REP. —	REACTIONS — ER 27.8%
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WORST 3

↓ 24.06 · 14:36 TEXT Warehouse demand hits lowest since 2020 In H1, logistics park deals plunged 57% to just 603k sq...	VIEWS 9 303 REP. 1	REACTIONS — ER 20.9%
↓ 26.06 · 18:00 PHOTO !?! Tired of searching for interesting real estate news channels? 📁 CHANNEL FOLDER This folder contains real estate channels...	VIEWS 9 293 REP. 2	REACTIONS — ER 20.9%
↓ 06.07 · 16:08 TEXT Largest developers sharply slow new project launches In Q2, market leaders launched minimal housing volume in...	VIEWS 9 194 REP. —	REACTIONS — ER 20.7%

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.

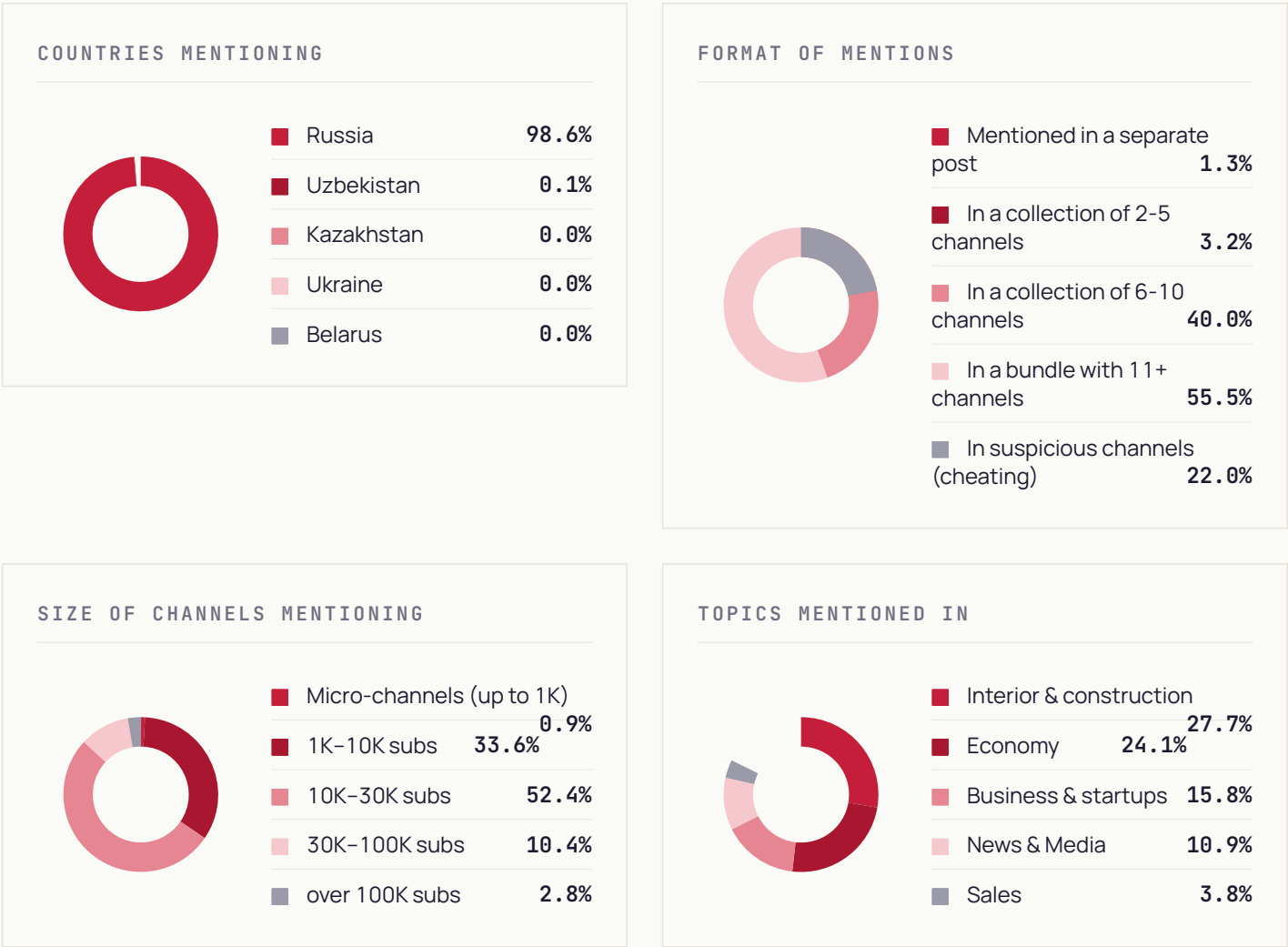


PERIOD START	NOW	NET GROWTH
40 472	44 501	+4 029

SECTION 04 · CITATIONS

Who and how mentions the channel

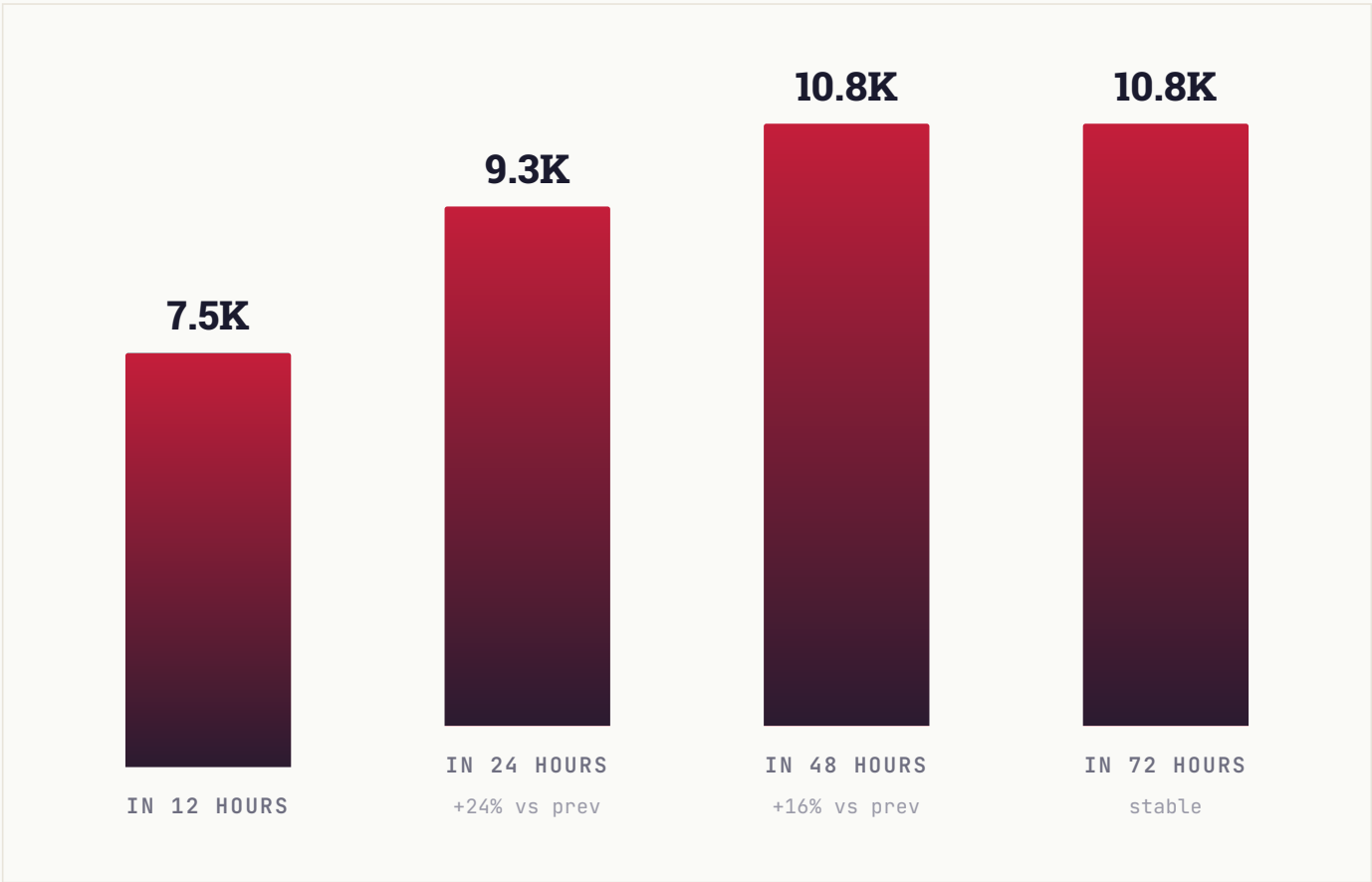
Citation index **13** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **581** different channels.



SECTION 05 · 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 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LC Favorite apartment	407.2K
GF GC FSK	376.9K
PR Pro Realty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
S- SlezhUZa - Real Estate YOU	44.5K

COMPARATIVE INSIGHT

Channel not yet outside top-91 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal: enter top-91 via systematic traffic & content work.

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 **128**, they brought **14 092** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	16	16	2 357
December 2025	6	6	5 539
Nov 2025	34	23	1 028
Oct 2025	23	15	1 655
September 2025	13	10	2 053
August 2025	36	23	1 460

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
128	6	14 092

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a vertical line for the median, and a red dot for the channel's performance. The channel's performance is consistently lower than the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	44,501	126.5K	65% below median
AVG REACH / POST	10,825	6.6K	better than 59% of niche
CITATION INDEX	13	412	97% below median

SUBSCRIBERS 65% below median

median 126.5K

35.3K 44 501 – your channel 432.9K

AVG REACH / POST better than 59% of niche

median 6.6K

1.2K 10 825 – your channel 32.7K

CITATION INDEX 97% below median

median 412

0 13 – your channel 2.5K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

Increase video posts 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

Exchange posts 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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with 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