

PUBLIC REPORT BY PROMTPRESS

Channel audit

Stroyki — i Tochka



@stroi_news

Briefly about current and future Moscow construction projects. All arguments here are mere speculation. For all questions: @mrmyxin
Backup channel in MAX:...

SUBSCRIBERS

43 634

+349 per month

ERR (% SEE POSTS)

25.0%

per day 16.6%

REACH/POST

10.7K

ad reach 7.2K/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 brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Interior & Construction» category

09 Strategy

5 priority actions

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 43 634 —	 SUBSCRIBER REACH 24.58% avg % subs see post	 VIEWS/POST 10.7K median 10.7K · 29 days	 POSTS/WEEK 19.2 over period
 7D TREND +0.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 854 chars median 924 · 29 days	 POSTS ANALYZED 82 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH +349 last month	 CITATION RATE 382 citation index · 1,050 channels mentioned all time	 CHANNEL AGE 3 years 3 months created 16.03.2023

AI EDITOR SUMMARY

Channel "Stroyki – i tochka" – 43 634 subs. Each post averages 10.7K people (25% of subs), average reach – room to grow. Posts 19 posts per week (~3/day) – steady pace. Week of Jun 22–28 reach stable (+0.6% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **82** posts in 29 days.
- 02 Dominant format — **Photo** (66/82 posts).
- 03 Avg post length — **854** chars (median 924).
- 04 Peak audience activity — **Friday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (14K avg for top vs 8.9K for worst) — across 82 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 13:21 PHOTO Residential complex by Italian architects may appear on Ostozhenka Italian architecture firm Officina Architetti has developed...	VIEWS 14 103 REP. 140	REACTIONS — ER 32.3%
Nº2 18.06 · 05:18 PHOTO Moscow authorities canceled construction of a luxury residential complex near Nikitsky Gate The city government decided to cancel the project...	VIEWS 13 988 REP. 356	REACTIONS — ER 32.1%
Nº3 22.06 · 10:23 PHOTO Developer from Bashkiria buys Urban Group subsidiary's plot in Khimki Company Avrora, linked to Bashkirian group Zhiloy...	VIEWS 13 985 REP. 109	REACTIONS — ER 32.1%

Nº4 13.06 · 10:39 PHOTO «Вавилонские башни» могут появиться на месте Филевского автобусно-троллейбусного парка на западе Москвы Концепцию застройки территории...	VIEWS 13 695 REP. 330	REACTIONS — ER 31.4%
--	---	--

Nº5 10.06 · 05:18 PHOTO Александр Овечкин «построит» офисный центр в Мневниковской пойме Недостроенный апарт-комплекс, расположенный в составе Международной...	VIEWS 13 617 REP. 216	REACTIONS — ER 31.2%
--	---	--

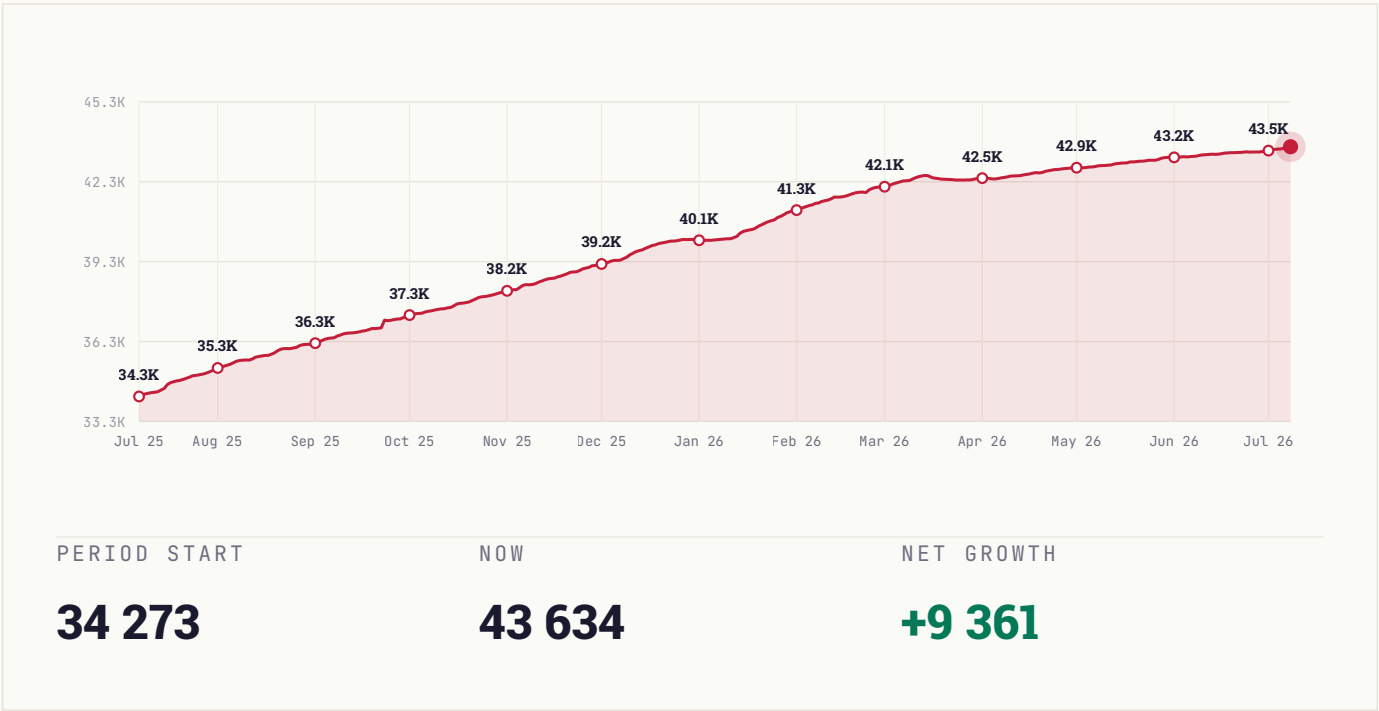
WORST 3

↓ 02.07 · 11:18 PHOTO Two-level apartments back in market focus A format once seen as niche is now becoming...	VIEWS 8 989 REP. 27	REACTIONS — ER 20.6%
↓ 02.07 · 13:20 PHOTO Office booking starts in origami tower at Moscow City Sezar Group announced the start of office space booking in a new...	VIEWS 8 907 REP. 55	REACTIONS — ER 20.4%
↓ 02.07 · 15:28 PHOTO Corporate data platform helped TechnoNicol significantly reduce costs and risks Analytics and data work is one of...	VIEWS 8 853 REP. 15	REACTIONS — ER 20.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

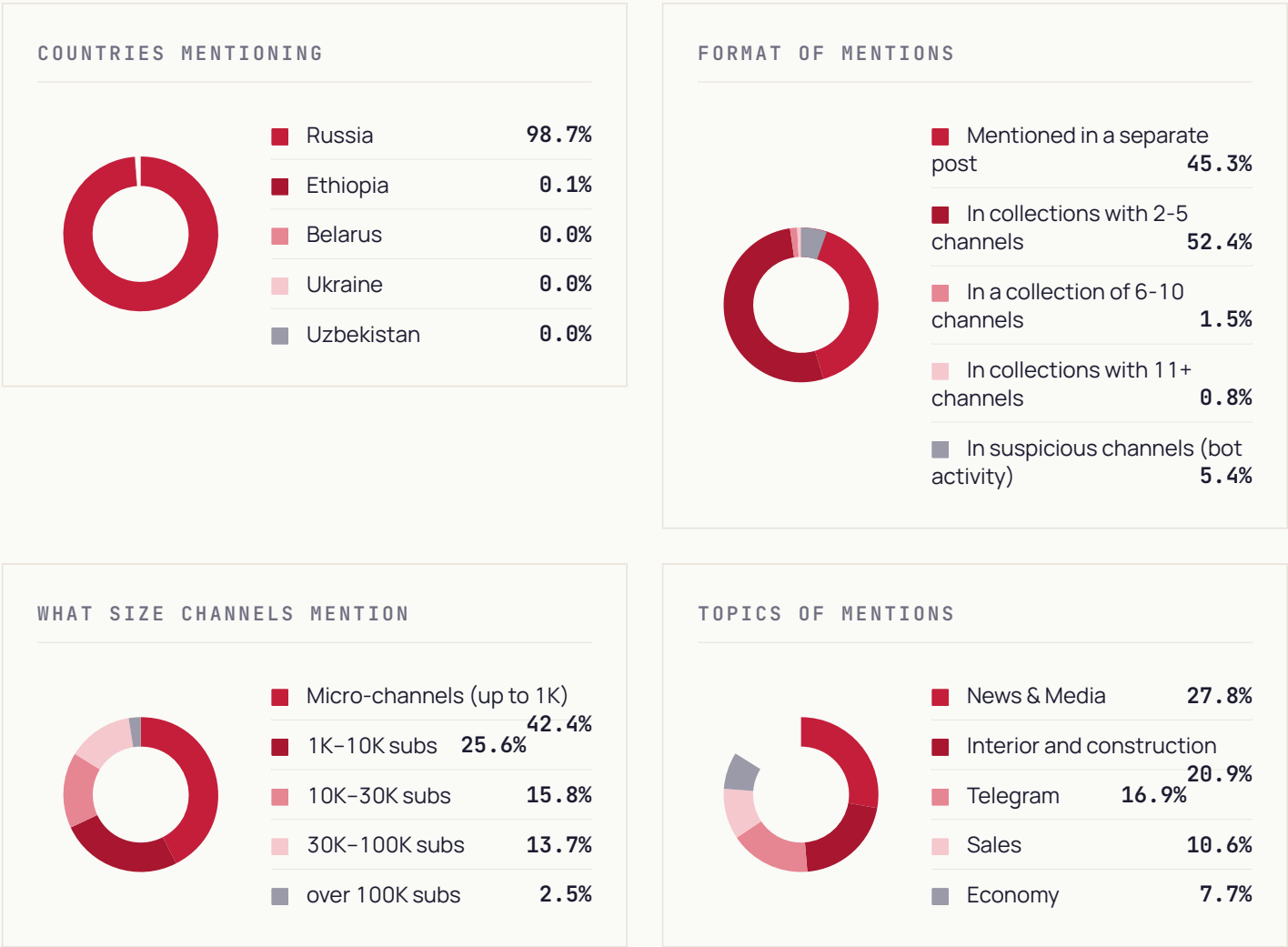
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

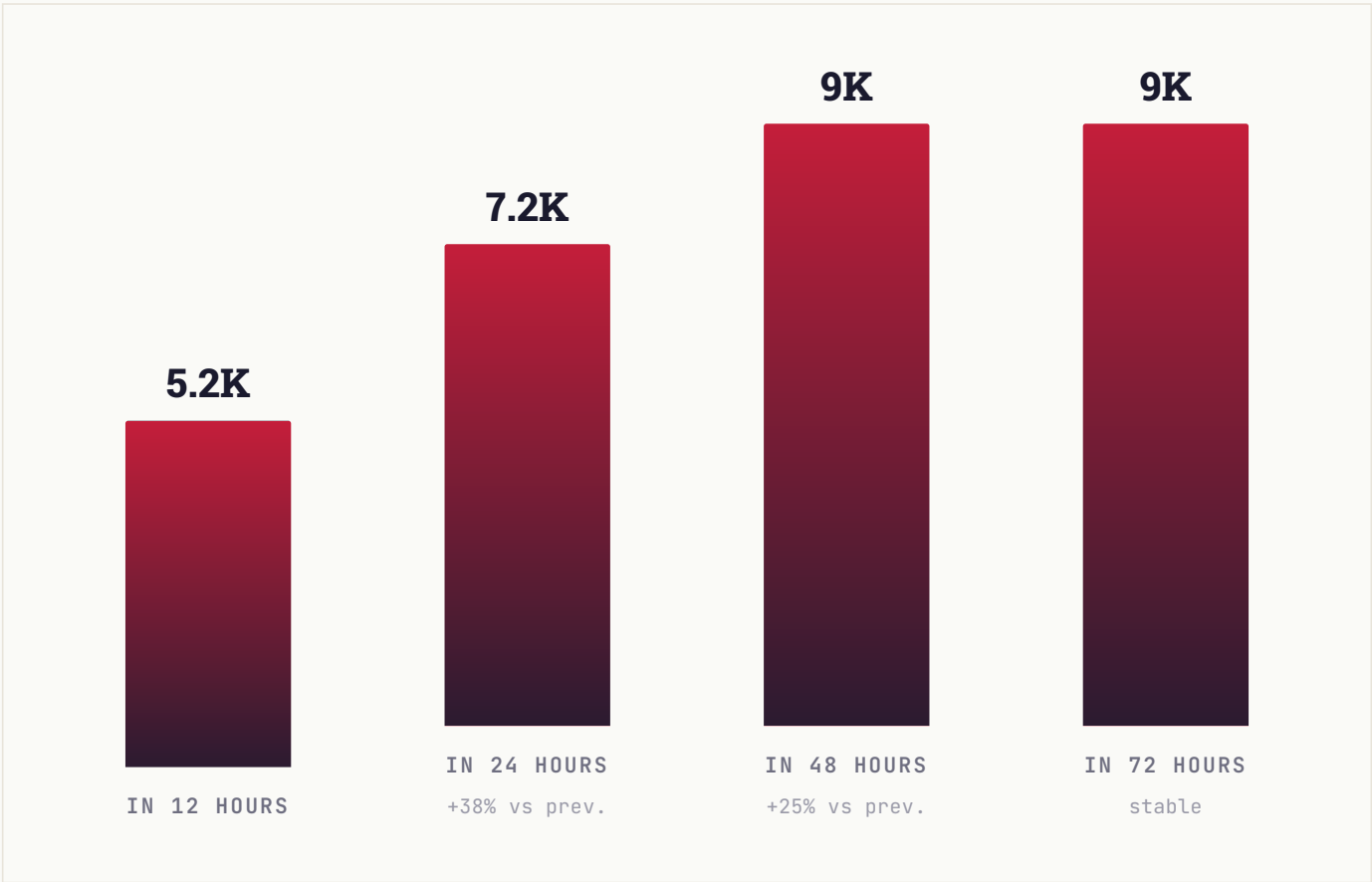
Citation index **382** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 050** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate 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 DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	530.5K
PL Layout	453.6K
AI Interior and decor	450K
MK My apartment	427.9K
MS Wise Builder	410.2K
LK Favorite apartment	408.6K
GF GC FSK	378.1K
PR ProRealty	377.5K
US Smart Builder	353.9K
PI PIK	337.3K
C- Stroyki – i Tochka YOU	43.6K

COMPARATIVE INSIGHT

Channel yet outside top 89 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), top-89 median: 108.5K. First goal: enter top-89 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

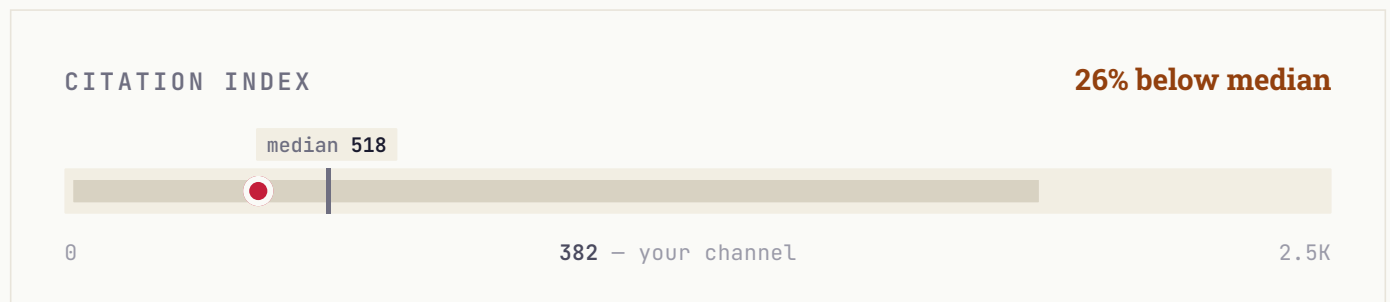
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **1 715**, they brought **6 057** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	228	120	1 127
December 2025	301	124	962
Nov 2025	296	127	1 014
Oct 2025	301	137	921
Sep 2025	314	128	1 060
August 2025	275	104	973

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1 715	6	6 057

Where the channel stands in its league

Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for a key 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 finds 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**

Swap posts quarterly with channels in the same segment. 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

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