

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Real Estate



@tainyi_rieltor

Expert opinion from a specialist with 20+ years in the industry.
Market insights 🏠 Collaboration: <https://clck.ru/3RhySd> RKN:
<https://gosuslugi.ru/snet/68949fcb7902e55c12dc952f>

SUBSCRIBERS

83 221

+32653 per month

ERR (% SEE POSTS)

6.0%

per day 9.2%

REACH/POST

4.5K

ad reach 4.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 83 221 —	 SUBS REACH 5.46% avg % subs see post	 VIEWS/POST 4.5K median 4.5K · 28 days	 POSTS/WEEK 13.6 over period
 7D TREND +14.8% vs previous week	 REACTIONS/POST 63.8 total 3,573 reactions, 3,825 reposts, 0 comments	 POST LENGTH 778 chars median 826 · 28 days	 POSTS ANALYZED 56 28 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH +32653 over last month	 CITATION RATE 8 citation index · 6 channels mentioned ever	 CHANNEL AGE 6 months 10 days created 12.01.2026

AI EDITOR SUMMARY

Channel «Moscow Real Estate» — 83 221 subs. Each post averages 4.5K people (5% from subs), reach is low — should grow audience. Publishes 14 posts per week (~2/day) — regular schedule. Week 6–12 Jul reach up +14.8% to week Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **56** posts over 28 days.
- 02 Dominant format – **Photo** (56/56 posts).
- 03 Avg post length – **778** chars (median 826).
- 04 Audience peak – **Wednesday**, 16:00 MSK.
- 05 Top posts get **2×** more views than the weakest (6K avg top vs 3.7K worst) – among 56 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 17:10 PHOTO  Apartment on Moscow River embankment with a mortgage at 8% for 7 years There are 20+ business-class projects in Danilovsky district, but most of them...	VIEWS 7 497 REPOSTS 71	REACTIONS 70 ER 9.0%
Nº2 08.07 · 13:00 PHOTO «Cian» will conduct a share buyback More precisely – undervalued shares. At the beginning of the week, «Cian» announced a decision to buy back shares...	VIEWS 5 537 REPOSTS 61	REACTIONS 44 ER 6.7%
Nº3 09.07 · 17:00 PHOTO While schoolkids sleep in and adults enjoy sunny days, developers as usual...	VIEWS 4 988 REPOSTS 75	REACTIONS 61 ER 6.0%

Nº4 10.07 • 13:04 PHOTO In «City» there is less and less room to maneuver: there are no free plots for construction within the «historical» boundaries of «City», around the MMCD they...	VIEWS 4 935 REPOSTS 71 REACTIONS 55 ER 5.9%
Nº5 10.07 • 17:00 PHOTO  Neoclassical architecture coming to ZU 'Yurlovsky, 2/4'. The neoclassical theme somehow dropped out of public discussion, so...	VIEWS 4 906 REPOSTS 75 REACTIONS 50 ER 5.9%

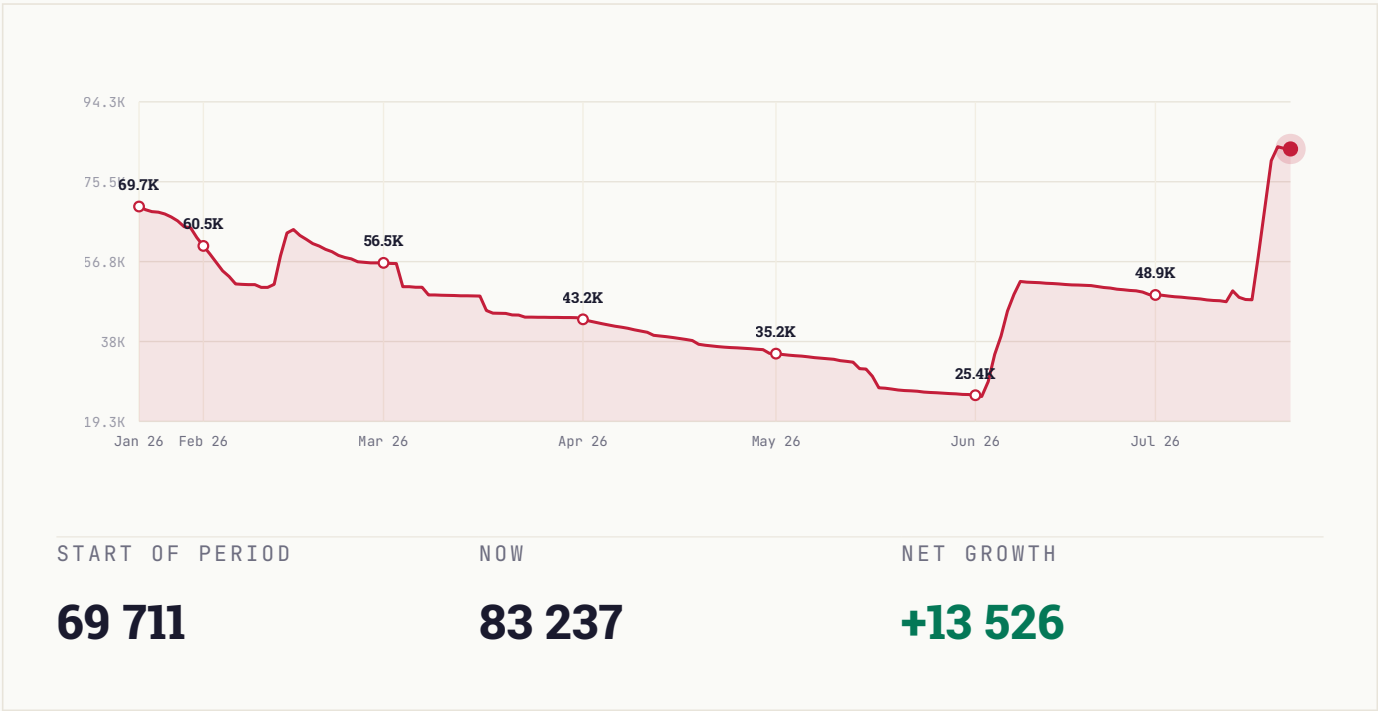
WORST 3

↓ 14.07 • 17:04 PHOTO Second building of the Unified Dispatch Center «Moscow Transport» built in Moscow A new building was built in Moscow (the first was opened in...	VIEWS 4 151 REPOSTS 61 REACTIONS 52 ER 5.0%
↓ 05.07 • 17:06 PHOTO «Afi» is actively preparing to launch a project – «Afialt», «Altufyevskoye, 29B». The funniest thing is that the project hasn't even properly launched yet, but...	VIEWS 3 829 REPOSTS 43 REACTIONS 58 ER 4.6%
↓ 15.07 • 07:30 PHOTO Surprisingly, architectural excesses bypassed the TPU «Lipovaya Roshcha» project. An architectural competition was held for this TPU, in...	VIEWS 2 999 REPOSTS 2 REACTIONS 35 ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

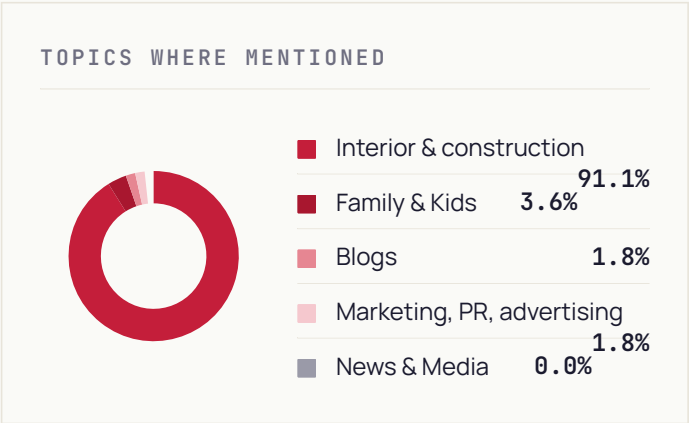
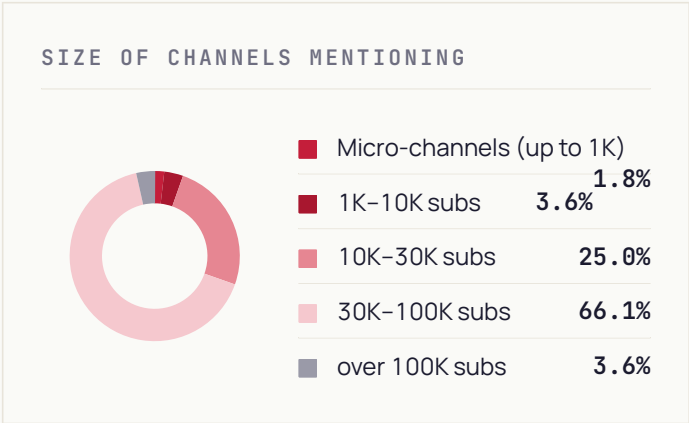
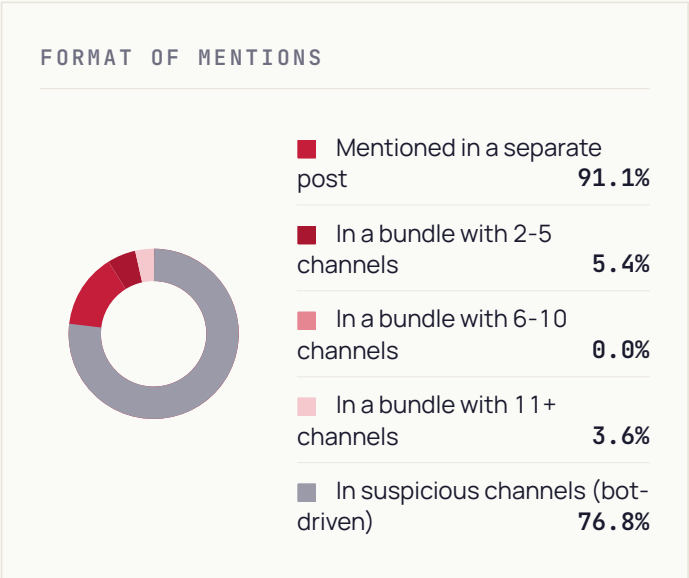
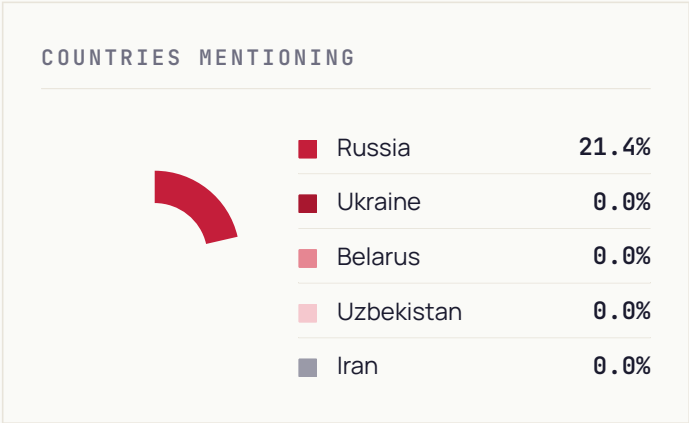
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

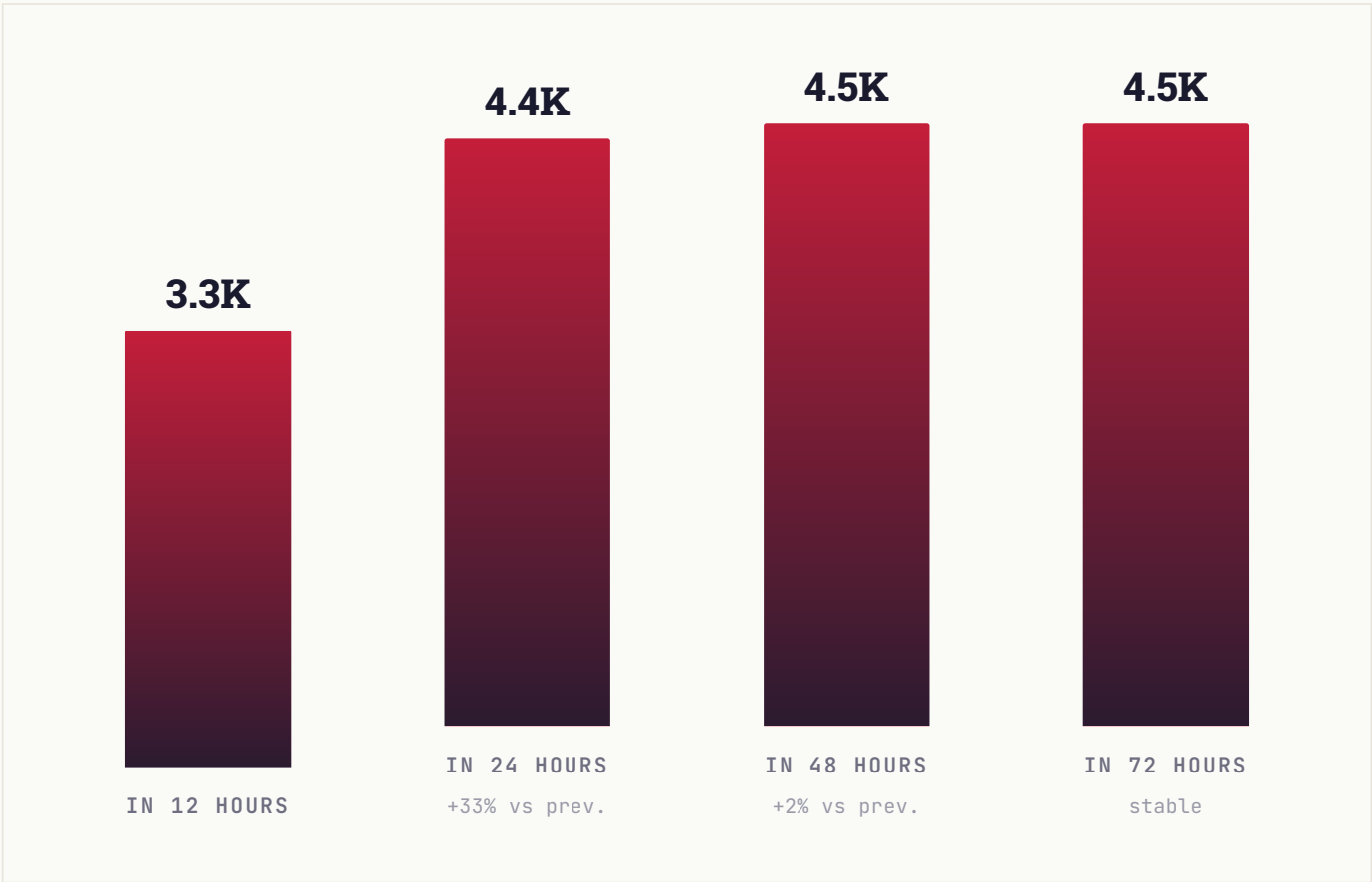
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: 6 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



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	540.4K
PL Planning	451.4K
AI Interior & decor	448.2K
MK My apartment	426.8K
MS Wise Builder	409K
LK Favorite apartment	406.8K
GF GC FSK	376.6K
PR ProNedvizhka	371.3K
US Smart Builder	353.1K
MS Moscow builds Real Estate	350K
MN Moscow Real Estate YOU	83.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#72 of 91). Niche median — 125.9K subs. First growth KPI — reach median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (540.4K).

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

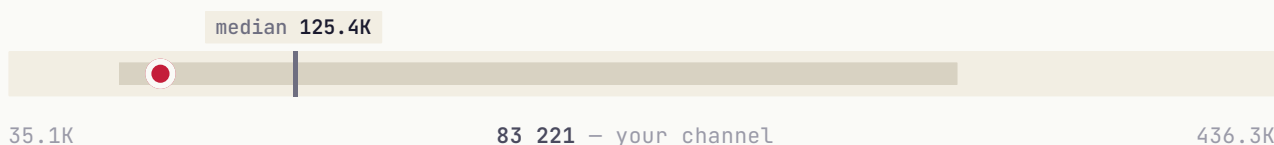
#72 /100

RANK IN NICHE

Channel in the lower half of the ranking

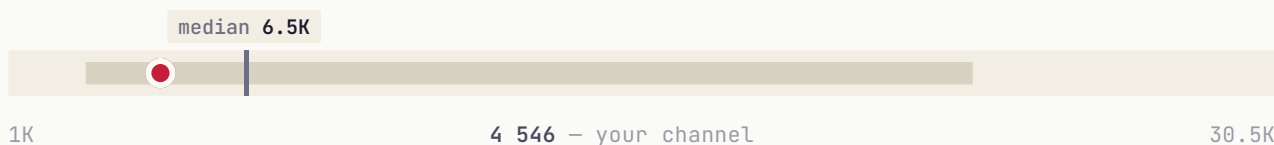
SUBSCRIBERS

34% below median



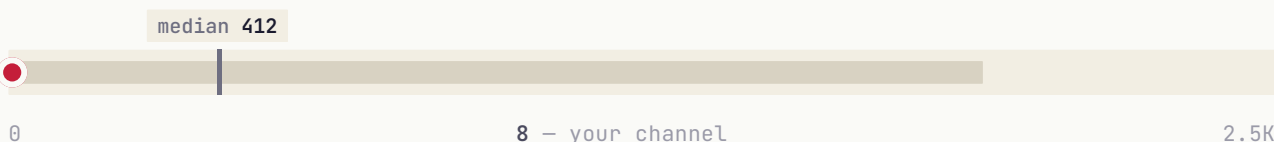
AVG REACH / POST

30% below median



CITATION INDEX

98% below median



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

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

EFFECT

**Best window
for an
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

ER below niche benchmark — rethink formats

Current ER 5.46% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.0pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

+1K-3K subs

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

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