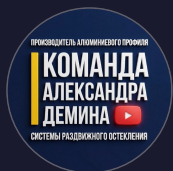


— PROMTPRESS PUBLIC REPORT

# Channel audit

## Team of Alexander Demin | Frameless glazing | Construction



@teamdemin



MANUFACTURER of frameless glazing #1 in the South of Russia

Turnkey glazing: ■ Terraces, verandas, gazebos ■ Cafes, restaurants, BBQ areas ■ Also build: houses, terraces, gazebos |  
Anapa · Sochi · ...

SUBSCRIBERS

**20 256**

-2202 per month

ERR (% SEE POSTS)

**81.0%**

daily 40.6%

REACH/POST

**15.6K**

ad reach 8.5K/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 generates 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. The subtitle under the number shows the period it covers.

|                                                                                                                                                 |                                                                                                                                                                |                                                                                                                                                                                |                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>20 256</div> <div>—</div>         | <div> SUBSCRIBER REACH</div> <div>76.84%</div> <div>avg % subs see post</div> | <div> VIEWS/POST</div> <div>15.6K</div> <div>median 15.7K · 28 days</div>                     | <div> POSTS/WEEK</div> <div>15.0</div> <div>for period</div>                        |
| <div> 7D TREND</div> <div>-35.4%</div> <div>vs prev week</div> | <div> REACTIONS/POST</div> <div>—</div> <div>MTPROTO only</div>               | <div> POST LENGTH</div> <div>335 chars</div> <div>median 301 · 28 days</div>                  | <div> POSTS ANALYZED</div> <div>62</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>8.5K</div> <div>24h avg</div>       | <div> CHURN / MONTH</div> <div>-2202</div> <div>last month</div>             | <div> CITATION RATE</div> <div>0</div> <div>citation index · 5 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>5 years 10 months</div> <div>created 06.09.2020</div> |

AI EDITOR SUMMARY

Channel «Team of Alexander Demin | Frameless glazing | Construction» — 20 256 subs. Each post avg views 15.6K people (77% of subs), wide reach for channel this size. Publishes 15 posts/week (~2/day) — regular. Week Jun 22–28 views dropped -35.4% to week Jun 15–21 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **62** posts in 28 days.
- 02 Dominant format — **Video** (53/62 posts).
- 03 Avg post length — **335** chars (median 301).
- 04 Audience peak — **Wednesday**, 07:00 MSK.
- 05 Top posts get **4×** more views than weakest (28K avg top vs 8K worst) — among 62 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                        |                                                                 |                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>17.06 · 04:52</div><div>VIDEO</div></div> <div><div>📍 Automatic panoramic vertical glazing "guillotine" for two openings</div><div>💡 Want to enjoy fresh air and scenic views...</div></div>                   | <div>VIEWS</div> <div>28 159</div> <div>REP.</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>139.0%</div> |
| <div><div>Nº2</div><div>11.06 · 17:49</div><div>VIDEO</div></div> <div><div>🏠 Transform your cozy corner for clients with frameless glazing!</div><div>🏢 Do you have a guest house, commercial sector, and you...</div></div>          | <div>VIEWS</div> <div>27 932</div> <div>REP.</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>137.9%</div> |
| <div><div>Nº3</div><div>11.06 · 17:37</div><div>PHOTO</div></div> <div><div>💙💙💙💙💙 Important news for our dear customers and partners!</div><div>🏢 We want to inform you that from June 18 to 24 our entire team will be...</div></div> | <div>VIEWS</div> <div>27 919</div> <div>REP.</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>137.8%</div> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 11.06 • 17:28 VIDEO<br><b>Look how this parapet transformed with a stylish glass railing!</b><br>  <b>Safety &amp; reliability</b>  <b>Maximum light and...</b>                    | <div>VIEWS</div> <b>27 918</b><br><div>REACTIONS</div> —<br><div>REP.</div> —<br><div>ER</div> <b>137.8%</b> |
| <b>Nº5</b> 11.06 • 17:33 VIDEO<br> <b>Small terrace for big coziness: completed a project at the entrance group in Krasnodar!</b>   <b>We successfully finished work on a mini-project...</b> | <div>VIEWS</div> <b>27 915</b><br><div>REACTIONS</div> —<br><div>REP.</div> —<br><div>ER</div> <b>137.8%</b> |

## WORST 3

|                                                                                                                                                                                                                                                                                                                                   |                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| ↓ 01.07 • 15:11 VIDEO<br> <b>Wow! Look how frameless sliding glazing transformed this gazebo!</b>  <b>Two openings, and here it is – that very lightness...</b> | <div>VIEWS</div> <b>7 958</b><br><div>REACTIONS</div> —<br><div>REP.</div> —<br><div>ER</div> <b>39.3%</b> |
| ↓ 01.07 • 14:34 VIDEO<br><b>Today we finish frameless sliding glazing in Rayevskaya.</b>                                                                                                                                                                                                                                          | <div>VIEWS</div> <b>7 953</b><br><div>REACTIONS</div> —<br><div>REP.</div> —<br><div>ER</div> <b>39.3%</b> |
| ↓ 01.07 • 15:21 VIDEO<br><b>Friends, today we have something special on the agenda!</b> <br><b>We are visualizing a new project for our regular client, for whom...</b>                                                                       | <div>VIEWS</div> <b>7 953</b><br><div>REACTIONS</div> —<br><div>REP.</div> —<br><div>ER</div> <b>39.3%</b> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

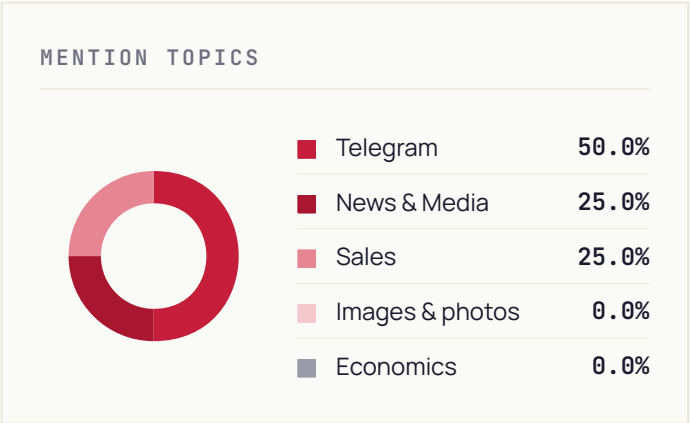
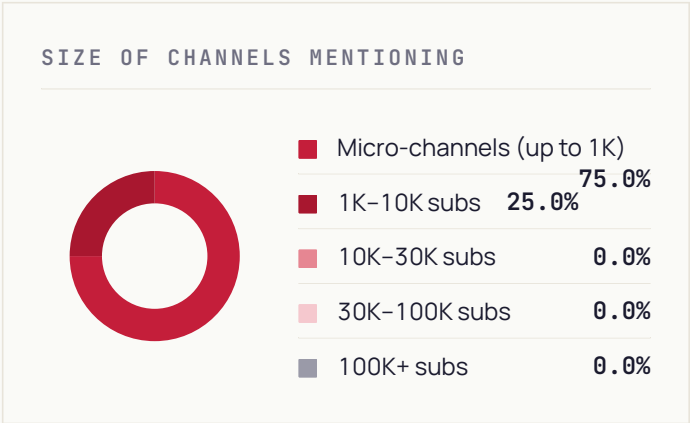
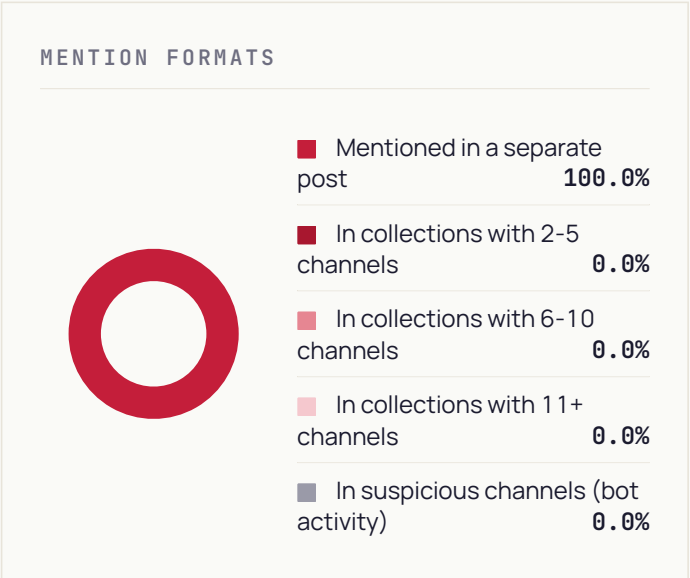
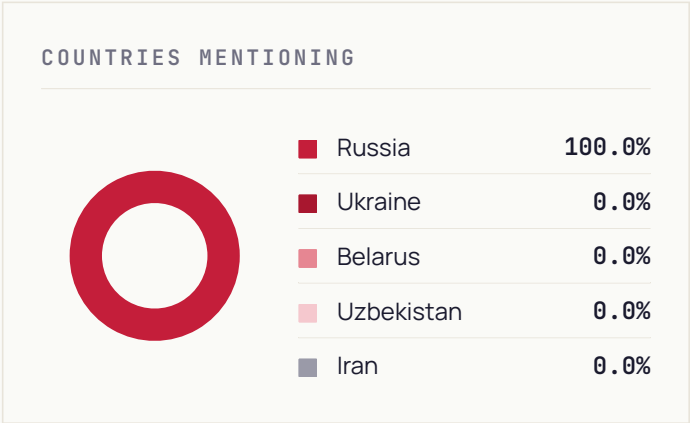
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

Citation index 0 – 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. All-time mentions: 5 different channels.

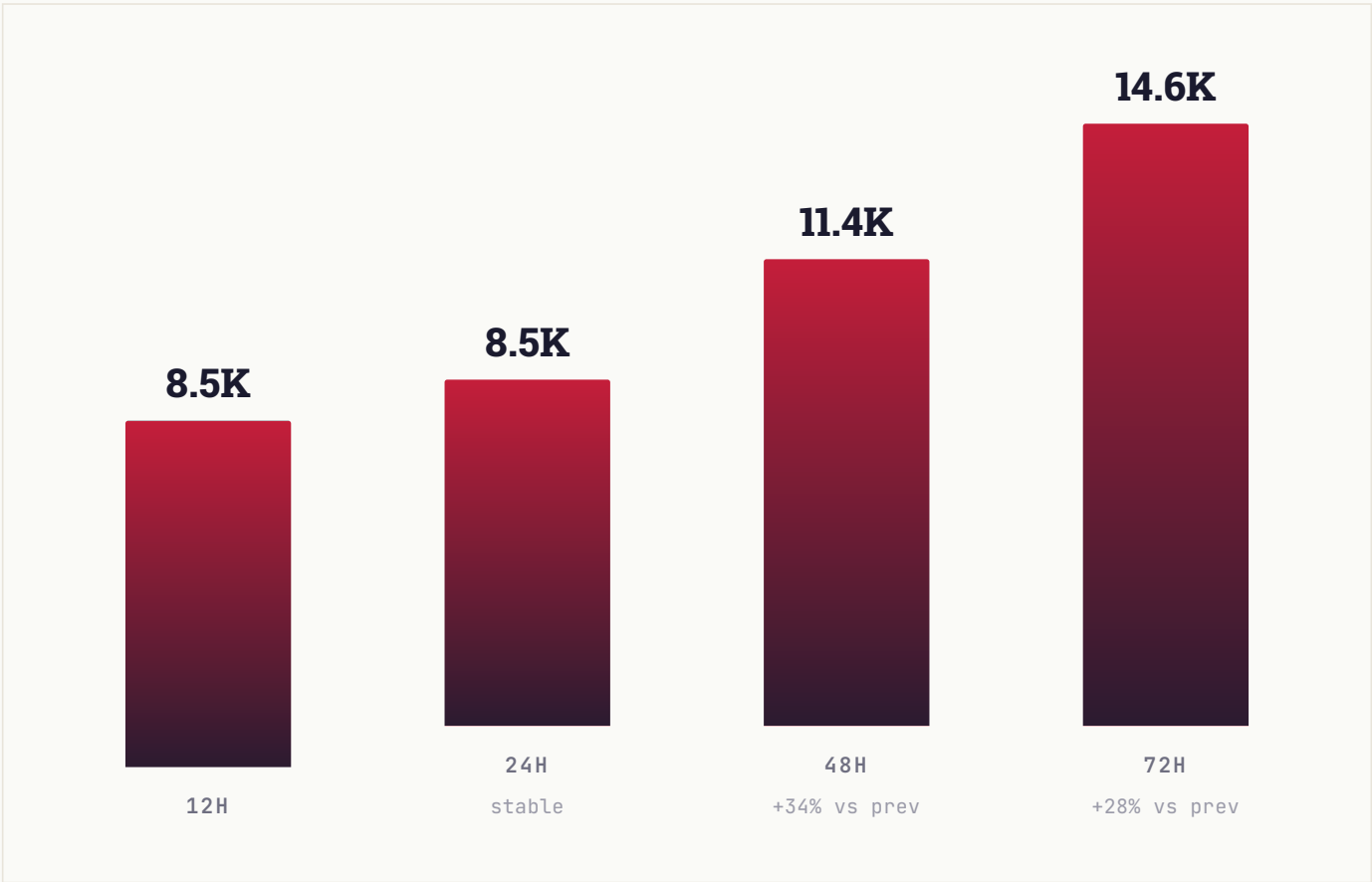




SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



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 Planner                                             | 453.6K      |
| AI Interior & decor                                           | 450K        |
| MK My Apartment                                               | 427.9K      |
| MS Wise Builder                                               | 410.2K      |
| PA Favorite apartment                                         | 408.6K      |
| GF GC FSK                                                     | 378.1K      |
| PR ProRealty                                                  | 377.5K      |
| US Smart Builder                                              | 353.9K      |
| PI PIK                                                        | 337.3K      |
| CA Team of Alexander Demin   Frameless glazing   Construction | YOU 20.3K   |

COMPARATIVE CONCLUSION

Channel not yet outside top 89 in niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (530.5K), median top-89: 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 were **0**, they brought **18 786** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| January 2026   | 0        | 0        | 2 886   | <div><div></div></div> |
| December 2025  | 0        | 0        | 6 317   | <div><div></div></div> |
| Nov 2025       | 0        | 0        | 5 109   | <div><div></div></div> |
| Oct 2025       | 0        | 0        | 3 495   | <div><div></div></div> |
| September 2025 | 0        | 0        | 979     | <div><div></div></div> |
| August 2025    | 0        | 0        | 0       | <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 0              | 6              | 18 786                |

## 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 in the niche. A vertical line marks the median value. A red dot indicates the channel's performance. The channel's value is also written below the bar.

- SUBSCRIBERS:** The median is 109.2K. The channel's value is 20,256, which is 81% below the median. The range is from 30.4K to 435.2K.
- AVG REACH / POST:** The median is 6.2K. The channel's value is 15,564, which is better than 76% of the niche. The range is from 1.4K to 26.1K.
- CITATION INDEX:** The median is 518. The channel's value is 0, which is worse than the median by 99%. The range is from 0 to 2.5K.

| Metric           | Median | Channel Value | Comparison               | Range (Min-Max) |
|------------------|--------|---------------|--------------------------|-----------------|
| SUBSCRIBERS      | 109.2K | 20,256        | 81% below median         | 30.4K - 435.2K  |
| AVG REACH / POST | 6.2K   | 15,564        | better than 76% of niche | 1.4K - 26.1K    |
| CITATION INDEX   | 518    | 0             | worse than median by 99% | 0 - 2.5K        |

— SECTION 09 · STRATEGY

# What to do right now

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

- 01

**Top post of the week — on Wednesday**

On this day and at 07:00 MSK the audience is most active.

EFFECT

**Best window for an important post**
- 02

**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**
- 03

**Test polls & interactive formats**

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

EFFECT

**+5-15% ER**
- 04

**Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from relevant audience**
- 05

**Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic source**

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

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

01

**Launch ads in  
Telegram**

<https://panel.promptpress.com/register>

02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)