

PROMTPRESS PUBLIC REPORT

Channel audit

Новостройки и ипотека СПб | Тепло



@teamteplo

Honest channel about new builds in St. Pete. We show how to find and buy an apartment that won't disappoint. Free deal support and apartment handover as a gift. Book a consultation 👉...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
11 404	6.0%	580
16.07.2026 -62 per month	in 24h 2.6%	ad reach 296/24h
HTTPS://PROMTPRESS.COM/AUDIT/TEAMTEPLO		

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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 11 404 —	SUBS REACH 5.08% avg % subs see post	VIEWS/POST 580 median 609 · 29 days	POSTS/WEEK 14.8 over period
7D TREND +2.4% vs previous week	REACTIONS/POST 1.0 only 63 reactions, 233 reposts, 5 comments	POST LENGTH 909 chars median 1000 · 29 days	POSTS ANALYZED 62 29 days
AD REACH 296 24h avg	CHURN / MONTH -62 over last month	CITATION RATE 567 citation index · 599 channels mentioned all time	CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «Новостройки и ипотека СПб | Тепло» — 11 404 subs. Each post averages 580 people (5% of subs), reach is low — consider expanding audience. Publishes 15 posts per week (~2/day) — regular pace. For the week of Jun 29 – Jul 5, reach stable (+2.4% vs week Jun 22–28).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 62 posts over 29 days.
- 02 Dominant format — Photo (56/62 posts).
- 03 Avg post length — 909 chars (median 1000).
- 04 Peak audience activity — Sunday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (750 avg for top vs 418 for worst) — among 62 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 06:50 PHOTO Don't worry, everything will be fine! 🧡 This is the favorite phrase of our expert Marina Lazareva. She repeats it every time a client is in...	VIEWS 764 REPOSTS 3	REACTIONS 1 ER 6.7%
Nº2 27.06 · 10:59 PHOTO Who remembers St. Petersburg like this? 🙄 SKK, Kirov Stadium on Krestovsky, Zeni cinema, River Station — all gone just recently...	VIEWS 755 REPOSTS 1	REACTIONS 4 ER 6.6%
Nº3 20.06 · 08:39 PHOTO Want to pay off your mortgage faster and pay the bank less? 🧐 In the cards we broke down how to calculate the most profitable...	VIEWS 732 REPOSTS 10	REACTIONS — ER 6.4%

Nº4 21.06 • 16:21 PHOTO

Studio on the Neva for 1 758 ₪ 🤔 ▪ Terms: ● Payment – 1 758 ₪ until June 2027 ● Refinancing possible from Sep 2027 ● Down payment – 1...

VIEWS
711

REACTIONS
1

REPOSTS
5

ER
6.2%

Nº5 30.06 • 07:59 PHOTO

Family mortgage stays unchanged until Oct 1 🙄 Ministry of Finance officially confirmed: program terms won't change before fall. Agencies...

VIEWS
710

REACTIONS
—

REPOSTS
6

ER
6.2%

WORST 3

↓ 12.07 • 15:28 PHOTO

Spacious 3-EURO installment plan with 50,000 ₪/month 🔥 ▪ Terms: ● Payment – 50,000₪ ● 0% installment ✅ Why you should check it out...

VIEWS
423

REACTIONS
—

REPOSTS
5

ER
3.7%

↓ 13.07 • 08:12 PHOTO

Can you buy an apartment in the historic center for 8 million? 🤔 Back in February, a family from Kuban approached our expert Sergey. ▪ Background...

VIEWS
421

REACTIONS
4

REPOSTS
3

ER
3.7%

↓ 13.07 • 14:47 PHOTO

Ideal 'grow-with-you' apartment with school and kindergarten right in the yard 🍷 ▪ Terms: ● Finished finish ● Rate 8.3% ● Payment – 54,326...

VIEWS
410

REACTIONS
—

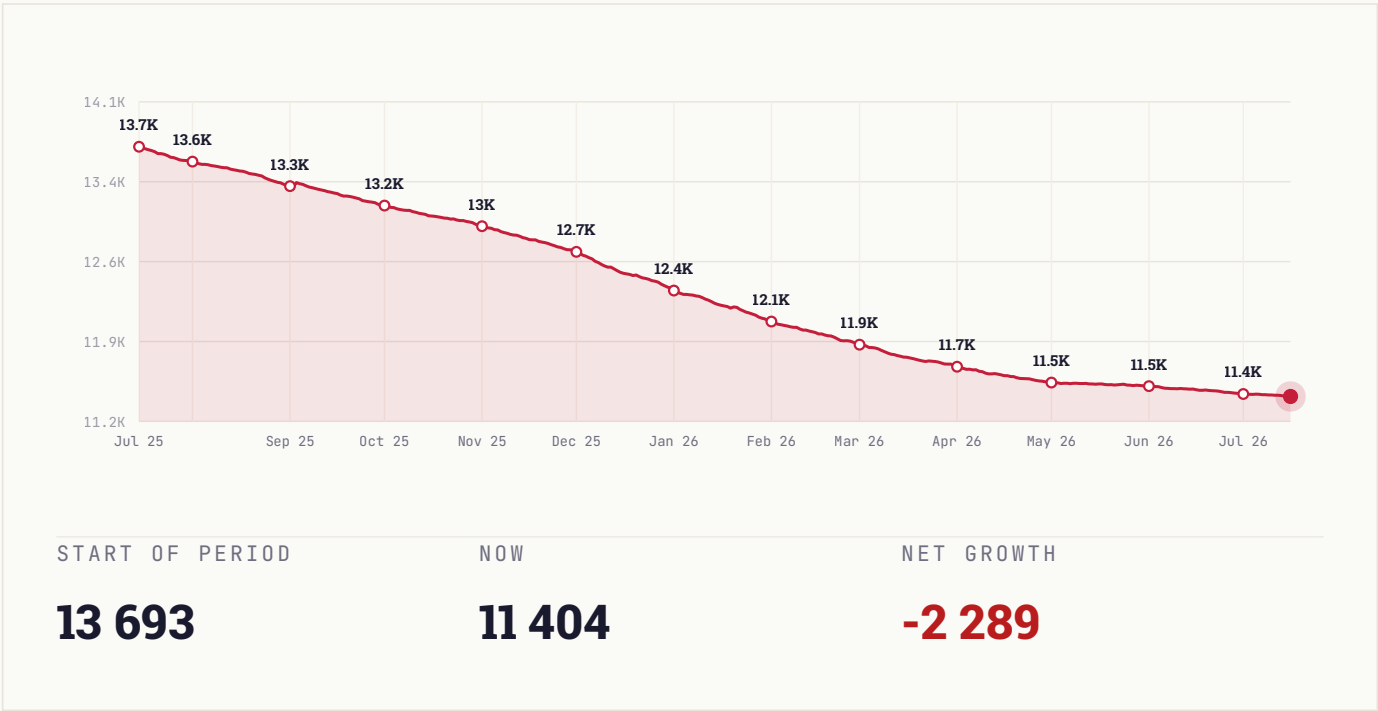
REPOSTS
1

ER
3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

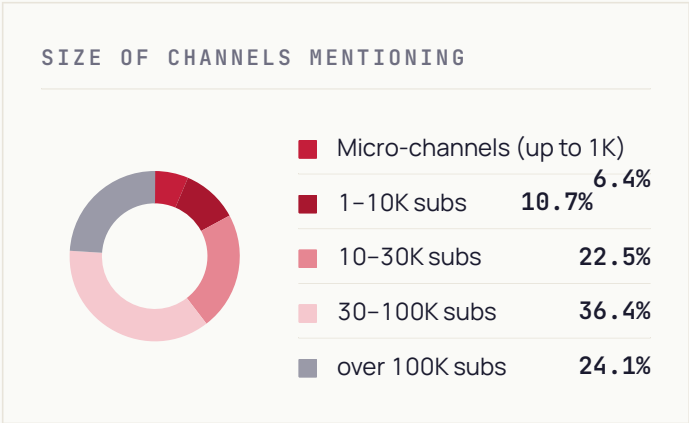
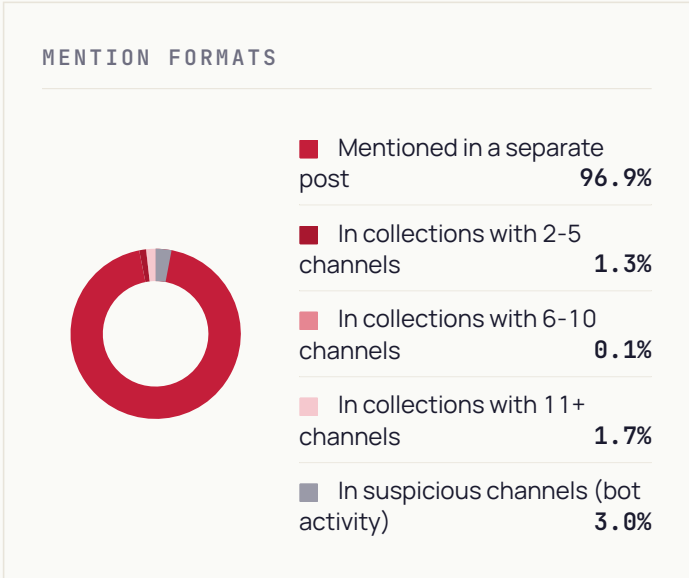
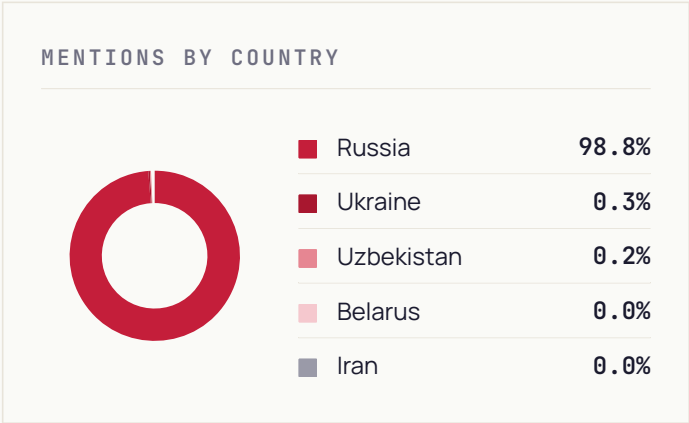
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

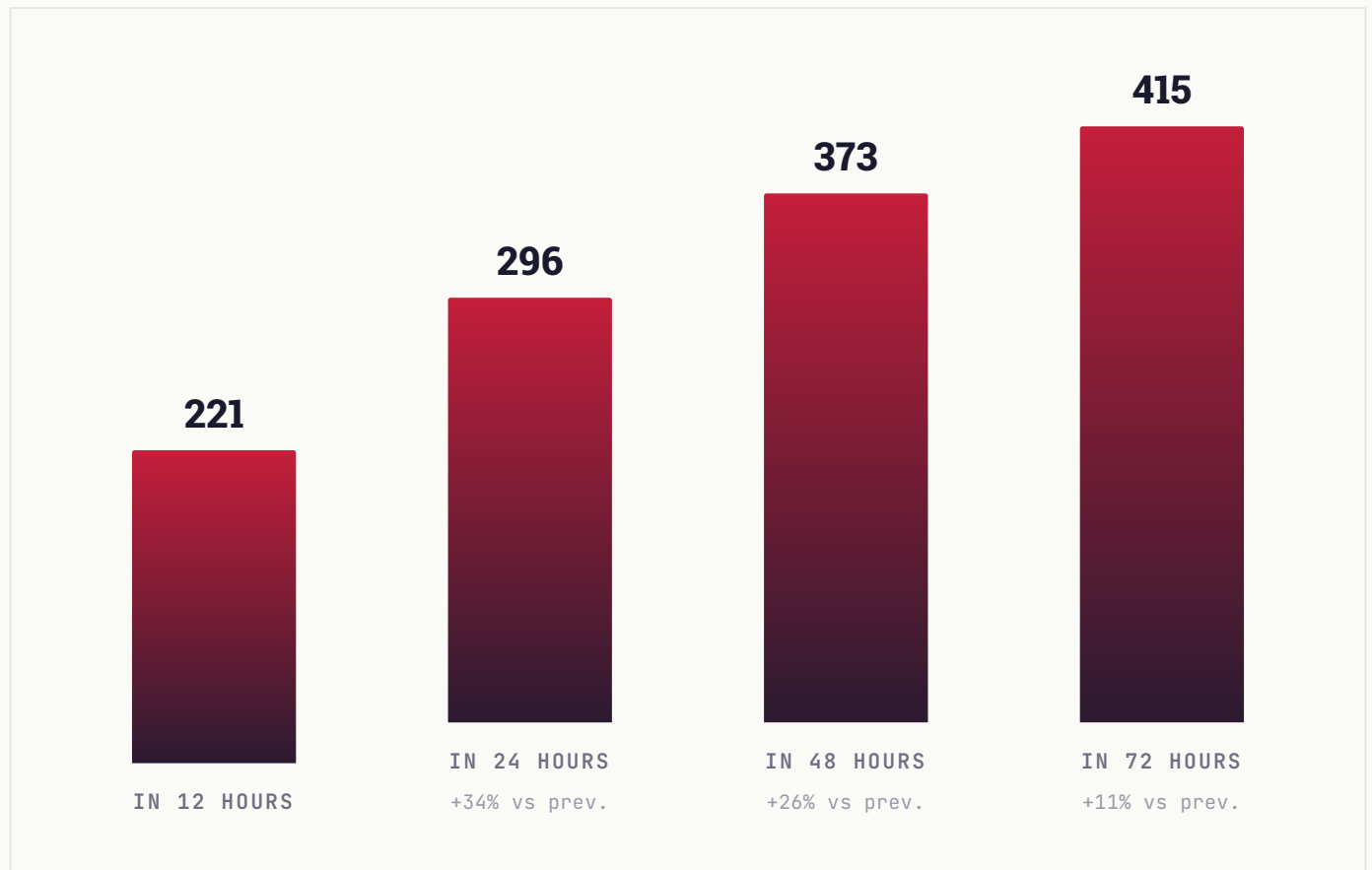
Citation index **567** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **599** different channels.



— 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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
NI Новостройки и ипотека СПб Тепло YOU	11.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 95% of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal: enter top-95 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 **8**, they brought **56** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	3	3	12	
December 2025	2	2	5	
Nov 2025	0	0	0	
Oct 2025	2	1	1	
Sep 2025	1	1	38	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
8	6	56

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «Sales» (Russia) and compared your channel.

Gray band = range of 80% of niche channels (p10-p90). Black vertical = median.

Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Main post of the week — on Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram holds 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 5.08% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.4pp 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 boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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