
PUBLIC REPORT BY PROMTPRESS

Channel audit

Pro Estate - Новости Рынка Недвижимости: новостройки, агентства, земля, ипотека



@tg_estate_news

Russia real estate news digest Up-to-date and unbiased on key
topics Feedback - @PoEvgeniya

SUBSCRIBERS

35 448

+14905 per month

ERR (% SEE POSTS)

40.0%

daily 24.9%

REACH/POST

7.9K

ad reach 9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 35 448 —	 SUBS REACH 22.26% avg % subs see post	 VIEWS/POST 7.9K median 8K · 16 days	 POSTS/WEEK 1.7 over period
 7D TREND — no data for period	 REACTS/POST 252.5 total 1,010 reactions, 881 reposts, 0 comments	 POST LENGTH 799 chars median 887 · 16 days	 POSTS ANALYZED 4 16 days
 AD REACH 9K 24h avg	 CHURN / MONTH +14905 last month	 CITATION RATE 10 citation index · 103 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 24.05.2017

AI EDITOR SUMMARY

Channel «Pro Estate - Real Estate Market News: new builds, agencies, land, mortgages» — 35 448 subs. Avg views per post: 7.9K people (22% of subs), avg reach — room to grow. Publishes 2 posts/week (~0/day) — rare.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 16 days.
- 02 Dominant format – Text (3/4 posts).
- 03 Avg post length – 799 chars (median 887).
- 04 Audience peak – Sunday, 12:00 MSK.
- 05 Top posts drive 2x more views than weakest (9.9K avg top vs 5.9K worst) – among 4 posts in 16 days. Worth analyzing commonalities: topic, format, timing.

TOP 4 POSTS

Nº1 21.06 · 09:07 TEXT Office complex with two stepped towers may appear near Elektrozavodskaya metro Fern Development is negotiating...	VIEWS 13 854 REPOSTS 220	REACTS 264 ER 39.1%
Nº2 07.07 · 12:22 PHOTO Studios on Moscow secondary market up nearly 40%. Studios became the only housing type on Moscow secondary market where the number...	VIEWS 8 160 REPOSTS 227	REACTS 258 ER 23.0%
Nº3 07.07 · 12:50 TEXT Domestic building materials to be prioritized for state procurement MP Vladimir Resin proposed supporting Russian...	VIEWS 7 815 REPOSTS 217	REACTS 250 ER 22.0%

Nº4 08.07 · 05:04 TEXT Supreme Court of Russia sets new guidelines for challenging real estate deals! ⚖️ In fresh Review #12/2026, the court detailed...	VIEWS	REACTS
	1 727	238
	REPOSTS	ER
	217	4.9%

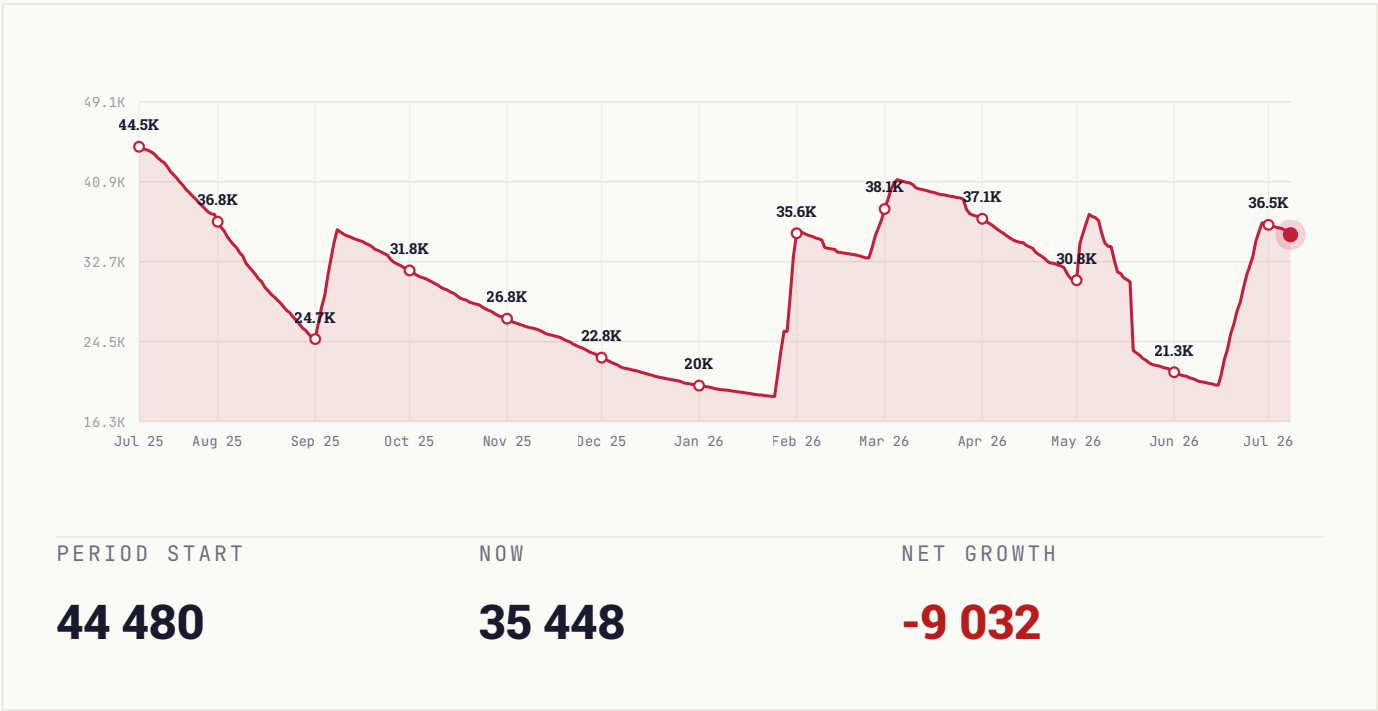
WORST 3

↓ 07.07 · 12:22 PHOTO Studios on Moscow secondary market up nearly 40%. Studios became the only housing type on Moscow secondary market where the number...	VIEWS	REACTS
	8 160	258
	REPOSTS	ER
	227	23.0%
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	7 815	250
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	217	22.0%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

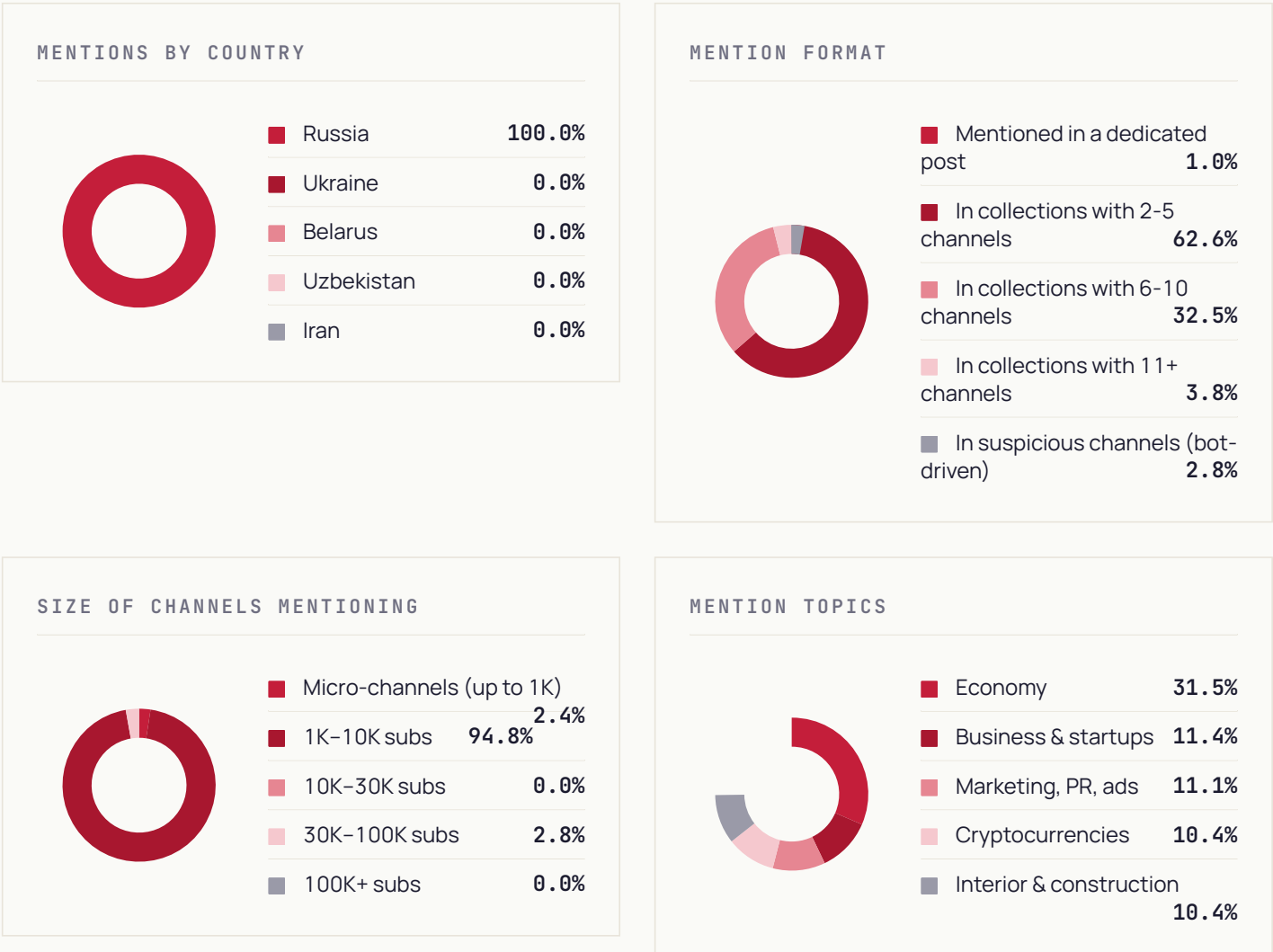
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

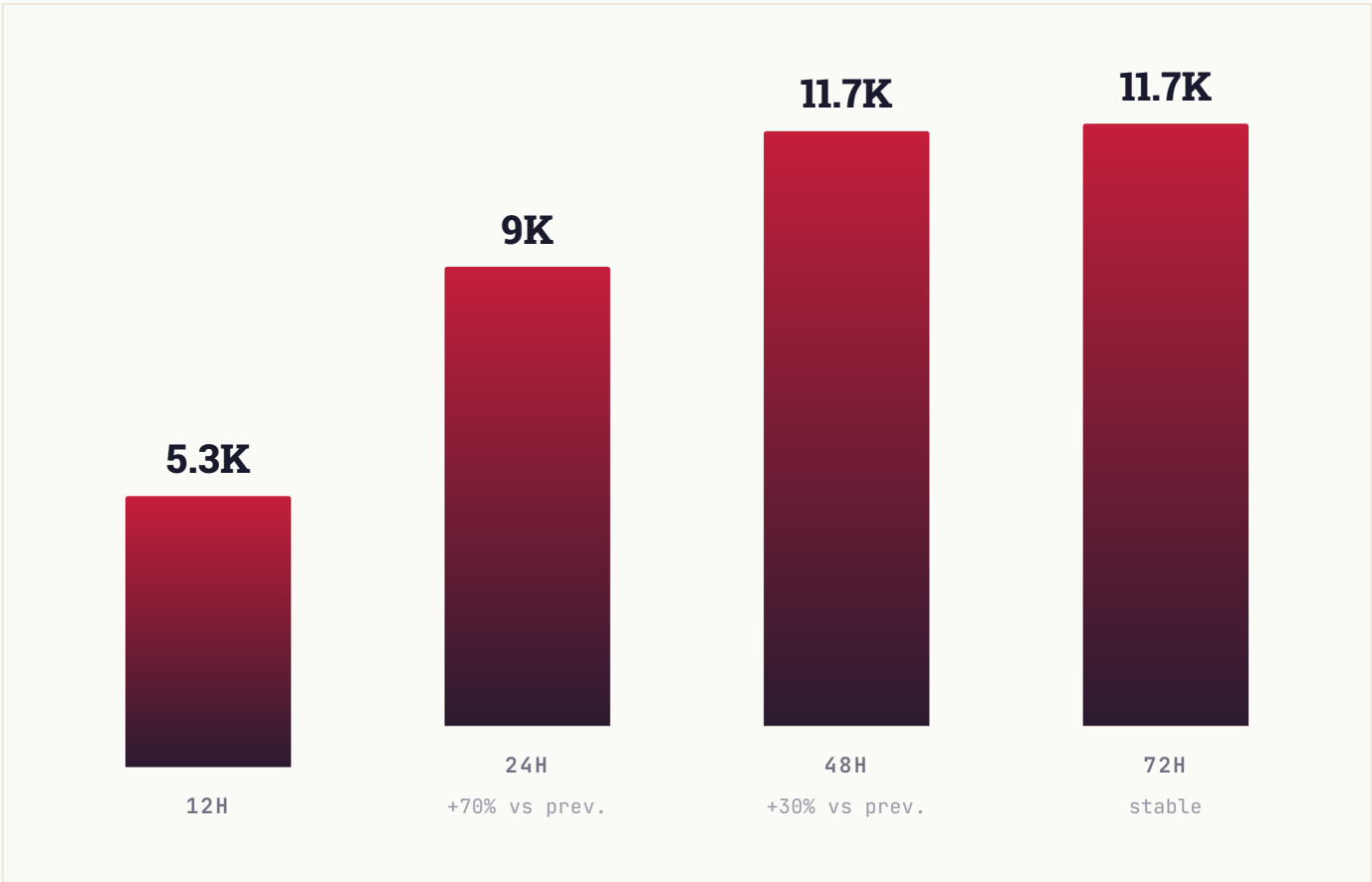
Citation index **10** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **103** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge 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	529.8K
PL Layout	454.1K
AI Interior & decor	450.4K
MC My Apartment	428.1K
MS Wise Builder	410.4K
LC Favorite apartment	409.1K
GF GC FSK	378.4K
PR Pro Realty	376.3K
US Smart Builder	354K
PI PIK	338.1K
PE Pro Estate - Новости Рынка Недвижимости: новостройки, агентства, земля, ипотека YOU	35.4K

COMPARATIVE CONCLUSION

Channel not yet outside top-89 niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (529.8K), top-89 median: 109.1K. First goal — enter top-89 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **4**, they brought **25 629** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	14 398	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	4	2	11 231	
August 2025	0	0	0	

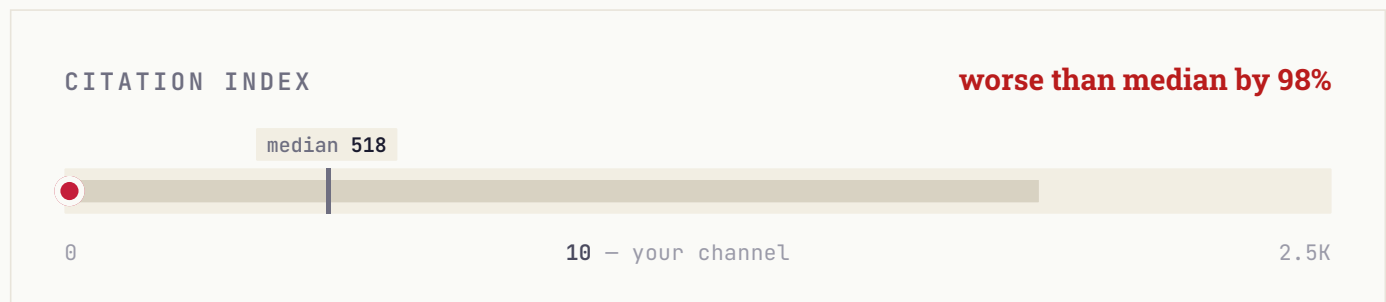
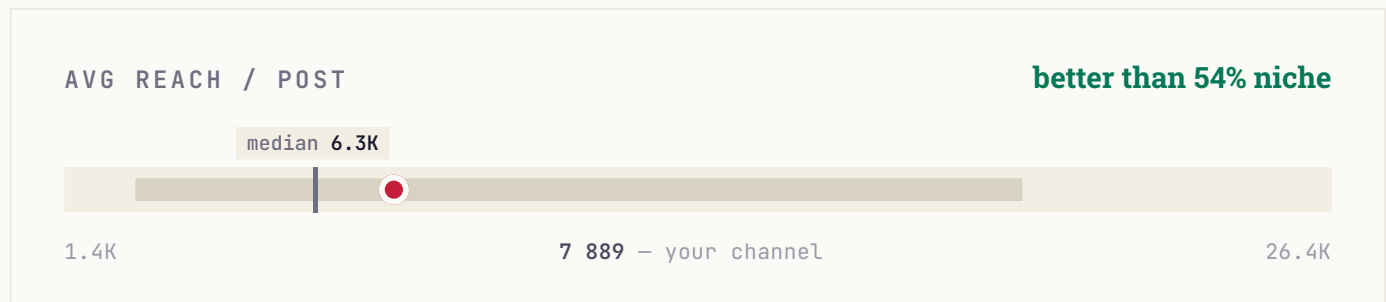
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
4	6	25 629

Where the channel stands in its league

SUBSCRIBERS 68% below median

A horizontal bar chart comparing the channel's subscriber count to the median. The x-axis represents the number of subscribers, with labels at 30.4K, 35 448 - your channel, and 435.9K. A vertical line marks the median at 109.6K. The channel's subscriber count is represented by a red dot at the far left, indicating it is significantly below the median.

Metric	Value
Channel Subscribers	35 448
Median Subscribers	109.6K
Comparison	68% below median



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 1.7 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Sunday**

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
posts****03****Increase video post share**

Video in Telegram holds audience longer and is favored
by the algorithm. Recommend reaching 15-25% share.

EFFECT

**Video better
retains
audience****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

**+1000-3000
subs****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through 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
