

PROMTPRESS PUBLIC REPORT

# Channel audit

## Yulia Tolstikhina

### | land, real estate, earnings



@tolstihina\_invest

Channel run by Yulia Tolstikhina — lawyer with 16 years of land experience. Channel about how to earn from state land without capital or legal education. Care department:...

| SUBSCRIBERS                                     | ERR (% SEE POSTS)                      | REACH/POST                              |
|-------------------------------------------------|----------------------------------------|-----------------------------------------|
| 105 001                                         | 5.0%                                   | 4.3K                                    |
| <div>16.07.2026</div> <div>-117 per month</div> | <div>in 24 hours</div> <div>1.6%</div> | <div>ad reach</div> <div>1.7K/24h</div> |

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6 months · monthly

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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.

|                                                                                                                                                             |                                                                                                                                                                                                  |                                                                                                                                                                                                    |                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>105 001</div><div>—</div></div>           | <div><div> SUBS REACH</div><div>4.14%</div><div>avg % subs see post</div></div>                                 | <div><div> VIEWS/POST</div><div>4.3K</div><div>median 4.3K · 25 days</div></div>                                  | <div><div> POSTS/WK</div><div>5.9</div><div>over period</div></div>                        |
| <div><div> 7D TREND</div><div>+6.1%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>62.5</div><div>total 1,312 reactions, 505 reposts, 186 comments</div></div> | <div><div> POST LENGTH</div><div>923 chars</div><div>median 1000 · 25 days</div></div>                            | <div><div> POSTS ANALYZED</div><div>21</div><div>25 days</div></div>                       |
| <div><div> AD REACH</div><div>1.7K</div><div>24h avg</div></div>         | <div><div> CHURN / MONTH</div><div>-117</div><div>last month</div></div>                                      | <div><div> CITATION RATE</div><div>924</div><div>citation index · 1,123 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>5 years 2 days</div><div>created 14.07.2021</div></div> |

AI EDITOR SUMMARY

Channel «Yulia Tolstikhina | land, real estate, earnings» — 105 001 subs. Avg post views 4.3K people (4% of subs), reach is low — consider expanding audience. Publishes 6 posts per week (~1/day) — infrequent. For week Jun 29 – Jul 5 reach up +6.1% to week 22–28 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts over 25 days.
- 02 Dominant format — Photo (16/21 posts).
- 03 Avg post length — 923 chars (median 1000).
- 04 Peak audience activity — Sunday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (5.8K avg for top vs 3.3K for worst) — among 21 posts over 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                          |         |           |
|------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| Nº121.06 · 09:30PHOTO                                                                                                                    | VIEWS   | REACTIONS |
|                                                                                                                                          | 6 771   | 103       |
| Today my third child turns 5🥳❤️ And if before I always smiled when I heard the phrase: «A project is like a child to me», today...       | REPOSTS | ER        |
|                                                                                                                                          | 3       | 6.4%      |
| Nº204.07 · 10:10PHOTO                                                                                                                    | VIEWS   | REACTIONS |
|                                                                                                                                          | 5 584   | 62        |
| A woman doesn't owe anyone anything. Lately I hear this everywhere. And you know... I disagree. A woman must first...                    | REPOSTS | ER        |
|                                                                                                                                          | 7       | 5.3%      |
| Nº303.07 · 12:11PHOTO                                                                                                                    | VIEWS   | REACTIONS |
|                                                                                                                                          | 5 037   | 39        |
| It was a hot three days🔥 Thanks to everyone who spent them with me, and for your engagement😊 After conferences like this, I even more... | REPOSTS | ER        |
|                                                                                                                                          | 3       | 4.8%      |

|                                                                                                                                                                                                            |                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 22.06 • 17:31 <span>PHOTO</span><br><b>Rejection, appeal &amp; 20 acres for 30,000 ₺ 🤔</b> When someone first gets rejected for a plot, one of two things usually happens: either they start... | <div>VIEWS</div> <b>4 915</b><br><div>REPOSTS</div> <b>26</b><br><div>REACTIONS</div> <b>66</b><br><div>ER</div> <b>4.7%</b> |
| <b>Nº5</b> 02.07 • 12:21 <span>PHOTO</span><br><b>How much does state land cost in Moscow Oblast? And in Krasnodar Krai? 📍 📍 Leningrad Oblast</b> You can buy a plot for just...                           | <div>VIEWS</div> <b>4 459</b><br><div>REPOSTS</div> <b>30</b><br><div>REACTIONS</div> <b>36</b><br><div>ER</div> <b>4.2%</b> |

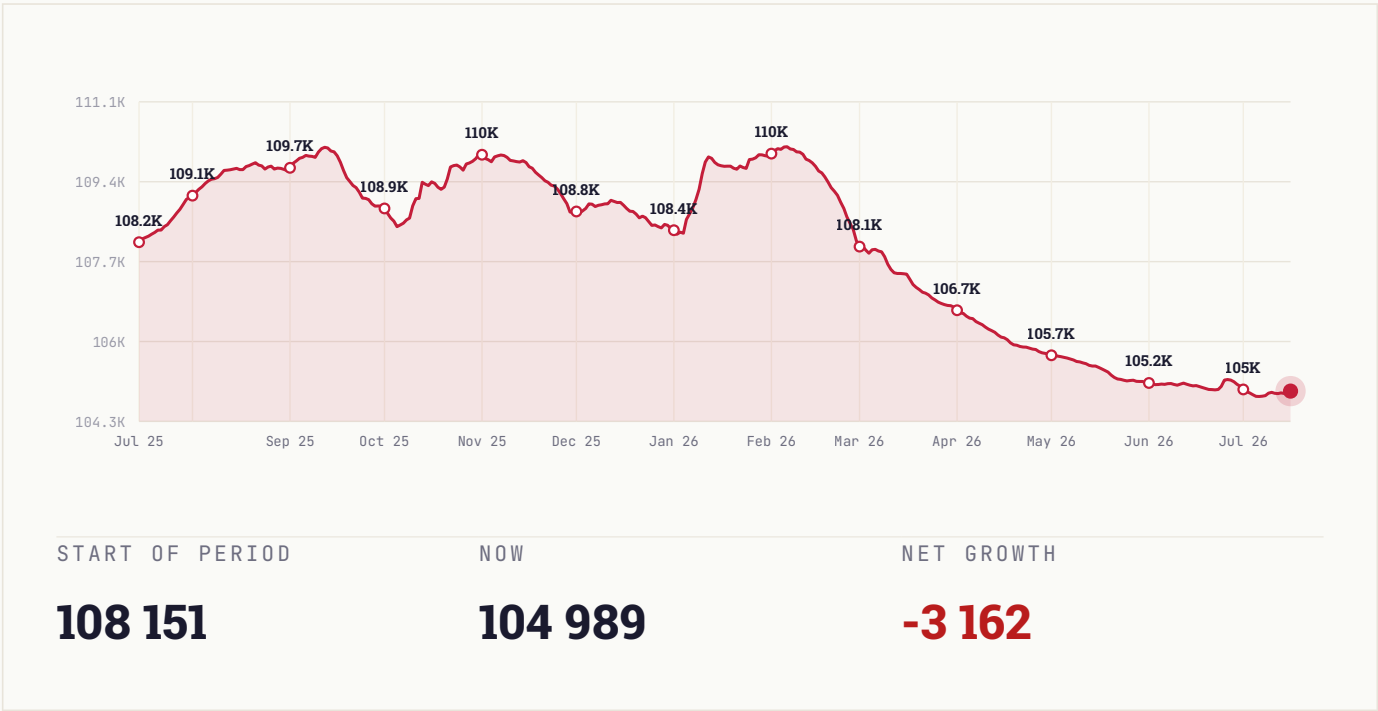
## WORST 3

|                                                                                                                                                                                         |                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| ↓ 28.06 • 11:31 <span>PHOTO</span><br><b>Weekend plan - coffee &amp; book 😊</b> Over the past year, I've made it a rule to read at least a little every day. Now I'm even re-reading... | <div>VIEWS</div> <b>3 823</b><br><div>REPOSTS</div> <b>14</b><br><div>REACTIONS</div> <b>34</b><br><div>ER</div> <b>3.6%</b> |
| ↓ 10.07 • 17:00 <span>PHOTO</span><br><b>Who can get land from the state almost for free? 🤔</b> Today there are several ways and some of them are available...                          | <div>VIEWS</div> <b>3 319</b><br><div>REPOSTS</div> <b>21</b><br><div>REACTIONS</div> <b>39</b><br><div>ER</div> <b>3.2%</b> |
| ↓ 12.07 • 10:51 <span>VIDEO</span><br><b>How to help yourself with mortgage payments using land 📍</b> Owning an apartment is already a great result. Now imagine you can...             | <div>VIEWS</div> <b>2 845</b><br><div>REPOSTS</div> <b>9</b><br><div>REACTIONS</div> <b>31</b><br><div>ER</div> <b>2.7%</b>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

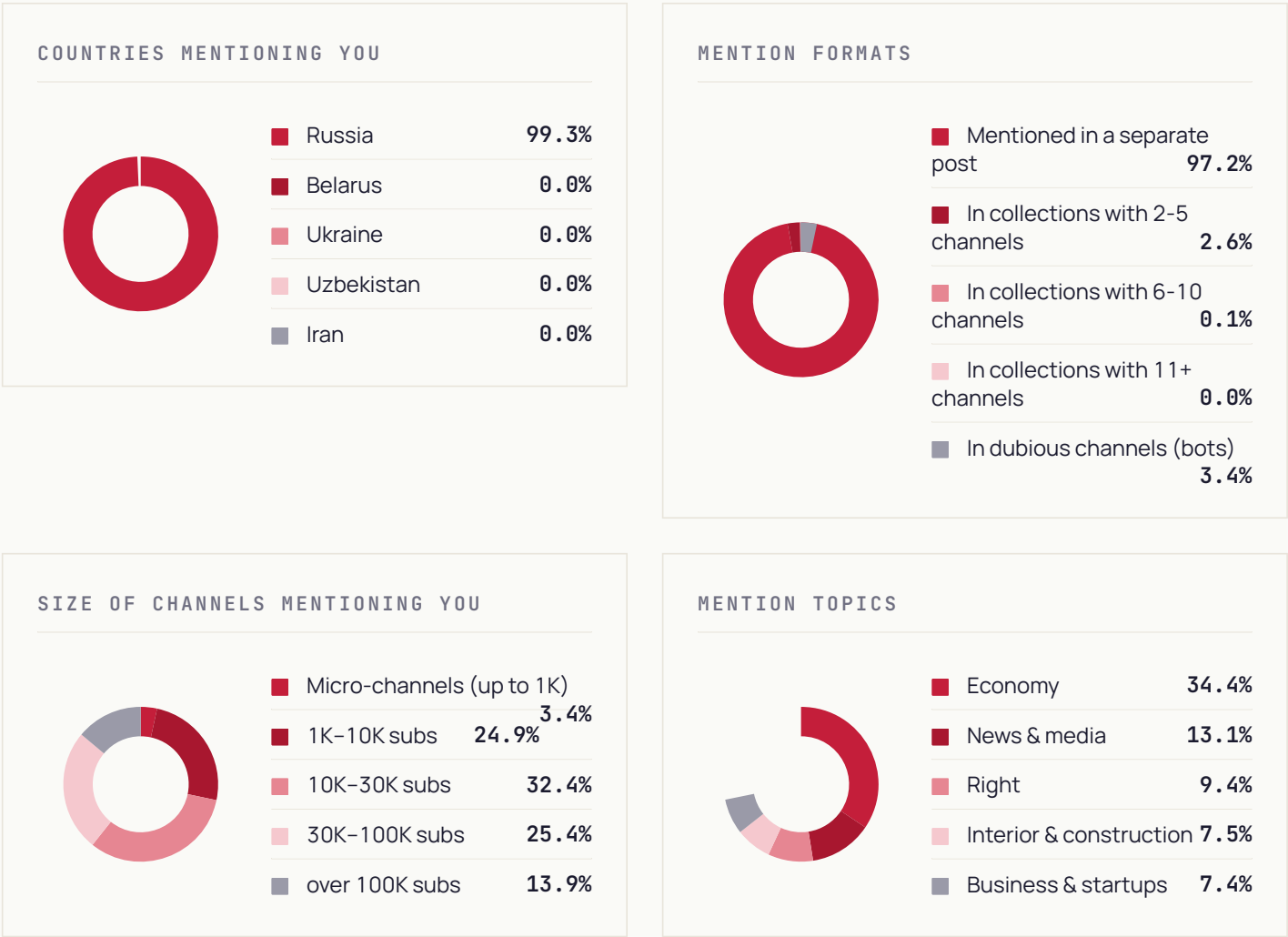
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

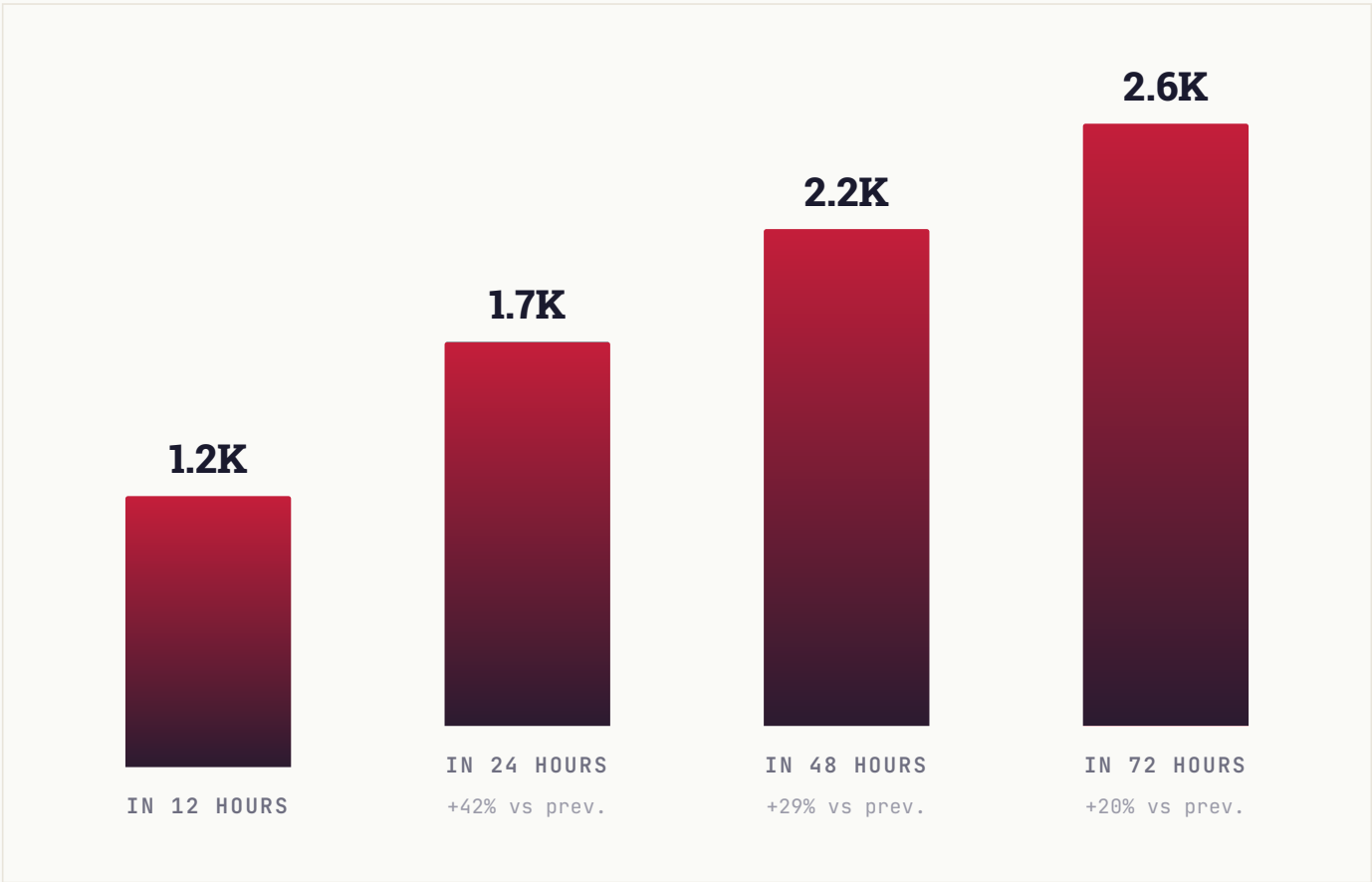
Citation index **924** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 123** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — shows its rank among niche peers.

| 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        |
| YT      | Yulia Tolstikhina   land, real estate, earnings | 105K        |

COMPARATIVE INSIGHT

Channel not yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **84**, they brought **5 905** new subs.

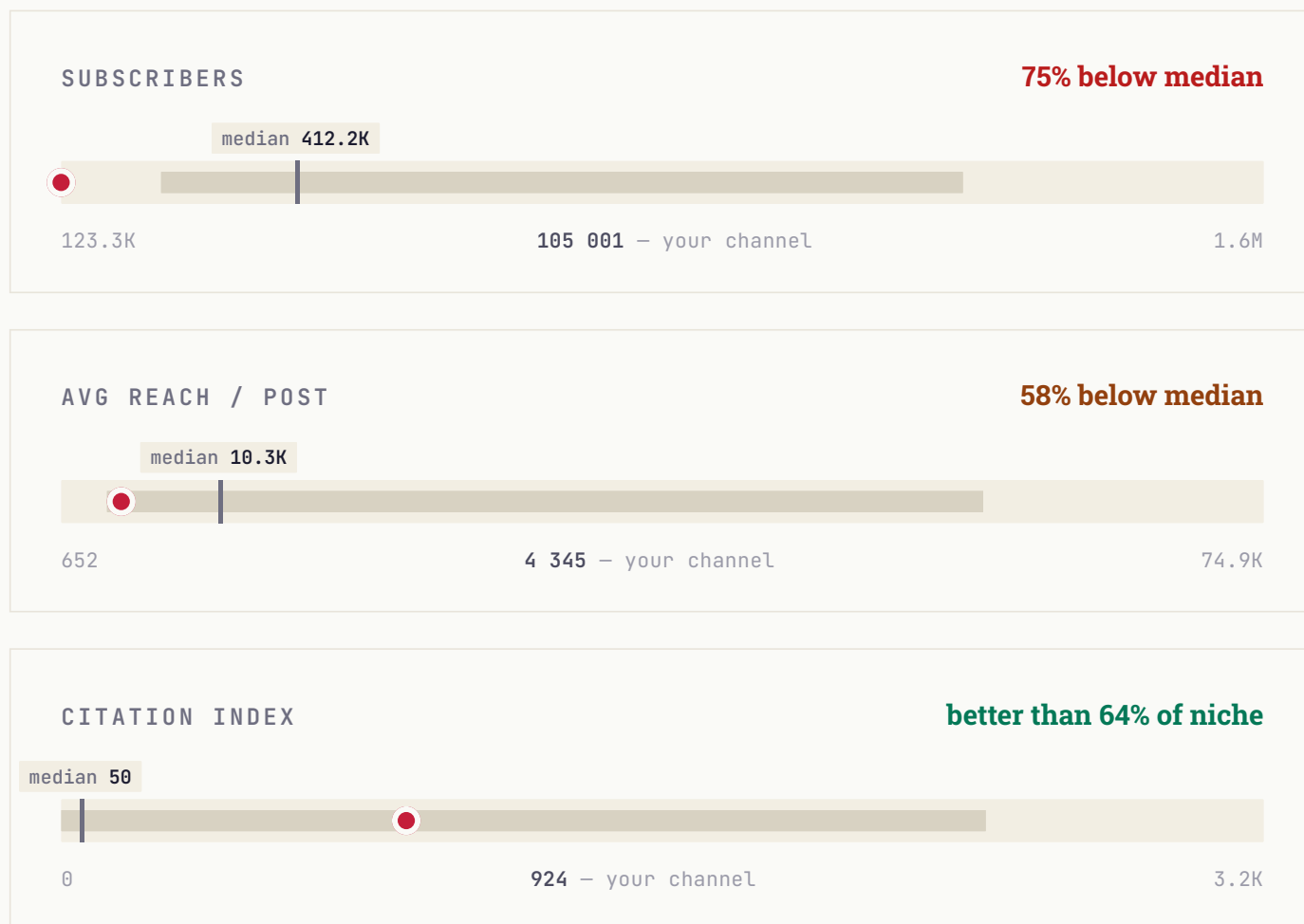
| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| January 2026   | 3        | 2        | 2 024        | <div></div> |
| December 2025  | 0        | 0        | 467          | <div></div> |
| November 2025  | 19       | 13       | 170          | <div></div> |
| October 2025   | 58       | 51       | 1 865        | <div></div> |
| September 2025 | 0        | 0        | 537          | <div></div> |
| August 2025    | 4        | 1        | 842          | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 84             | 6              | 5 905         |

## SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

Took top-**100** channels in category «**Sales**» (Russia) and compared your channel.  
Gray band — range of 80% of niche channels (p10 to p90). 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 this report in a month.

01

## Top post of the week — Sunday

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

EFFECT

**Best window  
for an  
important post**

02

## ER below niche benchmark — rethink formats

Current ER 4.14% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+1.4pp ER**

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

**+1K-3K subs**

04

## Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.  
One weekly poll on a hot topic is an easy growth lever.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

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

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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