

PUBLIC REPORT BY PROMTPRESS

Channel audit

Bargaining is welcome



@umestentorg

Looking for discounts and promotions from developers on apartments in Moscow. Saving subscribers millions of rubles 🙌
Contact: @managerdvi Channel registration in RKN: <https://clck.ru/3Eswi4>

SUBSCRIBERS

26 561

-212 per month

ERR (% SEE POSTS)

26.0%

per day 12.7%

REACH/POST

7K

ad reach 3.4K/24h

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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.

 SUBSCRIBERS 26 561 —	 SUBS REACH 26.24% avg % of subs see a post	 VIEWS/POST 7K median 7.3K · 23 days	 POSTS/WEEK 5.0 for the period
 7D TREND -4.0% vs previous week	 REACTIONS/POST 34.4 total 584 reactions, 450 reposts, 0 comments	 POST LENGTH 498 chars median 468 · 23 days	 POSTS ANALYZED 17 23 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH -212 last month	 CITATION RATE 139 citation index · 161 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 11.01.2024

AI EDITOR SUMMARY

Channel «Bargain is appropriate» — 26 561 subs. Each post averages 7K people (26% of subs), good reach. Publishes 5 posts per week (~1/day) — infrequent. For the week of Jul 6–12, reach stable (-4.0% vs week June 29 – July 5).

SECTION 02 • CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 17 posts over 23 days.
- 02 Dominant format — Photo (15/17 posts).
- 03 Avg post length — 498 chars (median 468).
- 04 Peak audience activity — Friday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (8.5K avg for top vs 5.7K for worst) — among 17 posts over 23 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

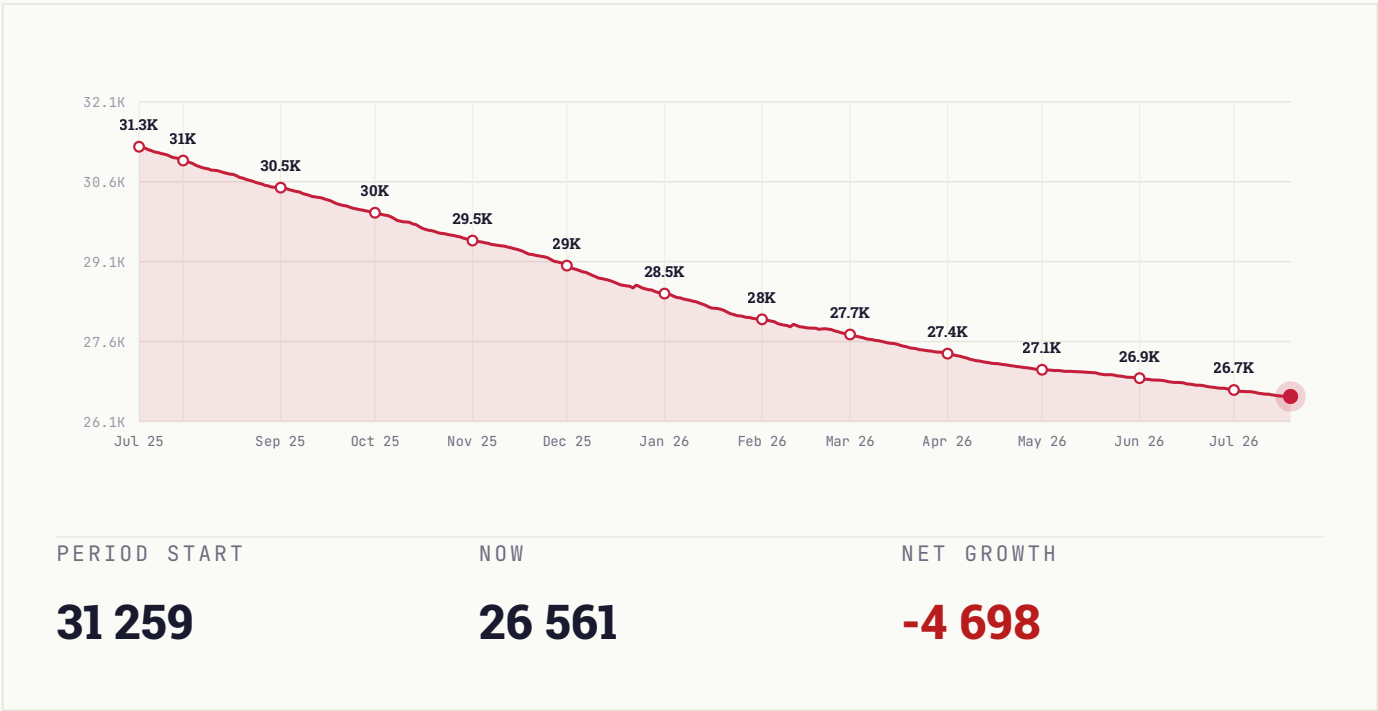
Nº1 26.06 • 11:03 VIDEO 3-room apt 93.4 m² in Kutuzovsky XII — premium class in Dorogomilovo! • Designer turnkey renovation • All appliances...	VIEWS 9 266 REP. 18	REACTIONS 29 ER 34.9%
Nº2 03.07 • 12:26 PHOTO «Donstroy» launched its own «Black Friday» 🤖 Until July 15, discounts on some apartments in «Symbol», «Ostrov», «Sobytie», «Reka» and others...	VIEWS 8 450 REP. 43	REACTIONS 58 ER 31.8%
Nº3 24.06 • 11:02 VIDEO Apt 125.1 m² for sale in HIGH LIFE (tower K3, 8th floor) Spacious layout with finishing: •kitchen-living room; •master bedroom with...	VIEWS 7 872 REP. 14	REACTIONS 23 ER 29.6%

Nº4 24.06 • 16:25 PHOTO «Samolet» holds sale up to 20% 👁👁 On select apartments in many projects, «Samolet» offers discounts up to 20%. Offer valid...	VIEWS 7 609 REP. 70	REACTIONS 37 ER 28.6%
Nº5 08.07 • 15:56 PHOTO PIK launched a loyalty program with discounts 🤔 PIK introduced PIK-TOP, offering discounts on new apartments for purchases...	VIEWS 7 511 REP. 69	REACTIONS 61 ER 28.3%
WORST 3		
↓ 23.06 • 16:53 PHOTO «Strana Development» gives extra 1.5% discount 🏠 For Russia Day, «Strana Development» rolled out a 1.5% discount. Valid all...	VIEWS 6 126 REP. 8	REACTIONS 20 ER 23.1%
↓ 13.07 • 15:39 PHOTO «1-й ДСК» offers installment plan for families with kids 🤔 Interest-free installment with 20% down for families with kids under 7. Through...	VIEWS 5 963 REP. 21	REACTIONS 64 ER 22.5%
↓ 14.07 • 16:05 PHOTO A101 offers installment plan for business class in Zyablikovo 🤔 For an apartment in «Dom na Dzhalija» the developer offers a 22-month installment plan...	VIEWS 5 027 REP. 19	REACTIONS 67 ER 18.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

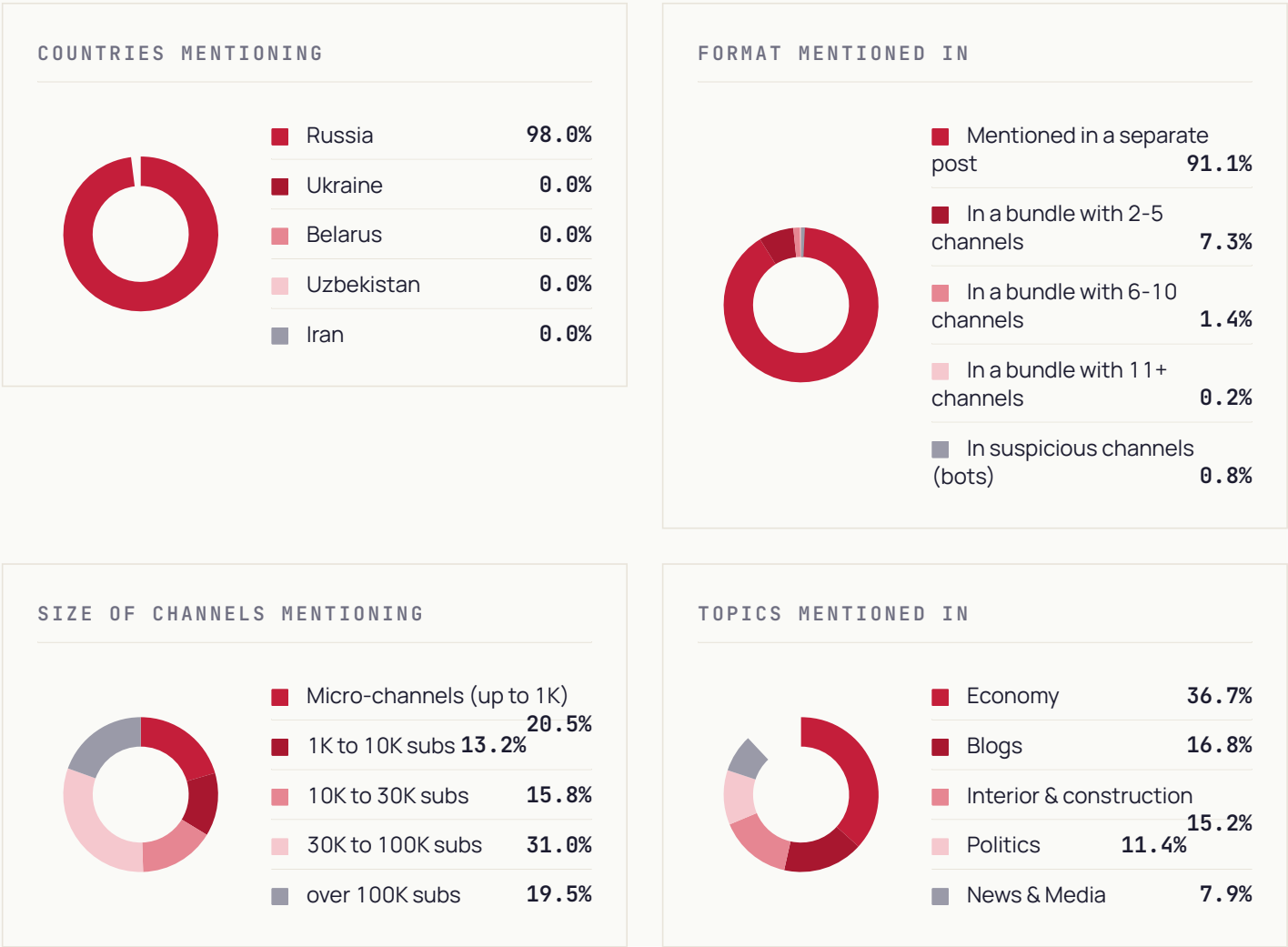
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

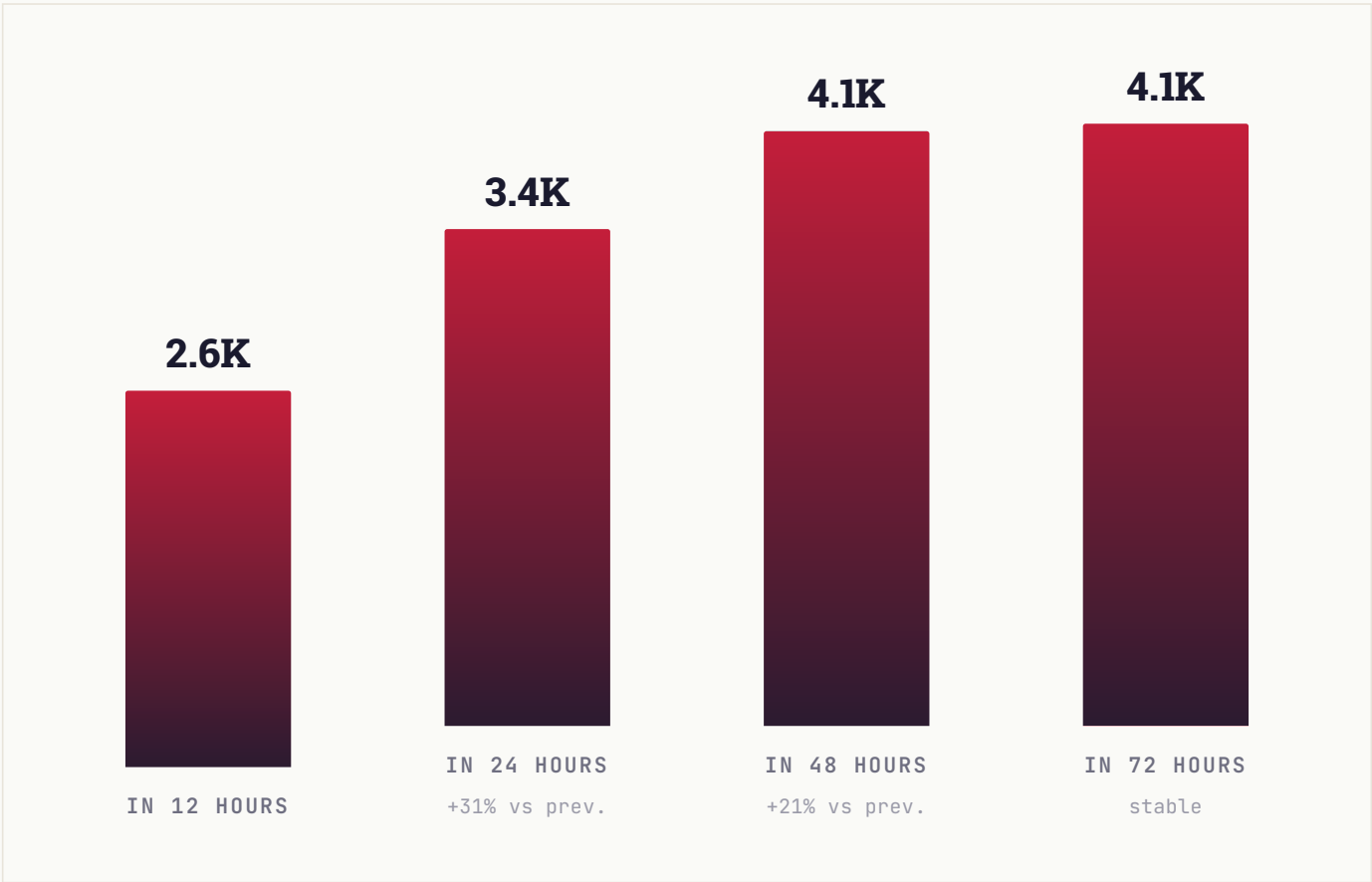
Citation index **139** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **161** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post 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 — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
TU Bargaining is welcome YOU	26.6K

COMPARATIVE INSIGHT

Channel not yet outside top 91 of niche — early growth stage. Niche leader — DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (539.3K), top-91 median: 128K. First goal — enter top-91 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention yours monthly. Over the last **6 months** such mentions **11**, they brought **55** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	0	0	2	
December 2025	2	2	53	
Nov 2025	0	0	0	
Oct 2025	3	1	0	
September 2025	2	2	0	
August 2025	4	4	0	
TOTAL MENTIONS	MONTHS IN DATA		ACQUIRED SUBS	
11	6		55	

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 other channels, a darker beige bar representing the niche median, and a red dot representing the channel's performance. The channel's performance is consistently below the niche median across all three metrics.

Metric	Channel Value	Niche Median	Comparison
SUBSCRIBERS	26,561	126.5K	79% below median
AVG REACH / POST	6,969	6.6K	better than 50% of niche
CITATION INDEX	139	412	66% below median

SUBSCRIBERS 79% below median

median 126.5K

35.3K 26 561 — your channel 432.9K

AVG REACH / POST better than 50% of niche

median 6.6K

1.2K 6 969 — your channel 32.7K

CITATION INDEX 66% below median

median 412

0 139 — your channel 2.5K

— SECTION 09 • 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 Friday
Audience is most active on this day at 14:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Recommend share of 15-25%.

EFFECT
Video retains audience better
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. 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 from public data. Want to go further? Run ads with us and close your growth plan in a month.

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