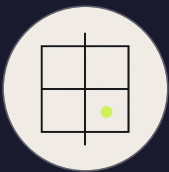


PROMTPRESS PUBLIC REPORT

Channel audit

Sustainable construction



@ustrou

On sustainability in construction: ESG, land use, regulations, reputational risks. Everything that can sink a project — in advance. Infrastructure solutions for developers. How not to build what later...

SUBS

37 283

+19484 per month

ERR (% SEE POSTS)

19.0%

per day **12.4%**

REACH/POST

7K

ad reach **4.2K/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 & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in «Interior & Construction»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 37 283 —	 SUBSCRIBER REACH 18.89% avg % subs see post	 VIEWS/POST 7K median 7.1K · 4 days	 POSTS/WEEK 5.0 over period
 7D TREND — no data for period	 REACTS/POST — MTPROTO only	 POST LENGTH 894 chars median 844 · 4 days	 POSTS ANALYZED 3 4 days
 AD REACH 4.2K 24h avg	 CHURN / MONTH +19484 over last month	 CITATION RATE 2 citation index · 6 channels mentioned all time	 CHANNEL AGE 1 year 2 months created 29.04.2025

AI EDITOR SUMMARY

Channel «Sustainable Construction» — 37 283 subs. Avg views per post: 7K people (19% of subs), avg reach — room to grow. Publishes 5 posts/week (~1/day) — infrequent.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 3 posts in 4 days.
- 02 Dominant format – Photo (2/3 of posts).
- 03 Avg post length – 894 chars (median 844).
- 04 Audience peak – Sunday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (7K avg for top vs 7K for worst) – among 3 posts over 4 days. Worth analyzing what top posts share – topic, format, timing.

TOP 3 POSTS

Nº1 14.06 · 15:58 TEXT New JFK terminal published its first ESG report: microgrid, solar generation, fully electric ground fleet make it...	VIEWS 7 383 REP. 24	REACTS — ER 19.8%
Nº2 11.06 · 11:33 PHOTO Air Liquide launched the first industrial pilot of cryogenic CO₂ capture for the cement industry – a sector that cannot...	VIEWS 7 091 REP. 31	REACTS — ER 19.0%
Nº3 10.06 · 11:12 PHOTO Boston University study: Chinese steel carries 37% more embodied carbon than metal sourced from...	VIEWS 6 658 REP. 69	REACTS — ER 17.9%

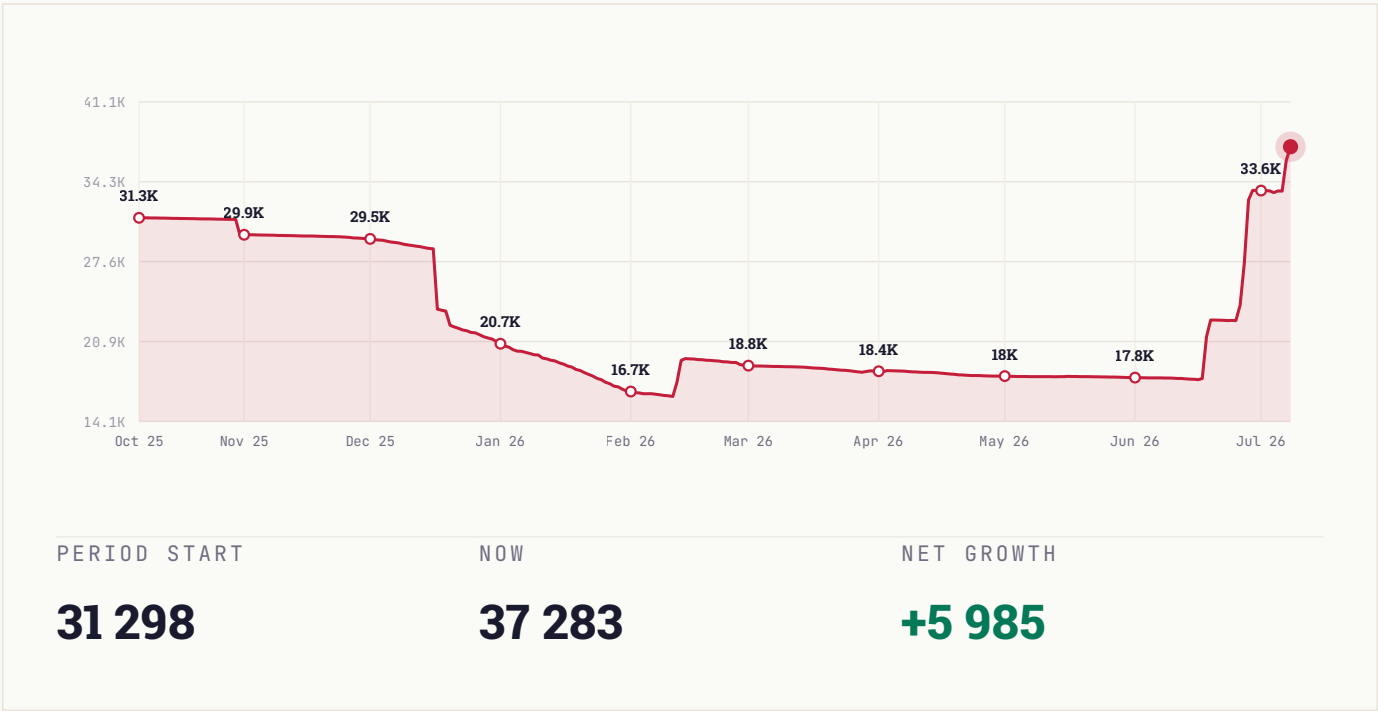
WORST 3

↓ 14.06 · 15:58 TEXT New JFK terminal published its first ESG report: microgrid, solar generation, fully electric ground fleet make it...	VIEWS 7 383 REP. 24	REACTS — ER 19.8%
↓ 11.06 · 11:33 PHOTO Air Liquide launched the first industrial pilot of cryogenic CO₂ capture for the cement industry — a sector that cannot...	VIEWS 7 091 REP. 31	REACTS — ER 19.0%
↓ 10.06 · 11:12 PHOTO Boston University study: Chinese steel carries 37% more embodied carbon than metal sourced from...	VIEWS 6 658 REP. 69	REACTS — ER 17.9%

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 • CITATIONS

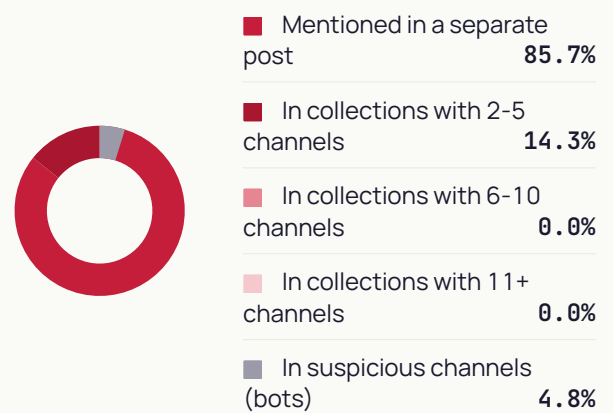
Who & how mentions the channel

Citation index 2 — 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 channel mentions: **6** channels.

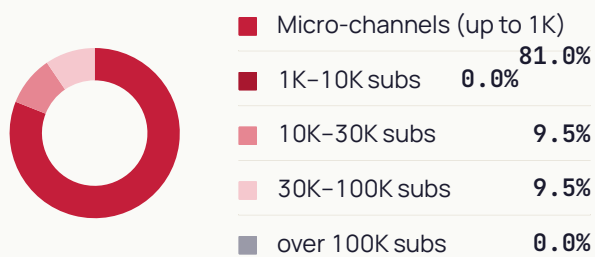
COUNTRIES MENTIONING



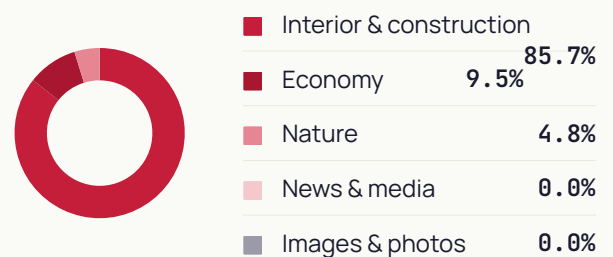
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



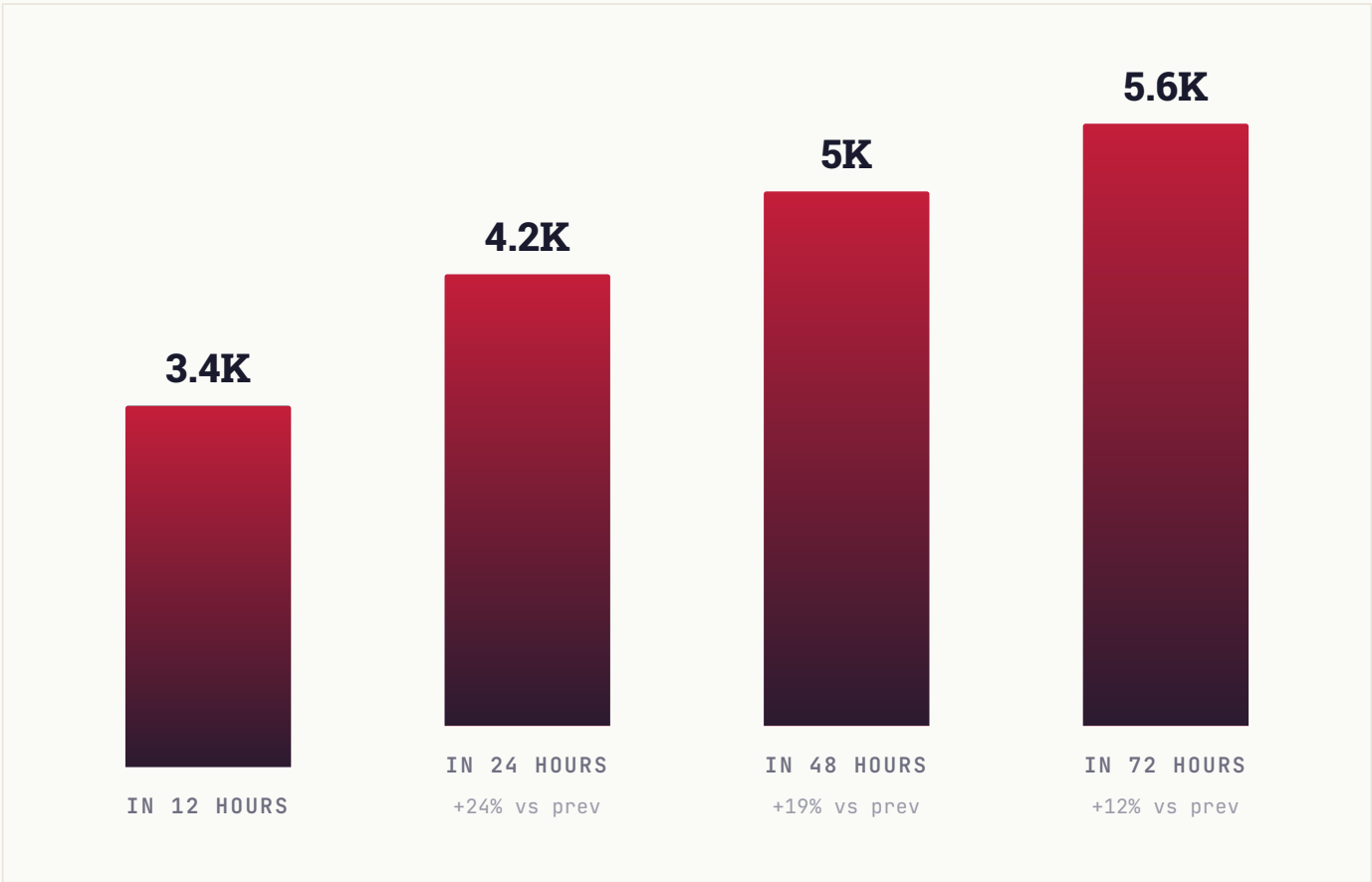
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBS
DD DOME0. DESIGN RENOVATION REAL ESTATE	529.8K
PL Planning	454.1K
AI Interior & decor	450.4K
MK My apartment	428.1K
MS Wise Builder	410.4K
LK Favorite apartment	409.1K
GF GC FSK	378.4K
PR Real estate	376.3K
US Smart Builder	354K
PI PIK	338.1K
US Sustainable construction YOU	37.3K

COMPARATIVE INSIGHT

Channel not yet outside top 89 of niche — early growth stage. Niche leader — DOME0. DESIGN | RENOVATION | REAL ESTATE (529.8K), median top-89: 109.1K. First goal — enter top-89 through systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Interior & construction» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — Sunday

Best time: this day at 18:00 MSK — audience most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 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

**Relevant
audience
growth**

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through 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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