
PUBLIC REPORT BY PROMTPRESS

Channel audit

Аренда квартир Минска | Квартиры от собственников



@domoscan

Rental listings from top Belarus platforms by owners. Submit your property via channel PM.

SUBSCRIBERS

2 508

+435 per month

ERR (% SEE POSTS)

10.0%

in 24 hrs 10.0%

REACH/POST

286

ad reach 241/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 2 508 —	 SUBS REACH 11.4% avg % subs see post	 VIEWS/POST 286 median 267 · 2 days	 POSTS/DAY 124.8 ~874 per week
 7D TREND — no data for period	 REACTIONS/POST 0.0 only 11 reactions, 1,098 reposts, 0 comments	 POST LENGTH 155 chars median 152 · 2 days	 POSTS ANALYZED 336 2 days
 AD REACH 241 24h avg	 CHURN / MONTH +435 last month	 CITATION RATE 0 citation index · 3 channels mentioned ever	 CHANNEL AGE 11 months 8 days created 10.07.2025

AI EDITOR SUMMARY

Channel «Rent apartments Minsk | Apartments from owners» — 2 508 subs. Each post averages 286 people (11% from subs), reach is low — consider expanding audience. Publishes 874 posts/ week (~125/day) — very active posting.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **336** posts in 2 days.
- 02 Dominant format — **Photo** (310/336 posts).
- 03 Avg post length — **155** chars (median 152).
- 04 Peak audience activity — **Wed, 08:00** MSK.
- 05 Top posts bring in **5x** more views than the weakest (547 avg for top vs 119 for worst) — among 336 posts over 2 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 13:48 PHOTO 📍 2-room apt 📍 Address: Lobanka st, 22, Minsk 📍 500.00 USD/mo 📍 Updated: 16.46 📍 Rooms: 2 Open...	VIEWS 554 REPOSTS 3	REACTIONS — ER 22.1%
Nº2 16.06 · 16:42 TEXT 📍 1-room apt 📍 Address: Lobanka st, 11, Minsk 📍 350.00 USD/mo 📍 Updated: 19.40 📍 Rooms: 1 Open...	VIEWS 545 REPOSTS 2	REACTIONS — ER 21.7%
Nº3 17.06 · 05:10 PHOTO 📍 2-room apt 📍 Address: Lobanka st, 60, Minsk 📍 451.00 USD/mo 📍 Updated: 08.07 📍 Rooms: 2 Open...	VIEWS 542 REPOSTS 5	REACTIONS — ER 21.6%

Nº4 16.06 · 10:28 PHOTO 1-room apt Address: Minsk, Lobanka st, 14 320.00 USD/mo Updated: 13.26 Rooms: 1 Open...	VIEWS 536 REPOSTS 7	REACTIONS 1 ER 21.4%
Nº5 16.06 · 16:53 PHOTO 3-room apt Address: Chaylytko st, 13, Minsk 500.00 USD/mo Updated: 19.52 Rooms: 3 Open...	VIEWS 531 REPOSTS 4	REACTIONS — ER 21.2%

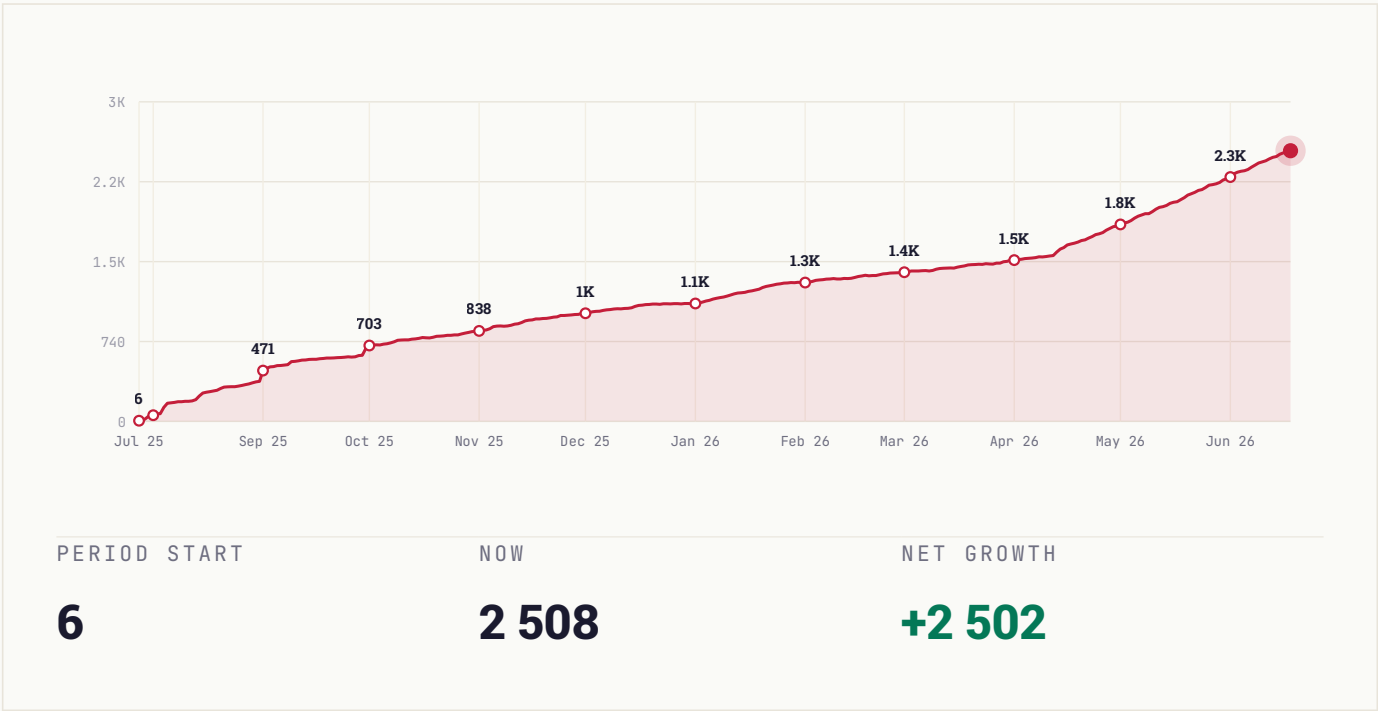
WORST 3

↓ 17.06 · 19:52 PHOTO 1-room apt Address: Makayonka st, 12Zh, Minsk 560.00 USD/mo Updated: 22.45 Rooms: 1 Open...	VIEWS 136 REPOSTS 1	REACTIONS — ER 5.4%
↓ 17.06 · 20:55 PHOTO 2-room apt Address: Kuzma Chorny lane, 4, Minsk 577.00 BYR/mo Updated: 23.52 Rooms: 2 Open...	VIEWS 116 REPOSTS 1	REACTIONS — ER 4.6%
↓ 17.06 · 20:49 TEXT 1-room apt Address: Danily Serdicha st, 6, Minsk 500.00 USD/mo Updated: 23.46 Rooms: 1 Open...	VIEWS 107 REPOSTS 2	REACTIONS — ER 4.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

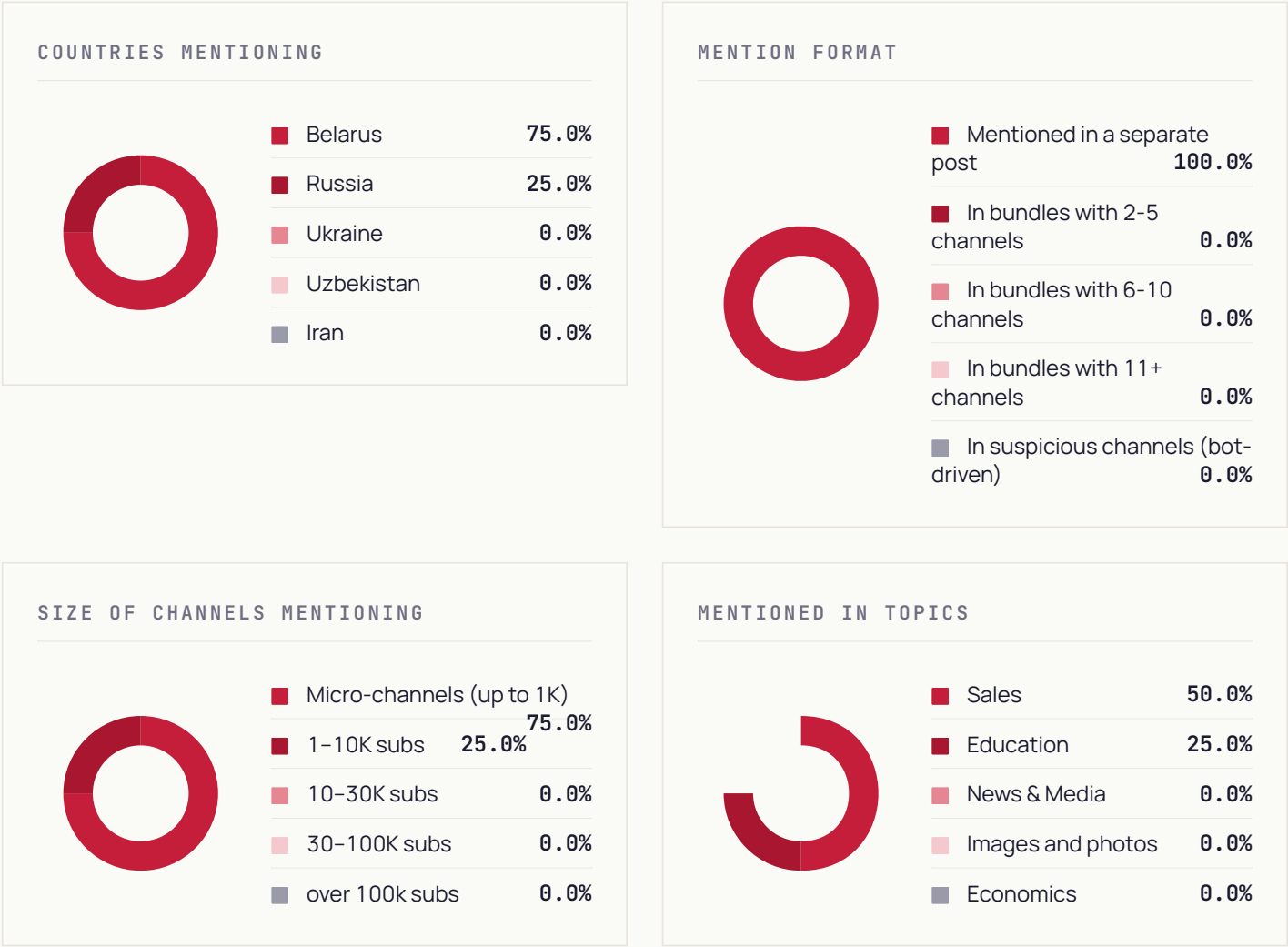
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

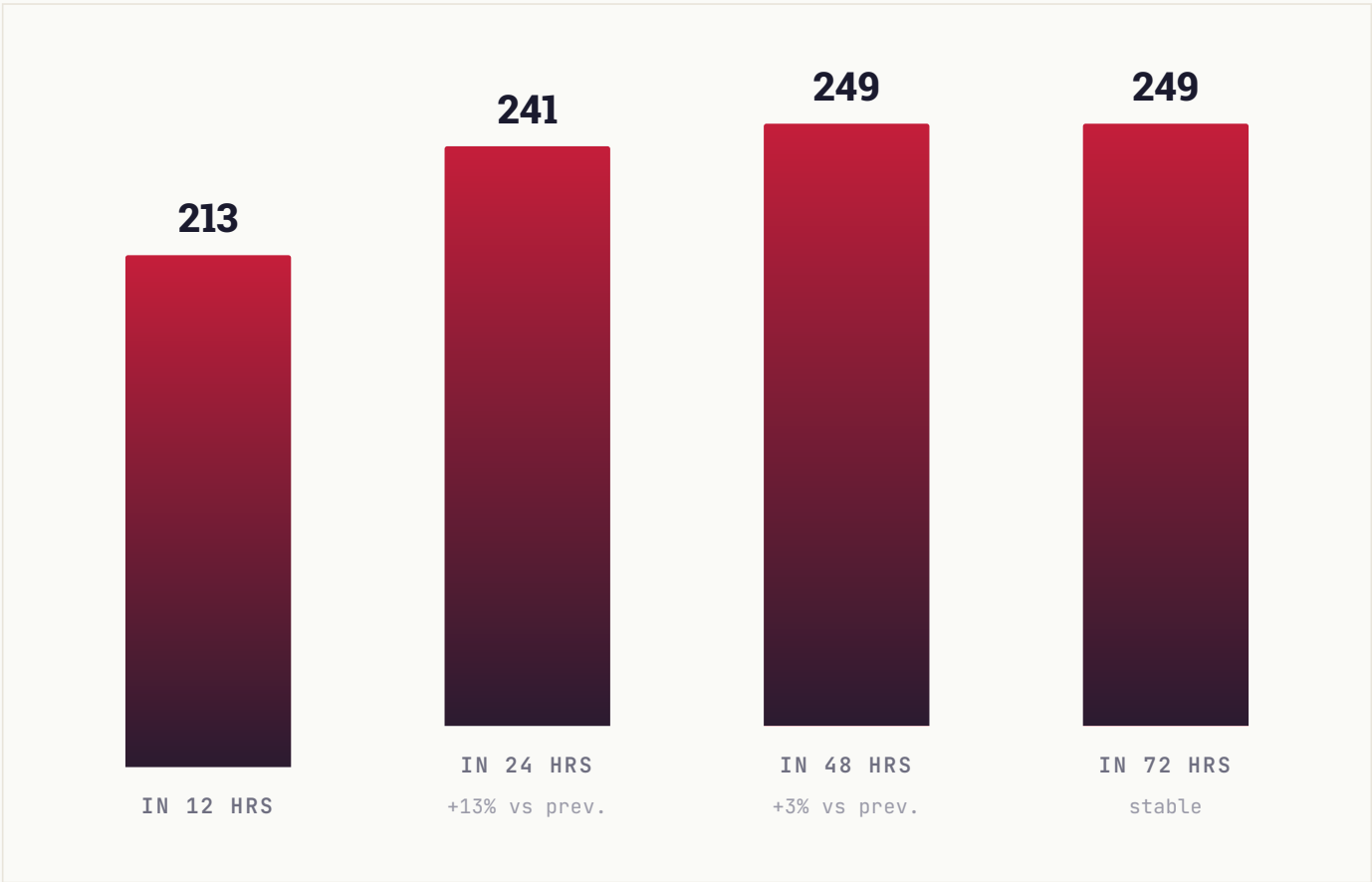
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 3 different channels.



— 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 stays relevant.



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
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Аренда квартир в Минске Жильё от собственников	43.6K
PI Promo codes & discounts Belarus	41.4K
SI Belarus discounts & new arrivals	36.2K
H2 2lvek.by Finds	35.5K
RE Realt	32.3K
SI SMARTECH люкс техника	27.3K
K- Kupon.by – промокоды Belarus	26.3K
KO Onliner Catalog	21.5K
AK Аренда квартир Минска Квартиры от собственников YOU	2.5K

COMPARATIVE INSIGHT

Channel in top half of the niche (#43 of 100). Niche leader: 5 element | 5element.by (105.2K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **2**, they brought **1 080** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	98	
Nov 2025	0	0	170	
Oct 2025	0	0	164	
September 2025	1	1	306	
August 2025	1	1	315	
July 2025	0	0	27	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
2	6	1 080

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

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

Red dot = your channel.

#43 /100

RANK IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 51% of niche

median 1.8K



AVG REACH / POST

54% below median

median 626



CITATION INDEX

99% below median

median 0



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 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. Aim for 15-25% share.

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 typically boost ER by 5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do it PromptPress?

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