

PUBLIC REPORT PROMTPRESS

Channel audit

Domovita.by



@domovitaby

Around Belarus real estate

SUBSCRIBERS

2 395

+79 per month

ERR (% SEE POSTS)

22.0%

last day **14.2%**

REACH/POST

504

ad reach **339**/24h

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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.

 SUBSCRIBERS 2 395 —	 SUBS REACH 21.03% avg % subs see post	 VIEWS/POST 504 median 497 · 29 days	 POSTS/WEEK 35.7 for period
 7D TREND +0.5% vs previous week	 REACTIONS/POST 6.4 total 979 reactions, 529 reposts, 11 comments	 POST LENGTH 469 chars median 460 · 29 days	 POSTS ANALYZED 153 29 days
 AD REACH 339 24h avg	 CHURN / MONTH +79 last month	 CITATION RATE 1 citation index · 5 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 20.11.2017

AI EDITOR SUMMARY

Channel «Domovita.by» — 2 395 subs. Each post avg views 504 people (21% of subs), avg reach — room to grow. Publishes 36 posts/week (~5/day) — active posting. Week of May 25–31 reach stable (+0.5% vs week 18–24 May).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **153** posts over 29 days.
- 02 Dominant format – **Photo** (143/153 posts).
- 03 Avg post length – **469** chars (median 460).
- 04 Peak audience activity – **Saturday**, 15:00 MSK.
- 05 Top posts drive **2×** more views than the weakest (838 avg for top vs 426 for worst) – among 153 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 14:50 PHOTO 📄 A cottage by Braslav Lakes for pennies? Found fresh options of vacant houses in Vitebsk region that go for 45 rubles In our selection...	VIEWS 851 REPOSTS 6	REACTIONS 7 ER 35.5%
Nº2 23.05 · 12:23 PHOTO 📄 Summer season is about to start (though all nature and BBQ lovers are probably already at the dacha). So if you're still searching...	VIEWS 839 REPOSTS 8	REACTIONS 8 ER 35.0%
Nº3 19.05 · 14:10 PHOTO 📄 Your own apartment for \$35,000. Yes, it's real if you look outside Minsk While in the capital for that sum you'll find at most a share or...	VIEWS 824 REPOSTS 3	REACTIONS 8 ER 34.4%

Nº4 03.06 · 11:08 PHOTO 📍 In Vitebsk region, the Tyundevitsky estate with a legendary buried treasure is sold for 45 rubles The 1897 building on Lake Glubokoye...	VIEWS 818 REPOSTS 9	REACTIONS 9 ER 34.2%
Nº5 22.05 · 15:14 PHOTO 📍 Expanded your home? Here's how to legalize an extension without hassle Even if you built a new porch or garage on a foundation, this...	VIEWS 768 REPOSTS 10	REACTIONS 7 ER 32.1%

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WORST 3

↓ 15.05 · 10:18 PHOTO !!!Installing AC on facade: permit needed and where banned A few more weeks and summer comes, and with it inevitably comes...	VIEWS 434 REPOSTS 4	REACTIONS 6 ER 18.1%
↓ 15.05 · 09:13 POLL (no-caption post – poll)	VIEWS 424 REPOSTS —	REACTIONS 1 ER 17.7%
↓ 08.06 · 10:17 PHOTO 📍 Renovated a building? Get ready for property tax recalculation The tax inspectorate reminds: any reconstruction or...	VIEWS 420 REPOSTS 3	REACTIONS 7 ER 17.5%

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 grew and which lost subs.

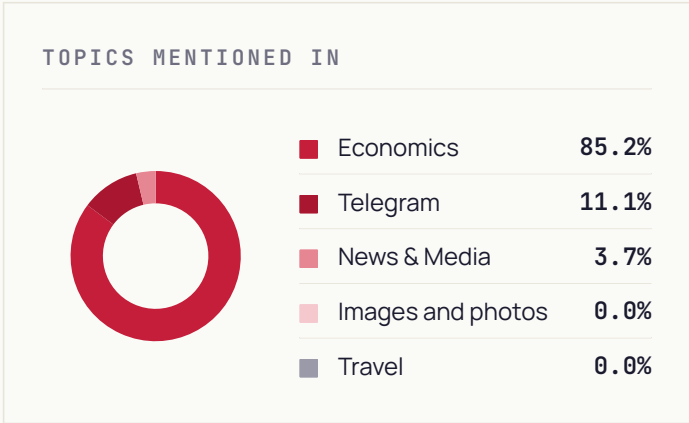
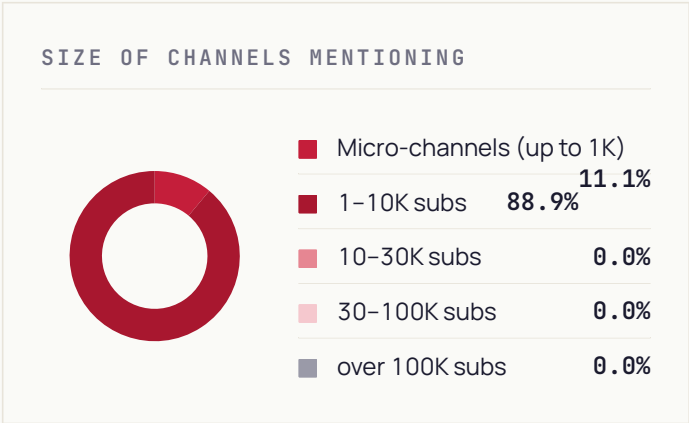
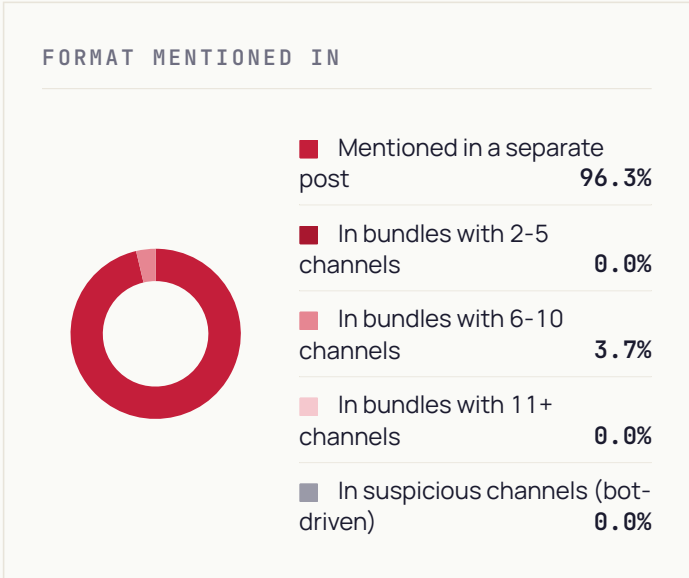
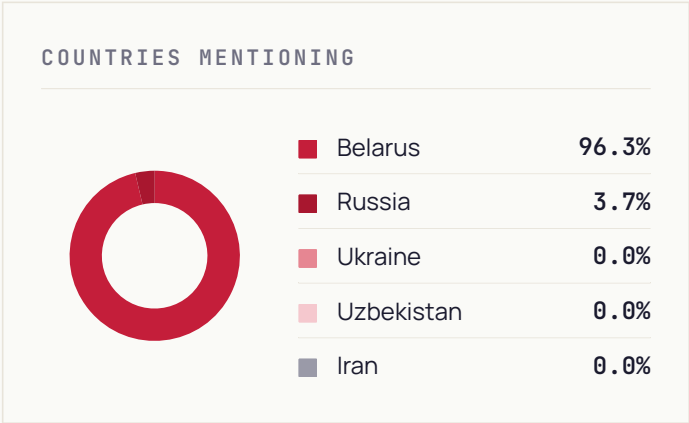


PERIOD START	NOW	NET GROWTH
2 187	2 395	+208

SECTION 04 · MENTIONS

Who mentions the channel and how

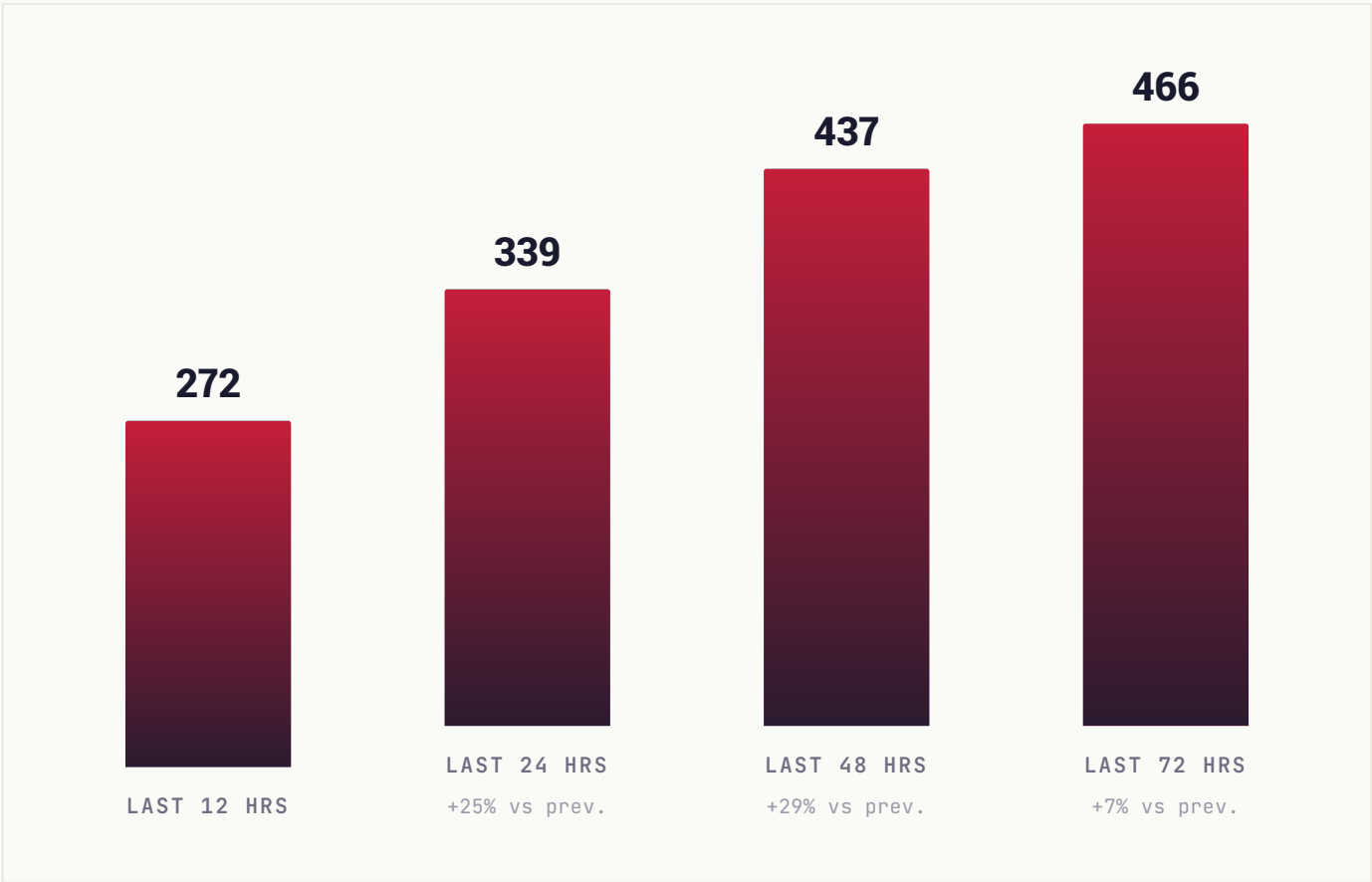
Citation index 1 – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: 5 different channels.



— 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 should «live».



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
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MARCH	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
UA Operational Management of the Minsk City Tax Inspectorate	14.6K
BE Belagroprombank	11.1K
DO Domovita.by YOU	2.4K

COMPARATIVE CONCLUSION

Channel intop half of niche (#31 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **129** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	13	
Nov 2025	0	0	20	
Oct 2025	0	0	17	
September 2025	0	0	21	
August 2025	0	0	18	
July 2025	0	0	40	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
0	6	129

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**67** channels in category «**Economics**» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#31 / 67

RANK IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 51% of niche

median 1.7K



AVG REACH / POST

44% below median

median 896



CITATION INDEX

71% below median

median 3



— 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 — on Saturday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 — what we can do in minutes using public data. Want 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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