

PROMTPRESS PUBLIC REPORT

Channel audit

Apartment Sales

| Minsk | Real Estate | Etazhi



@etagi_bel

Buy, sell, new builds, exchange real estate in Minsk & Minsk region!
Legal advice Mortgage lending Property valuation Listings Market analytics Write...

SUBS	ERR (% SEE POSTS)	REACH/POST
3 268	27.0%	782
08.06.2026 -86 per month	per day 10.2%	ad reach 332/24h
HTTPS://PROMTPRESS.COM/AUDIT/ETAGI_BEL		

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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.

 SUBS 3 268 —	 SUBSCRIBER REACH 23.94% avg % of subs see post	 VIEWS/POST 782 median 725 · 28 days	 POSTS/WEEK 3.7 over period
 7D TREND -47.3% vs previous week	 REACTIONS/POST 2.7 only 40 reactions, 33 reposts, 0 comments	 POST LENGTH 553 chars median 456 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 332 24h avg	 CHURN / MONTH -86 last month	 CITATION RATE 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 3 years 6 months created 02.11.2022

AI EDITOR SUMMARY

Channel «Apartment Sales | Minsk | Real Estate | Etazhi» — 3 268 subs. Each post is viewed on avg by 782 people (24% from subs), this is average reach — room to grow. Publishes 4 posts per week (~1/day) — rare posts. For the week of May 25–31, reach dropped by -47.3% to week 18–24 May — analyze why.

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 15 posts over 28 days.
- 02 Dominant format – Photo (13/15 posts).
- 03 Avg post length – 553 chars (median 456).
- 04 Audience peak activity – Wednesday, 14:00 MSK.
- 05 Top posts get 3x more views than the weakest (1.2K avg for top vs 352 for worst) – among 15 posts in 28 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 30.04 · 09:08 TEXT 🏠 Apartment market in regional centers: Q1 2026 results 🏠 How many are buying? In Q1 2026, 2.5...	VIEWS 1 341 REPOSTS 1	REACTIONS 3 ER 41.0%
Nº2 06.05 · 11:16 PHOTO «Мы не заинтересованы в том, чтобы специалисты уходили из профессии». Основатель АН «Этажи» Александр Масалов – об изменениях...	VIEWS 1 154 REPOSTS 2	REACTIONS 6 ER 35.3%
Nº3 11.05 · 10:04 PHOTO The real estate market is changing right now. Sales of properties from Russia are gaining momentum, and those who adapt faster win...	VIEWS 1 123 REPOSTS 1	REACTIONS 1 ER 34.4%

Nº4

29.04 · 13:59

PHOTO

Great news for those planning to buy real estate! BelVEB from April 30, 2026, lowers the rate on real estate loans —...

VIEWS

1 103

REPOSTS

2

REACTIONS

3

ER

33.8%

Nº5

11.05 · 09:07

PHOTO

Holiday promotion for Victory Day at Minsk-Mir! Only until the end of May 2026 — installment plan up to 30 months WITHOUT price increase ✓...

VIEWS

1 009

REPOSTS

3

REACTIONS

2

ER

30.9%

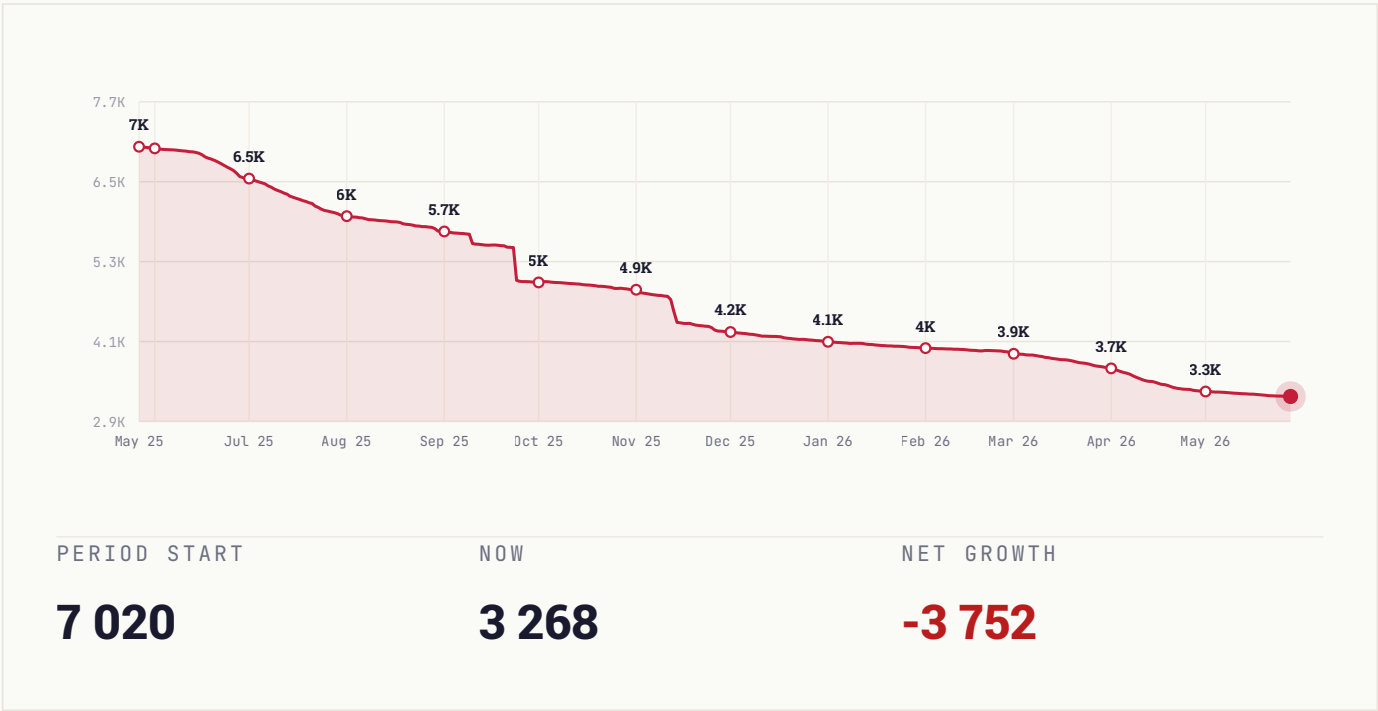
WORST 3

↓ 26.05 · 07:38 PHOTO Cheap loans drive up prices, but fewer deals. What happened on Minsk secondary market May 18–24 Lower loan rates and...	VIEWS 443 REPOSTS 2 REACTIONS 2 ER 13.6%
↓ 27.05 · 13:13 PHOTO National Bank of Belarus lowers refinancing rate From June 1, 2026, the refinancing rate will be reduced by 0.5 p.p. to 9.25%...	VIEWS 328 REPOSTS 2 REACTIONS 1 ER 10.0%
↓ 27.05 · 14:35 PHOTO Real estate loan rate cuts from 01.06.2026 Amid the refinancing rate cut, banks continue to improve terms...	VIEWS 286 REPOSTS 2 REACTIONS 2 ER 8.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

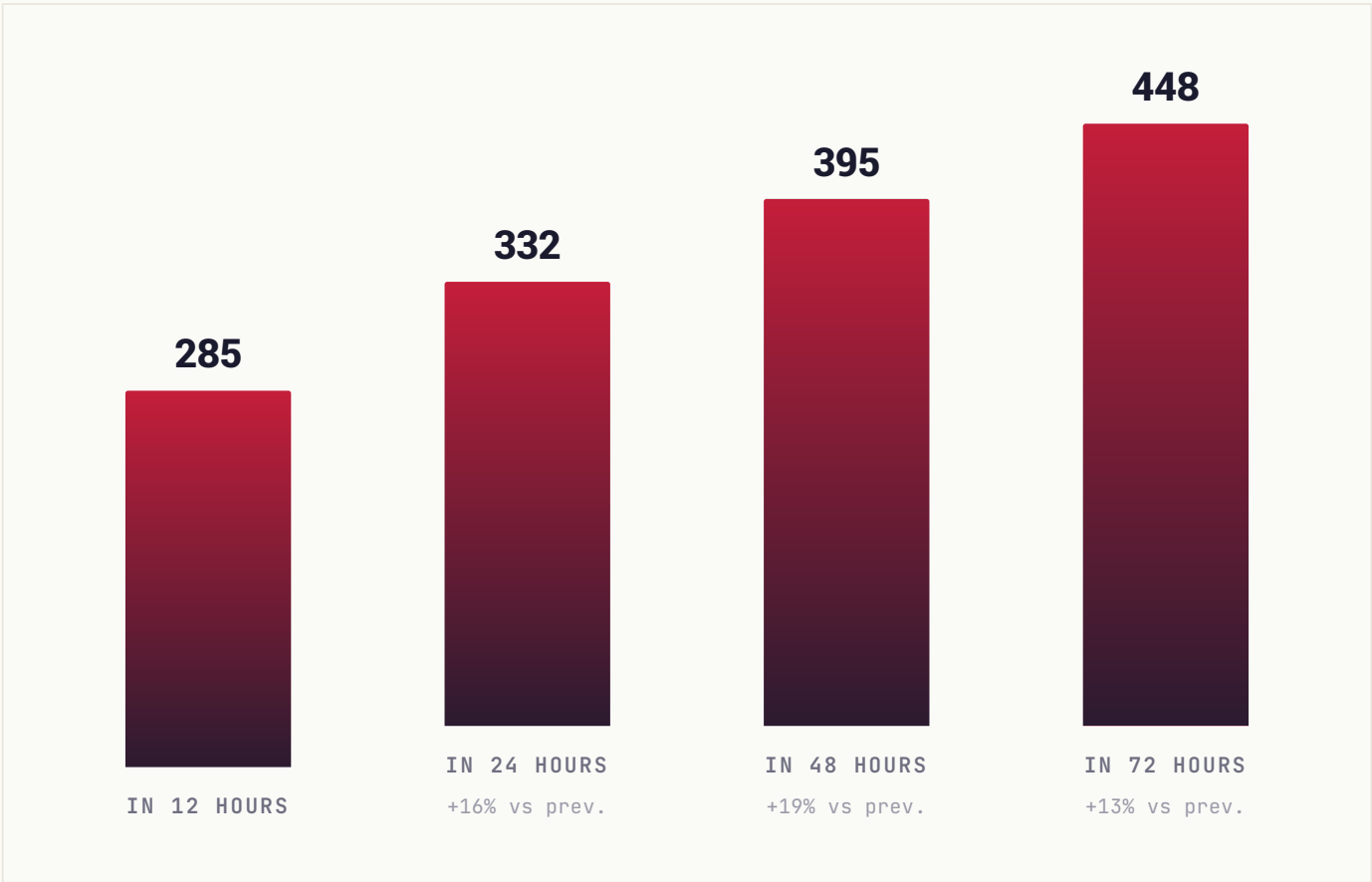
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should live.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
53 5 element 5element.by	106.1K
Sat Belarus discounts	75.2K
F- Flatty - Аренда квартир Недвижимость Беларуси Жильё без агентов	43.2K
PI Promo codes & discounts Belarus	41.4K
Sun Discounts & new arrivals Belarus	36.7K
H2 Finds 21vek.by	35.1K
RE Realt	32.4K
SI SMARTECH люкс техника	27.8K
K- Kupron.by – промокоды Беларусь	26.4K
KO Onliner Catalog	21.7K
PC Apartment Sales Minsk Real Estate Etazhi YOU	3.3K

COMPARATIVE CONCLUSION

Channel intop half of niche (#36 of 100). Niche leader — 5 element | 5element.by (106.1K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · 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 **0**, they brought **22** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
November 2025	0	0	2
October 2025	0	0	16
September 2025	0	0	4
August 2025	0	0	0
July 2025	0	0	0
June 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
0	6		22

SECTION 07 · NICHE COMPARISON

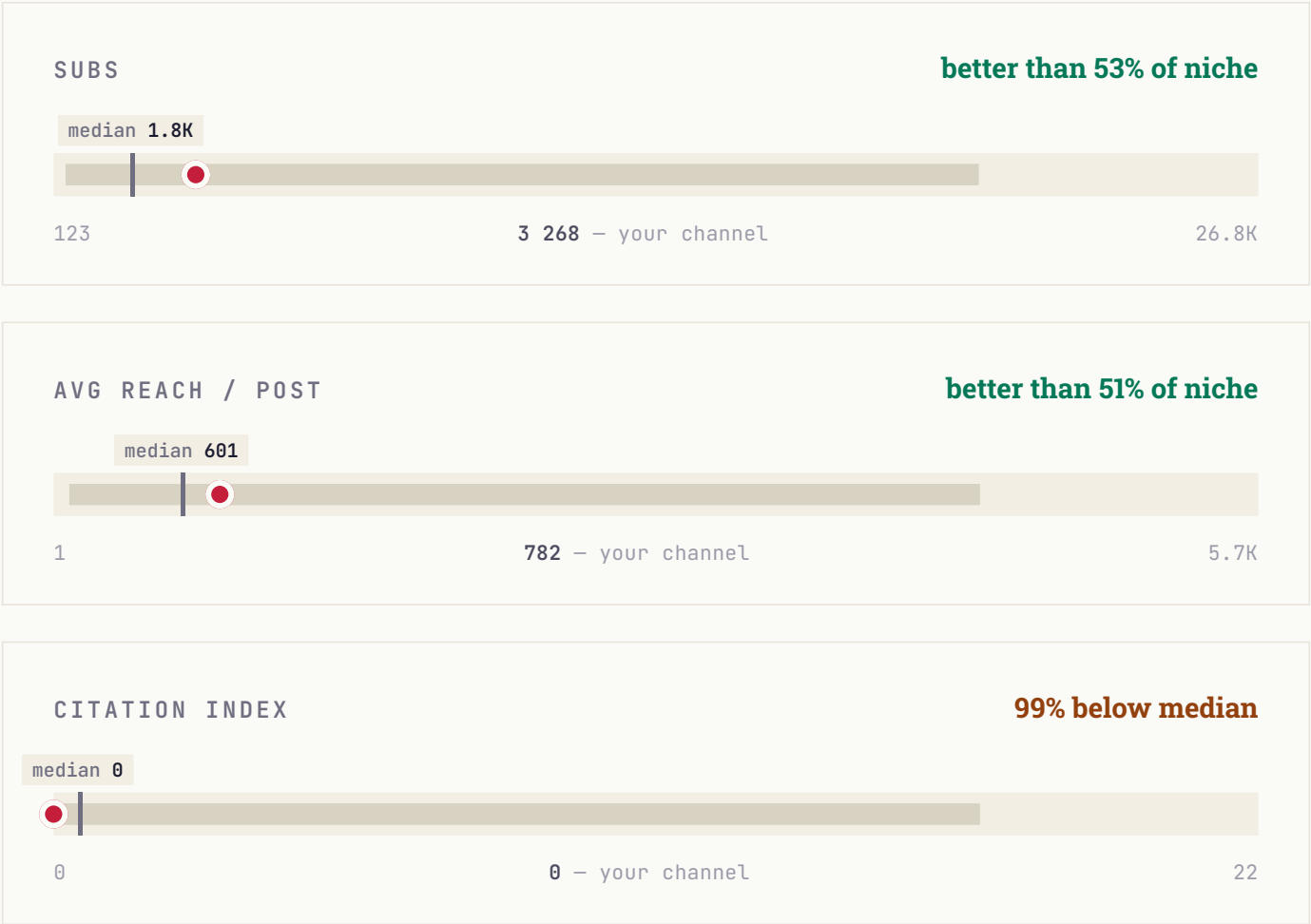
Where the channel stands in its league

Took top-100 channels in category «Sales» (Belarus) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

#25/100

NICHE RANK

Channel in top 25% – strong position



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Increase posting frequency**

Now 3.7 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Wednesday**

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video post share**

Video in Telegram holds attention longer and is
algorithm-friendly. Aim for 15-25% share.

EFFECT

**Video holds
audience
better****04****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium
channels), **Native** (native integrations), **Premium**
(target audience). PromptPress finds sources for your
niche.

EFFECT

**+1000-3000
subs****05****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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
