

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Minsk Flat



@flatmnsk

Best deals in Minsk

SUBSCRIBERS

9 512

+1241 per month

ERR (% SEE POSTS)

72.0%

per day 40.3%

REACH/POST

6.9K

ad reach 3.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 9 512 —	 SUBSCRIBER REACH 72.06% avg % of subs see a post	 VIEWS/POST 6.9K median 7.2K · 29 days	 POSTS/WEEK 11.9 over period
 7D TREND -7.4% vs previous week	 REACT./POST 37.6 only 1,879 reactions, 6,882 reposts, 0 comments	 POST LENGTH 242 chars median 228 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 3.7K 24h avg	 CHURN / MONTH +1241 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 5 months 12 days created 06.01.2026

AI EDITOR SUMMARY

Channel «Minsk Flat» – 9 512 subs. Each post gets avg 6.9K people (72% from subs), wide reach for a channel this size. Publishes 12 posts per week (~2/day) – consistent schedule. Week 1–7 Jun views dropped -7.4% vs week 25–31 May – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts over 29 days.
- 02 Dominant format — Photo (47/50 posts).
- 03 Avg post length — 242 chars (median 228).
- 04 Audience peak activity — Friday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.2K avg for top vs 5.9K for worst) — among 50 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 12:08 PHOTO 1-room apt for rent, Bratskaya St. Loft-style, livable. Utilities included. Pets allowed...	VIEWS 9 575 REP. 471	REACT. 109 ER 100.7%
Nº2 21.05 · 17:06 PHOTO 1-room apt for rent, Voronyanskogo St 11k4. Long-term. Near Institut Kultury metro. All amenities...	VIEWS 9 189 REP. 421	REACT. 59 ER 96.6%
Nº3 22.05 · 06:34 PHOTO 1-room apt for rent, Rosa Luxemburg St 176. Long-term, near Grushevka metro. Fully equipped...	VIEWS 8 824 REP. 31	REACT. 21 ER 92.8%

Nº4 21.05 · 08:01 PHOTO 1-room apt for rent, Burdeynogo St 45. Long-term. Quiet cozy area with developed...	VIEWS 8 540 REACT. 22 REP. 28 ER 89.8%
Nº5 20.05 · 08:05 PHOTO 1-room apt for rent, Varvasheni St 15. From May 25. Near Mogilevskaya metro. All amenities...	VIEWS 8 303 REACT. 12 REP. 57 ER 87.3%

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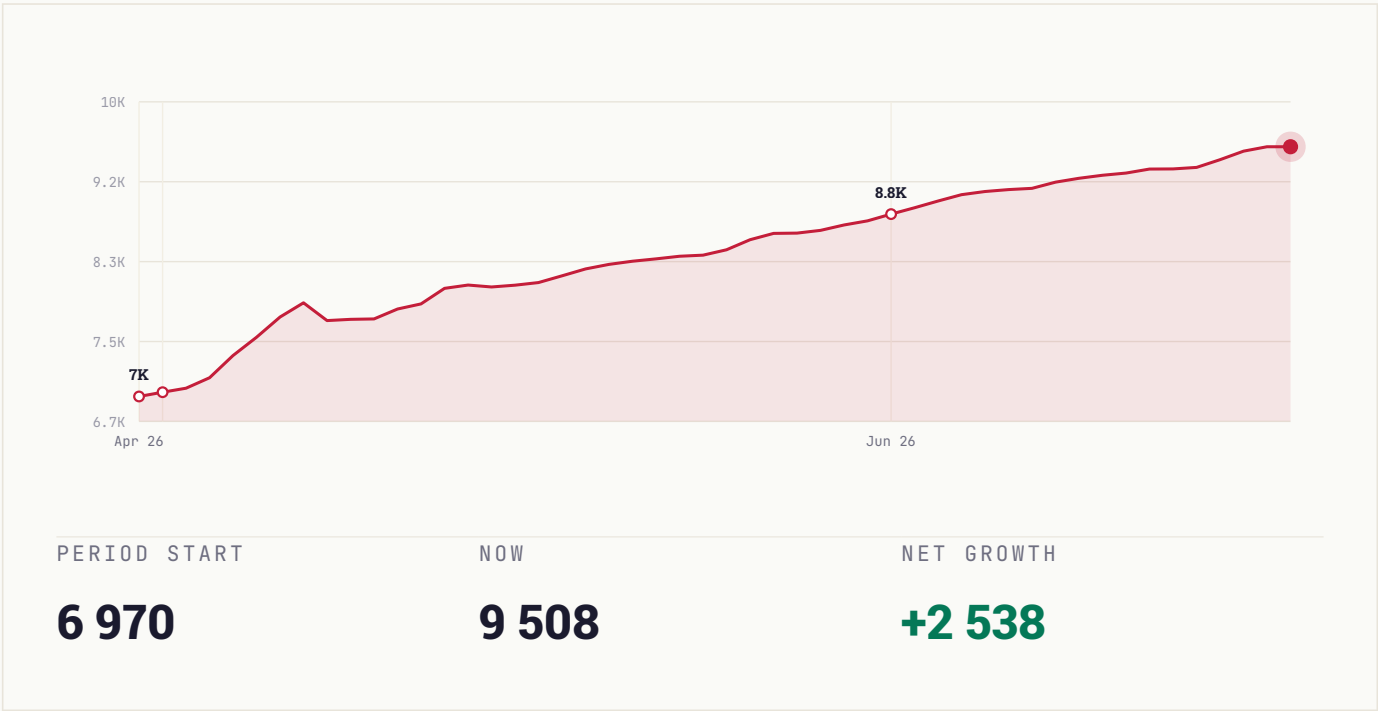
WORST 3

↓ 10.06 · 07:33 PHOTO 1-room apt for rent, Kosmonavtov St 38k2. Neat apt, 10 min walk from Malinovka metro. Rent...	VIEWS 6 049 REACT. 11 REP. 46 ER 63.6%
↓ 12.06 · 10:05 PHOTO Studio for rent, Brilevskaya St 27. As shown. DIY renovation allowed. Long-term (1 year+)...	VIEWS 6 016 REACT. 58 REP. 63 ER 63.2%
↓ 13.06 · 07:20 PHOTO 2-room apt for rent, Gerasimenko St. Long-term from June 22. All amenities for comfortable living...	VIEWS 5 653 REACT. 20 REP. 104 ER 59.4%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

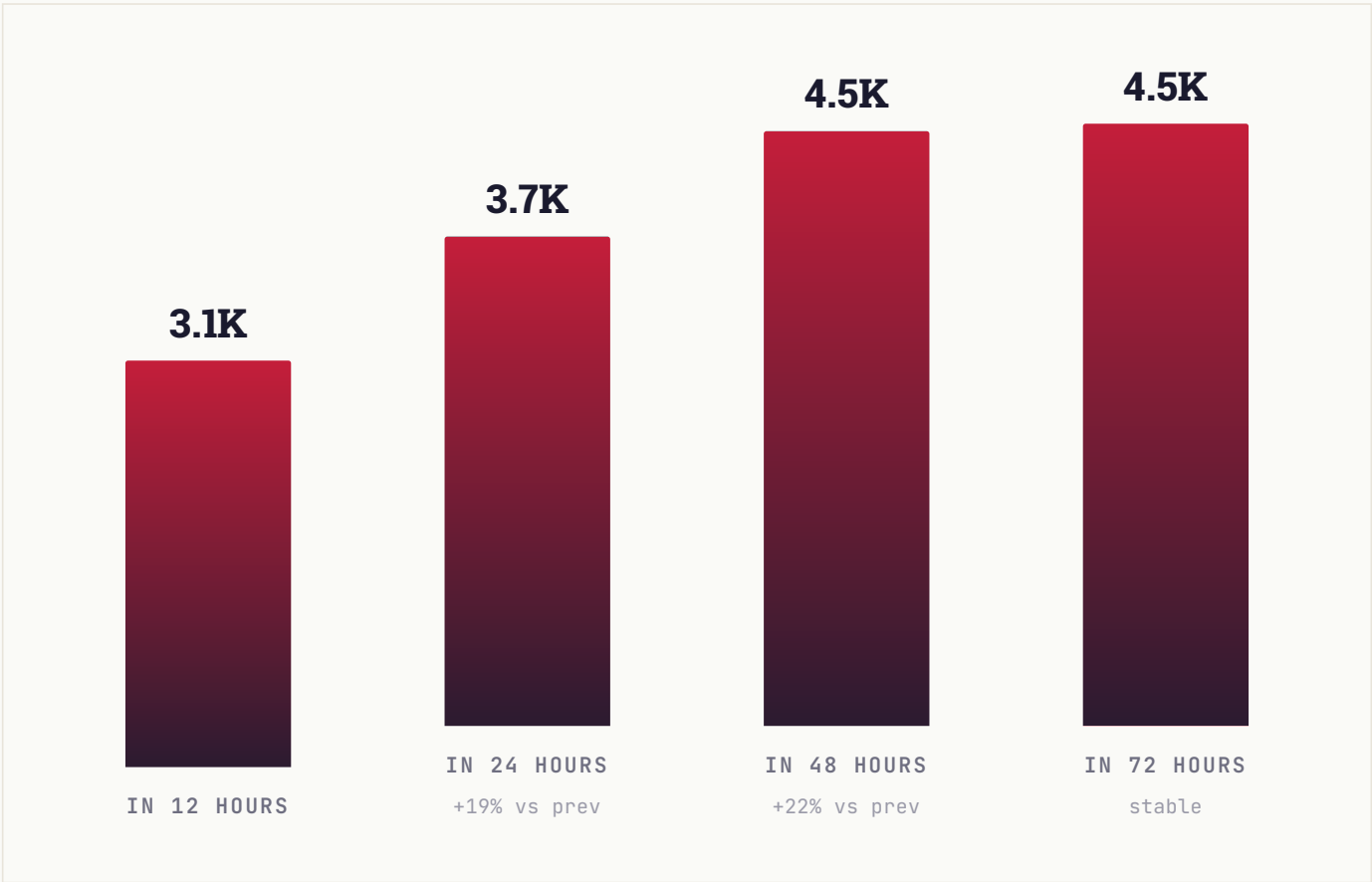
Subscriber growth chart over the year. Key months show exact subscriber count.
Clear which months the channel grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus Deals	75.2K
F- Flatty - Apartment rental in Minsk Owner listings	43.6K
CI Promocodes & discounts Belarus	41.4K
SI Belarus Deals & New	36.2K
H2 Finds 21vek.by	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
CI Onliner Catalog	21.5K
MF Minsk Flat YOU	9.5K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#19 of 100). Leader — 5 element | 5element.by (105.2K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 06 • NICHE COMPARISON

Where your channel stands in its league

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

#19

/100

POSITION IN NICHE

Channel in top 19% – strong position

SUBSCRIBERS

better than 66% of niche

median 1.8K

151

9 512 – your channel

26.5K

AVG REACH / POST

better than 90% of niche

median 626

1

6 854 – your channel

7.5K

CITATION INDEX

99% worse than median

median 0

0

0 – your channel

25

— SECTION 07 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday

Audience most active on this day at 09:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% video 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 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 is an easy growth lever.

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 — what we can do in a few minutes based on public data. Want to go further — run ads with us and hit your growth target in a month.

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
