

PUBLIC REPORT BY PROMTPRESS

Channel audit

Flats for friends



@flats_for_friend

Official rental channel in Moscow. No commission. Questions -
@manager_lizi FFF Premium - https://t.me/flats_for_friends_premium FFF SPb - ...

SUBSCRIBERS

170 638

+5758 per month

ERR (% SEE POSTS)

5.0%

per day 4.5%

REACH/POST

8.2K

ad reach 7.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 170 638 —	 SUBS REACH 4.78% avg % subs see post	 VIEWS/POST 8.2K median 8.3K · 9 days	 POSTS/DAY 16.8 ~118 per week
 7D TREND — no data for period	 REACTIONS/POST 48.2 total 8,044 reactions, 8,981 reposts, 20 comments	 POST LENGTH 736 chars median 775 · 9 days	 POSTS ANALYZED 167 9 days
 AD REACH 7.7K 24h avg	 CHURN / MONTH +5758 last month	 CITATION RATE 50 citation index · 110 channels mentioned all time	 CHANNEL AGE 4 years 7 months created 18.11.2021

AI EDITOR SUMMARY

Channel «Flats for friends» – 170 638 subs. Each post averages 8.2K people (5% from subs), reach low – consider expanding audience. Posts 118 posts per week (~17 per 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **167** posts over 9 days.
- 02 Dominant format — **Photo** (160/167 posts).
- 03 Avg post length — **736** chars (median 775).
- 04 Audience peak — **Wednesday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (11.7K avg top vs 6.8K worst) — across 167 posts in 9 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 13:32 PHOTO 2-room apt📍 Mayakovskaya2📍 45 m², 2nd floor Available from July 1 Long-term rental at 1st Tverskaya-Yamskaya St...	VIEWS 12 436 REPOSTS 118	REACTIONS 164 ER 7.3%
Nº2 16.06 · 13:05 PHOTO Euro-three-bedroom📍 m.Trikotazhnaya📍 Euro-3-room, 53.6 m² 📍Address: Volokolamskoye shosse, 97 Floor 38 5 min walk from MCD...	VIEWS 11 349 REPOSTS 435	REACTIONS 117 ER 6.7%
Nº3 17.06 · 17:19 PHOTO Rent apartment📍 My name is Daria, 27, from Minsk Photographer Neat, tidy Looking for: -bright...	VIEWS 11 175 REPOSTS 17	REACTIONS 29 ER 6.5%

Nº4 18.06 · 17:34 PHOTO 1-room apt Frunzenskaya1 Cute one-room in Khamovniki Bright, quiet, cozy apartment in one of Moscow's best districts - Khamovniki...	VIEWS 10 815 REPOSTS 96 REACTIONS 128 ER 6.3%
Nº5 17.06 · 10:22 PHOTO Euro-one-bedroom m.Prospekt Mira5 Euro-one-bedroom 45 m² on Prospekt Mira Address: Banny pereulok 2s1 — Long-term rent, move-in...	VIEWS 10 506 REPOSTS 108 REACTIONS 75 ER 6.2%

WORST 3

↓ 18.06 · 12:35 PHOTO Spot in room m. Vykhino7 Room spot available - 8 min from Vykhino metro. For guys; girls can be offered...	VIEWS 6 847 REPOSTS 19 REACTIONS 37 ER 4.0%
↓ 22.06 · 08:30 PHOTO 1-room apt Gorchakova St.1 Cozy 1-room apartment for rent in Moscow at Chechersky Proezd, 24k2. Area...	VIEWS 6 773 REPOSTS 43 REACTIONS 34 ER 4.0%
↓ 21.06 · 09:18 PHOTO Looking for roommate m.Kuzminki7 Looking for a female roommate for a 2-room apartment on a LONG term (at least 1 year) Metro...	VIEWS 6 707 REPOSTS 33 REACTIONS 21 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

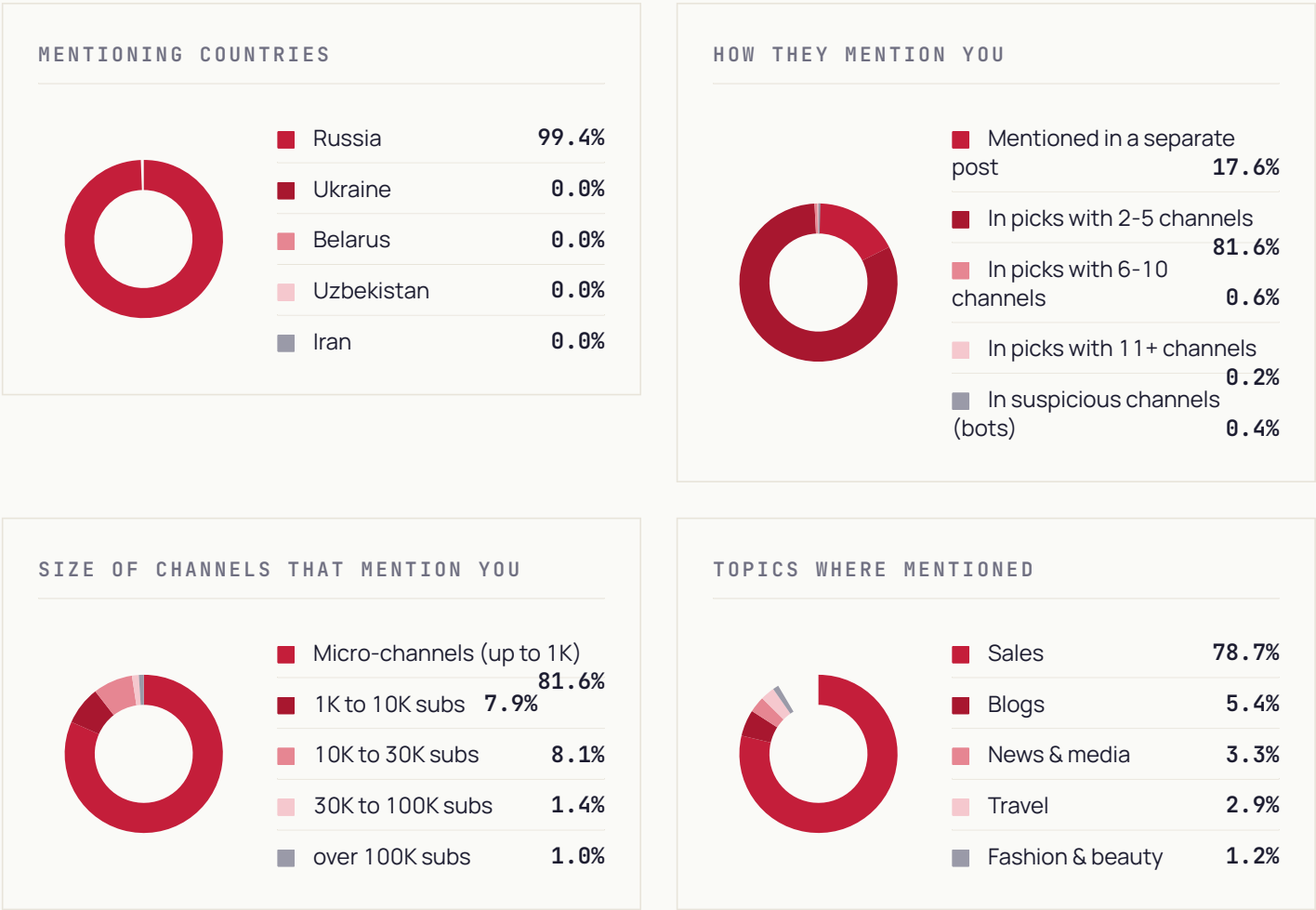
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

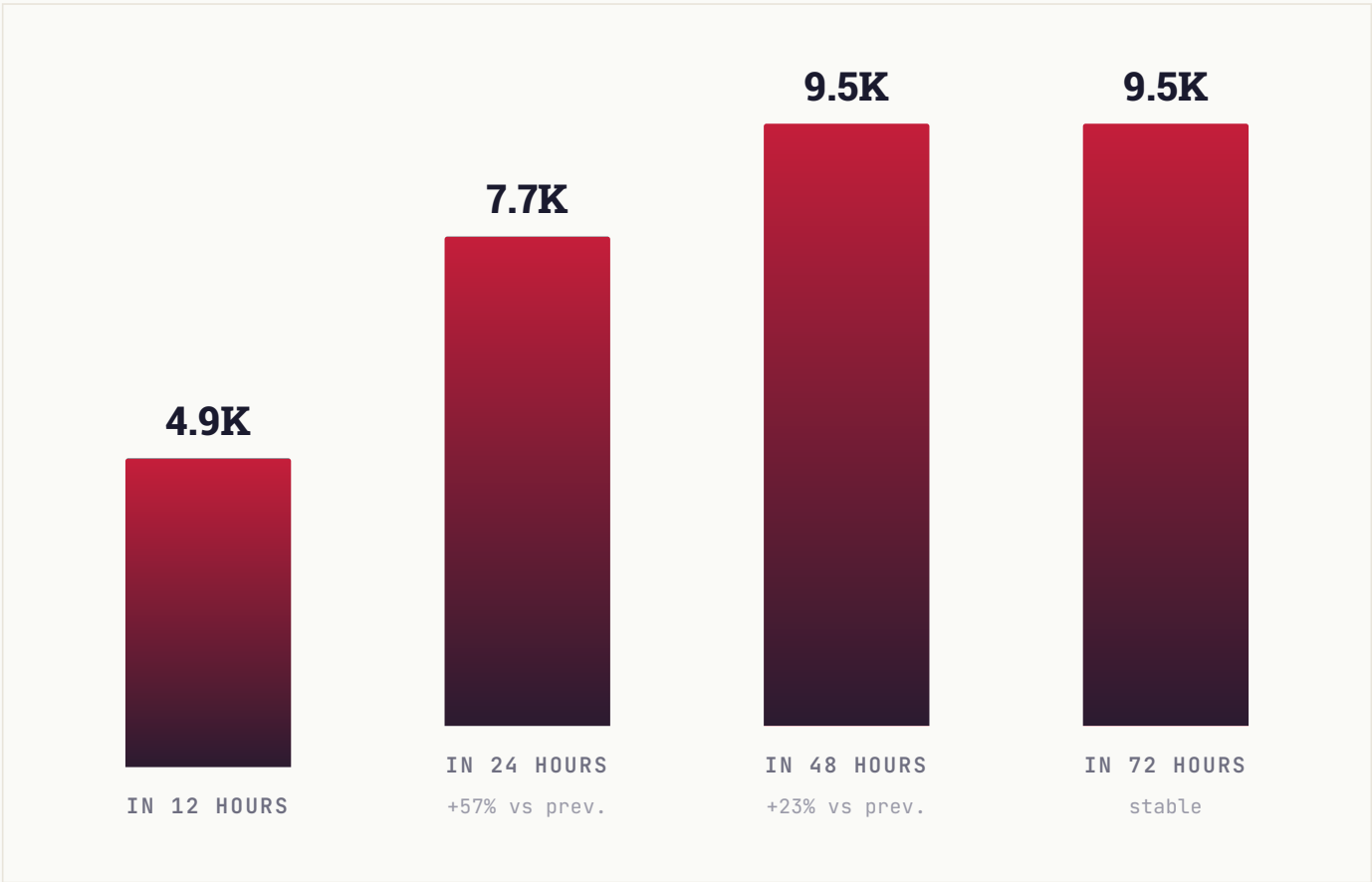
Citation index **50** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **110** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DD DOMEQ. DESIGN RENOVATION REAL ESTATE	523.8K
PL Layout	455.5K
AI Interior & decor	452K
MK My apartment	429.1K
MS Wise Builder	411.3K
LK Favorite apartment	410K
PR ProRealty	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
FF Flats for friends YOU	170.6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 89). Niche leader — DOMEQ. DESIGN | RENOVATION | REAL ESTATE (523.8K), median subs 108.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **123**, they brought **37 841** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	120	1	156
November 2025	0	0	1 990
October 2025	3	3	5 013
September 2025	0	0	11 533
August 2025	0	0	12 244
July 2025	0	0	6 905

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
123	6	37 841

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category "Interior & construction» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

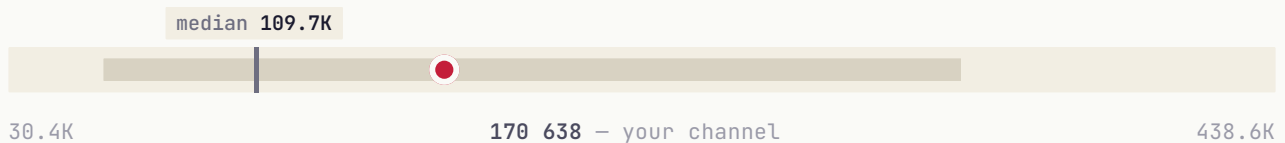
#32

/100

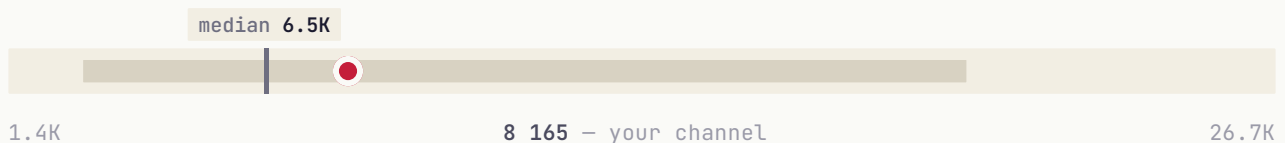
RANK IN NICHE

Channel in the top half of the ranking

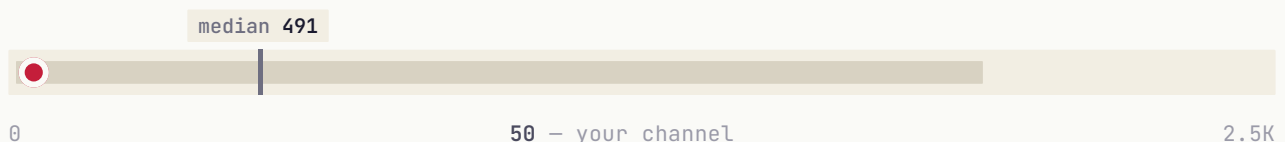
SUBSCRIBERS

better than 60% of niche

AVG REACH / POST

better than 54% of niche

CITATION INDEX

90% worse than median

— 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 — Wednesday**

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for
key posts****02****Increase video posts share**

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 4.78% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.7pp ER**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 and interactive formats**

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

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 ads

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

02

Contact manager

t.me/PromptPress_manager