

— PUBLIC REPORT PROMTPRESS

Channel Audit

Flatty - Rent apartments in Minsk | Housing from owners



@flattyby

■ Install the app: ■ Android: <https://play.google.com/store/apps/details?id=com.kadilo.inc.flatty> ■ iOS: <https://apps.apple.com/ru/app/id1467740493> Feedback: @FlattyBot

SUBSCRIBERS

43 576

ERR (% SEE POSTS)

2.0%

REACH/POST

927

+376 per month

in 24h 1.9%

ad reach 813/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 43 576 —	 SUBS REACH 2.13% avg % subs see post	 VIEWS/POST 927 median 948 · 2 days	 POSTS/DAY 106.9 ~748 per week
 7D TREND — no data for period	 REACTIONS/POST 0.2 72 reactions, 729 reposts, 0 comments	 POST LENGTH 120 chars median 118 · 2 days	 POSTS ANALYZED 319 2 days
 AD REACH 813 24h avg	 CHURN / MONTH +376 last month	 CITATION RATE 0 citation index · 16 channels mentioned ever	 CHANNEL AGE 7 years 8 months created 18.09.2018

AI EDITOR SUMMARY

Channel «Flatty - Rent flats in Minsk | Housing from owners» — 43 576 subs. Each post averages 927 people (2% of subs), reach is low — consider expanding audience. Publishes 748 posts per week (~107/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 319 posts in 2 days.
- 02 Dominant format — Text (319/319 posts).
- 03 Avg post length — 120 chars (median 118).
- 04 Audience peak — Tue, 05:00 MSK.
- 05 Strongest posts get 11x more views than the weakest (1.5K avg top vs 143 worst) — among 319 posts in 2 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 02:31 TEXT 1-Room for \$700 (1 940 BYN) Minsk, Kuybysheva, 75 Rating: 4 ☺️ 00:53:39, Onliner Photo Source	VIEWS 1 553 REACTIONS 7 REPOSTS 2 ER 3.6%
Nº2 17.06 · 01:33 TEXT 2-Room for \$401 (1 247 BYN) Masyukovshchina, Mihasya Lynkova, 15 Rating: N/A 23:56:35, Kufar Photo Source	VIEWS 1 516 REACTIONS — REPOSTS 5 ER 3.5%
Nº3 15.06 · 09:39 TEXT 2-Room for \$632 (1 745 BYN) Grushevka, Shchorsa, 11 Rating: N/A 08:02:05, Kufar Photo Source	VIEWS 1 501 REACTIONS — REPOSTS — ER 3.4%

Nº4

15.06 · 01:27

TEXT

1-Room for \$753 (2 078 BYN) Minsk-Mir, Aerodromnaya, 20

Rating: N/A 23:49:51, Kufar Photo Source

VIEWS

1 479

REPOSTS

—

REACTIONS

2

ER

3.4%

Nº5

15.06 · 09:39

TEXT

2-Room for \$502 (1 385 BYN) Selkhozposelok, Galo, 76

Rating: N/A 08:02:05, Kufar Photo Source

VIEWS

1 445

REPOSTS

3

REACTIONS

—

ER

3.3%

WORST 3

↓ 17.06 · 20:10 TEXT 2-Room for \$700 (1 937 BYN) Minsk, Petra Mstislavtsa, 3 Rating: 5 18:32:48, Onliner Photo Source	VIEWS 218 REPOSTS — REACTIONS — ER 0.5%
↓ 17.06 · 20:16 TEXT 2-Room for \$401 (1 108 BYN) Zeleny Lug, Sedykh, 60 Rating: N/A 18:39:23, Kufar Photo Source	VIEWS 139 REPOSTS — REACTIONS — ER 0.3%
↓ 17.06 · 20:21 TEXT 1-Room for \$552 (1 524 BYN) Mayak Minsk, Kirilla Turovskogo, 8 Rating: N/A 18:44:26, Kufar Photo Source	VIEWS 72 REPOSTS — REACTIONS — ER 0.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

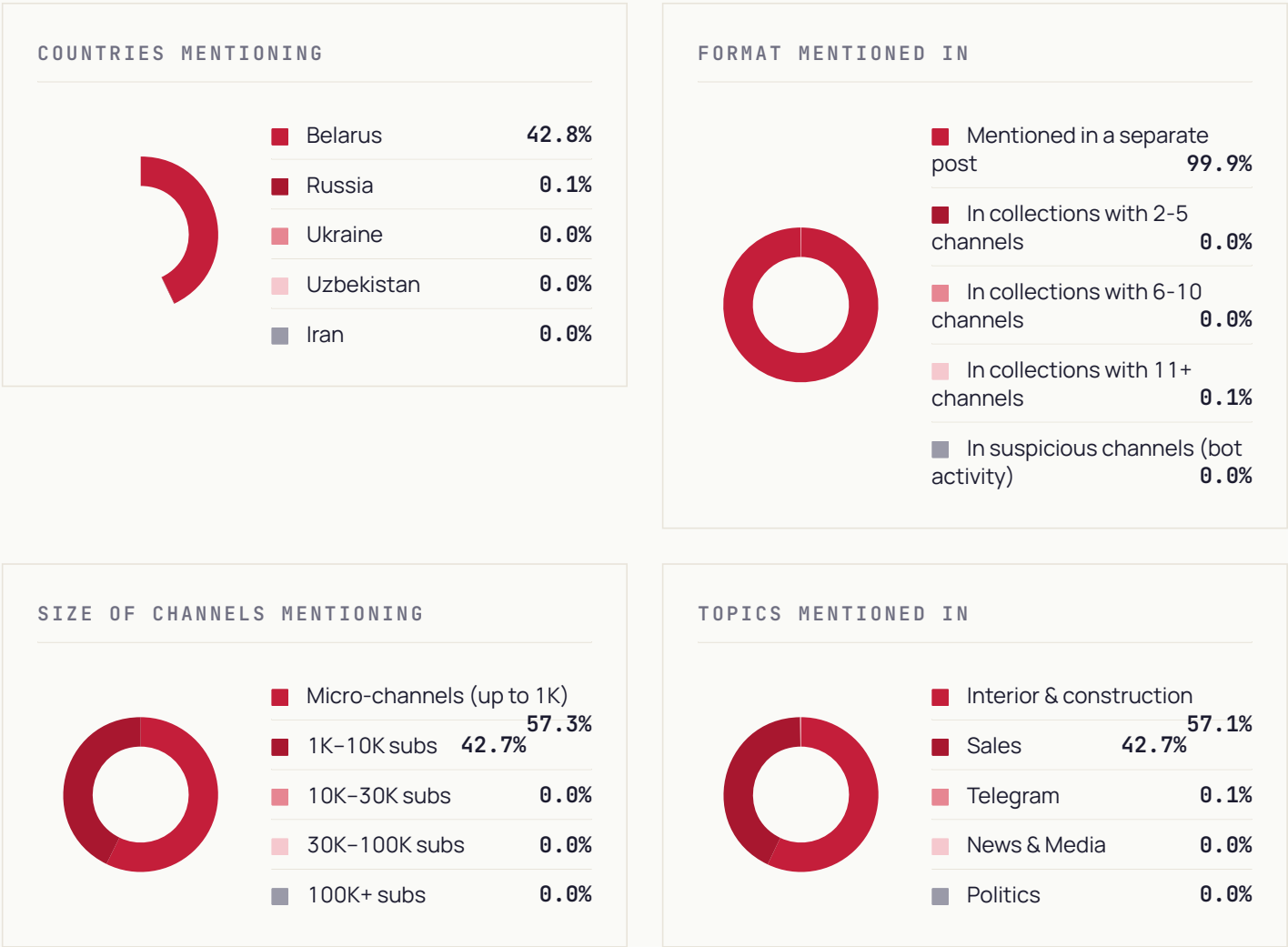
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss periods.



SECTION 04 · MENTIONS

Who & how mentions the channel

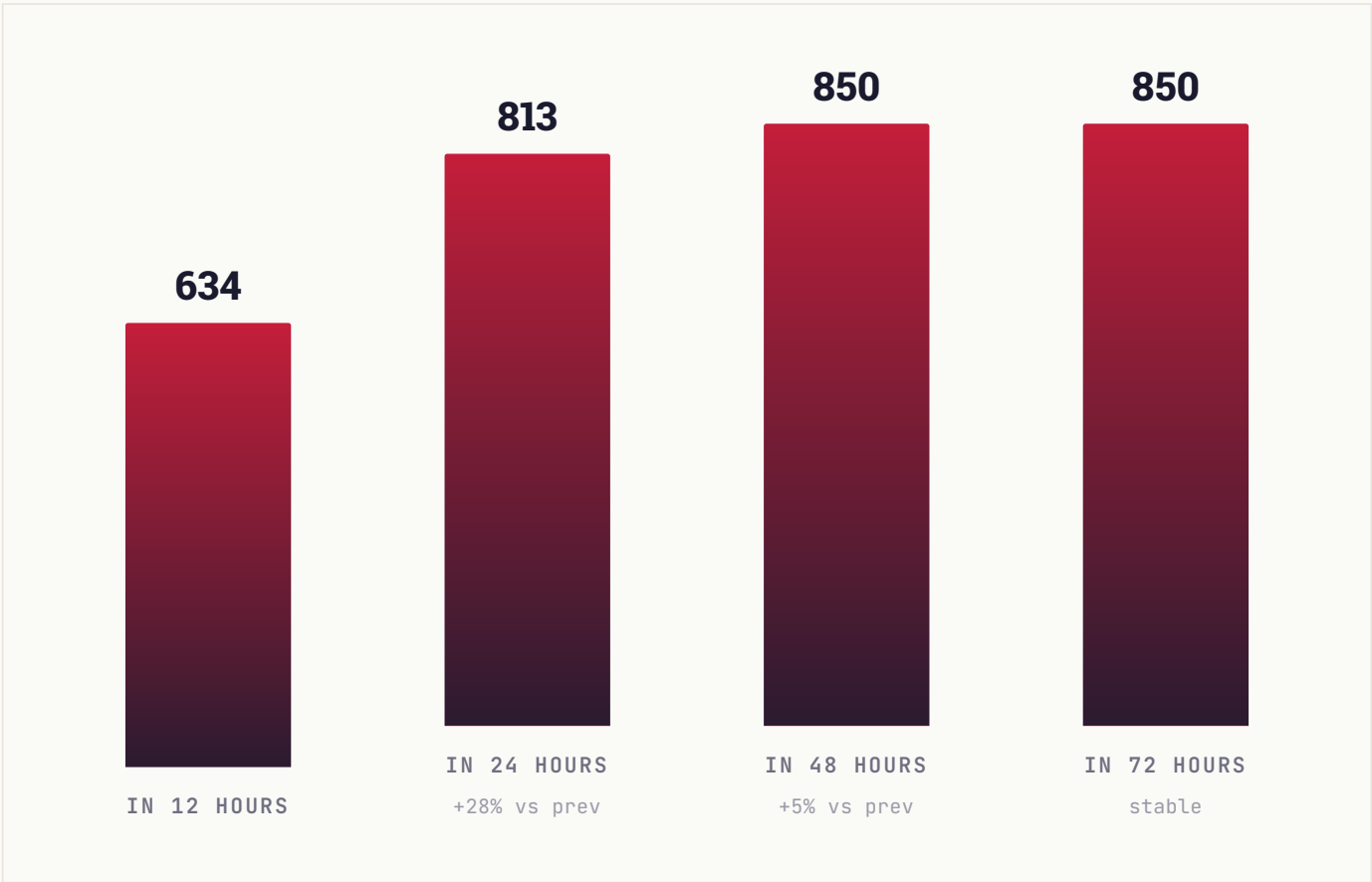
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned 16 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see your niche rank.

CHANNEL		SUBSCRIBERS
53	5 element 5element.by	105.2K
SB	Belarus discounts	75.2K
F-	Flatty - Rent apartments in Minsk Housing from owners YOU	43.6K
PI	Promocodes & discounts Belarus	41.4K
SI	Belarus discounts & new arrivals	36.2K
H2	Findings 2lvek.by	35.5K
RE	Realt	32.3K
SI	SMARTECH luxury tech	27.3K
K-	Kupon.by – promo codes Belarus	26.3K
KO	Onliner Catalog	21.5K
2	2lvek.by	20.3K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 100 category channels). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **21**, they brought **1 071** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	21	1	33	
Nov 2025	0	0	53	
Oct 2025	0	0	128	
Sep 2025	0	0	182	
August 2025	0	0	304	
July 2025	0	0	371	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
21	6	1 071

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Sales» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#3 /100

POSITION IN NICHE

Channel in top 3% sales Belarus

SUBSCRIBERS

better than 90% of niche

median 1.8K

151

43 576 — your channel

47.9K

AVG REACH / POST

better than 53% of niche

median 626

1

927 — your channel

5.6K

CITATION INDEX

worse than median by 99%

median 0

0

0 — your channel

25

— 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**Main post of the week — on Tuesday**

Audience is most active on this day at 05:00 MSK.

EFFECT

**Best window
for important
post****02****Increase video post share**

Video in Telegram retains 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 2.13% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.4pp ER**04****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****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager