

PUBLIC REPORT PROMTPRESS

Channel audit

Housing Balance

c-ens.by



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Housing Balance, operating in Belarus since 2014. We help buy an apartment in installments up to 15 years on a savings basis for people with various income levels on favorable terms.

SUBSCRIBERS

10 983

+199 per month

ERR (% SEE POSTS)

35.0%

daily **18.1%**

REACH/POST

3.9K

ad reach **2K**/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 10 983 —	 SUBS REACH 35.32% avg % subs see post	 VIEWS/POST 3.9K median 4K · 29 days	 POSTS/WEEK 6.9 over period
 7D TREND +8.5% vs previous week	 REACTIONS/POST 23.4 680 reactions, 227 reposts, 100 comments	 POST LENGTH 482 chars median 388 · 29 days	 POSTS ANALYZED 29 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH +199 last month	 CITATION RATE 3 citation index · 9 channels mentioned ever	 CHANNEL AGE 8 years 3 months created 10.03.2018

AI EDITOR SUMMARY

Channel «Housing Balance c-ens.by» — 10 983 subs. Each post averages 3.9K people (35% from subs), good reach. Publishes 7 posts/week (~1/day) — rare. Week 1–7 Jun reach up +8.5% week 25–31 May — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **29** posts over 29 days.
- 02 Dominant format — **Photo** (17/29 posts).
- 03 Avg post length — **482** chars (median 388).
- 04 Peak audience activity — **Wed**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.4K avg for top vs 3.1K for worst) — among 29 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 13:59 PHOTO Which apartments did Housing Balance participants choose in May 2026? Most popular were two-room apartments — bought...	VIEWS 5 774 REP. 16	REACTIONS 29 ER 52.6%
Nº2 26.05 · 09:16 PHOTO Housewarming in Vitebsk: 2-room apartment for Ilya Bought another apartment for our participant! Apartment: 2-room, ...	VIEWS 5 356 REP. 5	REACTIONS 40 ER 48.8%
Nº3 22.05 · 09:34 PHOTO Bought another apartment in Bobruisk 2-room, 55.8 sq m for participant Vadim. Bobruisk, Sikorskogo St. ...	VIEWS 4 948 REP. 9	REACTIONS 34 ER 45.1%

Nº4 02.06 · 11:13 PHOTO ☒Housewarming in Gomel: 2-room apartment on Pobedy St. Bought another apartment for our participant! ☒Apartment: 2-room...	VIEWS 4 840 REACTIONS 40 REP. 20 ER 44.1%
Nº5 04.06 · 11:46 PHOTO You didn't have time to think, and we've already calculated your monthly payment for buying an apartment☺ ☒Write to us on Telegram and start your journey to...	VIEWS 4 773 REACTIONS 15 REP. 1 ER 43.5%

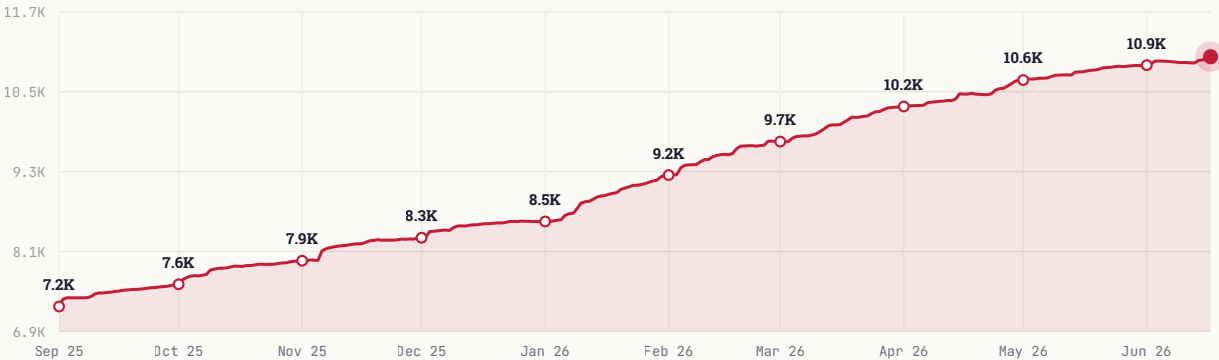
WORST 3

↓ 08.06 · 05:33 PHOTO ☒Group consultation schedule for the week Open slots for upcoming meetings in your city – see cards above. ☒...	VIEWS 3 297 REACTIONS 16 REP. 6 ER 30.0%
↓ 11.06 · 14:59 TEXT ⚡May results for 'Housing Balance' ⚡ Financed 178 properties worth over 32,800,000 BYN! Total...	VIEWS 3 099 REACTIONS 24 REP. 3 ER 28.2%
↓ 12.06 · 11:54 PHOTO Looking for an apartment in Minsk – but good options are dwindling and prices rising? ☒ Together with our partners, a real estate agency...	VIEWS 2 839 REACTIONS 18 REP. 2 ER 25.8%

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.



PERIOD START

7 228

NOW

10 983

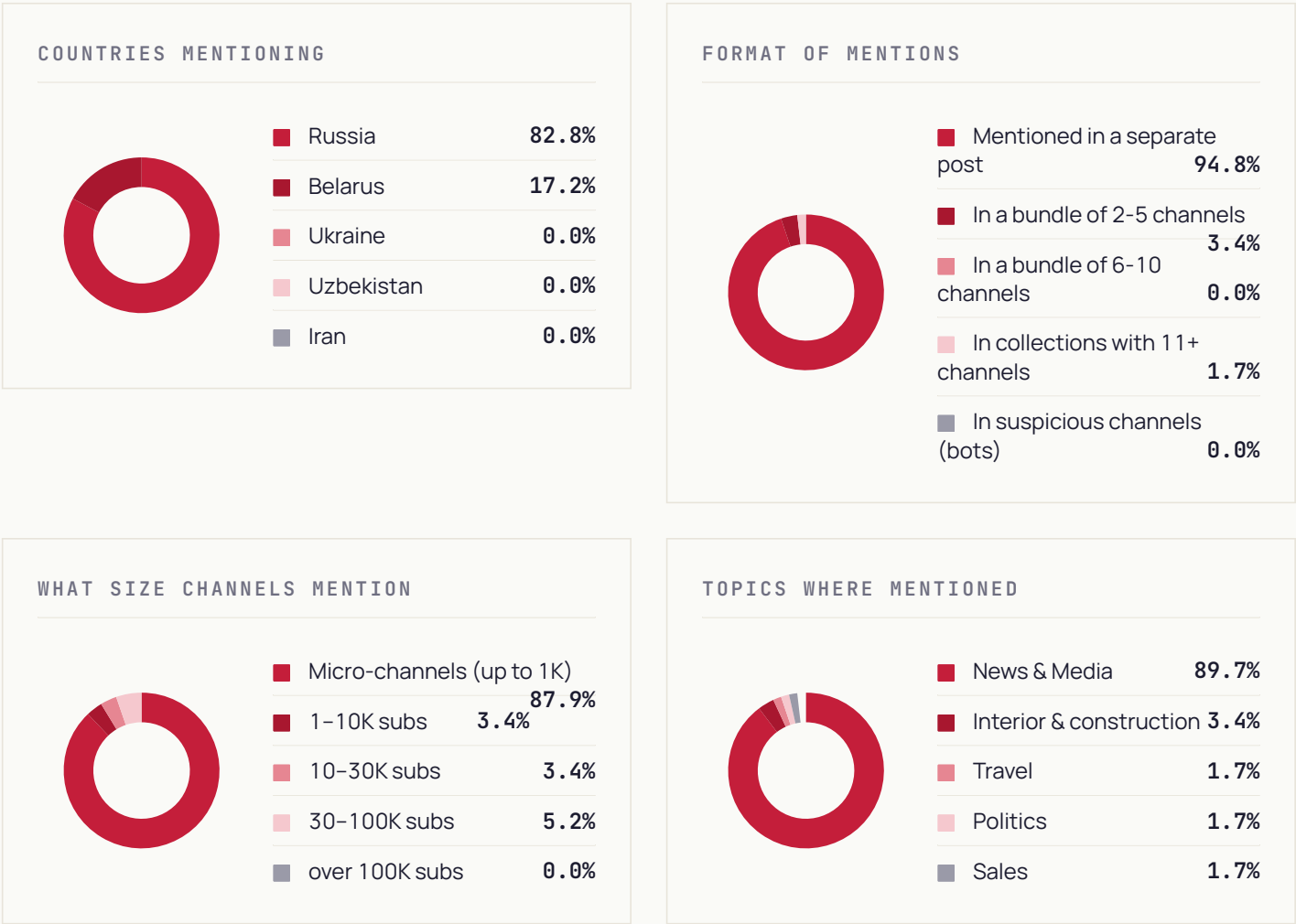
NET GROWTH

+3 755

SECTION 04 · MENTIONS

Who mentions the channel how

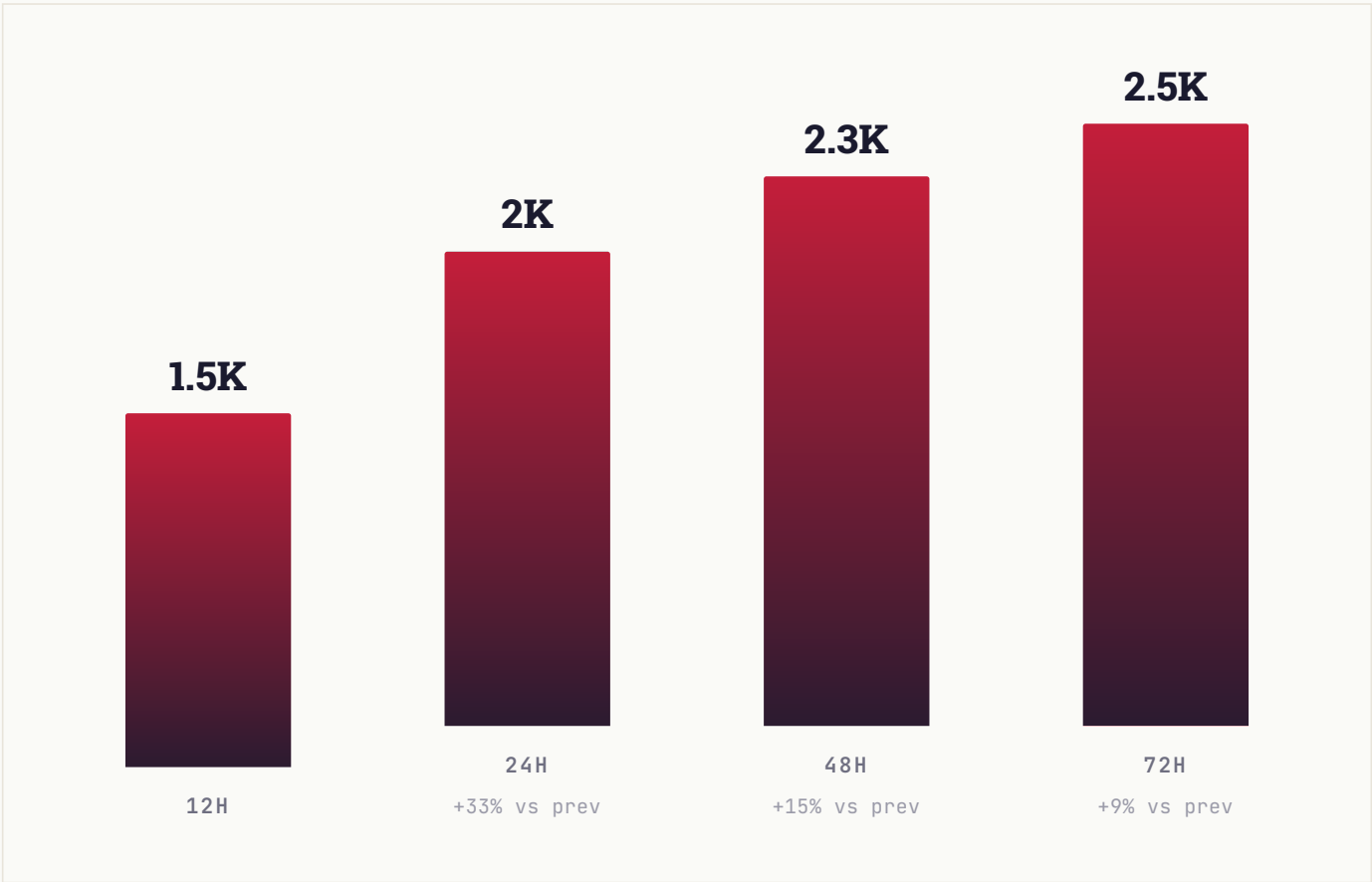
Citation index 3 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned 9 different channels.



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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Apartment rental in Minsk Housing from owners	43.6K
PI Promocodes & Discounts Belarus	41.4K
SI Belarus discounts & new items	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
KO Onliner catalog	21.5K
HB Housing Balance c-ens.by YOU	11K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#16 of 100). Leader — 5 element | 5element.by (105.2K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **0**, they brought **1 339** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	268 
Nov 2025	0	0	378 
Oct 2025	0	0	367 
September 2025	0	0	326 
August 2025	0	0	0 
July 2025	0	0	0 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	1 339

SECTION 08 · NICHE COMPARISON

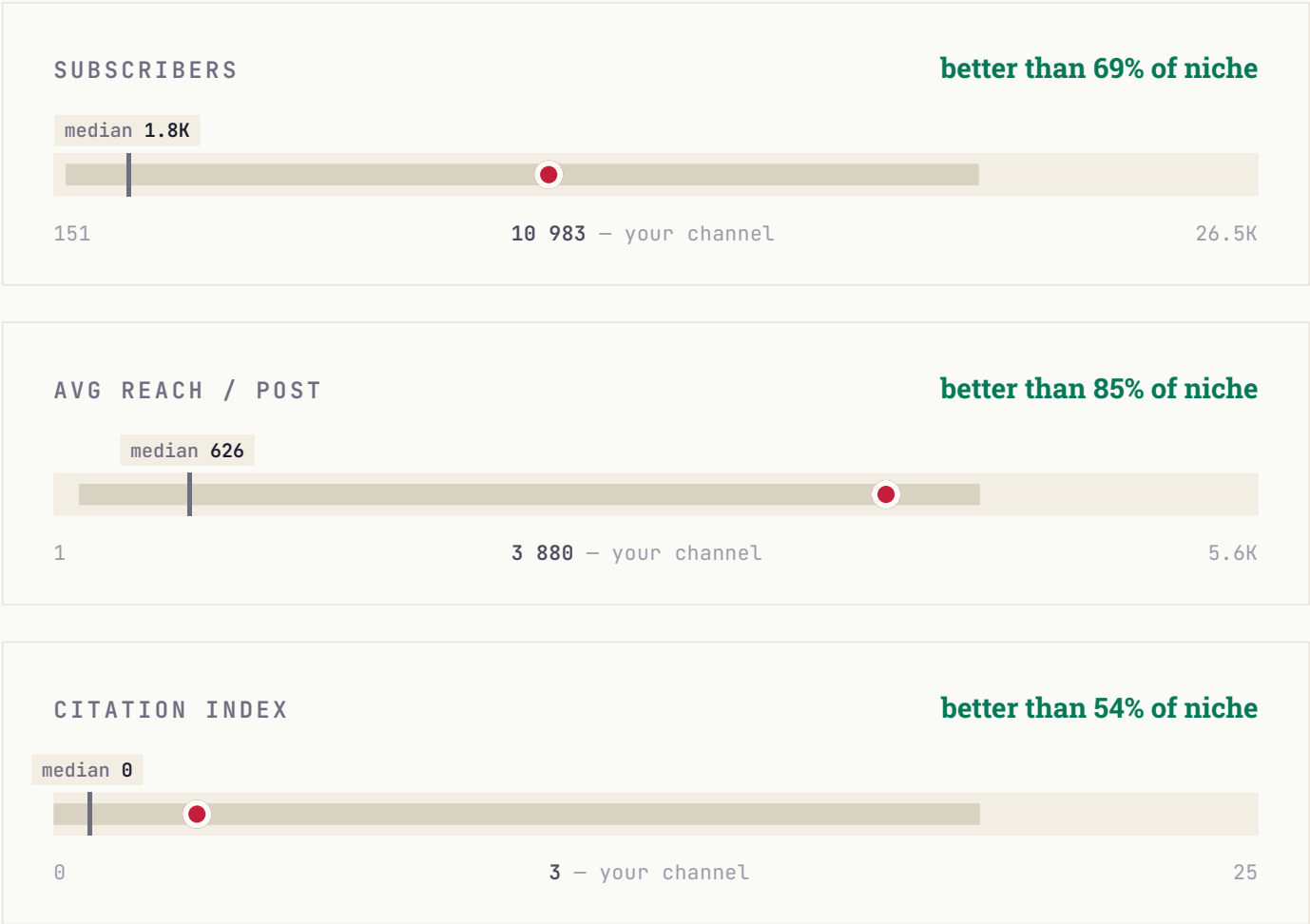
Where the channel stands in its league

Took 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.

#16/100

RANK IN NICHE

Channel in top 16% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Wednesday

On this day at 16:00 MSK audience is most active.

EFFECT

**Best time for
key posts**

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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post 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 us to do this **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 ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
