

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Lithuanian about housing



@litovskaya_o_zhilje

All about residential real estate in Minsk. News, analysis, trends.
Website with webinars: <https://litovskaya.by/> write me:
[@litovskaya_by](#)

SUBSCRIBERS

25 491

+279 per month

ERR (% SEE POSTS)

40.0%

Daily **30.8%**

REACH/POST

10.3K

Ad reach **7.8K/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 25 491 —	 SUBSCRIBER REACH 40.28% Avg % subs see post	 VIEWS/POST 10.3K Median 10.3K · 29 days	 POSTS/WEEK 49.8 Period
 7D TREND -5.2% vs prev week	 REACTIONS/POST 82.9 Total 17,152 reactions, 12,321 reposts, 0 comments	 POST LENGTH 384 chars Median 300 · 29 days	 POSTS ANALYZED 207 29 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH +279 Last month	 CITATION RATE 15 Citation index · 33 channels mentioned ever	 CHANNEL AGE 5 years 6 months Created 16.01.2021

AI EDITOR SUMMARY

Channel 'Litovskaya about housing' — 25 491 subs. Each post avg views 10.3K people (40% of subs), wide reach for channel this size. Publishes 50 posts/week (~7/day) — active posting. Week Jul 6–12 reach dropped -5.2% to week Jun 29 – Jul 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **207** posts in 29 days.
- 02 Dominant format – **Photo** (119/207 posts).
- 03 Avg post length – **384** chars (median 300).
- 04 Audience peak activity – **Tue, 21:00 MSK**.
- 05 Strongest posts get **2x** More views than weakest (12.8K avg top vs 8.2K worst) – among 207 posts in 29 days. Worth analyzing top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 11:21 PHOTO In Aviakvartal Novaya Borovaya sales of new building 14.3 from group «Solnechny Blick» started. Around: parking lots, shops, cafes. Through...	VIEWS 13 246 REP. 81	REACTIONS 102 ER 52.0%
Nº2 02.07 · 14:14 TEXT On beach #3 of Zaslavskoye reservoir, Miruar will install paid gazebos and sunbeds, and also open a cafe, rental points, piers. Onliner...	VIEWS 12 719 REP. 54	REACTIONS 64 ER 49.9%
Nº3 03.07 · 08:12 PHOTO Interesting topic raised by thread members. Many are now eyeing fresh dachas, like from Pinterest. And business is indeed established...	VIEWS 12 384 REP. 139	REACTIONS 140 ER 48.6%

Nº4 30.06 · 18:24 VIDEO Houses from MAPID in Venezuela withstood a powerful earthquake. Tremors of magnitude 7.2 and 7.5 caused severe destruction in...	VIEWS 12 233 REACTIONS 447 REP. 254 ER 48.0%
Nº5 24.06 · 05:44 PHOTO What kind of residential complex will be built on Timiryazeva-Ignatenko, near Tatarsky Square, on the site of the Legavtotrans industrial zone? Tenants are being evicted, preparing for...	VIEWS 11 781 REACTIONS 81 REP. 196 ER 46.2%

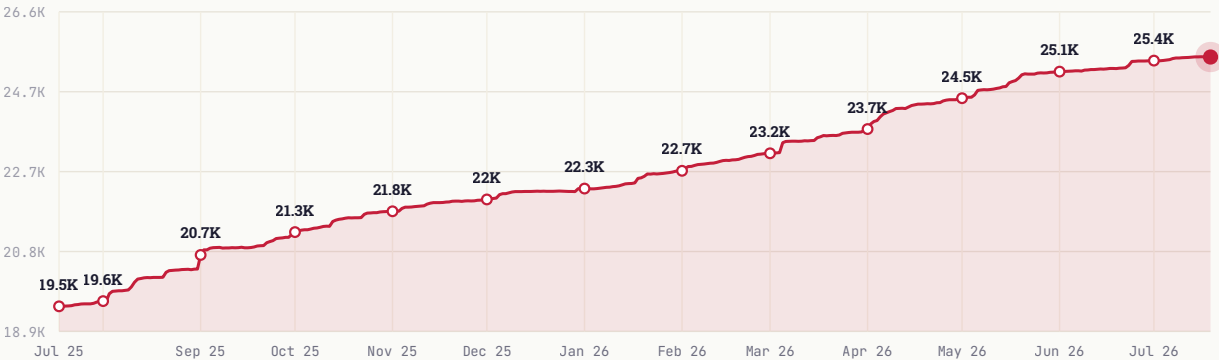
WORST 3

↓ 16.07 · 09:08 PHOTO In Vershina, building 4, sales of ready (finished) apartments start July 22. 14 units total. Some prices in photo. Compare...	VIEWS 8 544 REACTIONS 99 REP. 95 ER 33.5%
↓ 16.07 · 05:43 PHOTO How I bought a 'witch's house' for 45 rubles. A Belarusian honestly told about buying her dream house in the wilderness 'Hi, my name is Alena. And I am that...	VIEWS 8 285 REACTIONS 58 REP. 29 ER 32.5%
↓ 16.07 · 08:39 PHOTO Compact cottages offered in a gated community near Stepyanka In the forest area on the site of former government dachas continues...	VIEWS 7 766 REACTIONS 126 REP. 89 ER 30.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

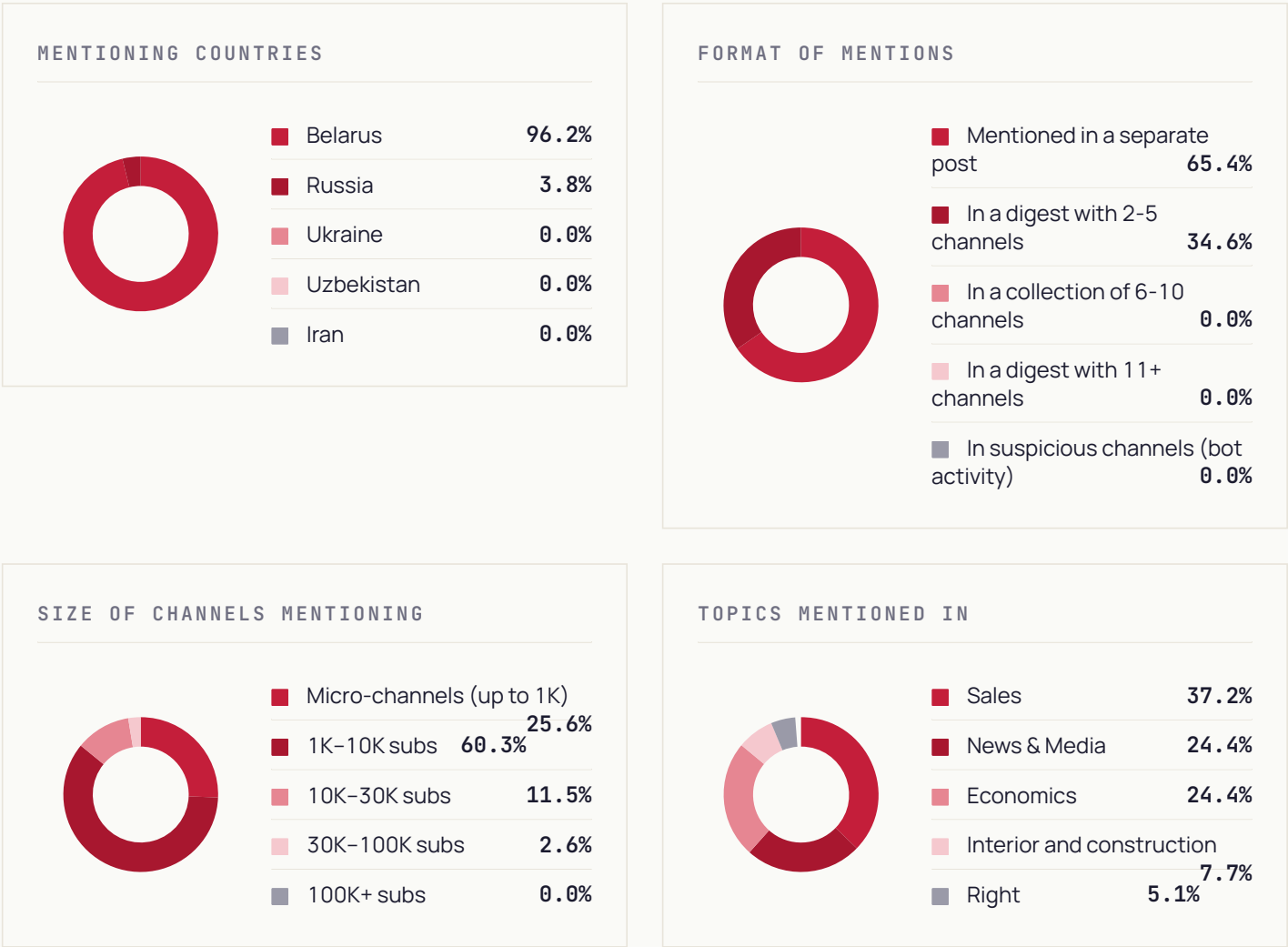


PERIOD START	NOW	NET GROWTH
19 464	25 491	+6 027

SECTION 04 · MENTIONS

Who & how mentions the channel

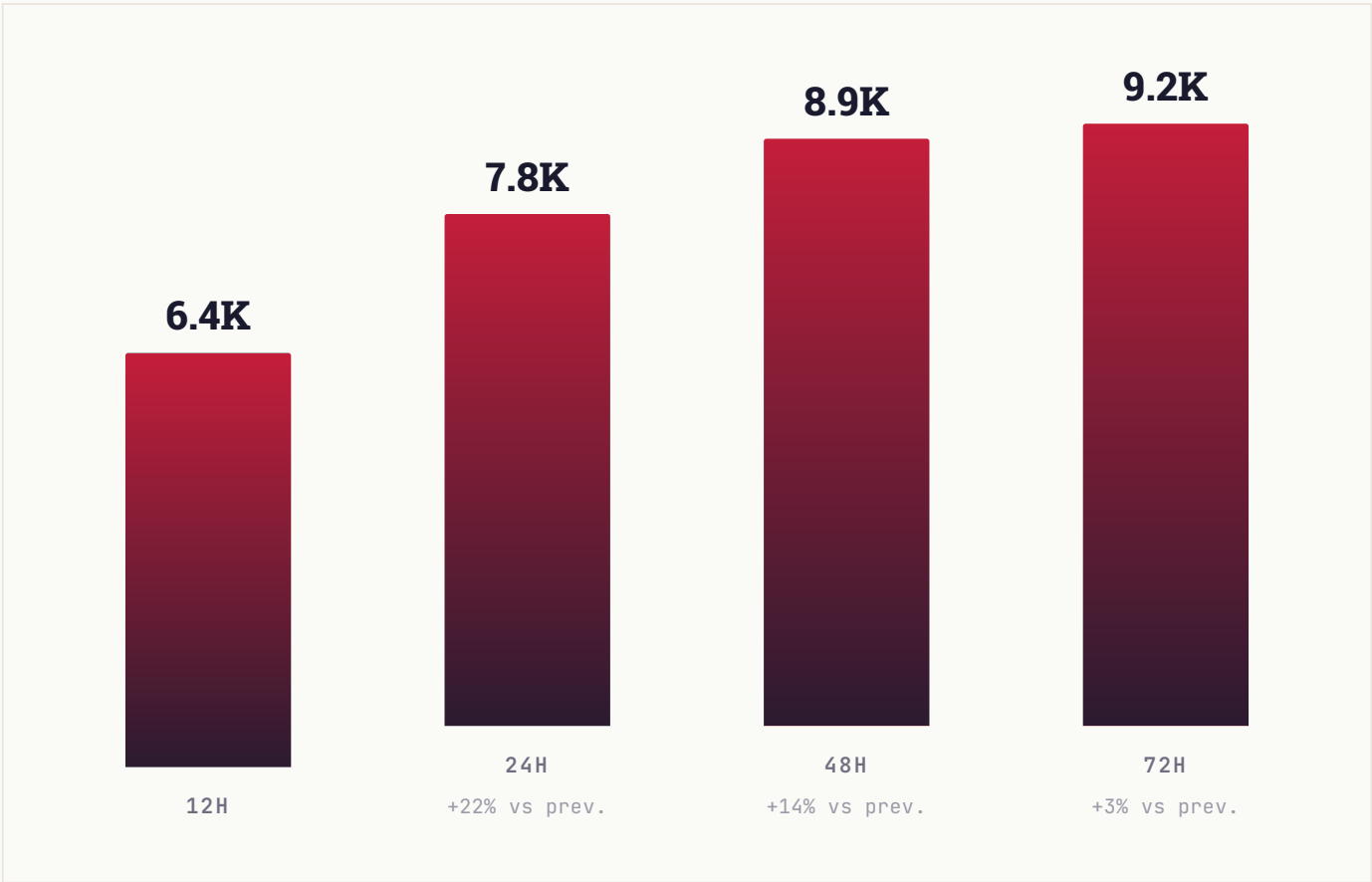
Citation index **15** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All time the channel was mentioned **33** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
LO Lithuanian about housing YOU	25.5K
DI Interior Design and Renovation BY	16.5K
G" GPO "Minskstroy"	10.5K
PR Proekt.by	9.9K
MB Ministry of Architecture and Construction of Belarus	8.1K
AK A-100 Comfort	6.7K
ZhV Housing Issue Gomel 🏗️	6.6K
Yu- Yu-Plast	3.8K
BR Realtor's Weekdays. Minsk	3.7K
JV Spadchyna	3.1K
VI Vikarti_dom	1.6K

COMPARATIVE CONCLUSION

Channel — Largest in set of 11 channels. With the rest, go cross-promo as niche leader: you give more reach than you get back, but solidify status.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **9**, they brought **3 262** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	444
December 2025	2	2	295
November 2025	3	3	293
October 2025	2	1	563
Sep 2025	2	2	866
August 2025	0	0	801

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
9	6	3 262

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-36 Channels in category «Interior and construction» (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.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday
Audience is most active on this day at 21:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

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 boost ER by +5-15%. One poll per week on a hot topic is an easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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