

PROMTPRESS PUBLIC REPORT

Channel audit

moskvaflats



@mosflatsss

Rent unique apartments in Moscow directly from owners. No commission. For placement inquiries - @manager_mosflats Referral link - <https://t.me/+9eRQtg0Vkl82NTEy> We cooperate with service...

SUBSCRIBERS

72 847

+27929 per month

ERR (% SEE POSTS)

9.0%

per day 6.7%

REACH/POST

6.4K

ad reach 5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 72 847 —	SUBS REACH 8.82% avg % of subs see post	VIEWS/POST 6.4K median 6.1K · 14 days	POSTS/DAY 9.0 ~63 per week
7D TREND — no data for period	REACTIONS/POST 32.3 only 4,200 reactions, 7,035 reposts, 0 comments	POST LENGTH 730 chars median 761 · 14 days	POSTS ANALYZED 130 14 days
AD REACH 5K 24h avg	CHURN / MONTH +27929 over the last month	CITATION RATE 4 citation index · 8 channels mentioned ever	CHANNEL AGE 2 years 2 months created 21.04.2024

AI EDITOR SUMMARY

Channel «moskvaflats» – 72 847 subs. Each post averages 6.4K people (9% from subs), reach is low – consider expanding audience. Publishes 63 posts per week (~9 per day) – active posting mode.

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 130 posts over 14 days.
- 02 Dominant format — Photo (123/130 posts).
- 03 Avg post length — 730 chars (median 761).
- 04 Peak audience activity — Wednesday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (10.6K avg for top vs 5.3K for worst) — among 130 posts in 14 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 16:54 PHOTO 3-room apt Pervomayskaya metro 3📍Address: 13th Parkovaya St 28 bldg 2 • 15 min walk to metro • 12th floor of 17, 76 m² Renting beloved apartment in...	VIEWS 10 913 REPOSTS 42	REACTIONS 37 ER 15.0%
Nº2 01.07 · 16:40 PHOTO Euro-two-room m. Vladykino 9📍Available from July 15! Cozy euro-two-room 45 m² near Vladykino metro and MCC, Signalny 16 residential complex. Walking distance...	VIEWS 10 400 REPOSTS 44	REACTIONS 36 ER 14.3%
Nº3 30.06 · 18:26 PHOTO Room m. Begovaya 7📍Address: Poliny Osipenko 2 bldg 2 • 11 m² • 7 min walk to metro • 3-room apartment • 10th floor of 22 From July 4...	VIEWS 10 360 REPOSTS 67	REACTIONS 79 ER 14.2%

Nº4 02.07 · 17:03 PHOTO 2-room apt Nemchinovka metro 🚆 Renting 2-room apartment in Sky Skolkovo 📍 Address: Ovrazhnaya St 47A • 7 min walk • 12th floor of 12 •...	VIEWS 10 355 REACTIONS 58 REPOSTS 196 ER 14.2%
Nº5 05.07 · 16:04 PHOTO Studio MCD Skolkovo 🚆 Friends, renting a 29.5 m² studio in Skolkovo residential complex. 📍 MCD Skolkovo – 15 min walk. Can drive in 3-5 min...	VIEWS 10 230 REACTIONS 57 REPOSTS 144 ER 14.0%

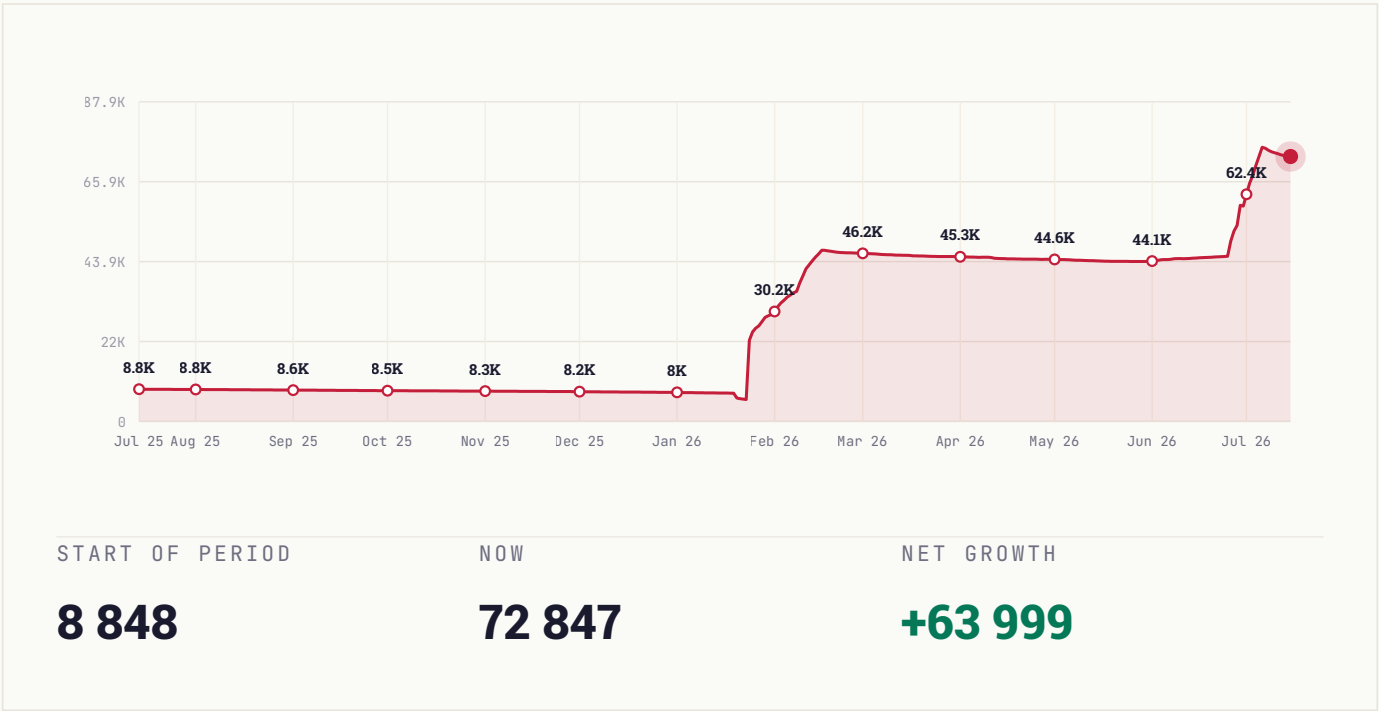
WORST 3

↓ 11.07 · 07:09 PHOTO Room m. Avtozavodskaya / Technopark 2 Looking for 1 roommate for a separate room (summer or long-term) 🚆 10-12 min...	VIEWS 5 414 REACTIONS 26 REPOSTS 64 ER 7.4%
↓ 10.07 · 12:05 PHOTO 👉👉👉 Selection of some apartments posted today in the private channel 🌟 1. 35,000₽ 2. 43,000₽ 3. 55,000₽ 4. 43,000₽ 5. 45,000₽ 6...	VIEWS 5 303 REACTIONS 15 REPOSTS 16 ER 7.3%
↓ 11.07 · 12:07 PHOTO 👉👉👉 Selection of some apartments posted today in the private channel 🌟 1. 45,000₽ 2. 65,000₽ 3. 50,000₽ 4. 58,000₽ 5. 45,000₽ 6...	VIEWS 5 172 REACTIONS 11 REPOSTS 6 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

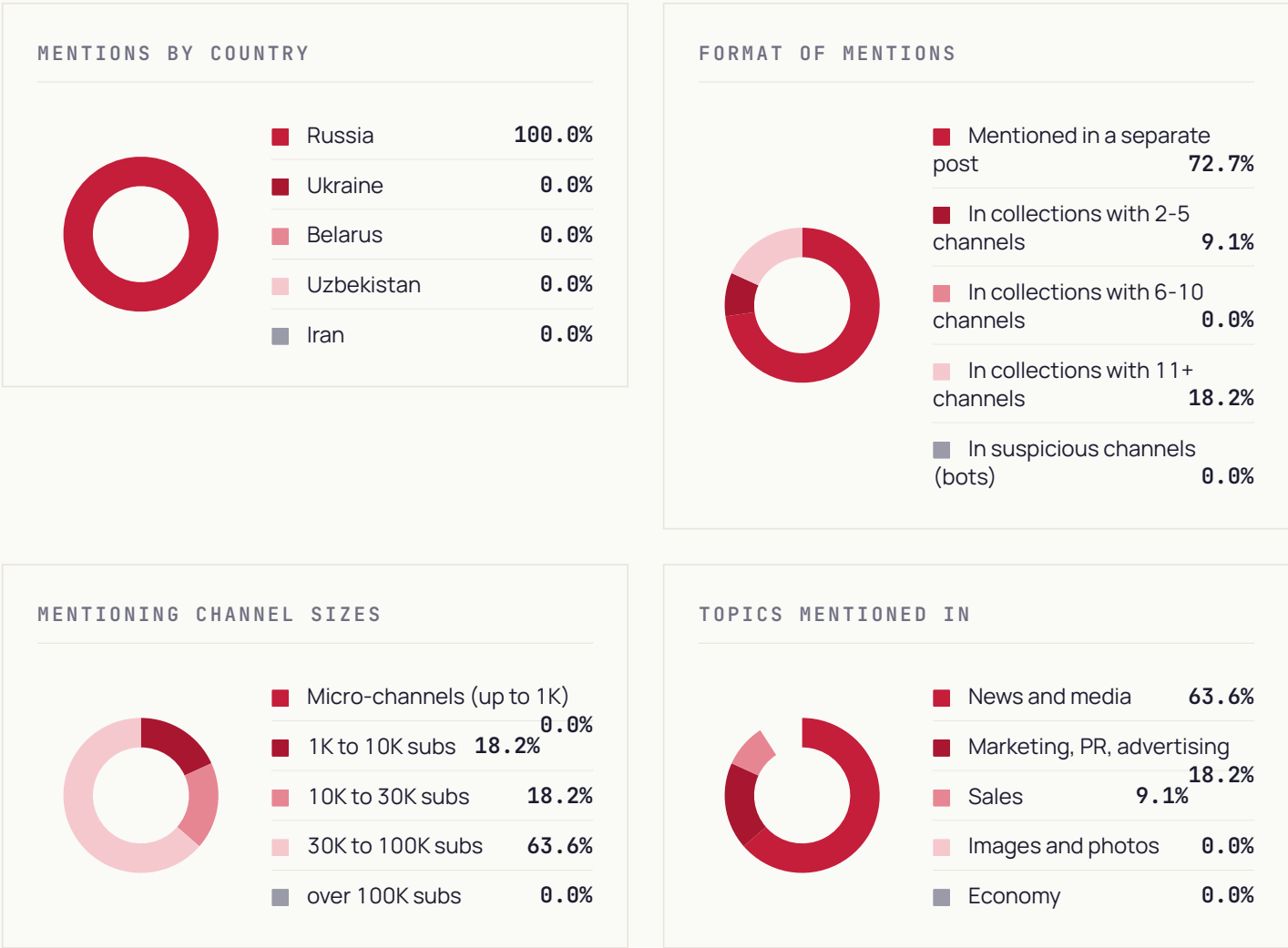
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

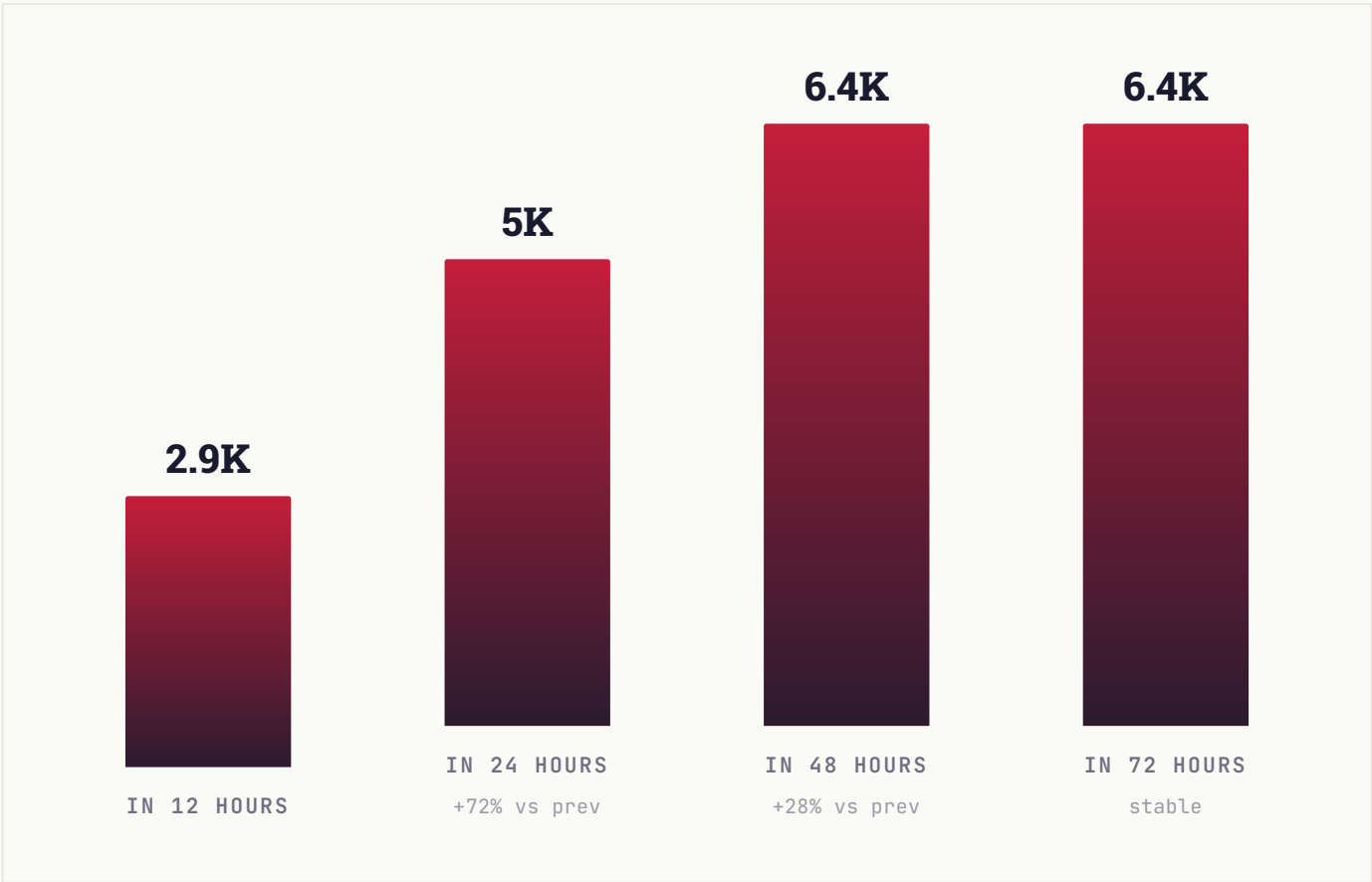
Citation index 4 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned 8 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
02 Offerzone 2.	5.8M
0F Offerzone	4.2M
0F Offerzone	1.2M
03 Offerzone 3.	3.5M
DE Dealdost	3.1M
04 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
MO moskvaflats YOU	72.8K

COMPARATIVE CONCLUSION

Channel still outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 via systematic traffic & content work.

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 **1**, they brought **23 424** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	23 424	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	23 424

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Sales» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (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 off and revisit this report in a month.

- 01

Top post of the week — on Wednesday
Audience most active on this day at 19:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains 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). PromtPress 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 — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment quarterly. 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 using public data.
To go further — run ads with us and hit your growth target 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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