

PUBLIC REPORT BY PROMTPRESS

Channel audit

Realt



@realtbyofficial

Your guide to real estate: news, expert analysis, exclusive offers from developers. <https://realt.by/> Instagram: <https://www.instagram.com/realt.official/>

SUBSCRIBERS

32 360

-57 per month

ERR (% SEE POSTS)

25.0%

daily **16.6%**

REACH/POST

8.3K

ad reach **5.4K/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 32 360 —	 SUBSCRIBER REACH 25.55% avg % of subs see post	 VIEWS/POST 8.3K median 7.8K · 29 days	 POSTS/WEEK 38.6 for the period
 7D TREND -19.7% vs previous week	 REACTIONS/POST 28.4 total 4,694 reactions, 6,201 reposts, 0 comments	 POST LENGTH 449 chars median 443 · 29 days	 POSTS ANALYZED 165 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -57 last month	 CITATION RATE 48 citation index · 135 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 17.08.2018

AI EDITOR SUMMARY

Channel «Realt» — 32 360 subs. Each post avg views 8.3K people (26% of subs), good reach. Publishes 39 posts/week (~6/day) — active posting. For week May 25–31, reach dropped -19.7% vs week May 18–24 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **165** posts over 29 days.
- 02 Dominant format – **Photo** (161/165 posts).
- 03 Avg post length – **449** chars (median 443).
- 04 Peak audience activity – **Sunday**, 17:00 MSK.
- 05 Top posts get **6x** more views than the weakest (18.2K avg top vs 3.3K worst) – among 165 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.05 · 14:17 PHOTO Little-known 'elite' from the 2000s. Showing an unusual Minsk building with only 40 apartments In the quiet center of the capital there is a high-rise building that...	VIEWS 18 711 REP. 43	REACTIONS 27 ER 57.8%
Nº2 08.05 · 14:13 PHOTO "Interest in purely summer options declined." What's happening with dachas right now It's May – garden communities are waking up...	VIEWS 18 369 REP. 27	REACTIONS 16 ER 56.8%
Nº3 13.05 · 05:30 PHOTO "Moved in 40 years ago, don't want to leave." Life in panel blocks near Pavlova Park in Malinovka-2 Malinovka as a bedroom community...	VIEWS 17 415 REP. 46	REACTIONS 30 ER 53.8%

Nº4

11.05 · 13:34

PHOTO

Average apartment price in Minsk sales exceeds \$150,000. What's happening on the secondary market Listings are getting...

VIEWS

17 242

REACTIIONS

50

REP.

334

ER

53.3%

Nº5

11.05 · 11:27

PHOTO

In the 'IT village' near Minsk, a mansion sold for \$3.6M – the most expensive house in the country last month Sosnovaya village...

VIEWS

17 044

REACTIIONS

32

REP.

147

ER

52.7%

WORST 3

↓ 28.05 · 05:30 PHOTO Workweek is past the midpoint! Time to plan the weekend! If you have no ideas yet, we suggest...	VIEWS 4 374 REACTIIONS 29 REP. 35 ER 13.5%
↓ 28.05 · 08:38 PHOTO Classic with a touch of Provence. A beautiful house on a lake shore 50 km from Minsk, on the shore of the Rubezhevichi reservoir...	VIEWS 3 314 REACTIIONS 21 REP. 13 ER 10.2%
↓ 28.05 · 10:13 PHOTO A Soviet health resort on the Dnieper bank goes to auction. Costs as much as a good cottage In a picturesque location (near the Dnieper River) a...	VIEWS 2 196 REACTIIONS 5 REP. 9 ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



PERIOD START

30 674

NOW

32 360

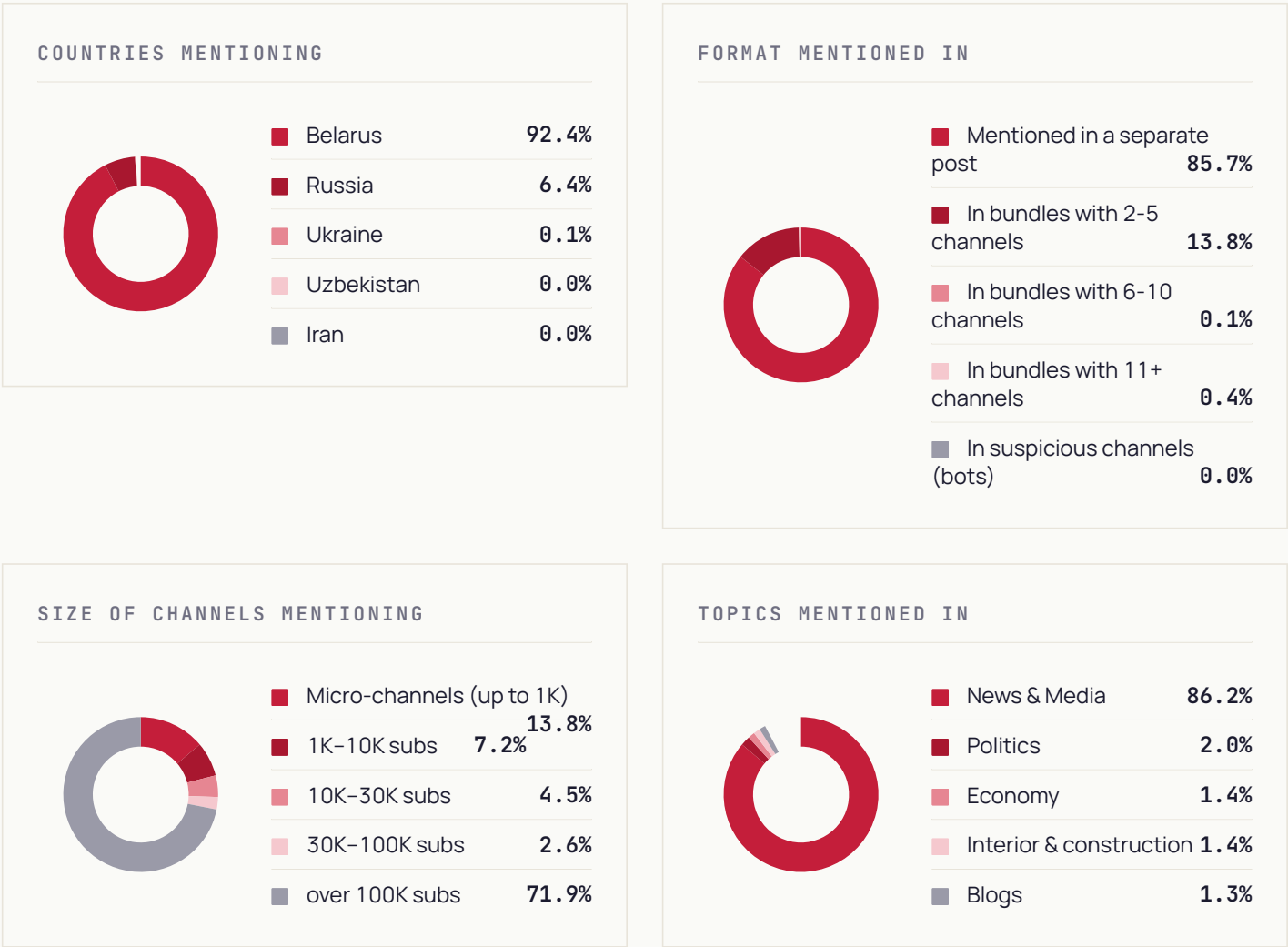
NET GROWTH

+1 686

SECTION 04 · MENTIONS

Who mentions the channel and how

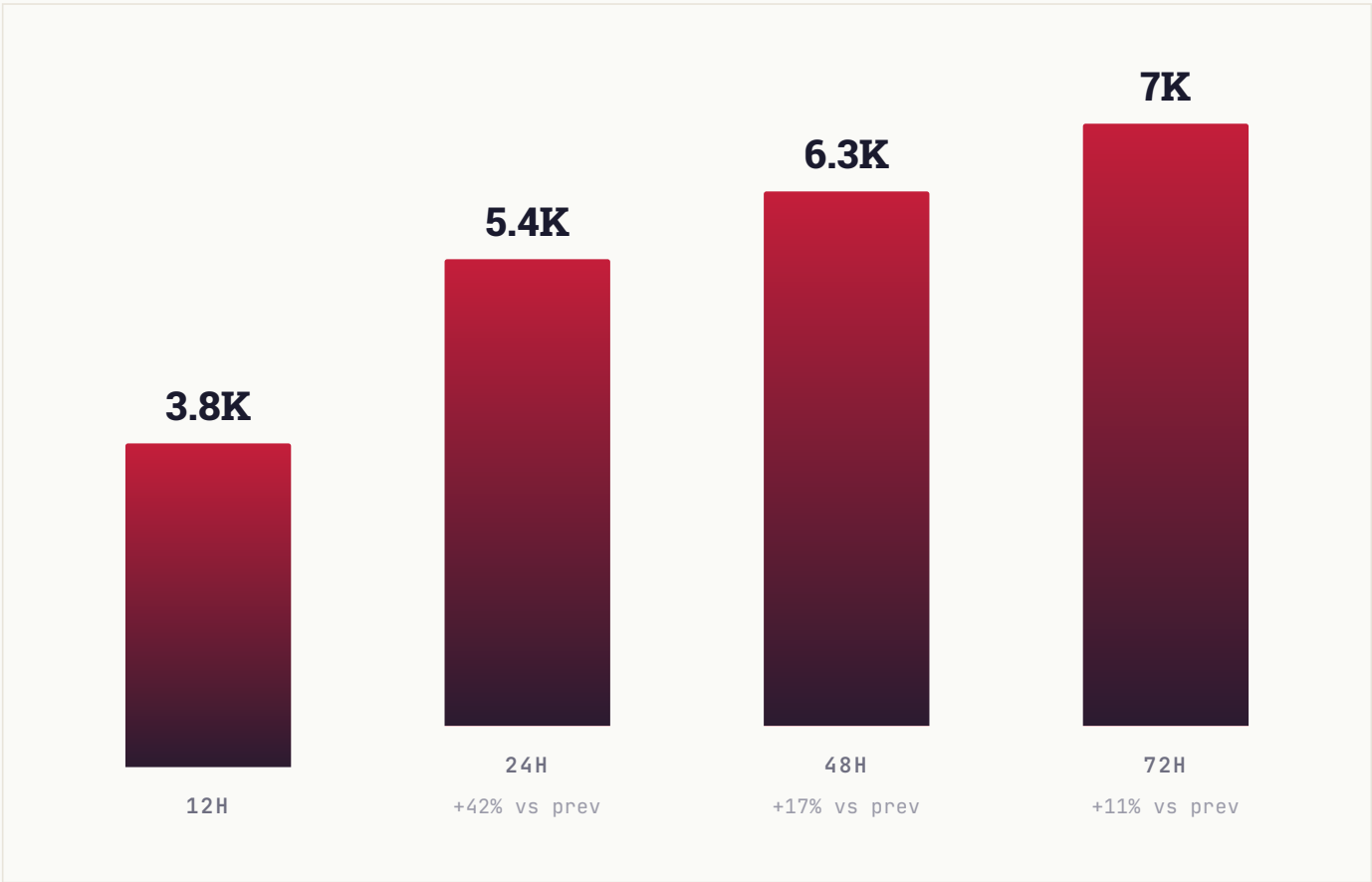
Citation index **48** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **135** different channels.



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 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	106.1K
SB Belarus discounts	75.2K
F- Flatty - Apartment Rental Real Estate Belarus No-Agent Housing	43.2K
PI Promo codes & discounts Belarus	41.4K
SI Belarus discounts & new arrivals	36.7K
H2 Finds from 2lvek.by	35.1K
RE Realt YOU	32.4K
SI SMARTECH luxury tech	27.8K
K- Kupon.by – promo codes Belarus	26.4K
KO Onliner Catalog	21.7K
2 2lvek.by	20.5K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#7 of 100). Strong position. Niche leader — 5 element | 5element.by (106.1K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **14**, they brought **765** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
November 2025	0	0	268
October 2025	1	1	48
Sep 2025	2	1	67
August 2025	2	2	168
July 2025	4	3	95
June 2025	5	4	119
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS
14	6		765

SECTION 08 · NICHE COMPARISON

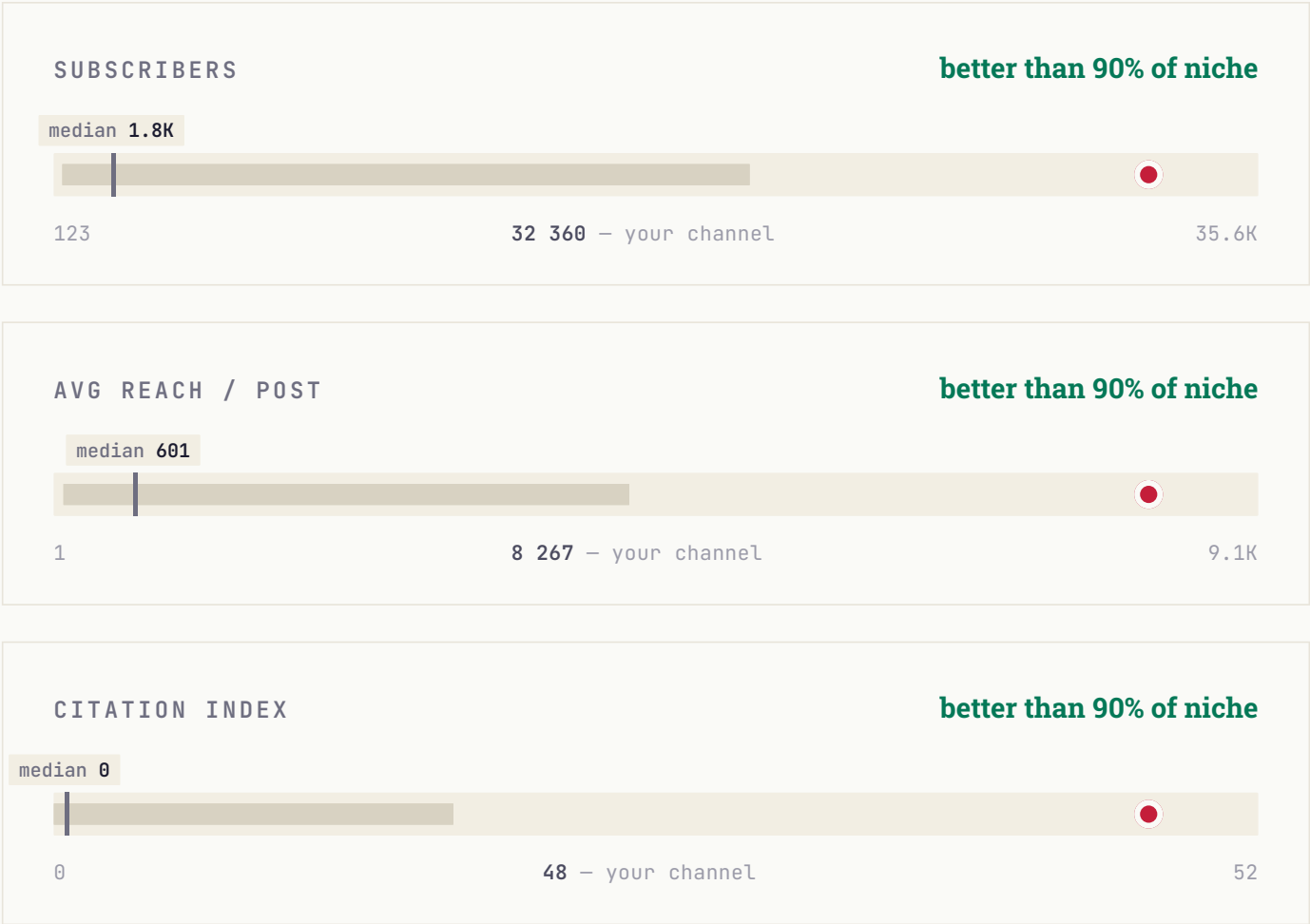
Where the channel stands in its league

Took top-100 channels in category "Sales» (Belarus) and compared your channel to them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#25/100

POSITION IN NICHE

Channel in top 25% — strong position



— 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 Sunday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video posts share

Video in Telegram holds audience longer and performs better with the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video better
retains
audience**

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 — easy growth.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit 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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