

PUBLIC PROMTPRESS REPORT

Channel audit

MOSCOW

APARTMENT



@tayanch_maskvada_kvartira

Channel for finding & offering apartments in Moscow. Post ad: @mrzamatbek. For job seekers: @Maskvadaishlar_uz. Join apartment channel

SUBSCRIBERS

146 573

-66 per month

ERR (% SEE POSTS)

5.0%

per day 2.4%

REACH/POST

6.6K

ad reach 3.6K/24h

— CONTENTS · 2026

What's inside the report

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top-5 posts · worst 3 · insights

03 **Subscriber dynamics**

Yearly chart · growth

04 **Citation rate**

Who mentions the channel and how

05 **Ad potential**

How long a post generates reach

06 **Competitors**

Niche neighbors · your spot

07 **Mention dynamics**

6 months · monthly

08 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 146 573 —	 SUBSCRIBER REACH 4.49% avg % subs see post	 VIEWS/POST 6.6K median 6.8K · 28 days	 POSTS/WEEK 38.4 over period
 7D TREND -0.1% vs previous week	 REACTIONS/POST 10.6 total 1,684 reactions, 2,660 reposts, 0 comments	 POST LENGTH 304 chars median 273 · 28 days	 POSTS ANALYZED 159 28 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -66 over last month	 CITATION RATE 4 citation index · 23 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 30.08.2020

AI EDITOR SUMMARY

Channel «MOSKVADA KVARTIRA» – 146 573 subs. Avg views per post: 6.6K people (4% of subs), reach is low – consider expanding audience. Publishes 38 posts/week (~5/day) – active posting. For week Jun 1–7 reach stable (-0.1% vs week May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 159 posts in 28 days.
- 02 Dominant format – Text (125/159 posts).
- 03 Avg post length – 304 chars (median 273).
- 04 Peak audience activity – Sunday, 20:00 UZT.
- 05 Top posts drive 2× more views than the weakest (8.6K avg top vs 5.5K worst) – among 159 posts in 28 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 18:41 TEXT Assalamu alaikum everyone, m. Okskaya, bunk beds for boys, price 10,000 rub., 3-room apt, only 1 room with 8 boys...	VIEWS 8 786 REPOSTS 7	REACTIONS 97 ER 6.0%
Nº2 08.06 · 19:12 TEXT Assalamu alaikum👋👋Metro: Bulvar Rokossovskogo 2nd bunk bed, all amenities, no bugs, no cockroaches, 5-7 min from metro...	VIEWS 8 488 REPOSTS 16	REACTIONS 9 ER 5.8%
Nº3 27.05 · 18:29 TEXT For Elon Uzbekistan followers, 3 min bus to metro Varshavskaya, 12 min walk, 2 min bus to metro Nagornaya, walk...	VIEWS 8 441 REPOSTS 18	REACTIONS 19 ER 5.8%

Nº4 03.06 · 19:15 PHOTO 15 min walk from metro Kotelniki, Lyubertsy Yubileynaya St, 3-room apt, one room from June 10, second room also...	VIEWS 7 974 REPOSTS 32 REACTIONS 41 ER 5.4%
Nº5 07.06 · 15:16 VIDEO Metro Shchelkovskoye: bus 10 min, 1-room apt. Price 45,000 min/month. Deposit 30,000 min. Commission 30,000 min...	VIEWS 7 925 REPOSTS 31 REACTIONS 60 ER 5.4%

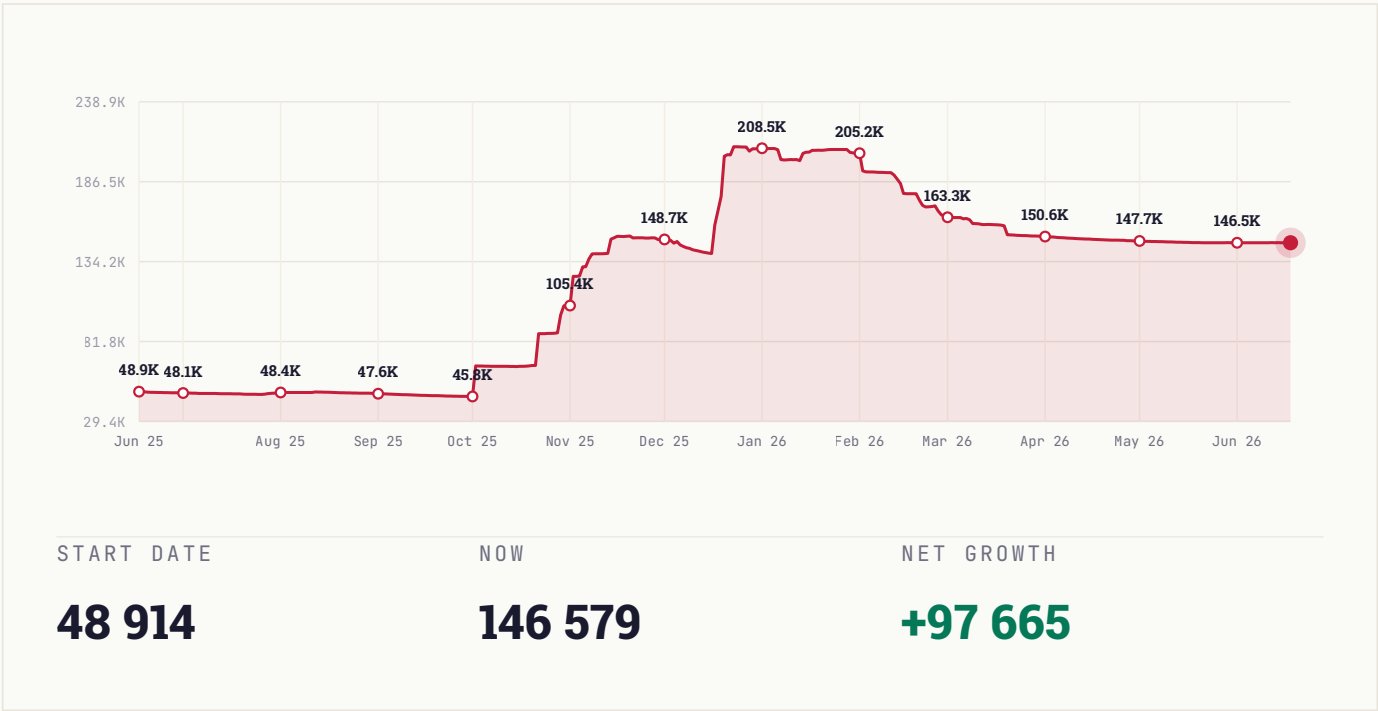
WORST 3

↓ 12.06 · 18:07 TEXT Metro Lyublino: 1-room apt for 3 girls, even with child. 2 girls. 10,000₽. 89661188989. Girls. ☒ In Moscow...	VIEWS 5 491 REPOSTS 6 REACTIONS 3 ER 3.7%
↓ 21.05 · 19:25 VIDEO Apartment near metro Bulvar Dmitriya Donskogo, 15 min bus 1202, 2-room, 3rd floor, elevator, 2, one room...	VIEWS 5 490 REPOSTS 30 REACTIONS 10 ER 3.7%
↓ 15.06 · 08:28 PHOTO Assalamu alaikum, 5 min walk to metro Solntsevo, 2 bunk beds for women, all amenities, euro renovation, apartment...	VIEWS 5 375 REPOSTS 7 REACTIONS 9 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

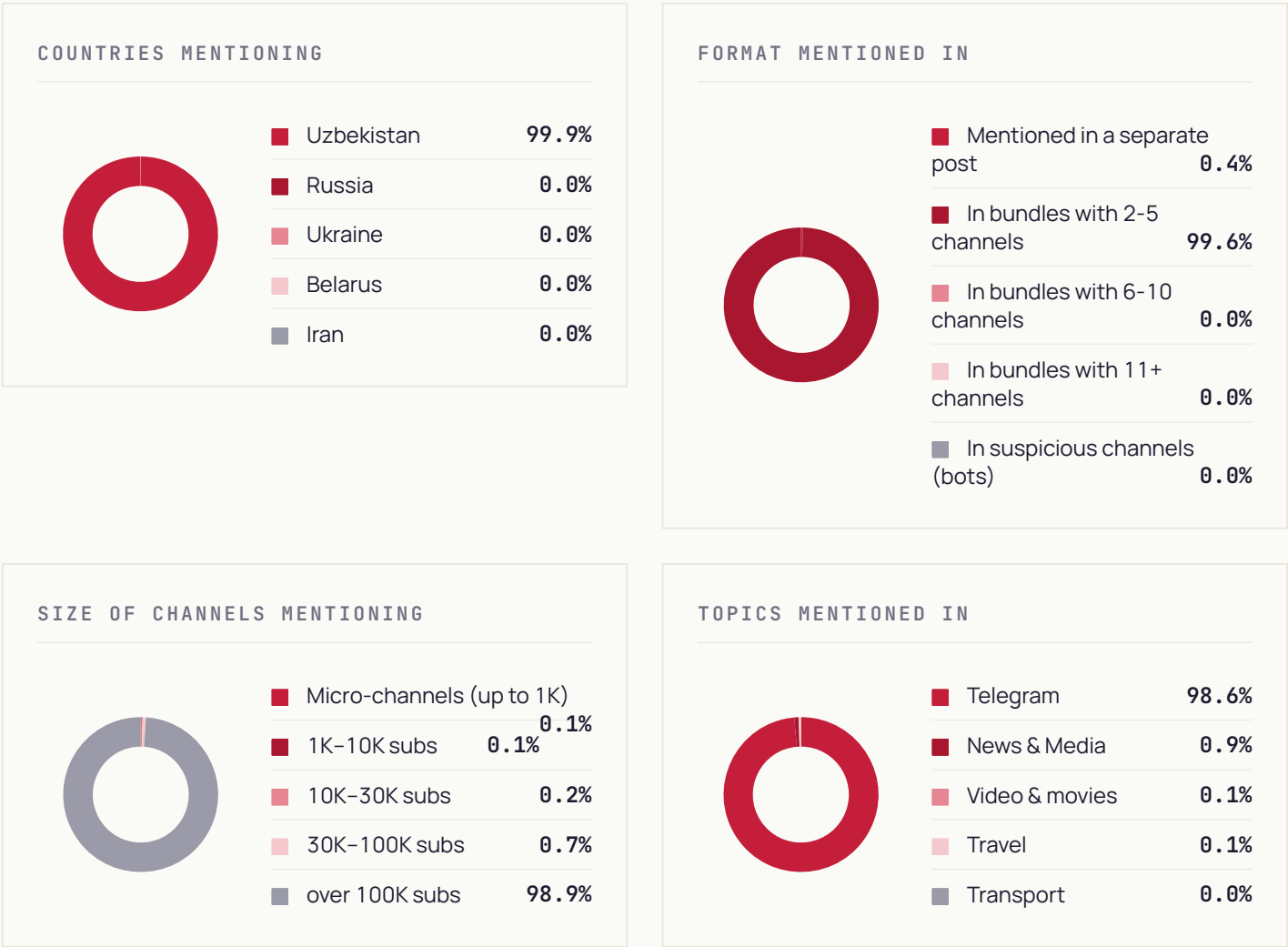
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

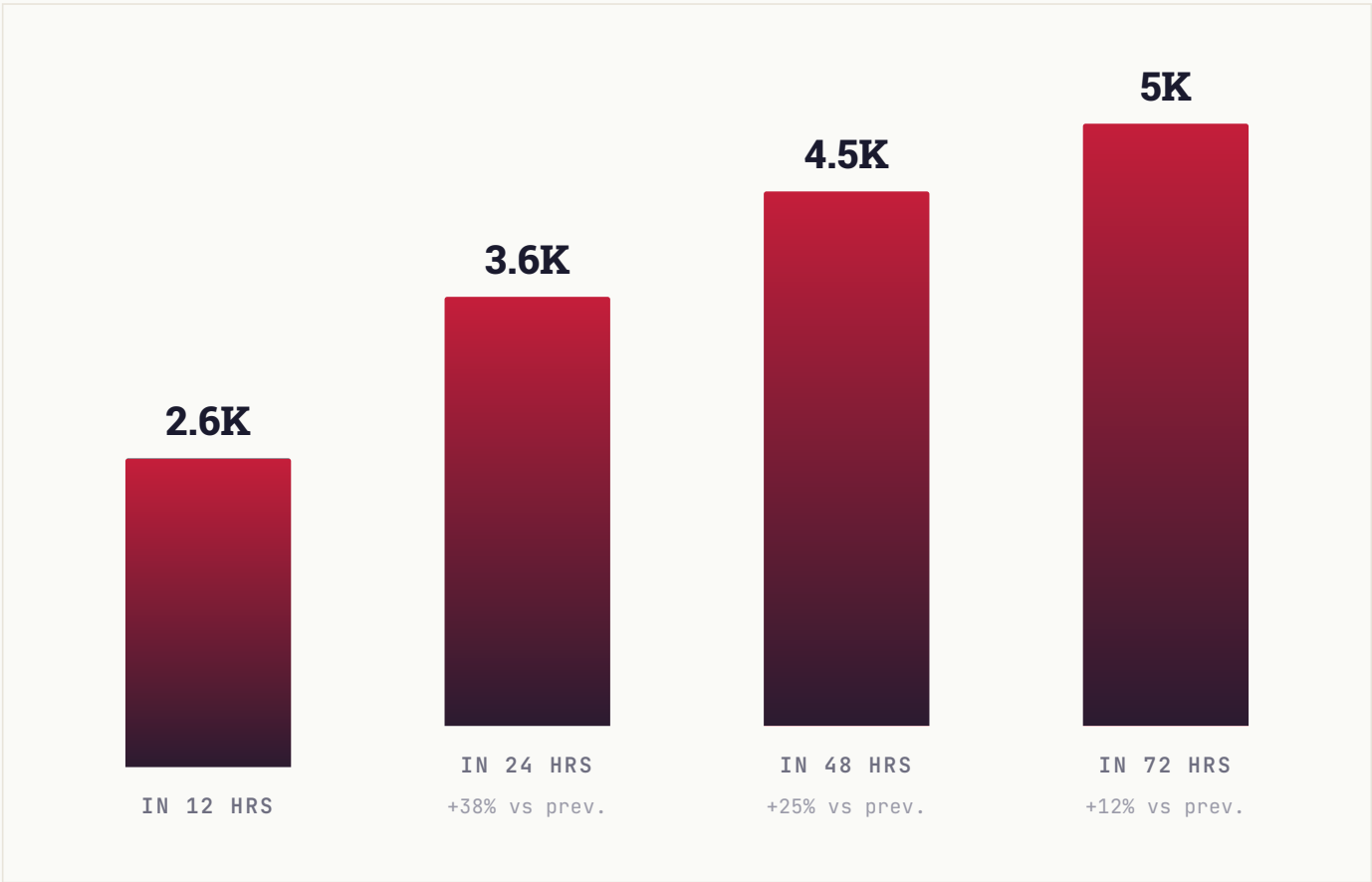
Citation index 4 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 23 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM TAYANCH Москвада Ишлар	317.1K
MK MOSCOW APARTMENT YOU	146.6K
AK Moscow apartment rental	17.7K
MU MOSCOW HOUSES APARTMENT FOR CIS	17.5K
KM Kvartira Moscow Rent Москвада	15.7K
MU GUEST HOUSES CIS APARTMENT	7.7K
UY UYMigrant	6.6K
RD JOBS FOR CIS / MOSCOW ADS	4.7K
MK Moscow Apartment	0
MV Moscow Attention Work	0
T TAYANCH Official channel	0

COMPARATIVE CONCLUSION

Channel — 2nd place of 11, top third of picks. Larger — 1 channel (leader: TAYANCH Москвада Ишлар, 317.1K), smaller — 9 channels. With leaders — paid placements or events; with others — mutual post exchanges on equal terms.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last 6 months such mentions: **3 241**, they brought **180 787** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	406	2	72 936
Nov 2025	662	4	46 019
Oct 2025	723	1	59 912
Sep 2025	528	1	158
August 2025	509	2	587
July 2025	413	2	1 175
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
3 241	6	180 787	

— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

- | | | |
|----|---|--|
| 01 | Main post of the week — Sunday
Audience is most active on this day at 20:00 UZT. | EFFECT
Best window
for important
posts |
| 02 | Increase video posts 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 4.49% vs norm 5.5%. Try polls & interactive formats. | EFFECT
+1.0pp ER |
| 04 | System traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1K-3K subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% 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 — what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
