

PUBLIC REPORT BY PROMTPRESS

Channel audit

Wikidom

недвижимость

Минска



@wikidom_minsk

All about Minsk real estate. Listings, news, comments.... Our site:
<https://wikidom.by/> Instagram: <https://www.instagram.com/wikidom.by/>

SUBSCRIBERS

2 600

18.06.2026 ⁺⁹ per month

ERR (% SEE POSTS)

39.0%

per day ^{25.1%}

REACH/POST

1K

ad reach ⁶⁵²/24h

[HTTPS://PROMTPRESS.COM/AUDIT/WIKIDOM_MINSK](https://promptpress.com/audit/wikidom_minsk)

— 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

Year chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card — a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 2 600 —	 SUBSCRIBER REACH 39.16% avg % of subs see post	 VIEWS/POST 1K median 849 · 29 days	 POSTS/WEEK 23.0 for period
 7D TREND +62.2% vs previous week	 REACTIONS/POST 7.3 total 705 reactions, 593 reposts, 0 comments	 POST LENGTH 577 chars median 560 · 29 days	 POSTS ANALYZED 96 29 days
 AD REACH 652 24h avg	 CHURN / MONTH +9 last month	 CITATION RATE 3 citation index · 5 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 05.01.2021

AI EDITOR SUMMARY

Channel «Wikidom Minsk Real Estate» — 2 600 subs. Each post avg views 1K people (39% from subs), good reach. Publishes 23 posts per week (~3/day) — active posting. Week Jun 1–7 reach grew +62.2% vs week of May 25–31 — 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 96 posts in 29 days.
- 02 Dominant format — Photo (62/96 posts).
- 03 Avg post length — 577 chars (median 560).
- 04 Audience peak — Friday, 16:00 MSK.
- 05 Top posts get 8x more views than the weakest (5.6K avg top vs 685 worst) — among 96 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 13:29 PHOTO Near Minsk there were equally impressive home deals: ↗in ag. Zhdanovich i a house (600 m²) sold on Pribrezhnaya St. for \$1.2M ↗in d...	VIEWS 10 909 REPOSTS 48	REACTIONS 10 ER 419.6%
Nº2 05.06 · 13:21 PHOTO Most expensive home in Minsk in May sold in Olympic Park complex ☒ This deal is also the most expensive in the country☒ ☒- 861 sq.m. on st...	VIEWS 3 303 REPOSTS 48	REACTIONS 5 ER 127.0%
Nº3 20.05 · 13:52 PHOTO Even out of curiosity you want to check how much your apartment costs☒ 📄Service works only for city apartments...	VIEWS 2 519 REPOSTS 31	REACTIONS 7 ER 96.9%

Nº4 22.05 • 10:17 PHOTO Another interesting news from neighbors☑☑☑ Bidding for the office part of Moscow Towers skyscraper in Moscow City business center...	VIEWS 2 238 REACTIONS 3 REPOSTS 10 ER 86.1%
Nº5 09.06 • 12:56 PHOTO Depo got a visit from Myfin☑ Gray and terracotta houses get summer green hues☑ Courtyards greened with trees up to 5-6...	VIEWS 2 022 REACTIONS 21 REPOSTS 11 ER 77.8%
WORST 3	
↓ 01.06 • 08:05 PHOTO Residents of Zhodino recorded a video address to the President, raising the issue of rising cost per square meter in new buildings...	VIEWS 740 REACTIONS 9 REPOSTS 4 ER 28.5%
↓ 11.06 • 08:50 VIDEO ☑See how a regional developer not only created quality finishes and home style but also tries to preserve it. These are standards...	VIEWS 720 REACTIONS 10 REPOSTS 3 ER 27.7%
↓ 03.06 • 09:25 PHOTO Housing market activity – May results ☑ In May, 1015 apartment deals registered in Minsk. This is below April's 1104...	VIEWS 596 REACTIONS 6 REPOSTS — ER 22.9%

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.

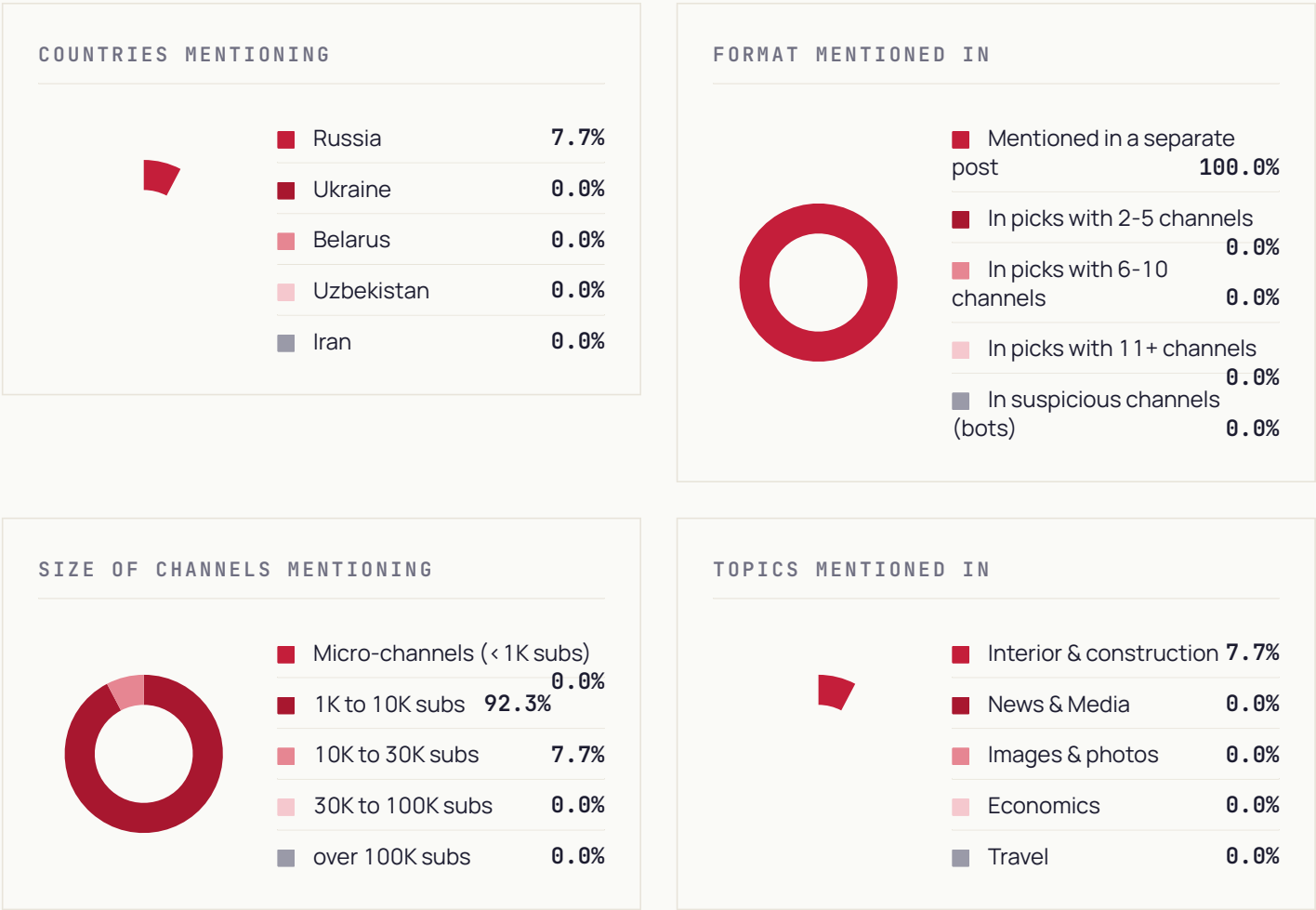


PERIOD START	NOW	NET GROWTH
1 985	2 600	+615

SECTION 04 · MENTIONS

Who mentions the channel & how

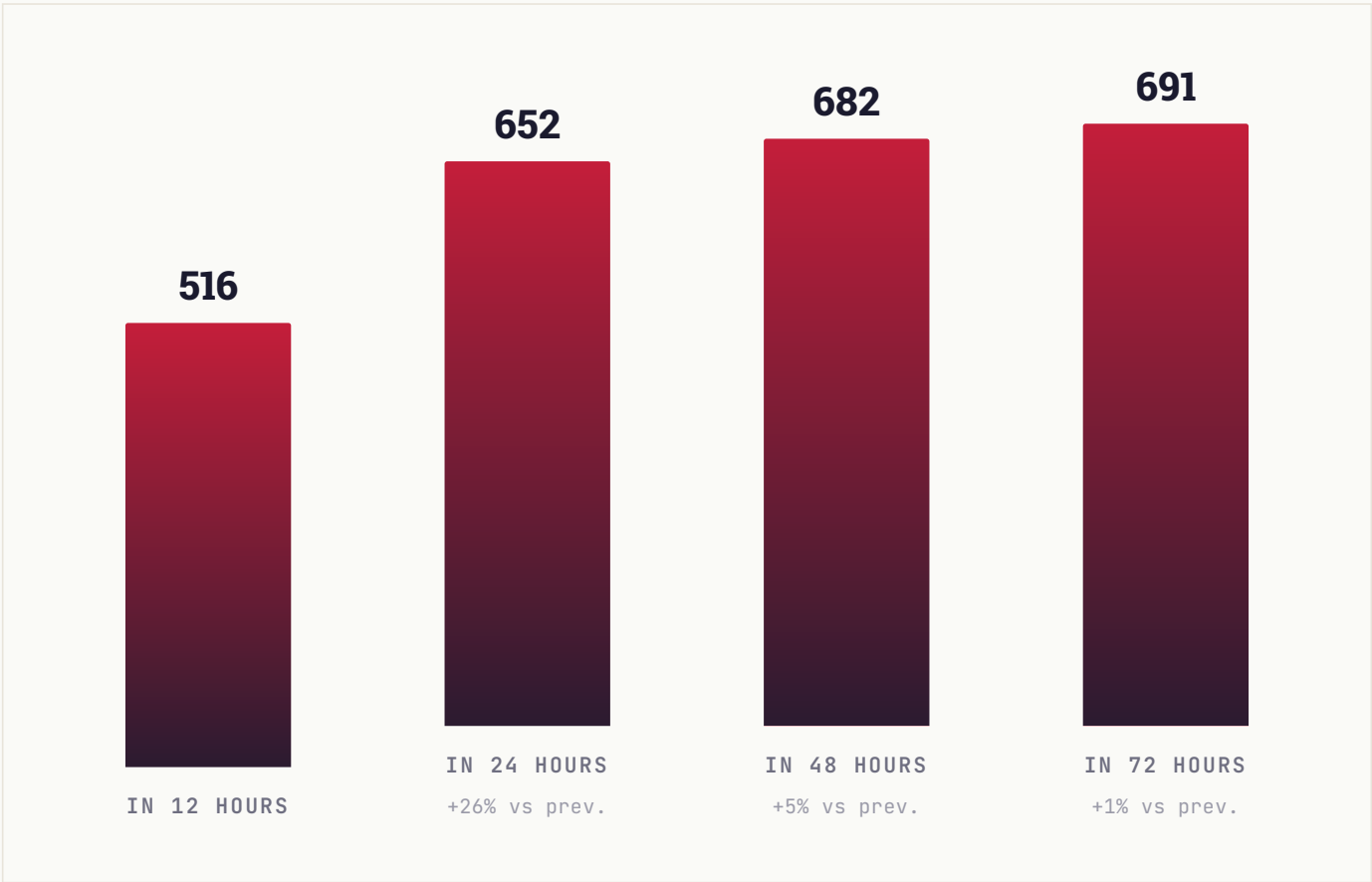
Citation index **3** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **5** different channels.



— 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 and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promocodes & Discounts Belarus	41.4K
SI Belarus discounts & new arrivals	36.2K
H2 2lvek.by finds	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
WH Wikidom недвижимость Минска YOU	2.6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#40 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **3**, they brought **464** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	0	0	54
Nov 2025	0	0	37
Oct 2025	1	1	94
September 2025	0	0	83
August 2025	1	1	97
Jul 2025	1	1	99
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
3	6	464	

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

#40 /100

RANK IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 51% of niche

median 1.8K



AVG REACH / POST

better than 54% of niche

median 626



CITATION INDEX

better than 54% of niche

median 0



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday
Audience is most active on this day at 16:00 MSK.

EFFECT
Best time for important posts
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video holds audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with similar channels
Swap posts with same-segment channels once a quarter. No need 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 ads in Telegram** <https://panel.promptpress.com/register>

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