

PUBLIC REPORT PROMTPRESS

Channel Audit

A1 Belarus



@a1belarus_shop

Welcome to the A1 Belarus Telegram community. Join and be the first to know about great deals, promos, and new arrivals from our online store! Instagram:...

SUBSCRIBERS

154 076

+2865 per month

ERR (% SEE POSTS)

28.0%

daily 16.1%

REACH/POST

44.3K

ad reach 24.9K/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 calculation period.

 SUBSCRIBERS 154 076 —	 SUBSCRIBER REACH 28.73% avg % subs see post	 VIEWS/POST 44.3K median 43.4K · 29 days	 POSTS/WEEK 16.9 for period
 7D TREND -0.7% vs previous week	 REACTIONS/POST 320.3 22,420 reactions total, 2,412 reposts, 0 comments	 POST LENGTH 628 chars median 675 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 24.9K 24h avg	 CHURN / MONTH +2865 last month	 CITATION RATE 3 citation index · 30 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 18.07.2024

AI EDITOR SUMMARY

Channel «A1 Belarus» — 154 076 subs. Each post avg views 44.3K people (29% from subs), good reach. Publishes 17 posts/week (~2/day) — regular schedule. Week Jun 8–14 reach stable (-0.7% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **70** posts over 29 days.
- 02 Dominant format — **Photo** (49/70 posts).
- 03 Avg post length — **628** chars (median 675).
- 04 Audience activity peak — **Saturday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (56.8K avg top vs 32.2K worst) — among 70 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 09:01 PHOTO MUSYA KNOWS TASTE 😊 Because 1👉 – gadgets that make life with pets easier: 📺 Xiaomi Smart Pet Fountain 2 – 199...	VIEWS 57 832 REPOSTS 49	REACTIONS 288 ER 37.5%
Nº2 05.06 · 10:55 VIDEO HUAWEI nova 15 Max thought it'd be easy shooting sunsets... 😊 But A1 already tested it thoroughly — and it passed!...	VIEWS 56 723 REPOSTS 40	REACTIONS 287 ER 36.8%
Nº3 10.06 · 14:31 PHOTO You can watch Samsung Galaxy S26 forever 😊 But why just watch when 1👉 has such deals? 📺 Discounts up to 1400 rubles, and for...	VIEWS 55 922 REPOSTS 19	REACTIONS 238 ER 36.3%

Nº4

01.06 · 14:06

PHOTO

☺☺☺☺Happy Holiday! ☺☺☺☺Welcoming summer ✨ ☺☺☺☺ School year officially survived! Parents – you're heroes ☺ Kids – same ☺ Guess this is the one...

VIEWS

55 648

REPOSTS

9

REACTIONS

256

ER

36.1%

Nº5

05.06 · 12:39

VIDEO

Ready, set, DISCOUNTS 1☺ Launched a promotion with incredibly generous prices ☺ and cool discounts: ☺ For yours – savings up to 2100 rubles! ☺...

VIEWS

55 482

REPOSTS

4

REACTIONS

266

ER

36.0%

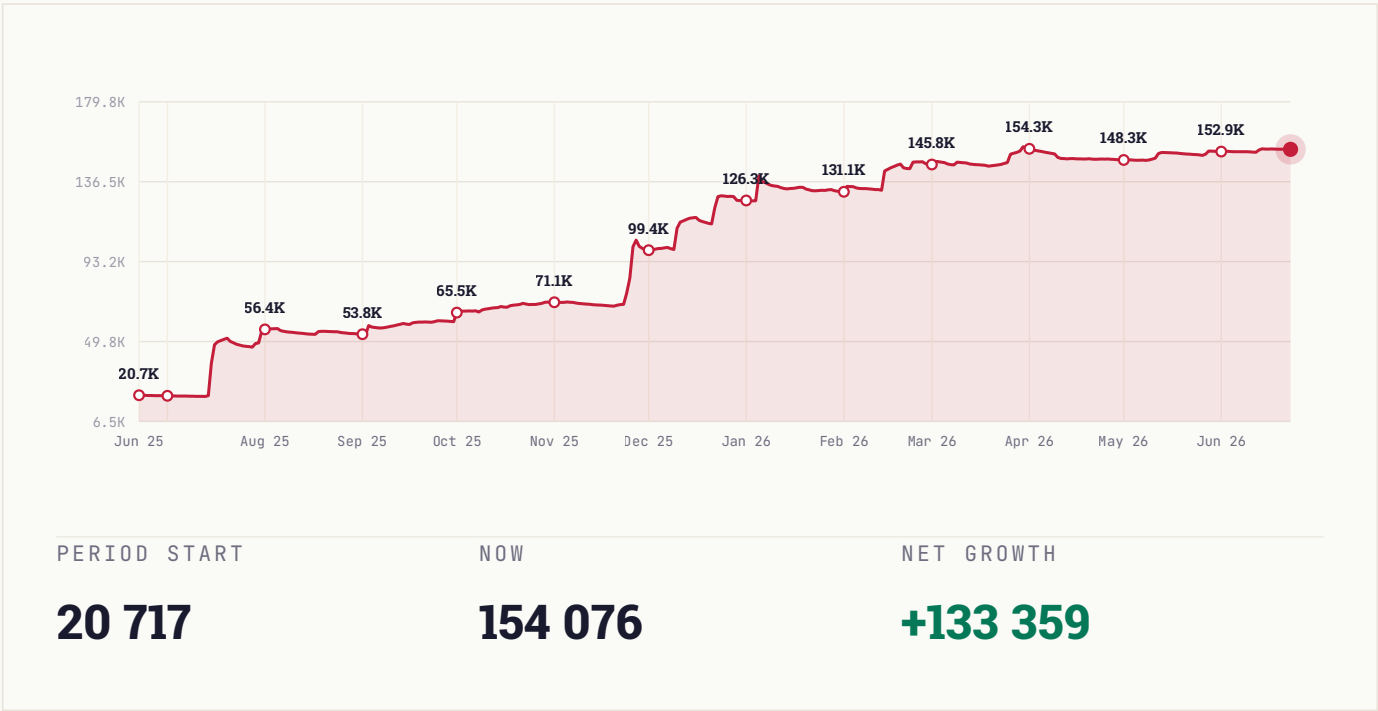
WORST 3

↓ 20.06 · 08:45 PHOTO DON'T BUY AN AIR FRYER UNTIL YOU READ THIS ☺ After buying it something strange happens: – "I'll just try" → "why is everything already..."	VIEWS 34 146 REPOSTS 24	REACTIONS 259 ER 22.2%
↓ 19.06 · 11:21 TEXT Match started and A1 attacks immediately ☺ on prices – discounts up to 2☺9☺0☺0☺ rubles for yours! Main squad: ☺ SMARTPHONES: Samsung...	VIEWS 32 632 REPOSTS 6	REACTIONS 216 ER 21.2%
↓ 19.06 · 11:21 VIDEO (post without caption – video)	VIEWS 29 879 REPOSTS 4	REACTIONS 133 ER 19.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

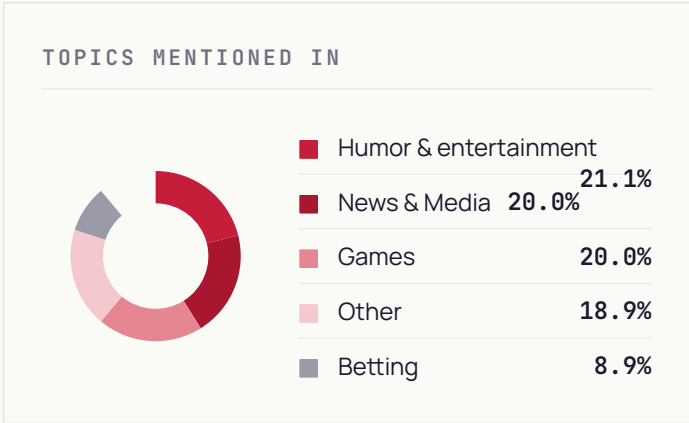
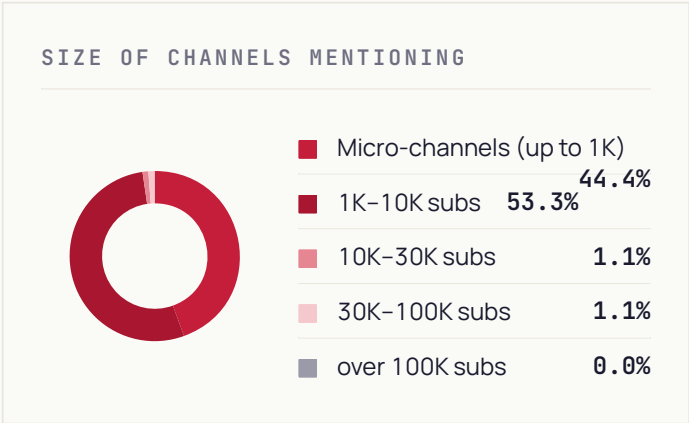
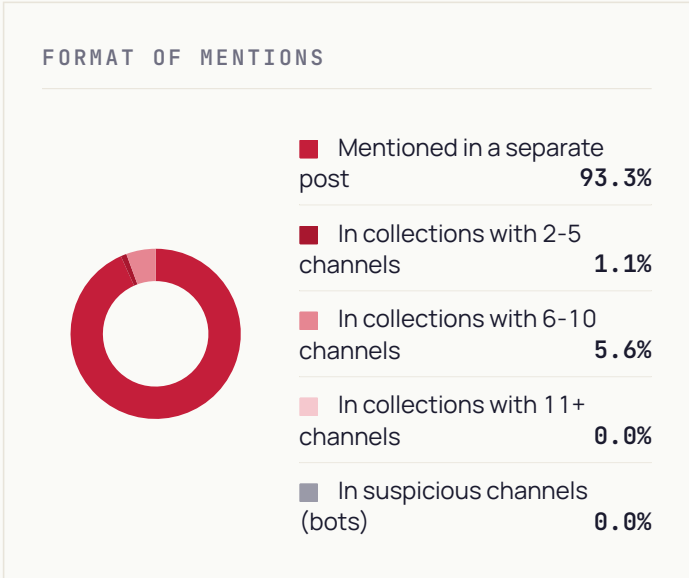
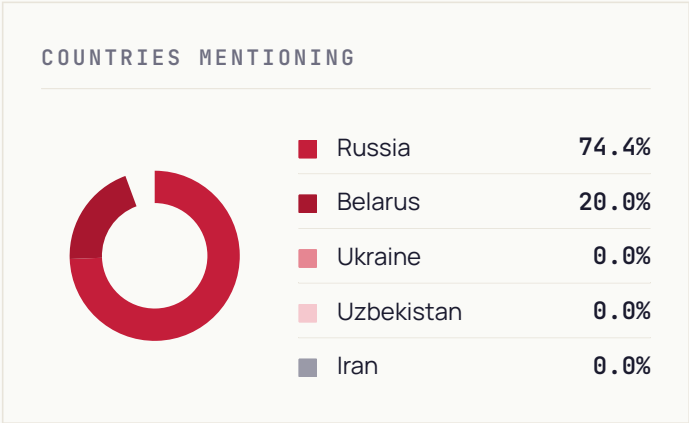
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights growth vs. loss months.



SECTION 04 · MENTIONS

Who & how mentions the channel

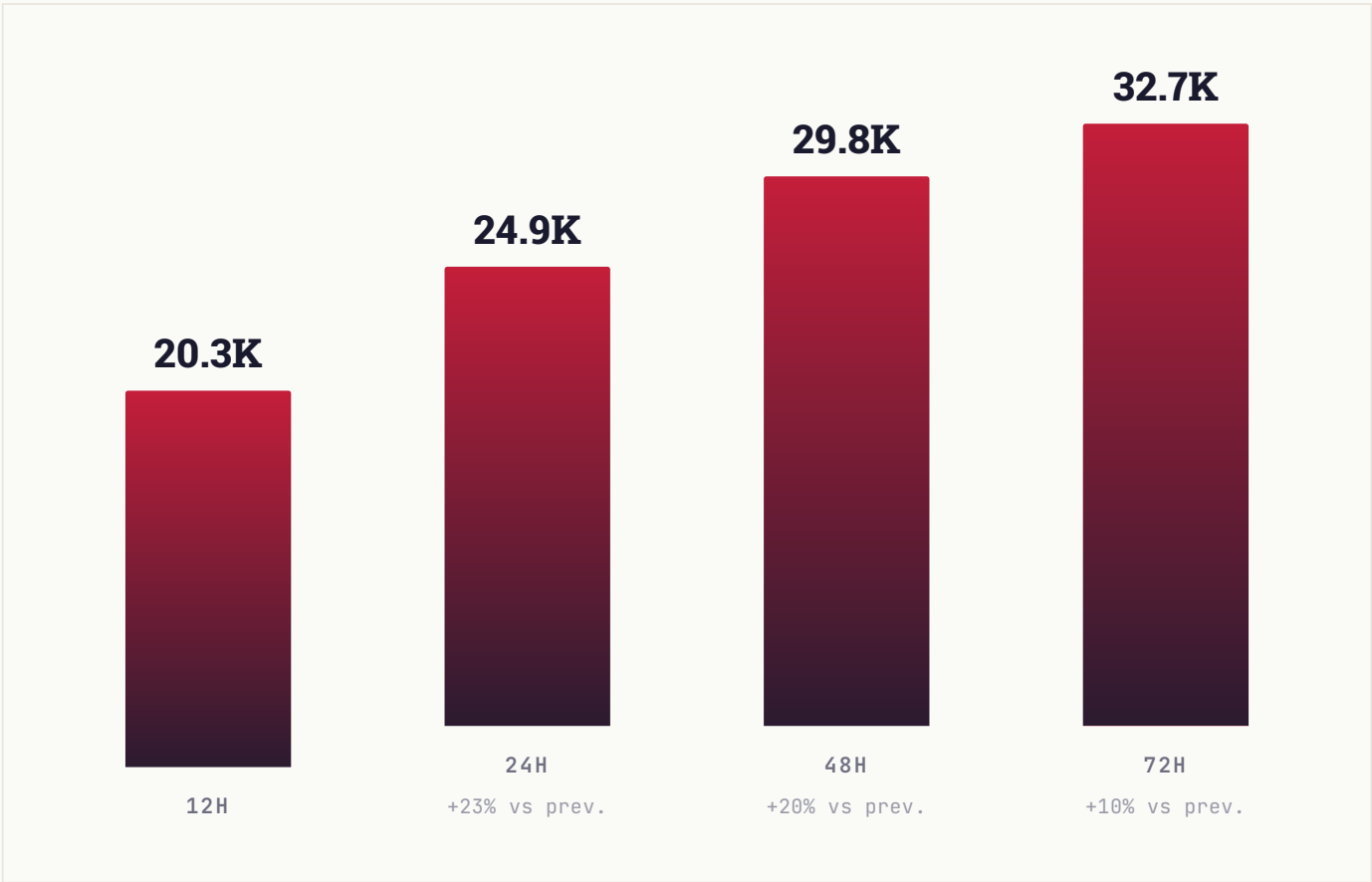
Citation Index **3** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All-time mentions: **30** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MB MTS Belarus	163.4K
AB A1 Belarus YOU	154.1K
XI Xistore.Халява	130.8K
CY CyberSecurityTechnologies	35.7K
MO Manager from God	25.6K
DT dev.by: top IT news of Belarus	25.6K
AY АйТиБорода	19.5K
CI CYBERFORTRESS	19.3K
KN K-Tech News	13.9K
in iPhones in Minsk Evgeniy_Apple	12.3K
EC EPAM Campus (West and Central Asia)	12.2K

COMPARATIVE CONCLUSION

Channel in top-2 niche (#2 of 77 channels in category). A leader — client-partners can cross-promo with peers; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **135 594** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	6	6	34 254
November 2025	1	1	36 100
October 2025	0	0	12 364
September 2025	0	0	9 513
August 2025	0	0	3 021
July 2025	0	0	40 342
TOTAL MENTIONS			7
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			135 594

SECTION 08 · NICHE COMPARISON

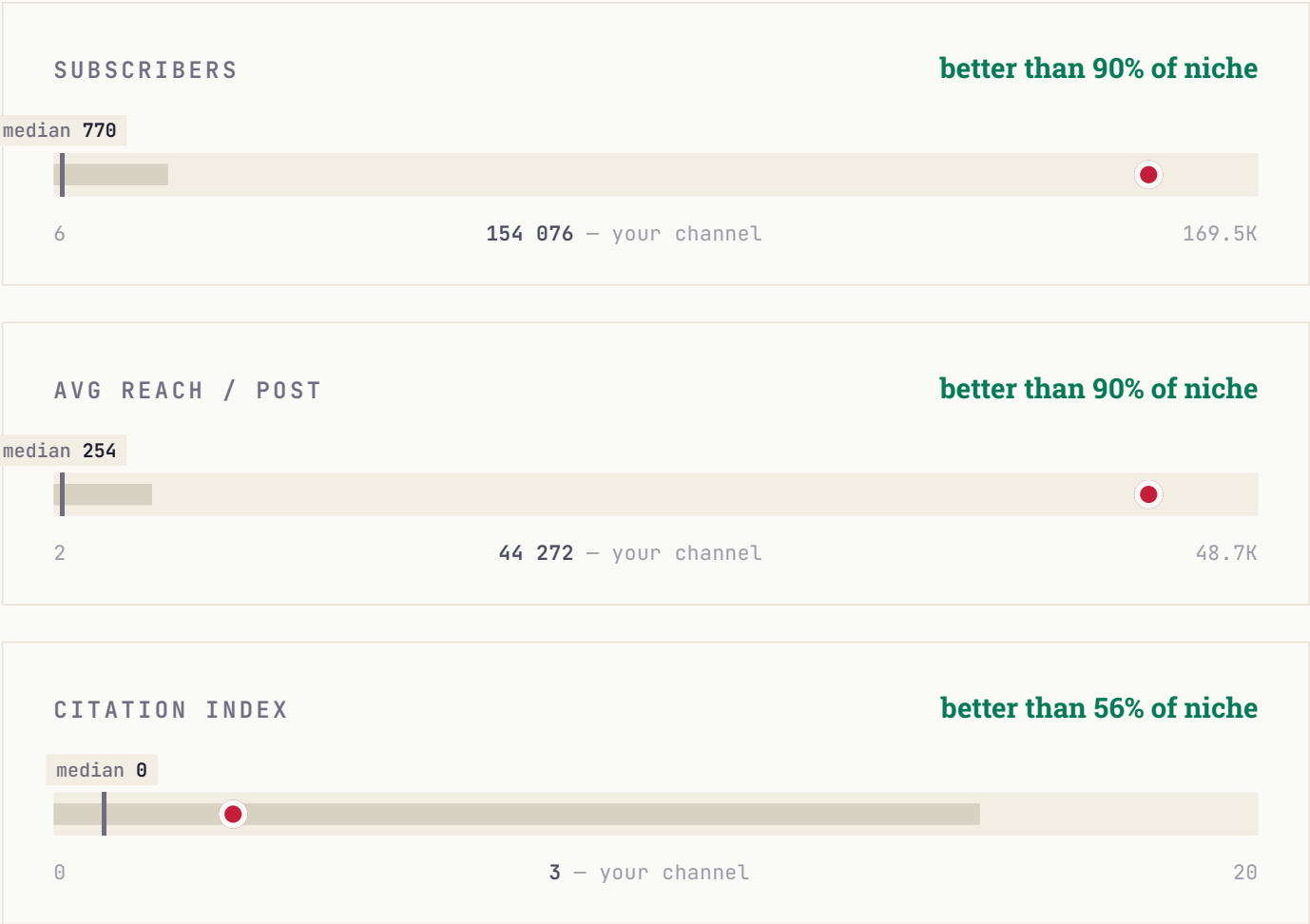
Where the channel ranks in its league

Top-77 channels in category «Tech» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#2/77

POSITION IN NICHE

Channel in top 2% tech Belarus



— 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

Top post of the week — on Saturday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch Telegram Ads** <https://panel.promptpress.com/register>

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