

PROMTPRESS PUBLIC REPORT

Channel audit

AgricultureBY



@agricultureby

What's happening in Belarusian agribusiness: news, tips, stats

SUBSCRIBERS

1 222

+3 per month

ERR (% SEE POSTS)

25.0%

daily **17.8%**

REACH/POST

288

ad reach **217/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 1 222 —	 SUBSCRIBER REACH 23.61% avg % subs see post	 VIEWS/POST 288 median 292 · 29 days	 POSTS/WEEK 44.8 over period
 7D TREND -0.4% vs previous week	 REACTIONS/POST 4.2 795 reactions, 574 reposts, 0 comments	 POST LENGTH 469 chars median 412 · 29 days	 POSTS ANALYZED 189 29 days
 AD REACH 217 24h avg	 CHURN / MONTH +3 last month	 CITATION RATE 34 citation index · 159 channels mentioned all time	 CHANNEL AGE 7 years 5 months created 29.12.2018

AI EDITOR SUMMARY

Channel «AgricultureBY» — 1 222 subs. Each post avg views 288 people (24% from subs), avg reach — room to grow. Publishes 45 posts/week (~6/day) — active posting. Week May 25–31 reach stable (-0.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **189** posts in 29 days.
- 02 Dominant format — **Photo** (95/189 posts).
- 03 Avg post length — **469** chars (median 412).
- 04 Peak audience activity — **Friday, 16:00 MSK**.
- 05 Strongest posts get **2×** more views than weakest (503 avg top vs 202 worst) — among 189 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 13:41 PHOTO Ministry of Agriculture held a beekeeping workshop for World...	VIEWS 541 REP. 3	REACTIONS 7 ER 44.3%
Nº2 13.05 · 04:31 PHOTO 20 DAYS UNTIL BELAGRO-2026 International specialized exhibitions «BELAGRO-2026», «Belferma», «Belproduct», «Prodmash...	VIEWS 533 REP. 6	REACTIONS 4 ER 43.6%
Nº3 22.05 · 13:23 VIDEO On May 22, a seminar on modern horticulture tech was held at Yakvil farm in Brest region...	VIEWS 435 REP. 5	REACTIONS 8 ER 35.6%

Nº4 25.05 · 13:47 PHOTO First ripe bananas from an experimental greenhouse in Sochi will be harvested in late July–early August. This was reported to RIA Novosti by the head...	VIEWS 423 REP. 5	REACTIONS 4 ER 34.6%
Nº5 19.05 · 09:13 TEXT Eurasian Economic Commission (EEC) on May 19 adopted a recommendation on trade and economic development...	VIEWS 415 REP. 4	REACTIONS 1 ER 34.0%

WORST 3

↓ 01.06 · 08:01 PHOTO ☒ Today at the Independence Palace, discussions on food security, agricultural development, and new technologies in...	VIEWS 214 REP. 1	REACTIONS 4 ER 17.5%
↓ 08.06 · 16:12 PHOTO ☒ Belarus ready to actively contribute to food security growth in Ghana Deputy Prime Minister Viktor...	VIEWS 199 REP. —	REACTIONS 1 ER 16.3%
↓ 20.05 · 15:58 PHOTO ☒☒☒ Belarus interested in deepening ties with Cameroon ☒ Alexander Lukashenko on behalf of the Belarusian people and himself congratulated...	VIEWS 194 REP. —	REACTIONS 1 ER 15.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

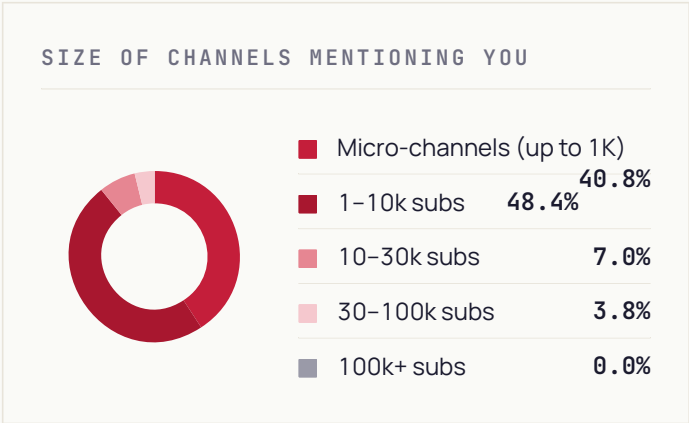
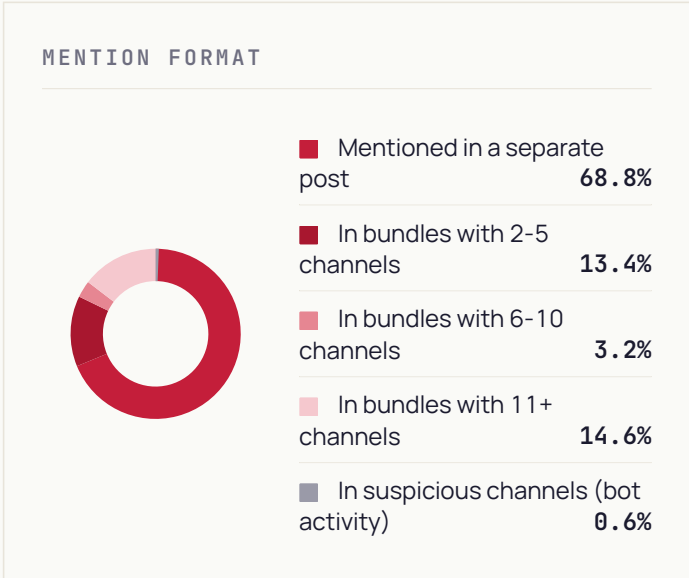
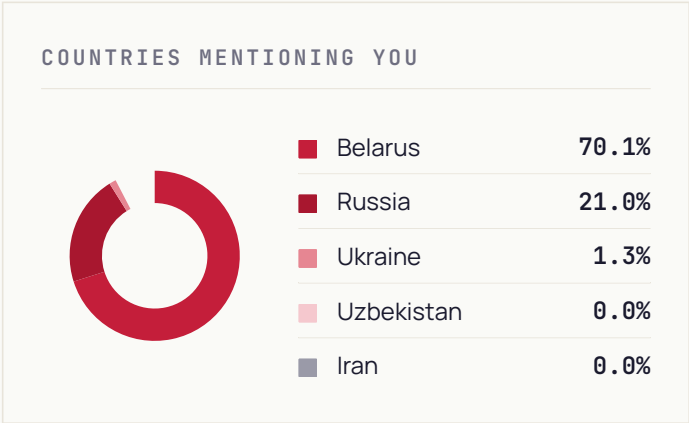
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · MENTIONS

Who mentions the channel and how

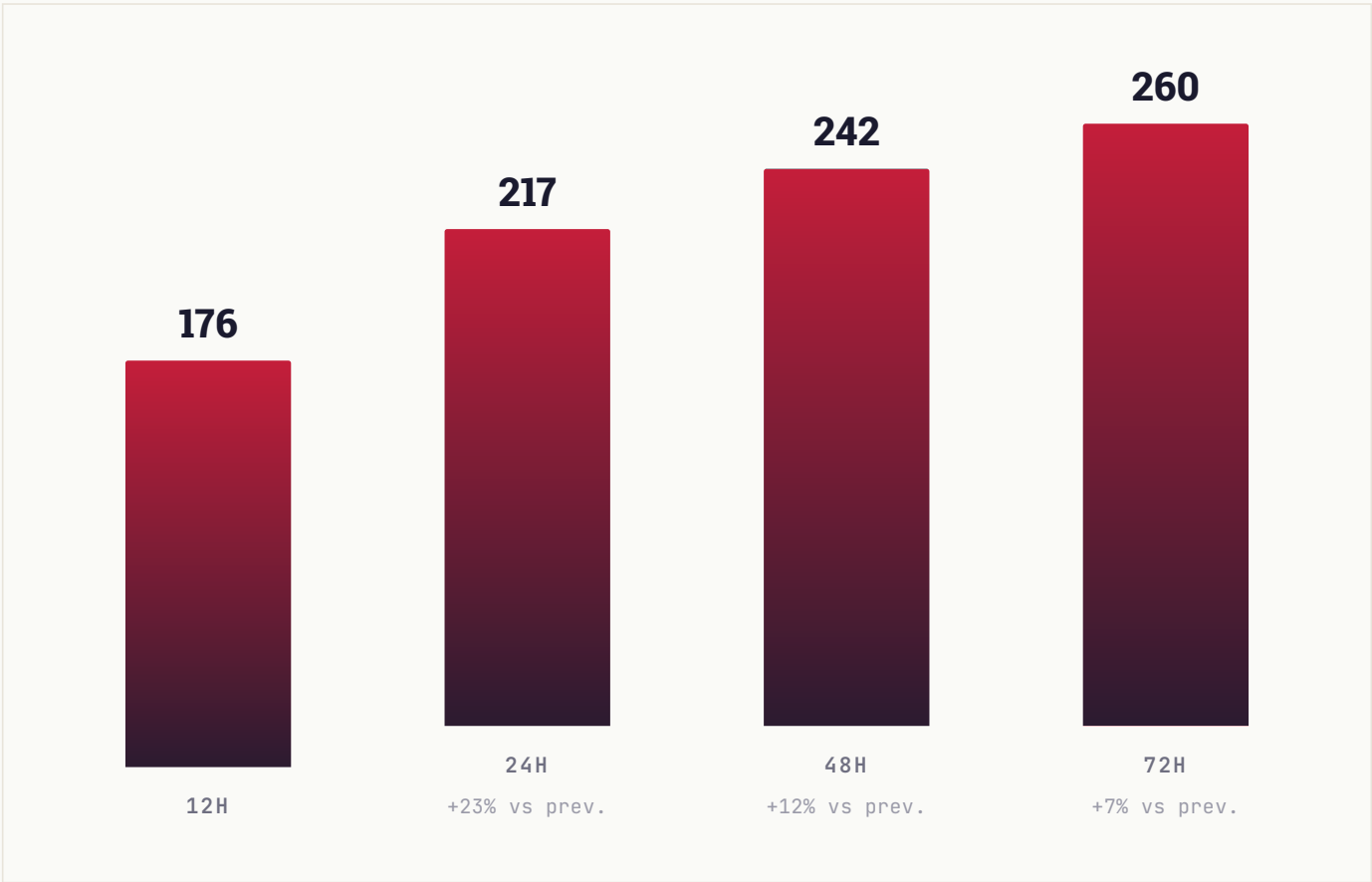
Citation index **34** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **159** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
AI Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of Belarus	15.1K
UO Operational Management Department of the MNS Inspectorate for Minsk	14.6K
BE Belagroprombank	11.1K
AG AgricultureBY YOU	1.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#39 of 67). Niche median — 1.7K subs.
First growth KPI — reach the median. Leader: Alfa-Bank (Belarus) (79.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **5**, they brought **78** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	12	
Nov 2025	0	0	4	
Oct 2025	0	0	16	
September 2025	3	1	15	
August 2025	0	0	17	
July 2025	2	2	14	
TOTAL MENTIONS	5	MONTHS IN DATA	6	ACQUIRED SUBSCRIBERS
			78	

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

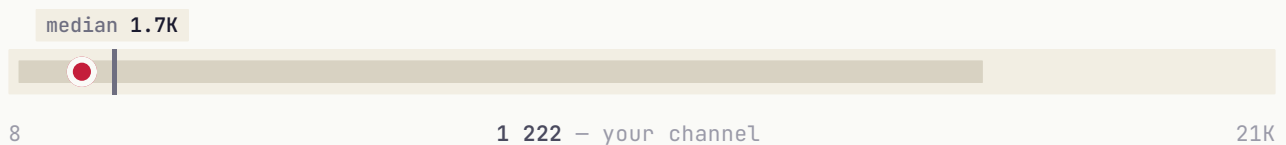
Took top-67 channels in category "Economy» (Belarus) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#39 /67

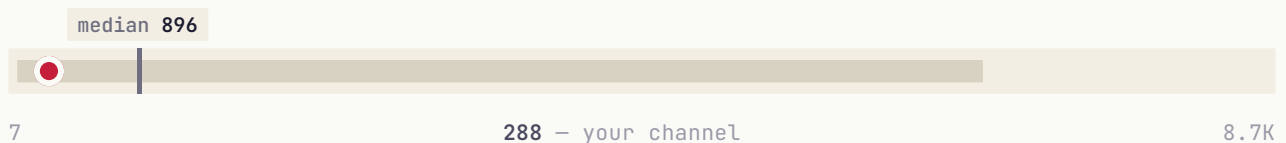
RANK IN NICHE

Channel in the bottom half of the ranking

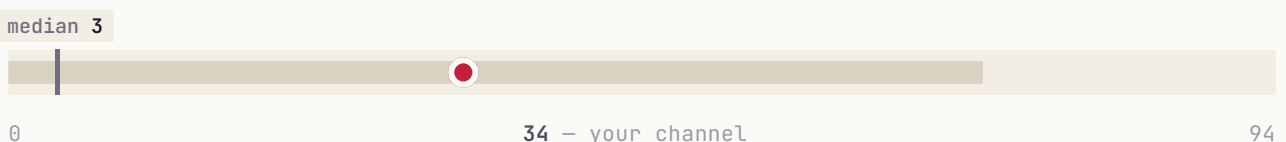
SUBSCRIBERS

29% below median

AVG REACH / POST

68% below median

CITATION INDEX

better than 67% niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

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

EFFECT
Best window for an important post
- 02

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
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Swap 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 — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using 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
