

PUBLIC REPORT BY PROMTPRESS

Channel audit

Deals & flyers

Belarus



@akciiby

Daily new deals & flyers for SANTA, Euroopt, Hit, Groshyk and more.
 Promo channel: @kuponby Site: <https://kupon.by> Questions:
 @bykupon UNP 193068093....

SUBSCRIBERS

15 000

+641 per month

ERR (% SEE POSTS)

35.0%

Daily **16.6%**

REACH/POST

5K

Ad reach **2.5K/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 rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period.

 SUBSCRIBERS 15 000 —	 SUBS REACH 33.41% Avg % subs see post	 VIEWS/POST 5K Median 5.2K · 29 days	 POSTS/WEEK 14.2 For period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 22.2 1,310 reactions, 212 reposts, 0 comments	 POST LENGTH 83 chars Median 74 · 29 days	 POSTS ANALYZED 59 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH +641 Last month	 CITATION RATE 19 Citation index · 27 channels mentioned ever	 CHANNEL AGE 8 years 1 day Created 17.06.2018

AI EDITOR SUMMARY

Channel «Deals & Flyers Belarus» — 15 000 subs. Each post avg views 5K people (33% of subs), good reach. Publishes 14 posts/week (~2/day) — steady. Week Jun 1–7 reach dropped -8.5% vs week May 25–31 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **59** posts in 29 days.
- 02 Dominant format — **Photo** (59/59 posts).
- 03 Avg post length — **83** chars (median 74).
- 04 Audience peak — **Thu**, 09:00 MSK.
- 05 Top posts get **2x** More views than weakest (6.7K top avg vs 4.1K worst) — among 59 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 06:31 PHOTO Green deals ☑ view May 21-24. Kupon.by - know the deals!	VIEWS 7 246 REPOSTS 3	REACTIONS 24 ER 48.3%
Nº2 26.05 · 08:21 PHOTO Belmarket leaflet ✓ view May 26 – Jun 1. Kupon.by – know the deals!	VIEWS 6 392 REPOSTS 3	REACTIONS 22 ER 42.6%
Nº3 20.05 · 09:57 PHOTO Tri Tseny leaflet ☑ view May 20 – Jun 2. Kupon.by – know the deals!	VIEWS 6 383 REPOSTS 3	REACTIONS 26 ER 42.6%

Nº4 22.05 · 07:27 PHOTO Updated promos for 2lvek.by in May ☑ view Kupon.by – know the deals!	VIEWS 6 327 REPOSTS 1	REACTIONS 23 ER 42.2%
Nº5 19.05 · 07:33 PHOTO ☑ Giveaway: 3 Deerma DX700 vacuums Compact upright vacuum with 4.9 ☑ rating and 1600+ reviews. To enter...	VIEWS 6 318 REPOSTS 33	REACTIONS 157 ER 42.1%

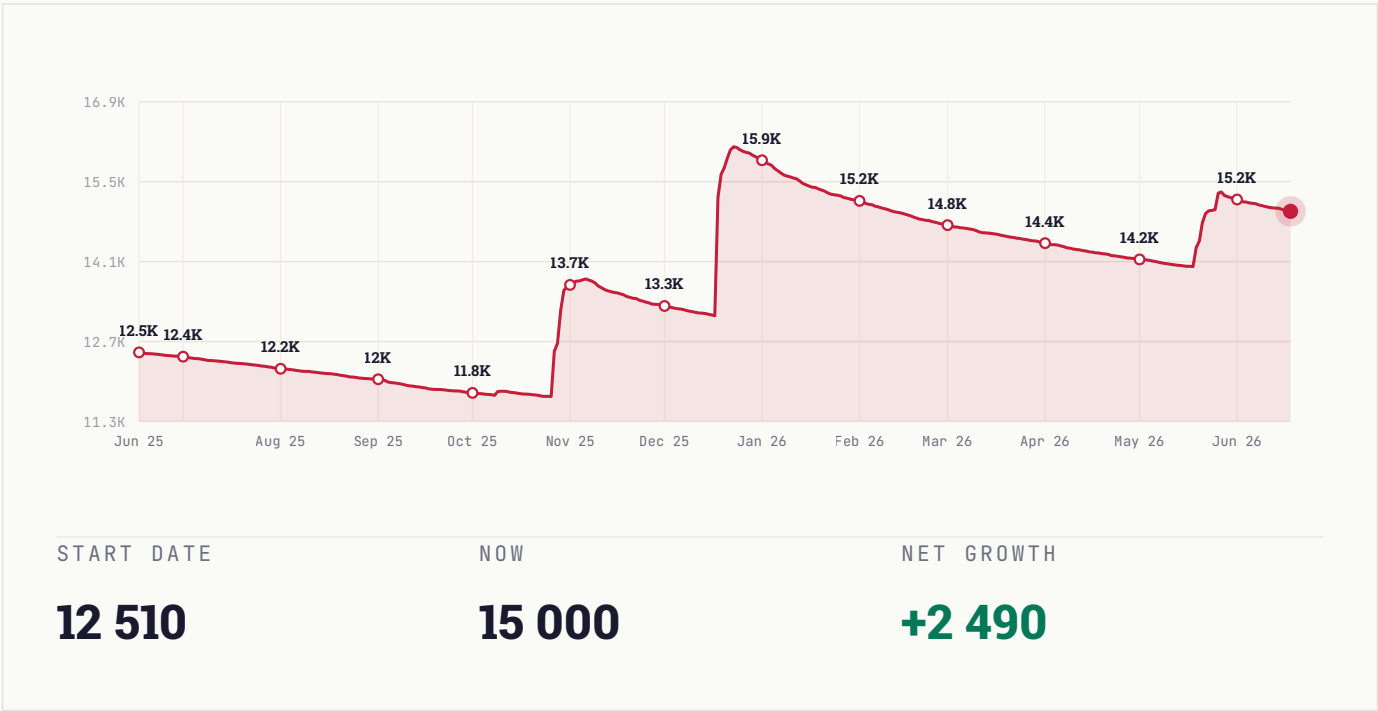
WORST 3

↓ 12.06 · 07:01 PHOTO Sale at 2lvek.by ☑ view Construction & repair items up to 50% off. Kupon.by know – save!	VIEWS 4 321 REPOSTS 2	REACTIONS 14 ER 28.8%
↓ 13.06 · 07:01 PHOTO Sale at 2lvek.by ☑ view Furniture up to 65% off. Kupon.by know – save!	VIEWS 4 033 REPOSTS 3	REACTIONS 17 ER 26.9%
↓ 14.06 · 07:01 PHOTO Mila leaflet ☑ view May 28 – Jun 17. Kupon.by – know the deals!	VIEWS 3 851 REPOSTS 1	REACTIONS 21 ER 25.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

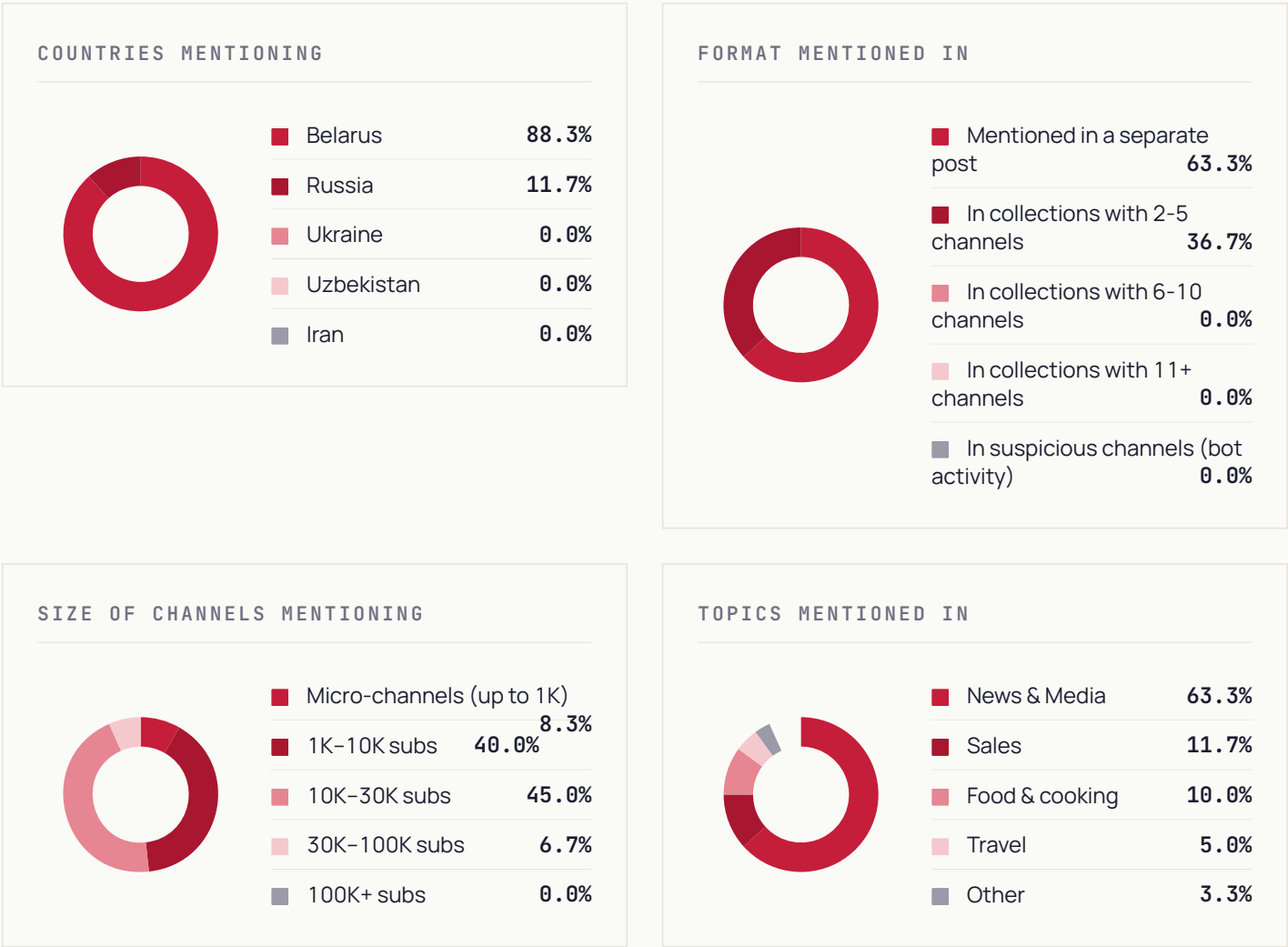
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

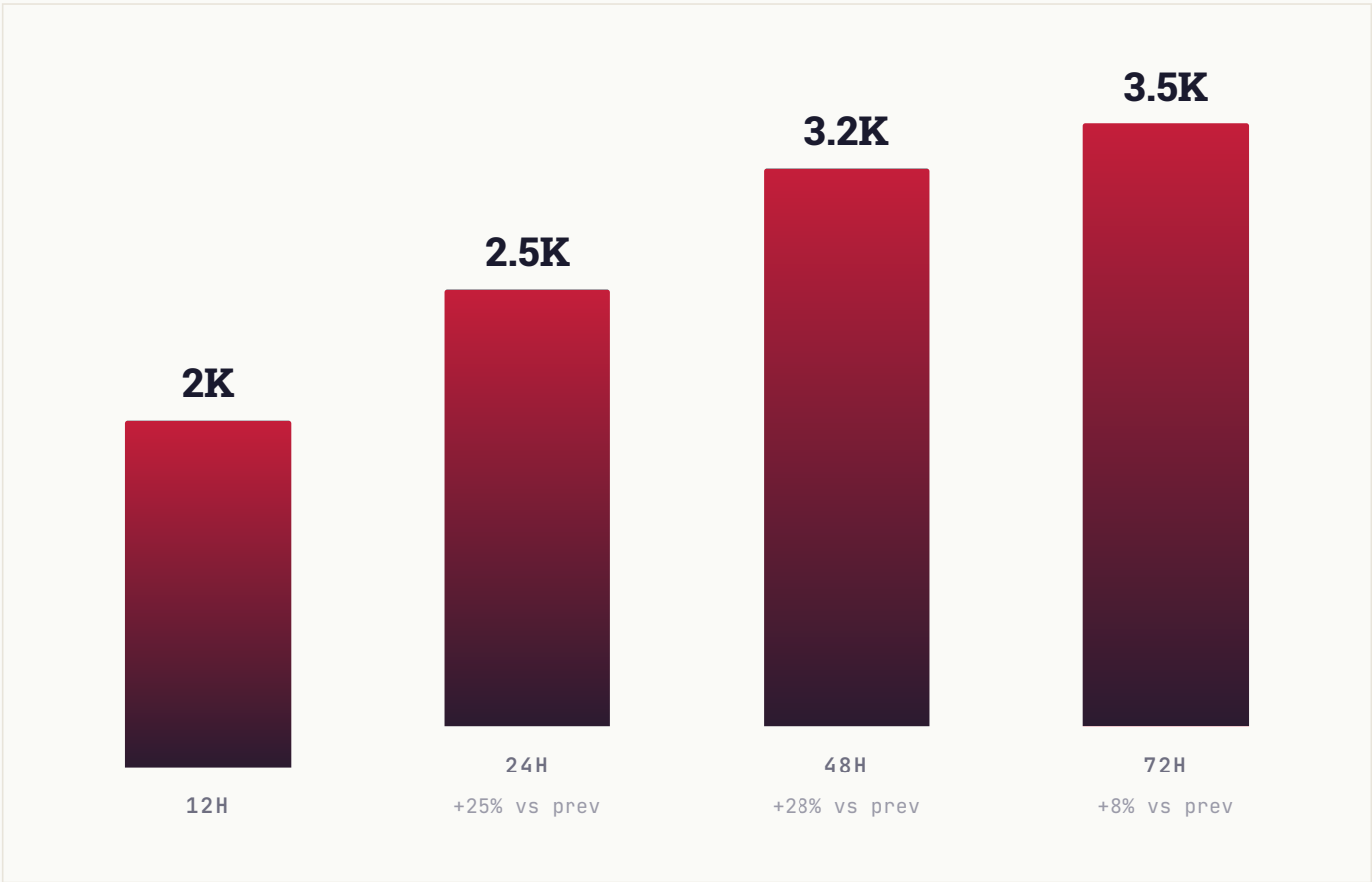
Citation index **19** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **27** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promos & discounts Belarus	41.4K
Sun Belarus discounts & new	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
AI Deals & flyers Belarus YOU	15K

COMPARATIVE CONCLUSION

Channel in Top quartile of niche (#14 of 100). Leader — 5 element | 5element.by (105.2K). Goal for coming months: enter top 10 niche through systematic traffic work.

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 were **6**, they brought **5 130** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	2 982
Nov 2025	0	0	137
Oct 2025	5	5	2 011
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0
TOTAL MENTIONS	6	MONTHS IN DATA	6
		ACQUIRED SUBS	5 130

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

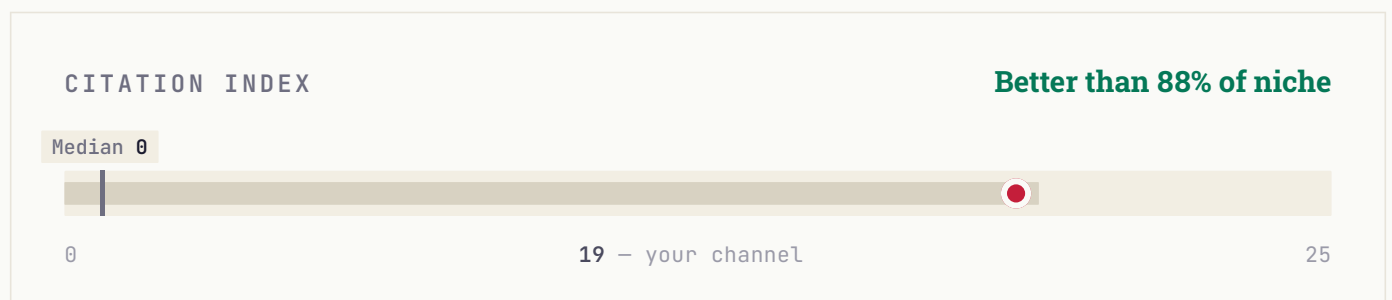
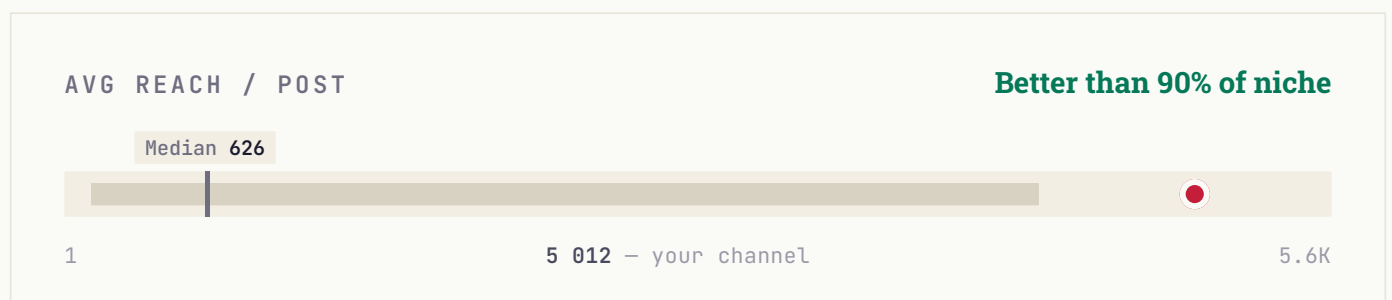
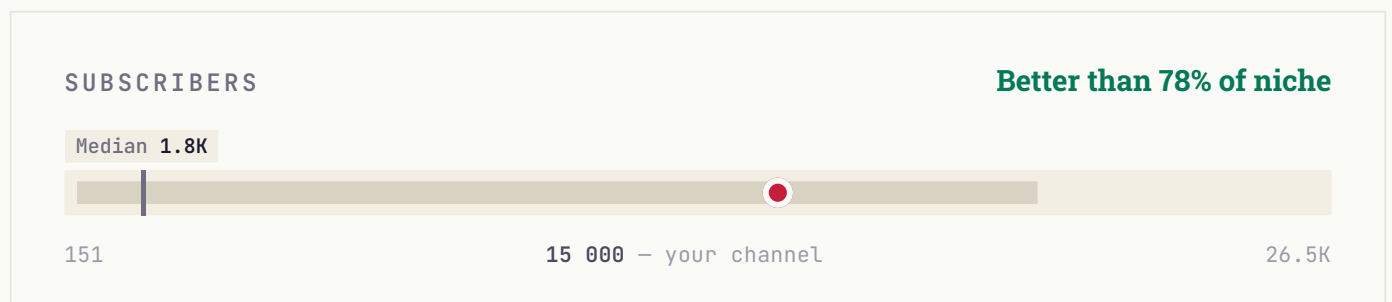
Top-**100** Channels in category "**Sales»** (Belarus) and compared your channel to them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#14

/100

RANK IN NICHE

Channel in top 14% — strong position



— 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 – Thursday
Audience most active on this day at 09:00 MSK. | EFFECT
Best time for an important post |
| 02 | Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains audience better |
| 03 | System traffic buy
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% ER. One poll per week on a hot topic – easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with nearby 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 us to do it PromptPress?

This audit is what we can do in 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