

PUBLIC REPORT PROMTPRESS

Channel audit

АлексбулПогода



@alexbullpogoda

Daily weather overview for all regions of Belarus. Radar data, temperature analysis, precipitation map. Partnership @Alexbullet07

SUBSCRIBERS

20 899

+232 per month

ERR (% SEE POSTS)

27.0%

daily 20.8%

REACH/POST

5.5K

ad reach 4.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 899 —	 SUBS REACH 26.22% avg % subs see post	 VIEWS/POST 5.5K median 5.6K · 29 days	 POSTS/DAY 8.9 ~62 per week
 7D TREND -2.5% vs previous week	 REACTIONS/POST 66.0 total 17,361 reactions, 2,213 reposts, 764 comments	 POST LENGTH 367 chars. median 78 · 29 days	 POSTS ANALYZED 263 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +232 last month	 CITATION RATE 0 citation index · 3 channels mentioned ever	 CHANNEL AGE 9 months 24 days created 16.08.2025

AI EDITOR SUMMARY

Channel «AlexbulWeather 🌤» — 20 899 subs. Each post averages 5.5K people (26% from subs), good reach. Publishes 62 posts/week (~9/day) — active publishing. Week of May 25–31 reach stable (-2.5% 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 from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **263** posts over 29 days.
- 02 Dominant format — **Photo** (218/263 posts).
- 03 Avg post length — **367** chars (median 78).
- 04 Audience peak activity — **Monday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.9K avg for top vs 4.5K for worst) — among 263 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 12:27 PHOTO ⚡ STORM WARNING: CYCLONE FROM POLAND BRINGS THUNDERSTORMS, HAIL & SQUALLS! Friends, calm weather is canceled! Tomorrow, May 12, our...	VIEWS 7 294 REP. 38	REACTIONS 89 ER 34.9%
Nº2 11.05 · 19:16 PHOTO Not bad, tomorrow will be warmer.	VIEWS 6 774 REP. 4	REACTIONS 87 ER 32.4%
Nº3 19.05 · 07:38 PHOTO ⚡ Quick weather summary: squalls, heat & severe thunderstorm risk ⚡ Yesterday's recap: During yesterday's squall, wind gusts in...	VIEWS 6 622 REP. 8	REACTIONS 60 ER 31.7%

Nº4 20.05 · 18:32 PHOTO ☒ Heatwave hits, center takes the blow: Forecast for May 21 Atmospheric front keeps pushing west. Tomorrow in...	VIEWS 6 615 REP. 44	REACTIONS 78 ER 31.7%
Nº5 12.05 · 18:05 PHOTO ☒ STORM WEDNESDAY (MAY 13): COLD FRONT TO SPLIT COUNTRY IN TWO! Friends, while some enjoy the warmth, the atmosphere over Belarus...	VIEWS 6 535 REP. 24	REACTIONS 88 ER 31.3%

|

WORST 3

↓ 04.06 · 18:45 TEXT ☒ GLOBAL BOT UPDATE: 15 REQUESTS/DAY & NEW MENU! ☒ Friends, we listen to your feedback and keep...	VIEWS 4 638 REP. 2	REACTIONS 44 ER 22.2%
↓ 04.06 · 11:45 VIDEO Need sun protection in your car? ☒Transform your car with our frame auto shades☒ Protect yourself from the bright sun and...	VIEWS 4 458 REP. —	REACTIONS 23 ER 21.3%
↓ 04.06 · 11:00 VIDEO (captionless post — video)	VIEWS 4 400 REP. —	REACTIONS 33 ER 21.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

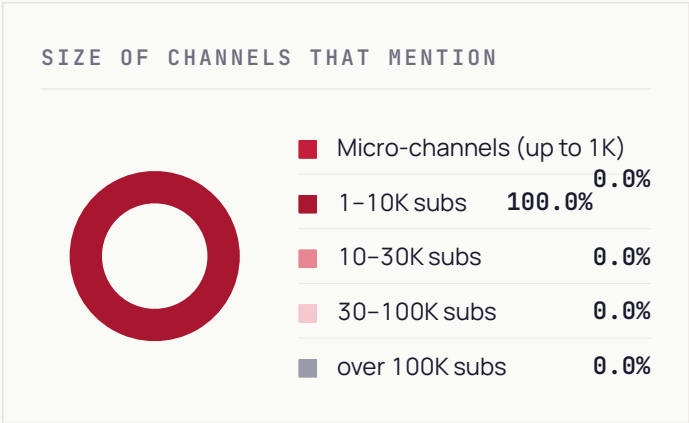
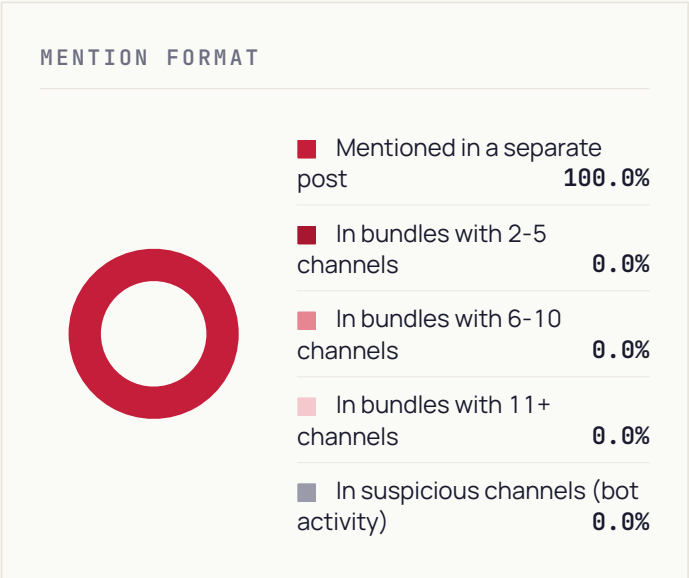
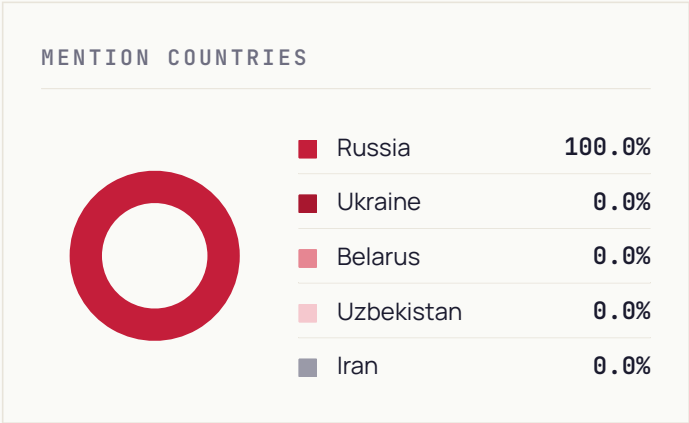
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

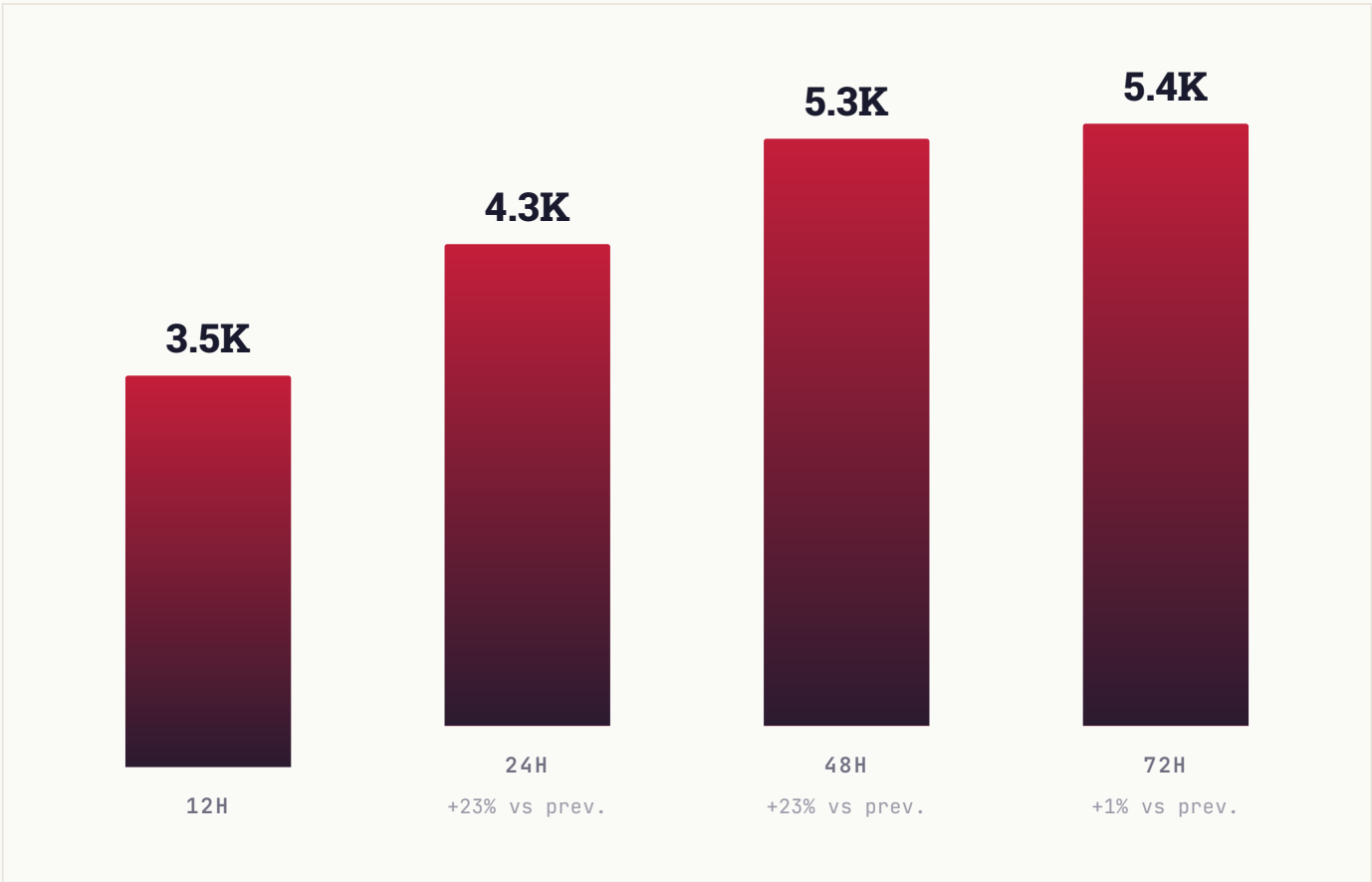
Citation index 0 – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 3 different channels.



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. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W Belarus Emergency What's Happening?	75K
ML Minsk Live	72.8K
PB Eavesdropping Belarus	58.2K
BG Belarus Галоўнае	56.8K
YY Gomel. Main!	56K
АА АлексбулПогода ☒ YOU	20.9K

COMPARATIVE CONCLUSION

Channel in top half of niche (#44 of 97). Niche leader — NEXTA Live (764.9K), median subs 19.8K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **5 months** such mentions were **0**, they brought **4 081** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	1 553	
Nov 2025	0	0	1 117	
Oct 2025	0	0	1 326	
September 2025	0	0	85	
August 2025	0	0	0	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS	
0	5		4 081	

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "News & Media» (Belarus) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#44 /100

POSITION IN NICHE

Channel in top half of ranking

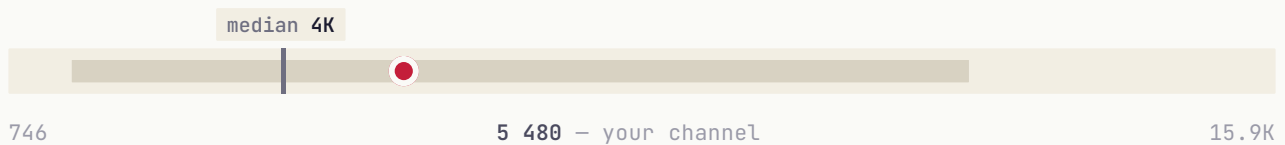
SUBSCRIBERS

better than 51% of niche



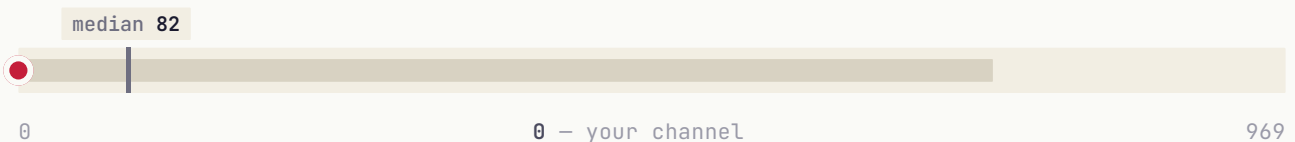
AVG REACH / POST

better than 57% of niche



CITATION INDEX

99% below median



— 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 Monday
Audience is most active on this day at 20:00 MSK.

EFFECT
Best window for an important post
- 02

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

EFFECT
Video retains audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

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
- 05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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