

PUBLIC REPORT PROMTPRESS

Channel audit

Alfa-Bank (Belarus)



@alfabankby

We give advice, share news, and discuss actively Our stickers: t.me/addstickers/alfa_bear Knowledge base: <https://tinyurl.com/baza-znanij-fiz> We answer comments during the day, and at night...

SUBSCRIBERS

79 314

-1757 per month

ERR (% SEE POSTS)

43.0%

per day 19.4%

REACH/POST

32.8K

ad reach 15.4K/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 79 314 —	 SUBSCRIBER REACH 41.36% avg % subs see post	 VIEWS/POST 32.8K median 32.5K · 27 days	 POSTS/WEEK 4.8 for period
 7D TREND -13.6% vs previous week	 REACTIONS/POST 232.8 total 4,423 reactions, 1,767 reposts, 1,966 comments	 POST LENGTH 904 chars median 914 · 27 days	 POSTS ANALYZED 19 27 days
 AD REACH 15.4K avg per 24h	 CHURN / MONTH -1757 last month	 CITATION RATE 99 citation index · 210 channels mentioned all time	 CHANNEL AGE 10 years 1 month created 14.04.2016

AI EDITOR SUMMARY

Channel «Alfa-Bank (Belarus)» — 79 314 subs. Each post avg views 32.8K people (41% from subs), wide reach for channel this size. Publishes 5 posts/week (~1/day) — rare. Week 25–31 May reach dropped -13.6% to week 18–24 May — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts in 27 days.
- 02 Dominant format — Photo (14/19 posts).
- 03 Avg post length — 904 chars (median 914).
- 04 Peak audience activity — Monday, 15:00 MSK.
- 05 Strongest posts get 2x more views than weakest (51.2K avg top vs 24.8K worst) — among 19 posts in 27 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 12:40 PHOTO The best gift is emotions, and the most desired and tech-savvy is a new gadget ⚡ A reason for a major upgrade found: pick a gift...	VIEWS 65 109 REP. 12	REACTIONS 129 ER 82.1%
Nº2 11.05 · 12:40 POLL (post without caption — poll)	VIEWS 46 380 REP. 1	REACTIONS 138 ER 58.5%
Nº3 15.05 · 14:29 PHOTO Creators, your imagination is the filter the world needs 🌐 For the third year running, we support the «Young Creators» contest. This...	VIEWS 42 038 REP. 93	REACTIONS 102 ER 53.0%

Nº4

21.05 · 14:29

PHOTO

We see your questions and concerns about geolocation and the 'digital fingerprint' technology 🗺️ That's why we tried to transparently...

VIEWS

41 081

REACTIONS

619

REP.

309

ER

51.8%

Nº5

14.05 · 15:20

PHOTO

«I have no time for hobbies» – sounds almost like the classic «let's do it after May holidays» 😊 But sometimes a favorite thing literally helps you keep...

VIEWS

40 528

REACTIONS

128

REP.

9

ER

51.1%

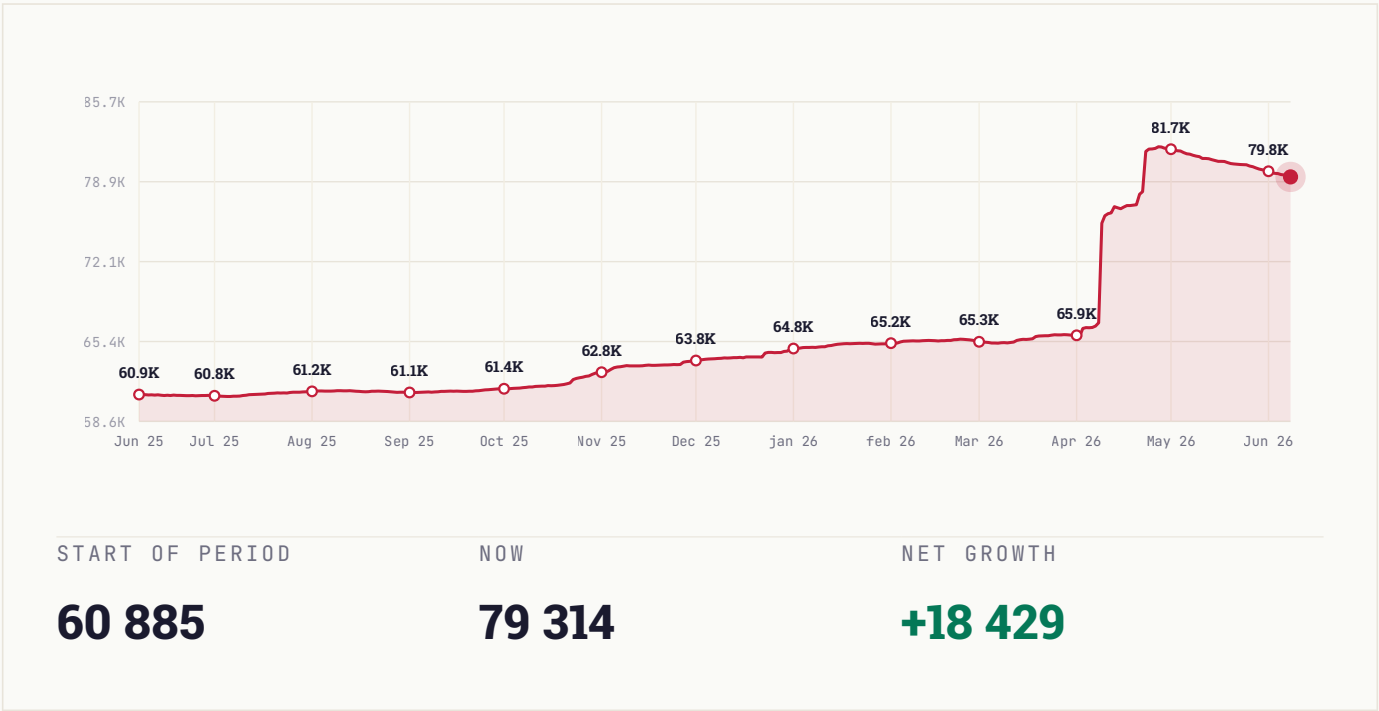
WORST 3

↓ 03.06 · 14:56 PHOTO You can watch three things forever: vacation dates on the calendar, bonus balance, and investments that bring double benefits 🗓️ Summer...	VIEWS 24 945 REACTIONS 194 REP. 47 ER 31.5%
↓ 02.06 · 06:04 PHOTO Attention, doors closing! Next stop – GET 50% BACK IN ALPHA BONUSES 🗺️ Taking the subway has become a routine for many. But what...	VIEWS 24 894 REACTIONS 235 REP. 81 ER 31.4%
↓ 05.06 · 07:00 PHOTO Ready to set a new pace? Meet our first sports drop Alfa Go 🏃➡️🏆 At Alfa, movement never stops. We run...	VIEWS 24 611 REACTIONS 281 REP. 220 ER 31.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

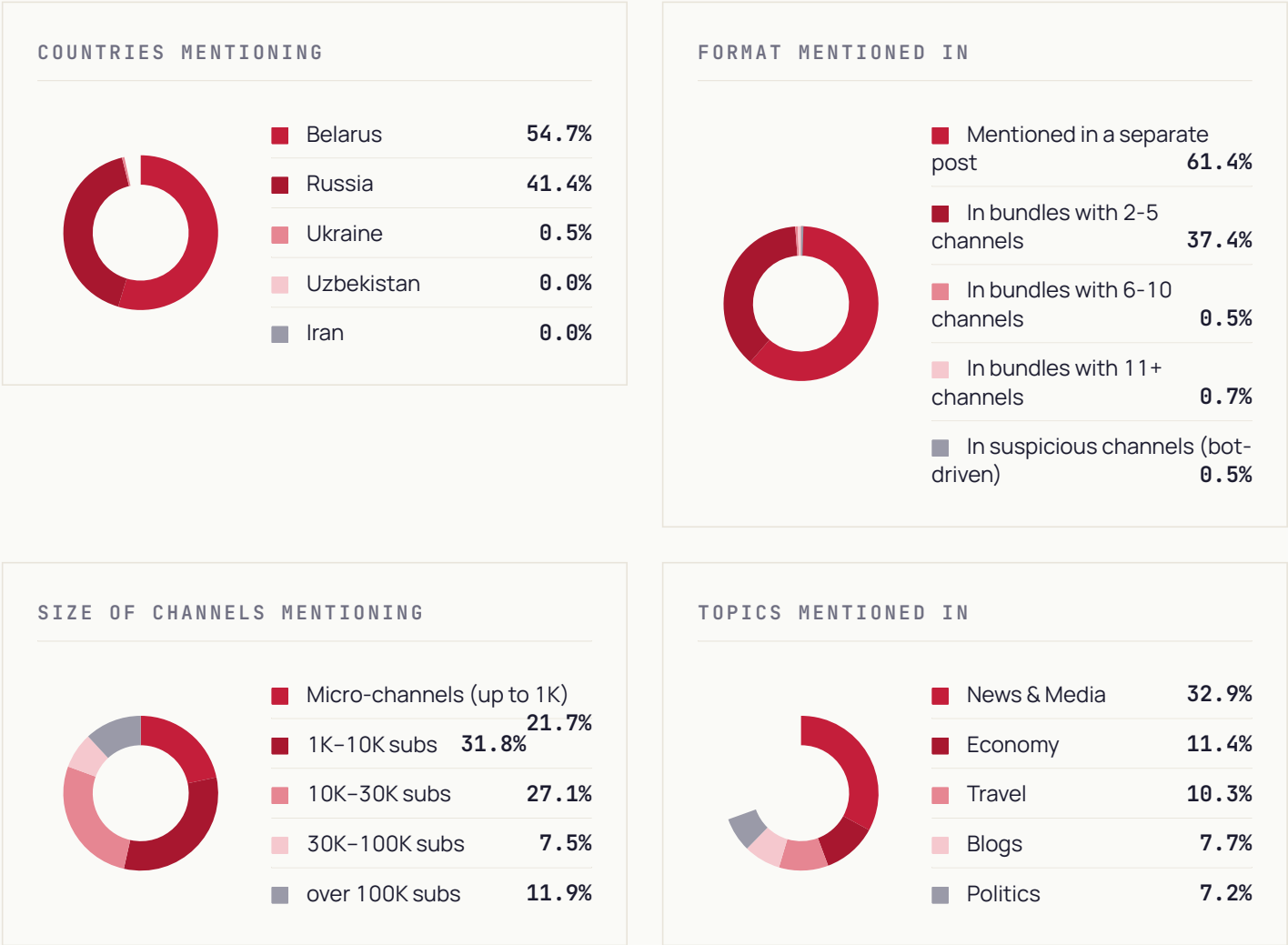
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

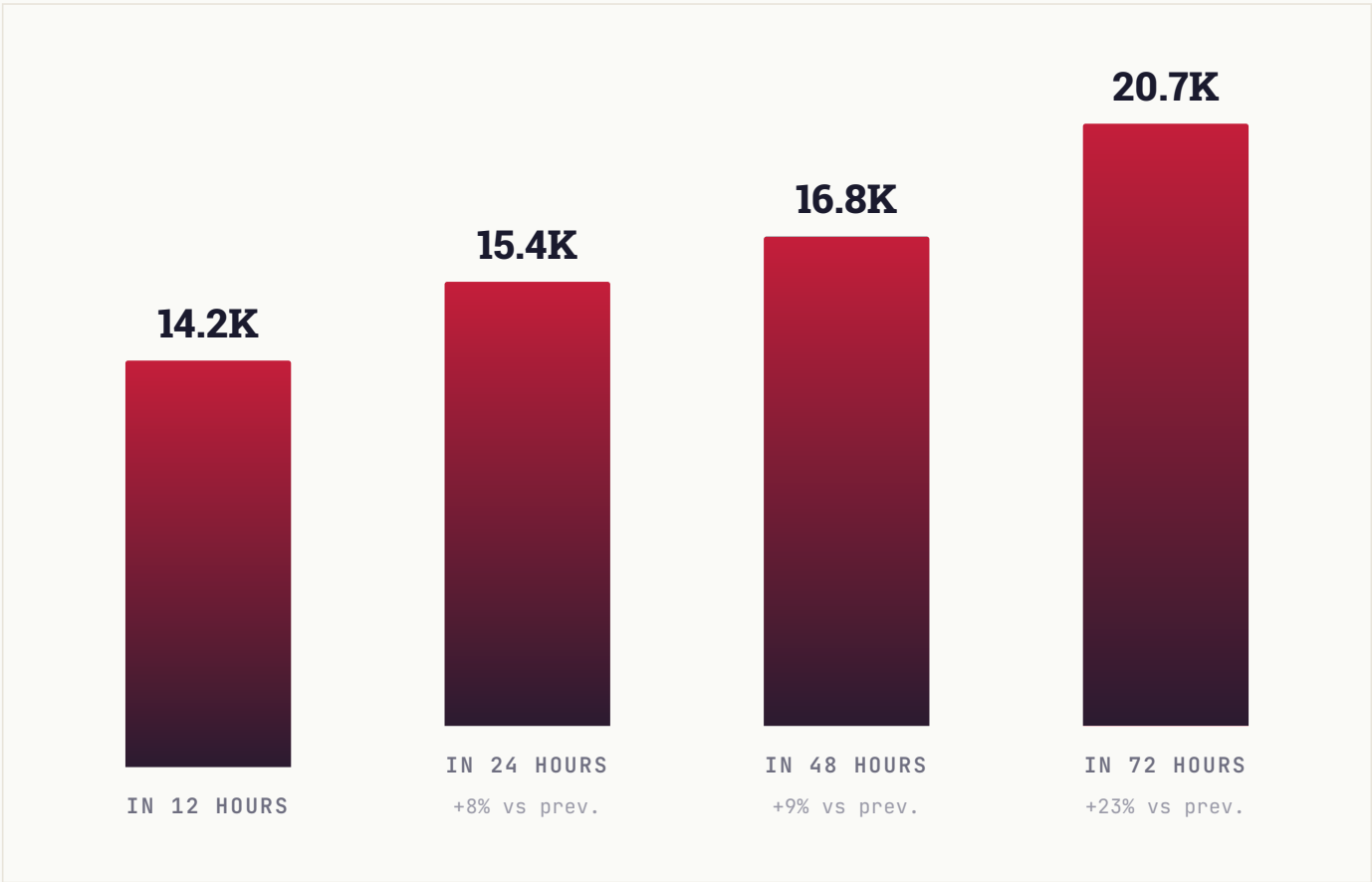
Citation index **99** – channel popularity rating based on mentions. Considers not just count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time channel was mentioned **210** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic and audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
A Alfa-Bank (Belarus) YOU	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 Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
EB Belarus Economy	8.4K

COMPARATIVE CONCLUSION

Channel intop-1 niche (#1 of 67 channels in category). One of the leaders – client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

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 **42**, they brought **4 507** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	5	5	1 078	
November 2025	13	11	1 053	
October 2025	15	14	1 381	
September 2025	3	3	376	
August 2025	5	5	186	
July 2025	1	1	433	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
42	6	4 507

SECTION 08 · NICHE COMPARISON

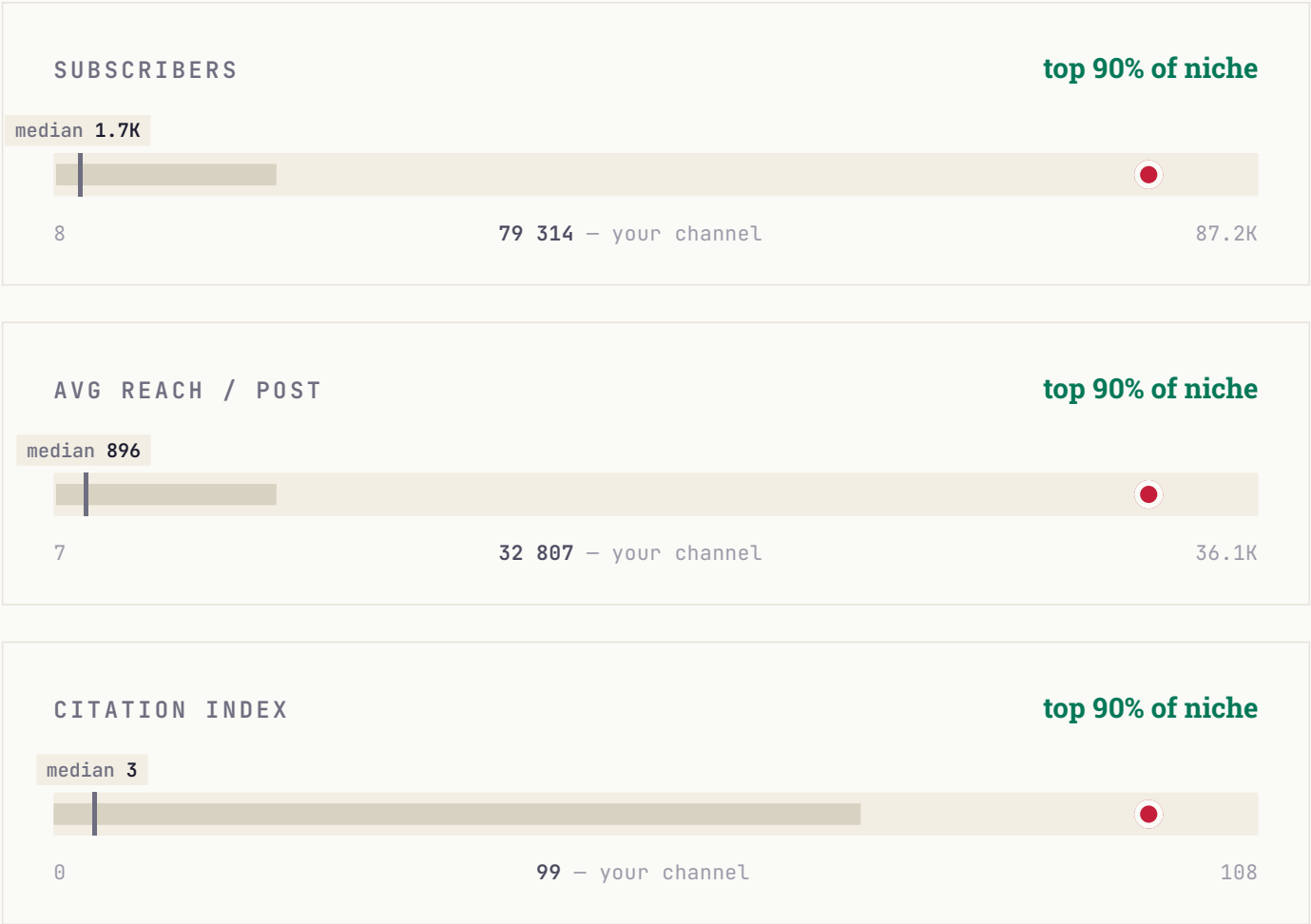
Where the channel stands in its league

Took top-67 channels in category «Economy» (Belarus) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#1/67

POSITION IN NICHE

Channel in top 1% economy Belarus



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.8 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Monday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. Recommend share of 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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