

PUBLIC REPORT PROMTPRESS

Channel audit

AMD.by



@amd_belarus

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SUBSCRIBERS

754

-1 per month

ERR (% SEE POSTS)

42.0%

per day **16.7%**

REACH/POST

296

ad reach **126/24h**

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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 period it covers.

 SUBSCRIBERS 754 —	 SUBS REACH 39.25% avg % subs see a post	 VIEWS/POST 296 median 315 · 29 days	 POSTS/WEEK 2.7 over period
 7D TREND -43.4% vs previous week	 REACTIONS/POST 1.5 only 17 reactions, 2 reposts, 0 comments	 POST LENGTH 725 chars median 775 · 29 days	 POSTS ANALYZED 11 29 days
 AD REACH 126 24h avg	 CHURN / MONTH -1 over last month	 CITATION RATE 0 citation index · 5 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 20.07.2017

AI EDITOR SUMMARY

Channel «AMD.by» — 754 subs. Avg views per post: 296 people (39% of subs), good reach. Publishes 3 posts/week (~0/day) — rare. Week 25–31 May views dropped -43.4% to week 18–24 May — worth analyzing why.

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 11 posts in 29 days.
- 02 Dominant format – Text (11/11 posts).
- 03 Avg post length – 725 chars (median 775).
- 04 Peak audience activity – Thu, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (370 avg for top vs 190 for worst) – among 11 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 30.04 · 12:09 TEXT Perfect for picnics ☒ ☒ Fieldmann FZG 1007 grill for true taste lovers! • Cooking surface 71 x 38...	VIEWS 386 REPOSTS 1	REACTIONS 2 ER 51.2%
Nº2 08.05 · 12:15 TEXT Internet outside the city? No more lottery! ☒ ☒ Start dacha season without buffering or dropped calls. Tired of chasing...	VIEWS 375 REPOSTS —	REACTIONS 3 ER 49.7%
Nº3 28.04 · 13:17 TEXT Vertical vacuum at a great price ☒ ☒ Xiaomi Vacuum Cleaner G20 Lite C203 BHR8195EU: cleaning made easy! •...	VIEWS 349 REPOSTS —	REACTIONS 2 ER 46.3%

Nº4

12.05 · 11:51

TEXT

Comfort and convenience ☑ ☑ Fieldmann Carol FDZN 4003-T – stylish foldable furniture for terrace, garden or...

VIEWS

330

REPOSTS

—

REACTIONS

1

ER

43.8%

Nº5

07.05 · 07:33

TEXT

☑ A major, memorable holiday is approaching – Victory Day. From the entire AMD.by team, congratulations and may your families always...

VIEWS

315

REPOSTS

—

REACTIONS

—

ER

41.8%

WORST 3

↓ 18.05 · 13:25 TEXT Create your perfect relaxation spot ☑ ☑ Olsa Varna s1103 garden swing – your personal comfort zone! Settle in...	VIEWS 256 REPOSTS —	REACTIONS 2 ER 34.0%
↓ 25.05 · 07:48 TEXT For fun holidays 😊 ☑ School year is ending, summer break ahead! Make every day...	VIEWS 184 REPOSTS —	REACTIONS 1 ER 24.4%
↓ 27.05 · 14:11 TEXT Great way to save ☑ New discounted items: 70+ products at unbeatable prices. ☑...	VIEWS 131 REPOSTS —	REACTIONS 2 ER 17.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

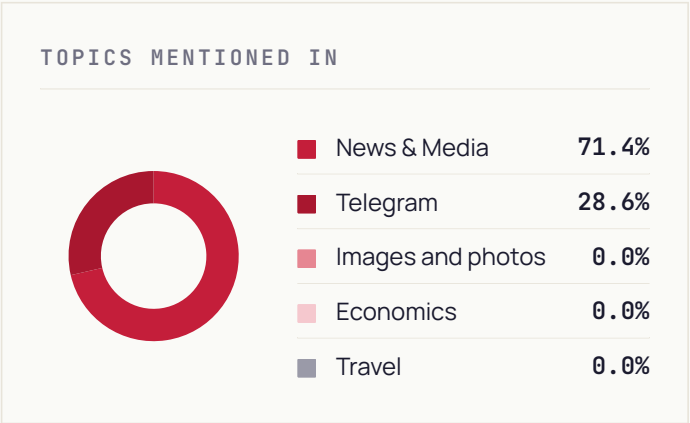
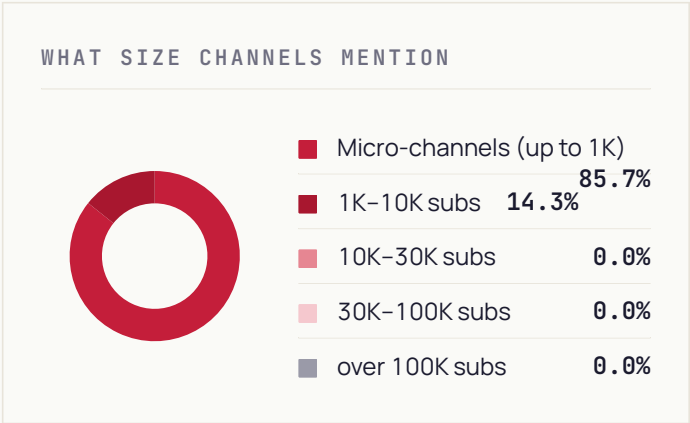
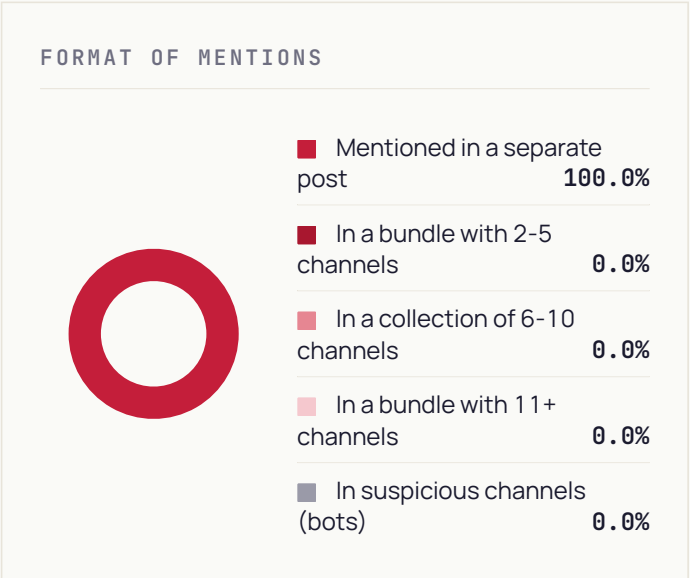
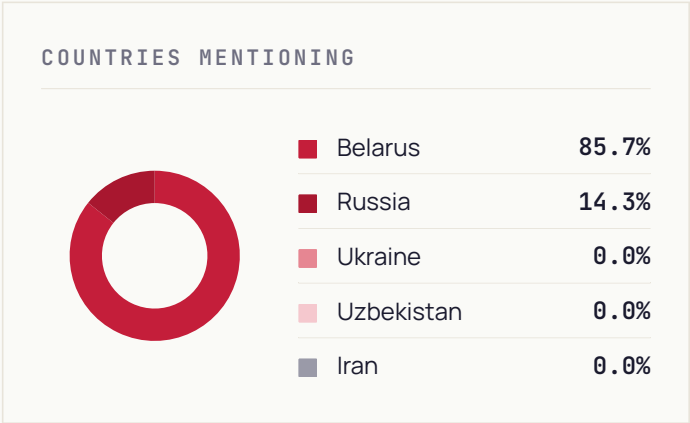


START OF PERIOD	NOW	NET GROWTH
697	754	+57

SECTION 04 · CITATIONS

Who mentions the channel and how

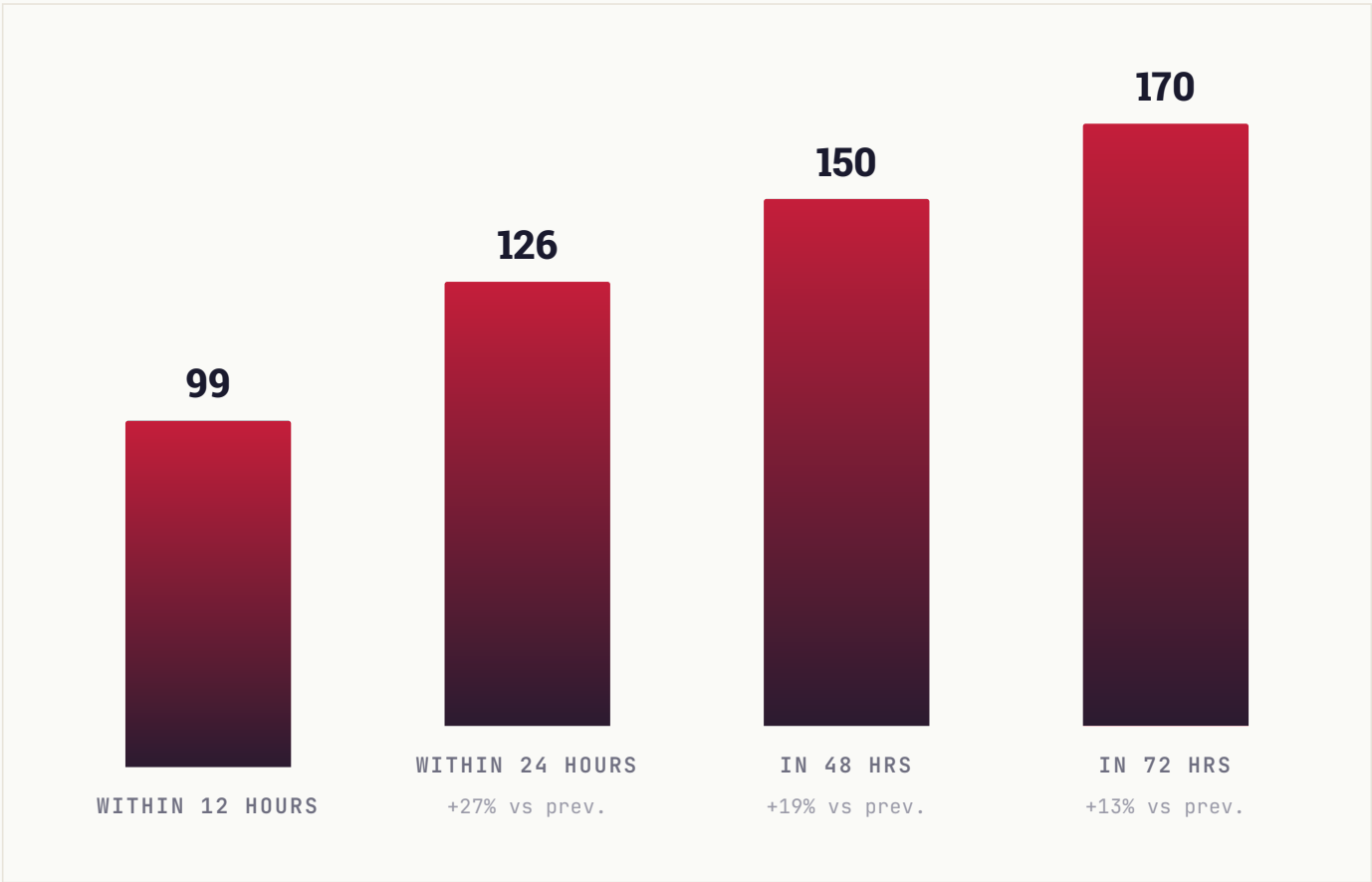
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 5 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	106.1K
Sat Belarus Discounts	75.2K
F- Flatty - Apartment Rental Real Estate Belarus Housing without agents	43.2K
PI Promocodes & discounts Belarus	41.4K
SI Belarus Discounts & New Items	36.7K
H2 2lvek.by finds	35.1K
RE Realt	32.4K
SI SMARTECH luxury tech	27.8K
K- Kupon.by – promo codes Belarus	26.4K
KO Onliner Catalog	21.7K
AM AMD.by YOU	754

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#78 of 100). Niche median — 1.8K subs.
First growth KPI — reach median. Leader: 5 element | 5element.by (106.1K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **0**, they brought **96** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Nov 2025	0	0	20
Oct 2025	0	0	20
Sep 2025	0	0	9
August 2025	0	0	16
July 2025	0	0	13
June 2025	0	0	18

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	96

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#25

/100

POSITION IN NICHE

Channel in top 25% — strong position

SUBSCRIBERS

59% below median

median 1.8K



123

754 — your channel

26.8K

AVG REACH / POST

51% below median

median 601



1

296 — your channel

5.7K

CITATION INDEX

99% below median

median 0



0

0 — your channel

22

— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.7 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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