

PUBLIC REPORT PROMTPRESS

Channel audit

Anton Shabashov



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Hi there. I'm a Belarusian blogger 📺 Sharing news with a smile.
Subscribe. Support 📺 <https://www.donationalerts.com/r/antonshabashov> MIR SBER Russia card - 2202208346873004

SUBS

38 203

-268 per month

ERR (% SEE POSTS)

16.0%

daily 9.3%

REACH/POST

5.8K

ad reach 3.6K/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.

 SUBS 38 203 —	 SUBSCRIBER REACH 15.27% avg % subs see post	 VIEWS/POST 5.8K median 6K · 29 days	 POSTS/WK 33.5 for the period
 7D TREND +1.8% vs previous week	 REACTIONS/POST 378.4 total 54,118 reactions, 4,909 reposts, 0 comments	 POST LENGTH 214 chars median 140 · 29 days	 POSTS ANALYZED 143 29 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -268 last month	 CITATION RATE 169 citation index · 550 channels mentioned ever	 CHANNEL AGE 5 years 9 months created 13.09.2020

AI EDITOR SUMMARY

Channel «Anton Shabashov» — 38 203 subs. Each post averages 5.8K people (15% from subs), this is average reach — room to grow. Publishes 34 posts per week (~5/day) — active posting. Week of Jun 8–14 reach stable (+1.8% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **143** posts in 29 days.
- 02 Dominant format – **Video** (84/143 posts).
- 03 Avg post length – **214** characters (median 140).
- 04 Audience peak – **Tuesday**, 23:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8.7K avg top vs 5K worst) – among 143 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 20:45 PHOTO New episode 🎧 Watch via links: 📺 VK 📺 YouTube	VIEWS 11 352 REP. 7	REACTIONS 202 ER 29.7%
Nº2 24.05 · 18:40 VIDEO 📺 Graduations in Belarus 📺 Soviet school uniform is the most beautiful in the world 📺 Proud of our Belarusian youth. Well done! 📺 In Max	VIEWS 7 518 REP. 55	REACTIONS 688 ER 19.7%
Nº3 13.06 · 09:11 VIDEO 📺 Minsk drift 🎧 🎧	VIEWS 7 372 REP. 37	REACTIONS 521 ER 19.3%

Nº4 12.06 · 18:02 VIDEO 🗑️Lukashenko said that it is not God who gave us these wars, we came to this ourselves. Therefore, we need to think about how to stop these wars...	VIEWS 7 112 REP. 13	REACTIONS 498 ER 18.6%
Nº5 12.06 · 11:16 VIDEO 🗑️🗑️ Saving ducklings on a June morning at Tsnyanka in Minsk 🗑️🗑️ Bravo to the Belarusian Emergencies Ministry. Well done!	VIEWS 7 105 REP. 38	REACTIONS 495 ER 18.6%

|

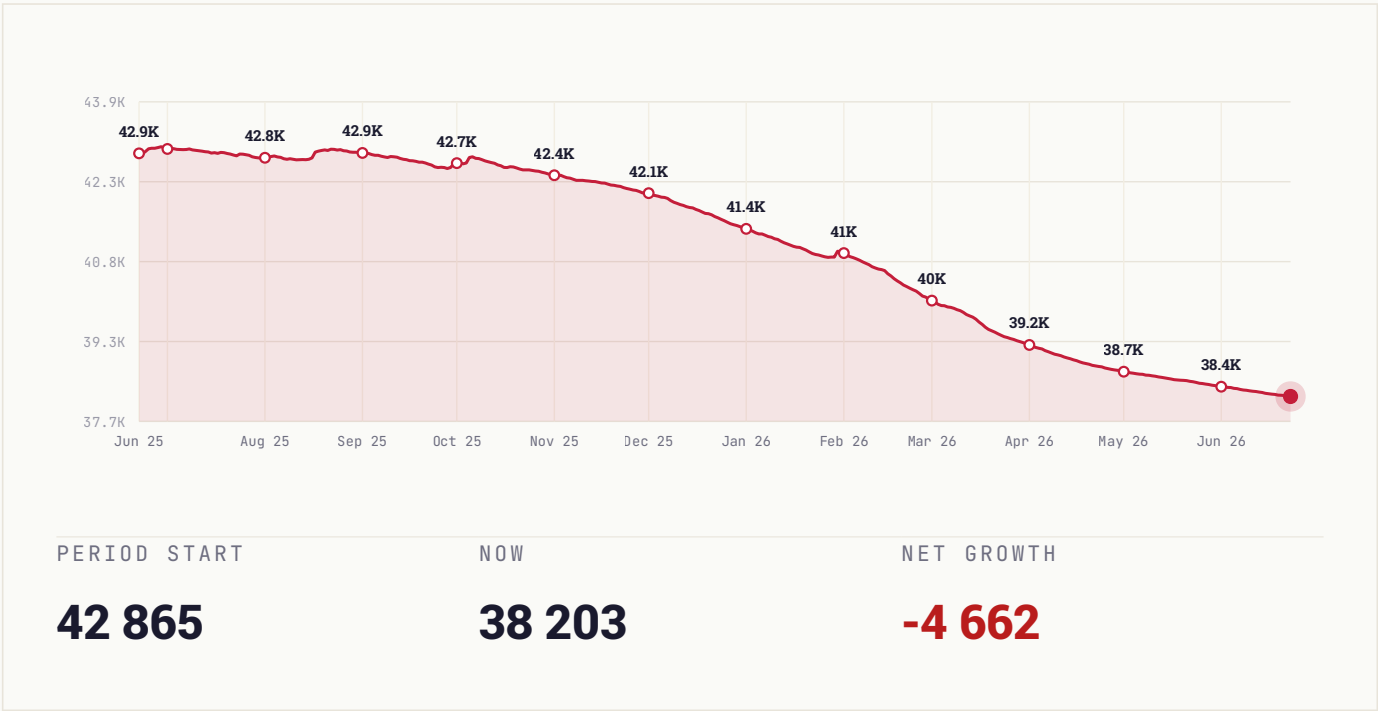
WORST 3

↓ 17.06 · 10:40 TEXT 🗑️Ukrainian Armed Forces attacked a bus with a children's football team from Belarus in Bryansk region, said acting governor of the region As a result of the attack...	VIEWS 5 112 REP. 30	REACTIONS 511 ER 13.4%
↓ 09.06 · 15:23 VIDEO Bulgaria will no longer supply weapons to Ukraine, said Defense Minister Dimitar Stoyanov "Kyiv needs people, not weapons... We see...	VIEWS 5 080 REP. 9	REACTIONS 260 ER 13.3%
↓ 19.06 · 12:57 VIDEO 🗑️Emergency meeting of CIS permanent representatives in Minsk on attack on Belarusian bus with children The Commonwealth headquarters gathered...	VIEWS 4 745 REP. 9	REACTIONS 272 ER 12.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

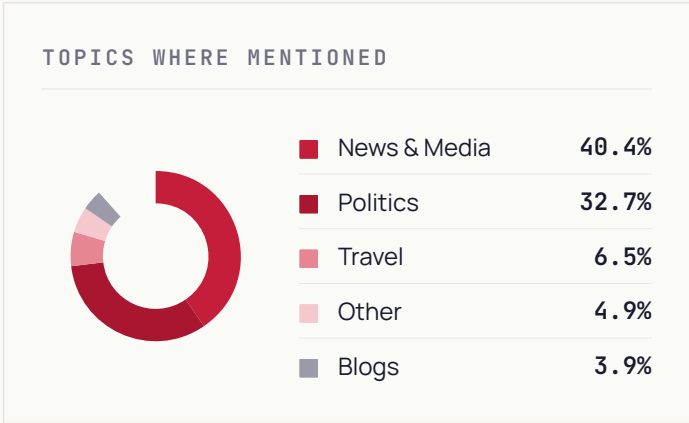
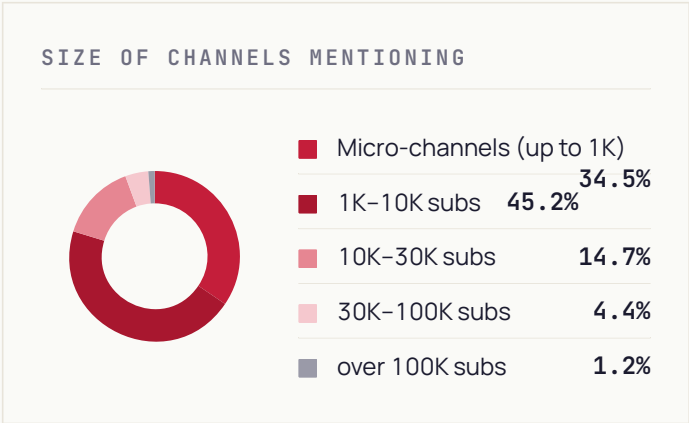
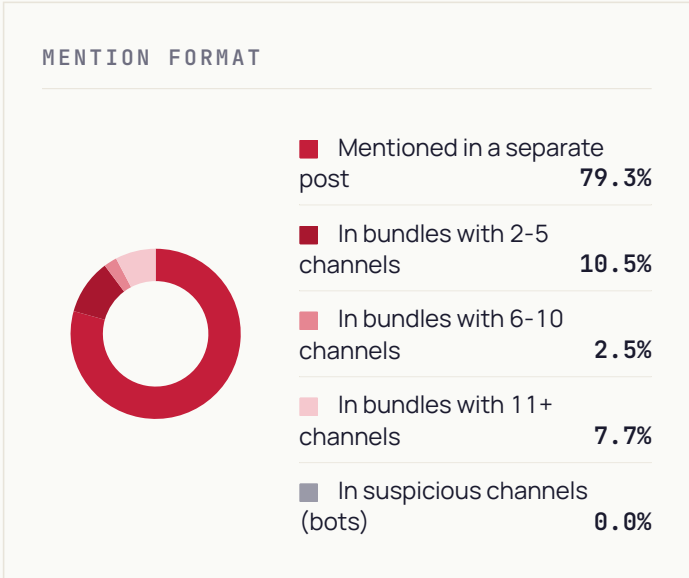
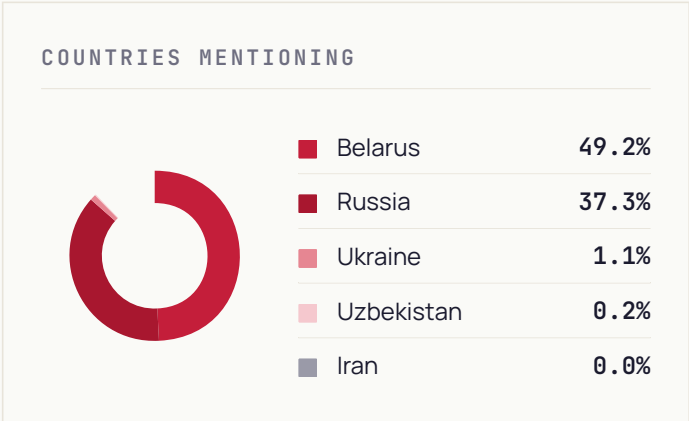
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

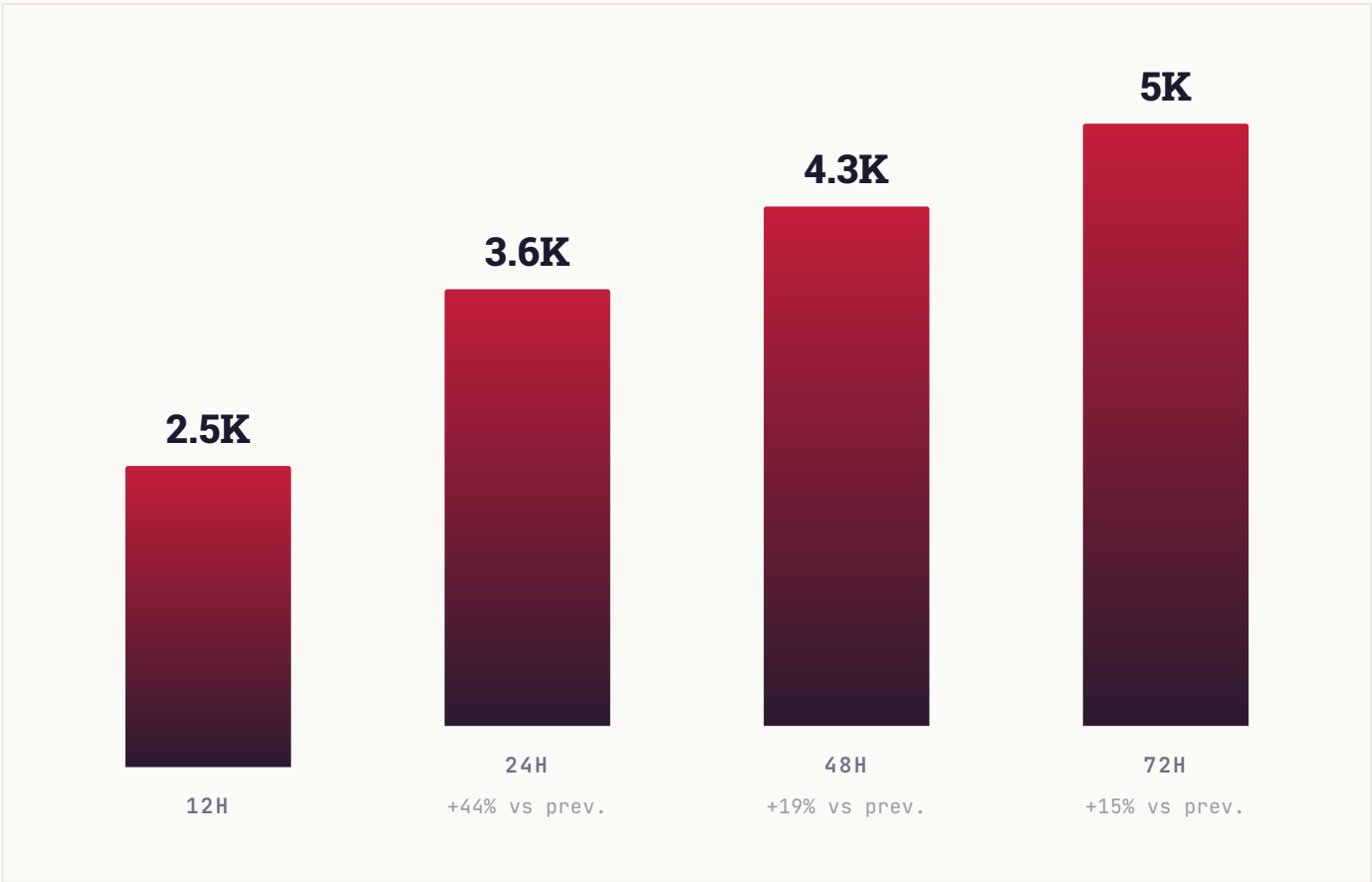
Citation index **169** – channel popularity score based on mentions. Considers both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **550** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
NK Unpleasant channel	499K
MK Nasty Kokobay	114.2K
MM Maxim Mirovich	104.5K
AS Anton Shabashov YOU	38.2K
CH Blueberry Farm	34.4K
SH Off-screen buzz	24.9K
CH Chereshko_life	24K
BU BUBENITTA	23.6K
TB Tima Belorusskikh	17.4K
PI For sparkling☑	15.8K
KS Belly crucian	14.2K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#4 of 99). Strong position. Niche leader: Unpleasant channel (499K), room to grow to #1. Mutual cross-promos with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **62**, they brought **656** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	0	
Nov 2025	45	45	16	
Oct 2025	4	4	174	
Sep 2025	6	6	110	
August 2025	3	1	278	
July 2025	2	2	78	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
62	6	656

SECTION 08 · NICHE COMPARISON

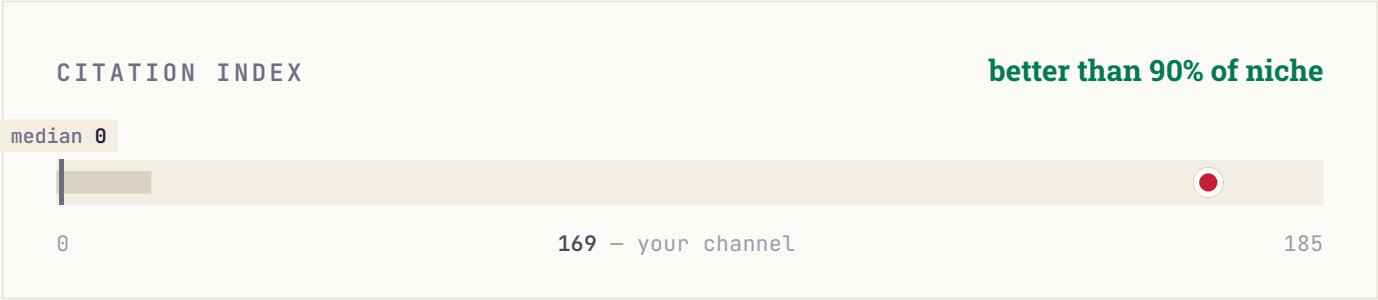
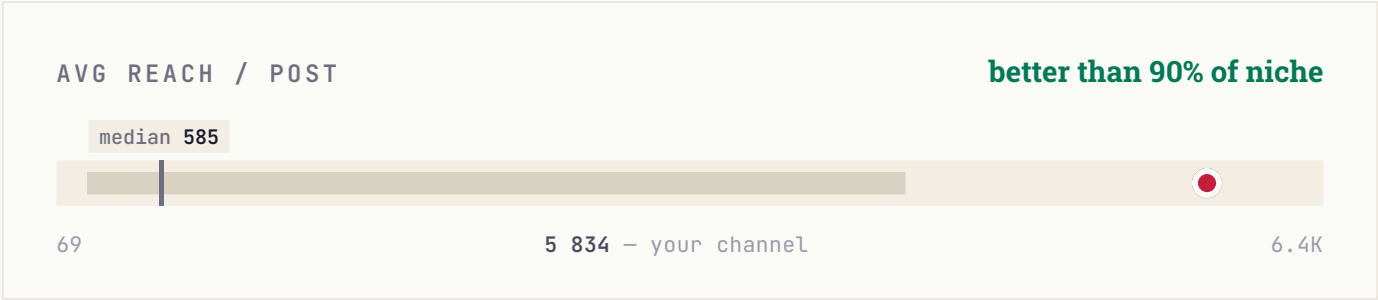
Where channel ranks in its league

Top-100 channels in category "Blogs» (Belarus) and compared your channel against them. Gray band = range for 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.

#4/100

POSITION IN NICHE

Channel in top 4% blogs 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**Best post day — Tuesday**

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for important
post****02****System 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. 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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
