

PROMTPRESS PUBLIC REPORT

Channel audit

ASB БРОКЕР



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Operational info on new issues and secondary bond market ■

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SUBSCRIBERS

2 823

-7 per month

ERR (% SEE POSTS)

75.0%

last day **39.6%**

REACH/POST

2.1K

ad reach **1.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 2 823 —	 SUBS REACH 75.79% avg % subs see post	 VIEWS/POST 2.1K median 2.6K · 18 days	 POSTS/WEEK 1.1 for period
 7D TREND — no data for period	 REACTS/POST 18.3 55 reactions, 23 reposts, 0 comments	 POST LENGTH 18 chars median 18 · 18 days	 POSTS ANALYZED 3 18 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -7 last month	 CITATION RATE 5 citation index · 31 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 10.05.2018

AI EDITOR SUMMARY

Channel «ASB BROKER» – 2 823 subs. Each post averages 2.1K people (76% of subs), wide reach for a channel this size. Publishes 1 posts per week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 18 days.
- 02 Dominant format – Photo (3/3 posts).
- 03 Avg post length – 18 chars (median 18).
- 04 Peak audience activity – Friday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (2.1K avg for top vs 2.1K for worst) – among 3 posts in 18 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 3 POSTS

№122.05 · 10:40PHOTO Bonds sold!	VIEWS	REACTS
	2 652	19
	REPOSTS	ER
	8	93.9%
№220.05 · 11:07PHOTO Bonds sold!	VIEWS	REACTS
	2 569	16
	REPOSTS	ER
	10	91.0%
№308.06 · 10:15PHOTO (post without caption – photo)	VIEWS	REACTS
	1 198	20
	REPOSTS	ER
	5	42.4%

WORST 3

↓ 22.05 · 10:40 PHOTO Bonds sold!	VIEWS 2 652 REPOSTS 8	REACTS 19 ER 93.9%
↓ 20.05 · 11:07 PHOTO Bonds sold!	VIEWS 2 569 REPOSTS 10	REACTS 16 ER 91.0%
↓ 08.06 · 10:15 PHOTO (post without caption – photo)	VIEWS 1 198 REPOSTS 5	REACTS 20 ER 42.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

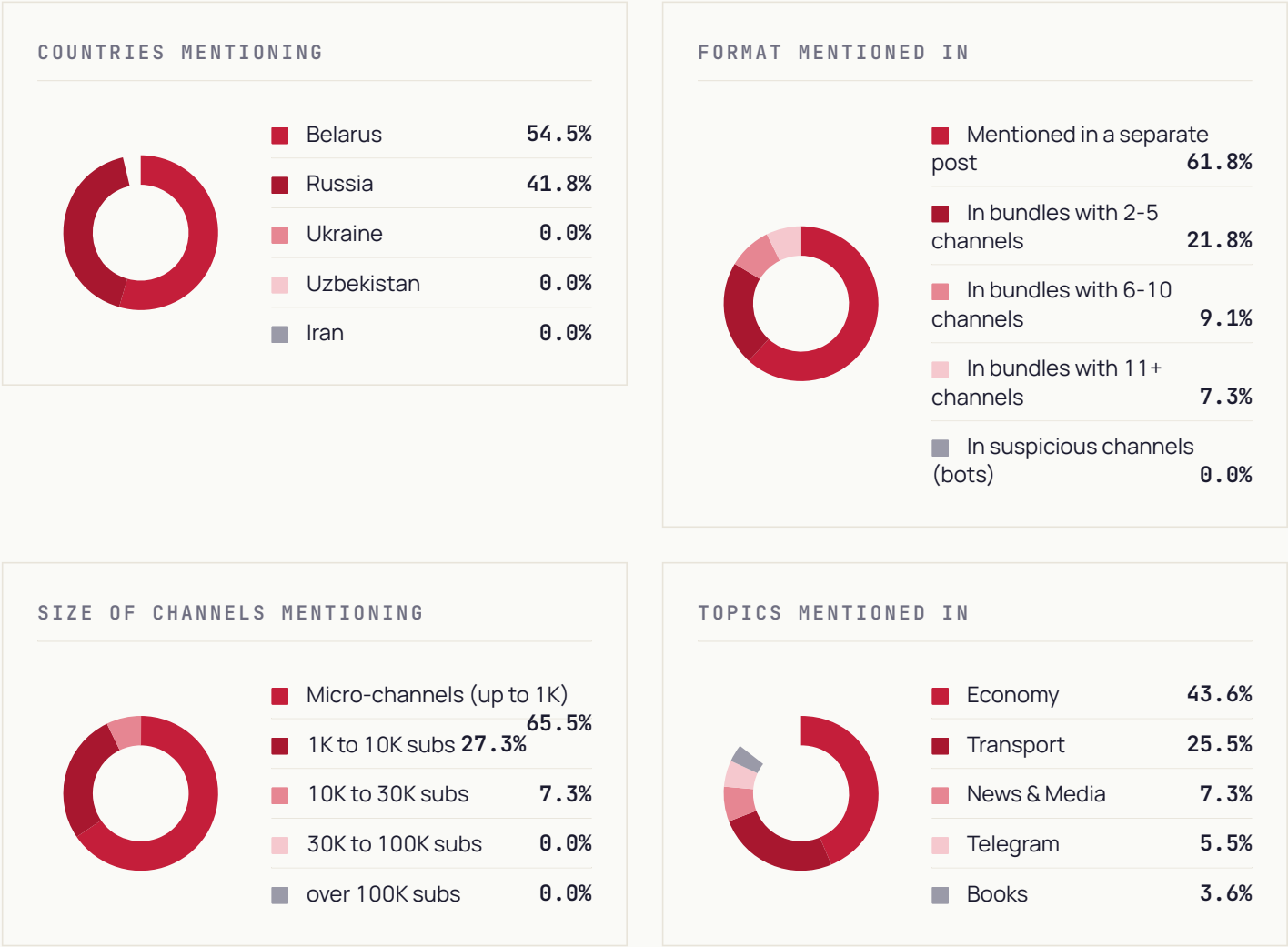


START OF PERIOD	NOW	NET GROWTH
2 841	2 823	-18

SECTION 04 · CITATIONS

Who mentions the channel and how

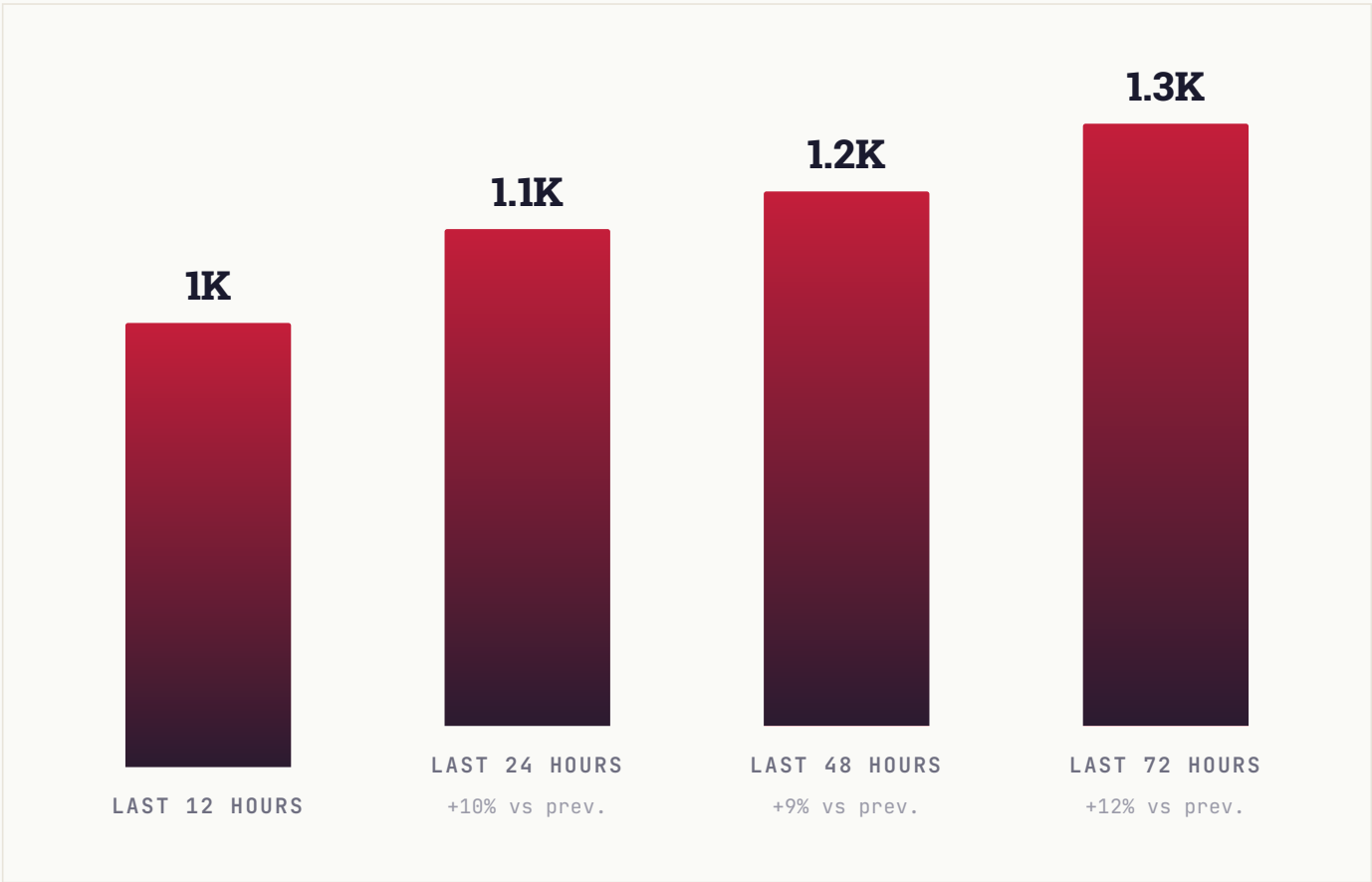
Citation index 5 – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 31 different channels.



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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MART	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of Belarus	15.1K
ER Operational Management Department of the Minsk City Tax Inspectorate	14.6K
BE Belagroprombank	11.1K
AB ASB БРОКЕР YOU	2.8K

COMPARATIVE CONCLUSION

Channel intop half of niche (#27 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **4**, they brought **141** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	12
November 2025	2	2	11
October 2025	0	0	24
September 2025	1	1	58
August 2025	0	0	21
July 2025	0	0	15

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBS
4	6	141

SECTION 08 · NICHE COMPARISON

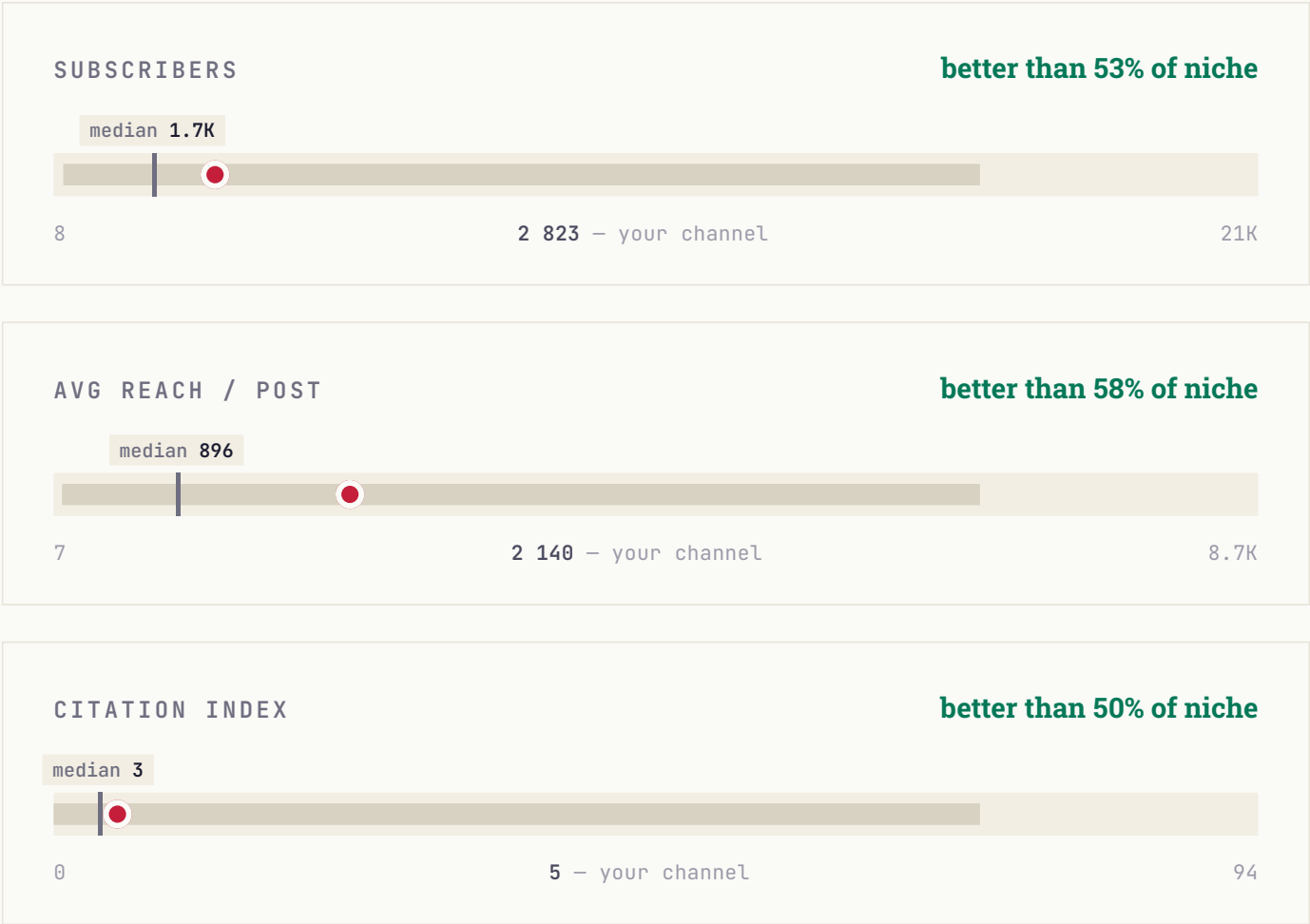
Where the channel stands in its league

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.

#27/67

RANK IN NICHE

Channel in top half of ranking



— 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 1.1 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Friday
Audience is most active on this day at 1:00 PM MSK. | EFFECT
Best window for important post |
| 03 | Increase share of video posts
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 finds sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — an easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
