

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## ATLANT



@atlantbelarus

ATLANT - major home appliance manufacturer: fridges, freezers, washing machines. On this channel we'll share the latest news about ATLANT appliances. Chat and...

SUBSCRIBERS

**830**

+2 per month

ERR (% SEE POSTS)

**94.0%**

per day **12.7%**

REACH/POST

**692**

ad reach **105/24h**

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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.

|                                                                                                                                                  |                                                                                                                                                                                |                                                                                                                                                                                 |                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>830</div> <div>—</div>             | <div> SUBS REACH</div> <div>83.37%</div> <div>avg % subs see post</div>                       | <div> VIEWS/POST</div> <div>692</div> <div>median 391 · 21 days</div>                          | <div> POSTS/WEEK</div> <div>1.3</div> <div>over period</div>                 |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>8.0</div> <div>only 32 reactions, 8 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>472 chars</div> <div>median 462 · 21 days</div>                   | <div> POSTS ANALYZED</div> <div>4</div> <div>21 days</div>                   |
| <div> AD REACH</div> <div>105</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>+2</div> <div>over last month</div>                           | <div> CITATION RATE</div> <div>3</div> <div>citation index · 22 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>5 yrs 5 mo</div> <div>created 15.12.2020</div> |

AI EDITOR SUMMARY

Channel «ATLANT» — 830 subs. Each post averages 692 people (83% of subs), wide reach for a channel this size. Publishes 1 posts per week (~0/day) — rare publications.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts over 21 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Avg post length – 472 chars (median 462).
- 04 Peak Audience Activity – Friday, 09:00 MSK.
- 05 Top Posts Get 3x more views than the weakest (867 avg for top vs 316 for worst) – among 4 posts in 21 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 4 POSTS

|                                                                                                                                                                                                                                                                   |                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Nº1</div><div>15.05 · 06:29</div><div>PHOTO</div></div> <div><div>This Friday – choice is ours! Bet on quality and native🇷🇺🇷🇺</div><div>ATLANT invites you to the promotion «Every Friday – native, your own». We are waiting for you at...</div></div> | <div><div>VIEWS</div><div>1 820</div></div> <div><div>REACTIONS</div><div>6</div></div> <div><div>REPOSTS</div><div>2</div></div> <div><div>ER</div><div>219.3%</div></div> |
| <div><div>Nº2</div><div>01.05 · 05:50</div><div>PHOTO</div></div> <div><div>🇷🇺 Happy May Day! The ATLANT team wishes you more sunny days. Work that brings joy, and rest that restores...</div></div>                                                             | <div><div>VIEWS</div><div>428</div></div> <div><div>REACTIONS</div><div>6</div></div> <div><div>REPOSTS</div><div>2</div></div> <div><div>ER</div><div>51.6%</div></div>    |
| <div><div>Nº3</div><div>09.05 · 06:04</div><div>PHOTO</div></div> <div><div>Happy Victory Day🇷🇺 ATLANT Company congratulates you on one of our country's main holidays. We wish you the best of health...</div></div>                                             | <div><div>VIEWS</div><div>354</div></div> <div><div>REACTIONS</div><div>12</div></div> <div><div>REPOSTS</div><div>1</div></div> <div><div>ER</div><div>42.7%</div></div>   |

|                                                                                                                                                                                           |         |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>Nº4</div> <div>22.05 · 13:43</div> <div>PHOTO</div> <div>📷 New! ATLANT ADVANCE Built-in Refrigerator – Your Kitchen's Silent Hero Introducing the new built-in refrigerator...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                           | 166     | 8         |
|                                                                                                                                                                                           | REPOSTS | ER        |
|                                                                                                                                                                                           | 3       | 20.0%     |

WORST 3

|                                                                                                                                                                                                |         |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>↓</div> <div>01.05 · 05:50</div> <div>PHOTO</div> <div>📷 Happy May Day! The ATLANT team wishes you more sunny days. Work that brings joy, and rest that restores...</div>                 | VIEWS   | REACTIONS |
|                                                                                                                                                                                                | 428     | 6         |
|                                                                                                                                                                                                | REPOSTS | ER        |
|                                                                                                                                                                                                | 2       | 51.6%     |
| <div>↓</div> <div>09.05 · 06:04</div> <div>PHOTO</div> <div>Happy Victory Day📷 ATLANT Company congratulates you on one of our country's main holidays. We wish you the best of health...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                | 354     | 12        |
|                                                                                                                                                                                                | REPOSTS | ER        |
|                                                                                                                                                                                                | 1       | 42.7%     |
| <div>↓</div> <div>22.05 · 13:43</div> <div>PHOTO</div> <div>📷 New! ATLANT ADVANCE Built-in Refrigerator – Your Kitchen's Silent Hero Introducing the new built-in refrigerator...</div>        | VIEWS   | REACTIONS |
|                                                                                                                                                                                                | 166     | 8         |
|                                                                                                                                                                                                | REPOSTS | ER        |
|                                                                                                                                                                                                | 3       | 20.0%     |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which it lost subs.

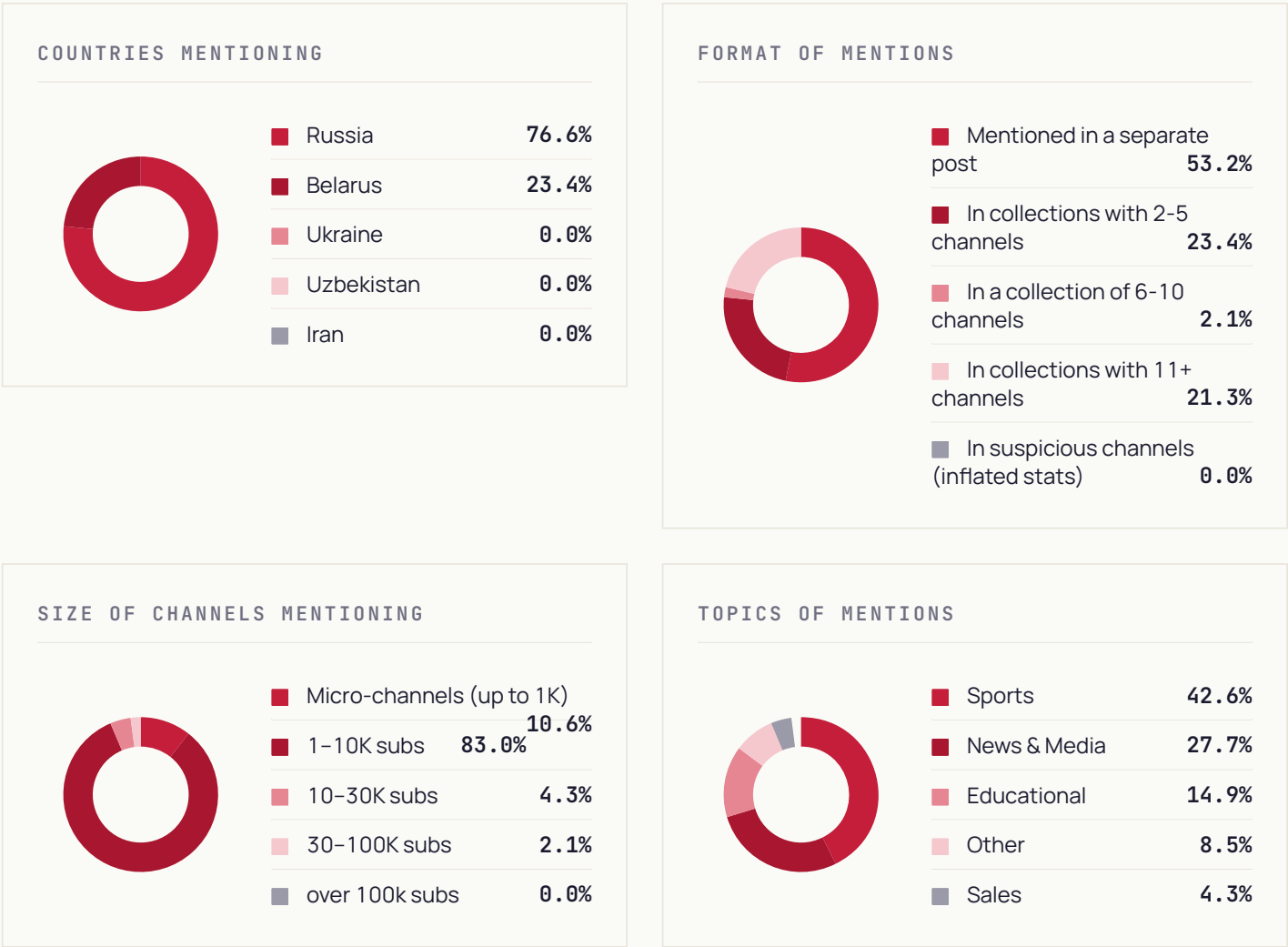


| PERIOD START | NOW | NET GROWTH |
|--------------|-----|------------|
| 767          | 830 | +63        |

SECTION 04 · MENTIONS

# Who and how mentions the channel

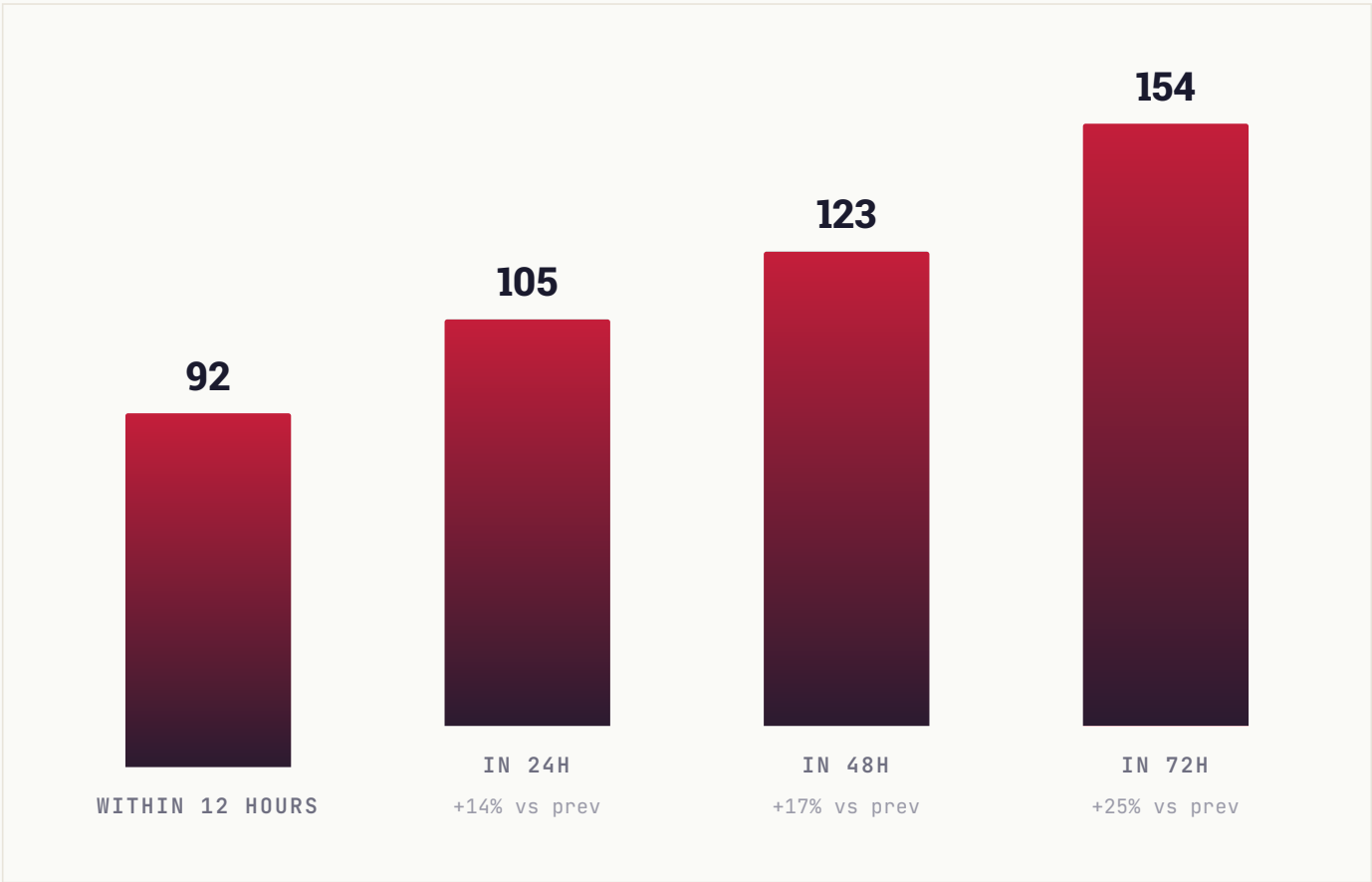
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **22** different channels.



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 stays relevant.





SECTION 06 · COMPETITORS

# Who You Compete With

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche peers.

| CHANNEL                                                               | SUBSCRIBERS |
|-----------------------------------------------------------------------|-------------|
| 53 5 element   5element.by                                            | 106.1K      |
| Sat Belarus discounts                                                 | 75.2K       |
| F- Flatty - Apartment rental   Real estate Belarus   No-agent housing | 43.2K       |
| PI Promocodes & Discounts Belarus                                     | 41.4K       |
| Sun 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       |
| AT ATLANT YOU                                                         | 830         |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#75 of 100). Niche median — 1.8K subs.  
First growth KPI — reach median. Leader: 5 element | 5element.by (106.1K).

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **12**, they brought **148** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| November 2025  | 2        | 2        | 23      | <div><div></div></div> |
| October 2025   | 4        | 3        | 18      | <div><div></div></div> |
| September 2025 | 1        | 1        | 16      | <div><div></div></div> |
| August 2025    | 1        | 1        | 36      | <div><div></div></div> |
| July 2025      | 3        | 1        | 30      | <div><div></div></div> |
| June 2025      | 1        | 1        | 25      | <div><div></div></div> |

|                |                |                      |
|----------------|----------------|----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBSCRIBERS |
| 12             | 6              | 148                  |

SECTION 08 · NICHE COMPARISON

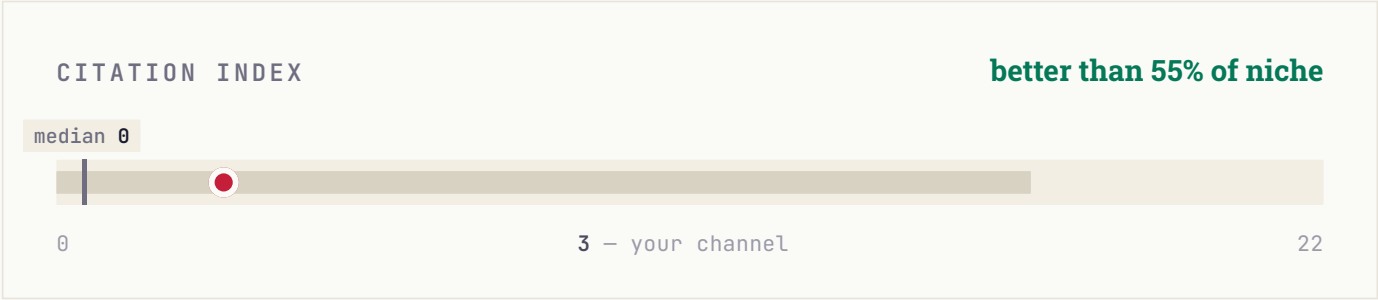
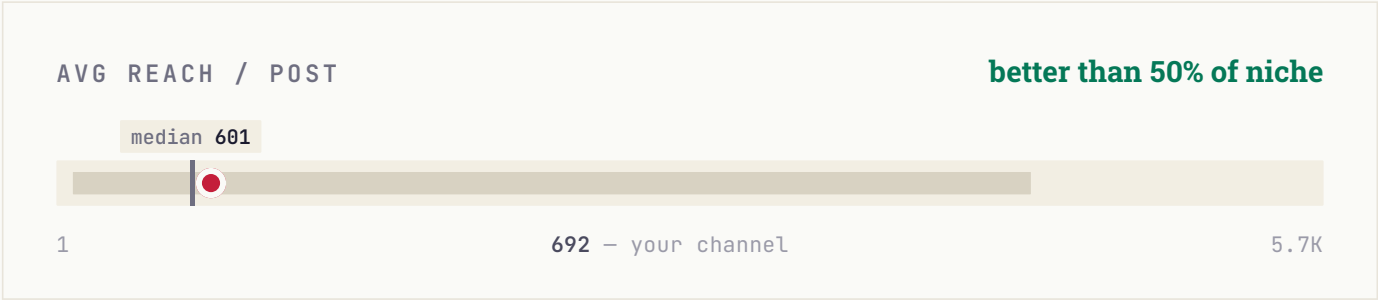
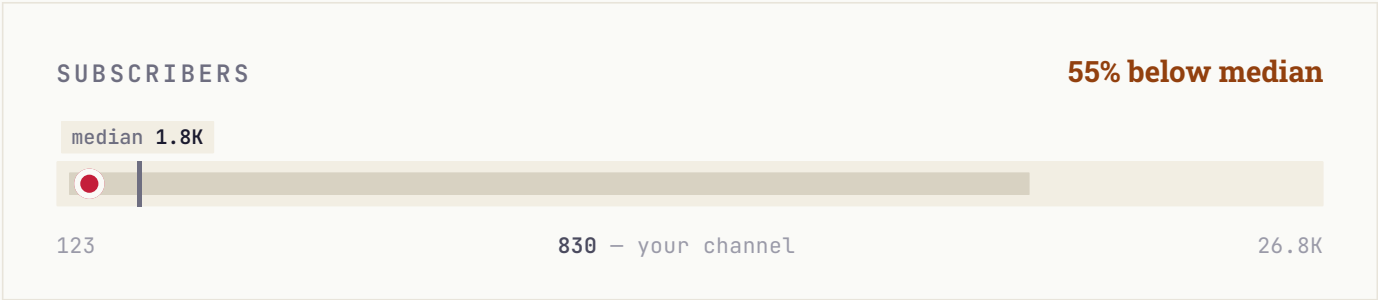
# Where the channel stands in its league

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

RANK IN NICHE

Channel in top 25% — strong position



## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Increase posting frequency

Now 1.3 posts/week. Active channels average 7-10.  
Consistency is key to audience retention.

EFFECT

**Consistency >  
Volume**

02

## Main post of the week — on Friday

Audience is most active on this day at 09:00 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

## System 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 give +5-15% ER. One weekly poll on a hot topic — easy growth point.

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. To go further — run ads through us and close your growth plan in a month.

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**01**      **Launch ads in Telegram**      <https://panel.promptpress.com/register>

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**02**      **Contact Manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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