

PUBLIC REPORT BY PROMTPRESS

Channel audit

av.by news



@avbynews

This is the official profile of av.by — Belarus's largest auto portal (per MASMI study). Here you'll find latest auto market news, amazing car owner stories,...

SUBSCRIBERS

20 665

+368 per month

ERR (% SEE POSTS)

21.0%

per day **16.2%**

REACH/POST

4.3K

ad reach **3.3K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Cite rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'Transport' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 20 665 —	 SUBSCRIBER REACH 20.57% avg % subs see post	 VIEWS/POST 4.3K median 4.2K · 29 days	 POSTS/DAY 7.9 ~55 per week
 7D TREND +3.3% vs previous week	 REACTIONS/POST 30.3 total 6,933 reactions, 2,632 reposts, 1,581 comments	 POST LENGTH 803 chars median 999 · 29 days	 POSTS ANALYZED 229 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH +368 last month	 CITE RATE 31 citation index · 92 channels mentioned ever	 CHANNEL AGE 6 years 2 months created 02.04.2020

AI EDITOR SUMMARY

Channel «av.by news» — 20 665 subs. Each post averages 4.3K people (21% of subs), this is average reach — room to grow. Publishes 55 posts per week (~8/day) — active posting. For the week of June 8–14, reach stable (+3.3% vs week 1–7 Jun).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **229** posts over 29 days.
- 02 Dominant format — **Photo** (214/229 posts).
- 03 Avg post length — **803** chars (median 999).
- 04 Peak audience activity — **Sunday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (5.9K avg top vs 3.7K worst) — among 229 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 10:50 PHOTO VW Golf for \$2,000 but needs a deposit. Belarusians believed it — purchase failed 🤖 In Mozyr, police uncovered a serial scheme...	VIEWS 6 476 REP. 10	REACTIONS 23 ER 31.3%
Nº2 31.05 · 16:30 TEXT 💻 admin typing 📧 ... Last day of our giveaway! Join now 📧	VIEWS 5 624 REP. 7	REACTIONS 56 ER 27.2%
Nº3 31.05 · 13:00 PHOTO Road trip from Minsk to Chamonix Mont-Blanc: “We drove 700–1,000 km a day. The road was a pleasure!” 📧 Summer came abruptly to Belarus and...	VIEWS 5 603 REP. 7	REACTIONS 33 ER 27.1%

Nº4 13.06 · 08:58 PHOTO Forgotten project. Belarusian buses MAZ-COMCO, MAZ-101, MAZ-106 and the exotic 'afrobus' MAZ-131.020. You've never seen them! 📖 History...	VIEWS 5 503 REP. 6	REACTIONS 34 ER 26.6%
Nº5 07.06 · 11:00 VIDEO "Lines for used tires." Belarusian talks about ADAC RAVENOL 24h Nürburgring 📖 Many dreamed of attending real races, but...	VIEWS 5 422 REP. 6	REACTIONS 32 ER 26.2%

|

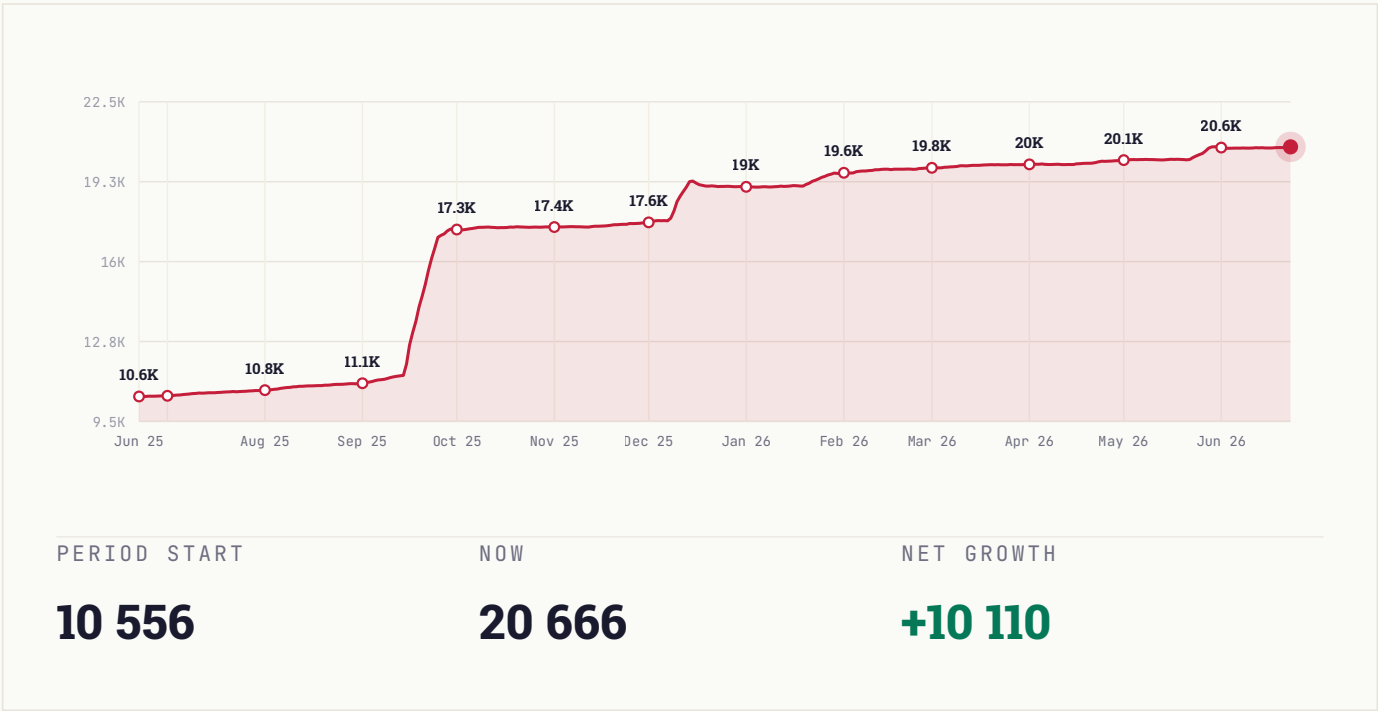
WORST 3

↓ 10.06 · 09:30 PHOTO "Low-altitude economy": China moves to serial production of flying cars 📖 China is ramping up development of electric...	VIEWS 3 753 REP. 7	REACTIONS 26 ER 18.2%
↓ 03.06 · 10:56 PHOTO Lada updated the Niva Legend SUV. What upgrades did it get? 📖 At the St. Petersburg International Economic Forum (SPIEF), AvtoVAZ...	VIEWS 3 742 REP. 14	REACTIONS 98 ER 18.1%
↓ 10.06 · 08:12 PHOTO Approved by the Council of the Republic: Belarus to get an intelligent transport system 📖📖 Bill 'On Amending Laws on...'	VIEWS 3 726 REP. 3	REACTIONS 22 ER 18.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

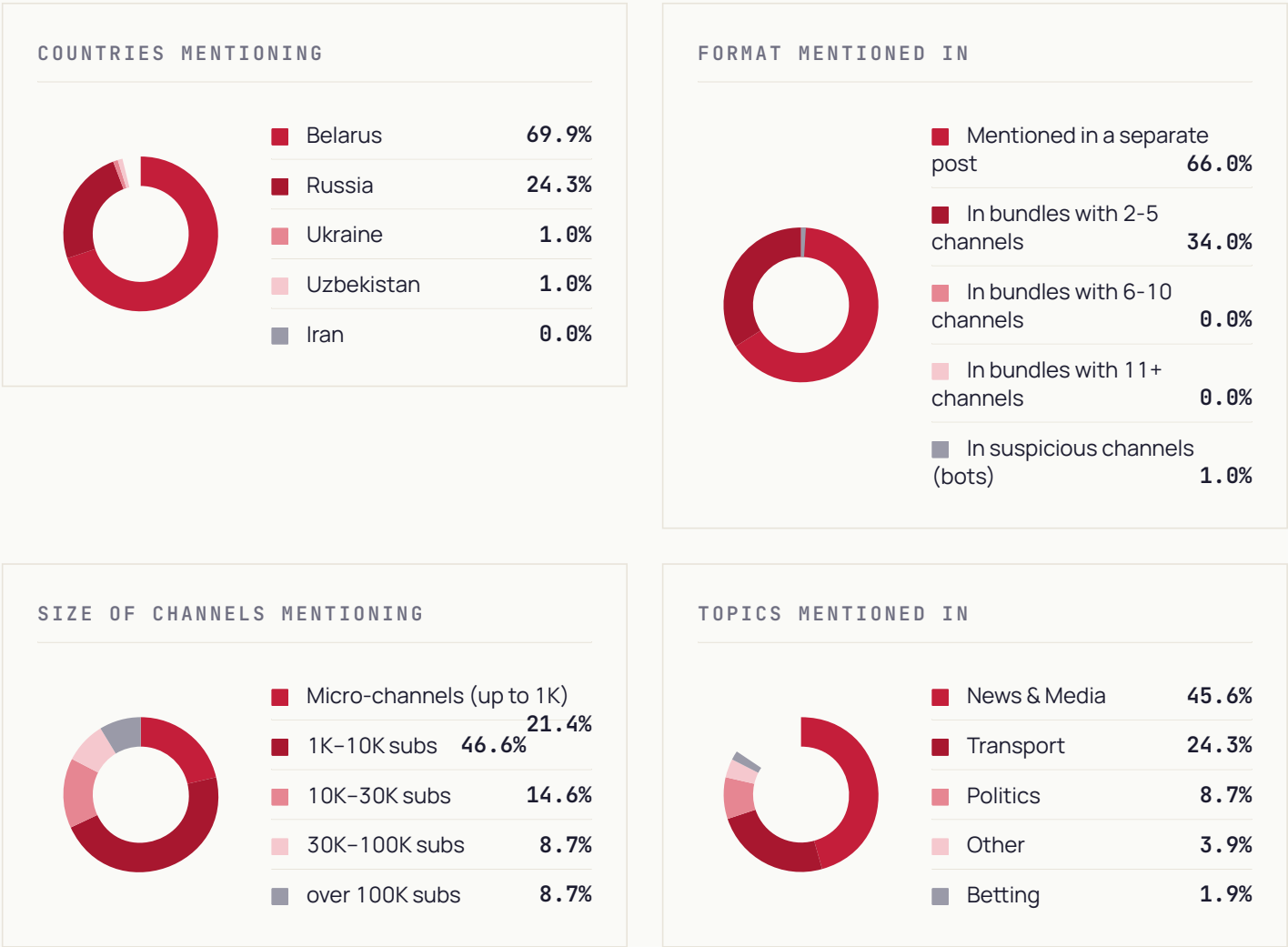
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

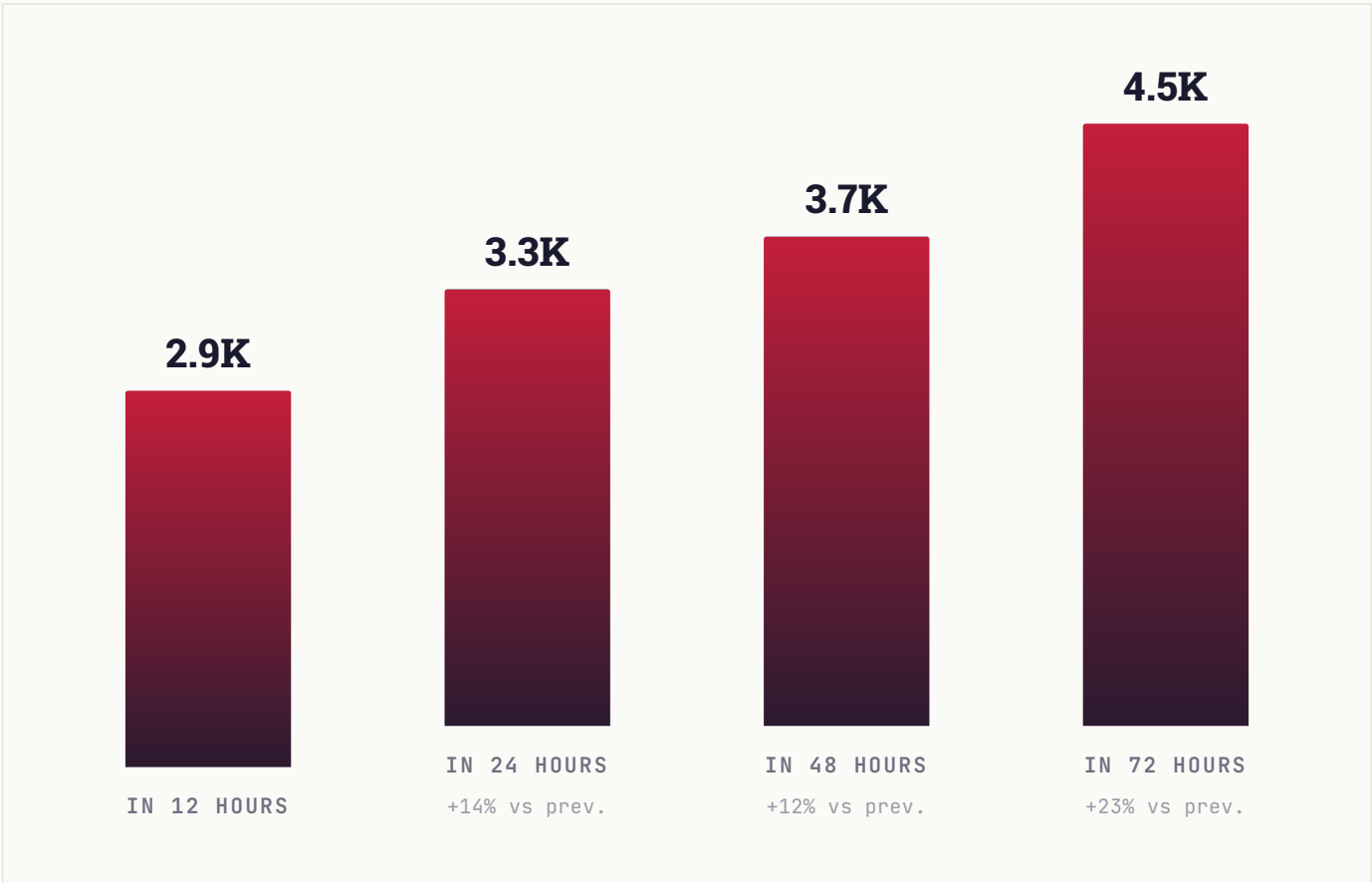
Citation index **31** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **92** different channels.



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
B- BELAVIA - Belarusian Airlines	56.2K
Ch Emergency Vitebsk	51.3K
UG UGAI GUV Minsk City Executive Committee	35.8K
AN av.by news  YOU	20.7K
MM Minsktrans.International routes	20K
AB AvtoGrodno	19.3K
LD Alloy wheels Belarus	18.9K
TR CARS RB UP TO \$500  	16.4K
GM Golden Mile Auto  	16K
PD PDD.by	15.9K
MI Minsktrans	14.8K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#4 of 100). Strong position. Niche leader: **BELAVIA - Belarusian Airlines** (56.2K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

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 **15**, they brought **8 900** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	3	3	1 733
November 2025	6	6	195
October 2025	1	1	182
Sep 2025	2	2	6 282
August 2025	2	2	283
July 2025	1	1	225
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
15	6	8 900	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#4 /100

RANK IN NICHE

Channel in top 4% transport Belarus

SUBSCRIBERS

better than 90% of niche

median 1.9K

180

20 665 — your channel

22.7K

AVG REACH / POST

better than 88% of niche

median 749

27

4 251 — your channel

5.7K

CITATION INDEX

better than 75% of niche

median 1

0

31 — your channel

62

— 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

Main post of the week — on Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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**

03

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**

04

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

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes from public data.
Want to go further — run ads with us and hit your growth plan
in a month.

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

02 Contact manager t.me/PromptPress_manager
