

PUBLIC REPORT BY PROMTPRESS

Channel audit

BANKI24.BY



@banki24_news

Banki24.by - Banks of Belarus, currency rates, trading on BVFB, economic news
Contact editor via @banki24by_bot or e-mail: info@banki24.by

SUBSCRIBERS

17 745

+51 per month

ERR (% SEE POSTS)

38.0%

per day **29.7%**

REACH/POST

6.6K

ad reach **5.3K/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 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Economy» category

09 Strategy

5 priority actions

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 17 745 —	 SUBSCRIBER REACH 37.11% avg % of subs see post	 VIEWS/POST 6.6K median 6.6K · 29 days	 POSTS/DAY 7.8 ~54 per week
 7D TREND -2.4% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 459 chars. median 469 · 29 days	 POSTS ANALYZED 233 29 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH +51 last month	 CITATION RATE 122 citation index · 230 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 25.09.2019

AI EDITOR SUMMARY

Channel «BANKI24.BY» — 17 745 subs. Each post averages 6.6K people (37% of subs), that's good reach. Publishes 54 posts per week (~8/day) — active posting. Week of May 25–31 reach stable (-2.4% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **233** posts over 29 days.
- 02 Dominant format – **Text** (195/233 posts).
- 03 Avg post length – **459** chars (median 469).
- 04 Peak audience activity – **Thu, 20:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (8.9K avg for top vs 5.7K for worst) – among 233 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 12:30 TEXT PKO Bank Polski updated list of "banned" banks Major Polish bank updated the list of banks and financial institutions, transfers...	VIEWS 9 523 REP. 141	REACTIONS — ER 53.7%
Nº2 25.05 · 11:20 TEXT ✖MTBank ends loyalty program for old "Halva" cards MTBank announces closure of "Halva" loyalty program for cards as of July 1...	VIEWS 8 731 REP. 188	REACTIONS — ER 49.2%
Nº3 04.06 · 12:17 TEXT ERIP reports service disruptions ERIP informs that due to work on the provider's infrastructure, temporary...	VIEWS 8 546 REP. 28	REACTIONS — ER 48.2%

Nº4

05.06 · 11:14

TEXT

Modal salaries in Belarus revealed The national modal salary was 1534 BYN. In the capital and regions, amounts were...

VIEWS

8 472

REACTIONS

—

REP.

56

ER

47.7%

Nº5

29.05 · 11:15

TEXT

Foreigners buy Belarusian real estate at record pace This is indicated by sales data from resident individuals of the Republic of Belarus...

VIEWS

8 340

REACTIONS

—

REP.

64

ER

47.0%

WORST 3

↓ 12.05 · 14:30 TEXT Construction prices in Belarus rose sharply According to Belstat, the April construction price index was 103.7% vs March. More...	VIEWS 5 859 REACTIONS — REP. 4 ER 33.0%
↓ 14.05 · 06:45 TEXT Dobronom seeks Belarusians for salaries from 6000 BYN Summer is coming, but retail still needs qualified staff. For a set of skills...	VIEWS 5 701 REACTIONS — REP. 14 ER 32.1%
↓ 03.06 · 09:12 PHOTO ☒E-POS — a convenient business solution for accepting cashless payments without a POS terminal. Just connect...	VIEWS 5 533 REACTIONS — REP. 3 ER 31.2%

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.

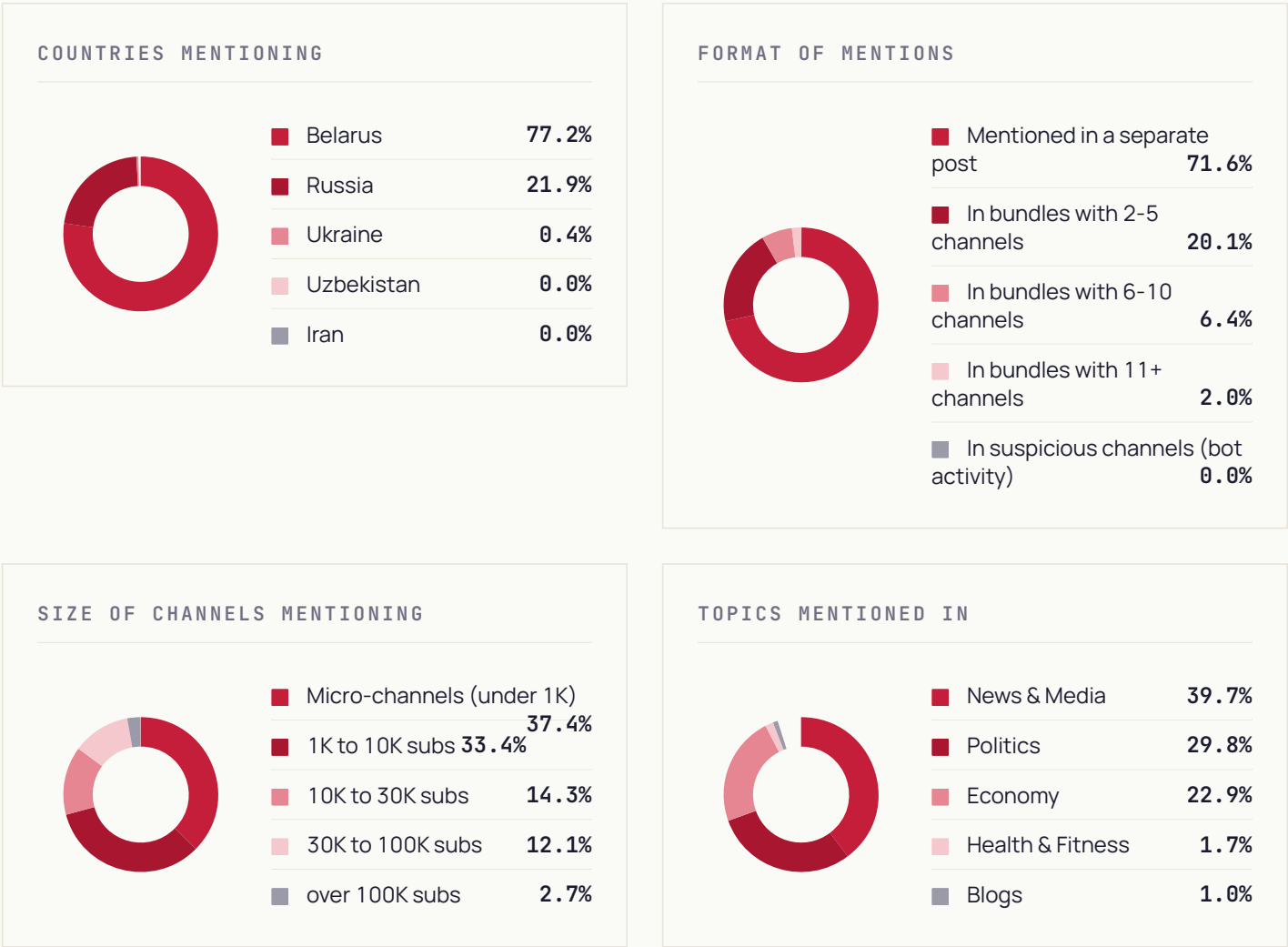


START OF PERIOD	NOW	NET GROWTH
17 622	17 744	+122

SECTION 04 · MENTIONS

Who mentions the channel and how

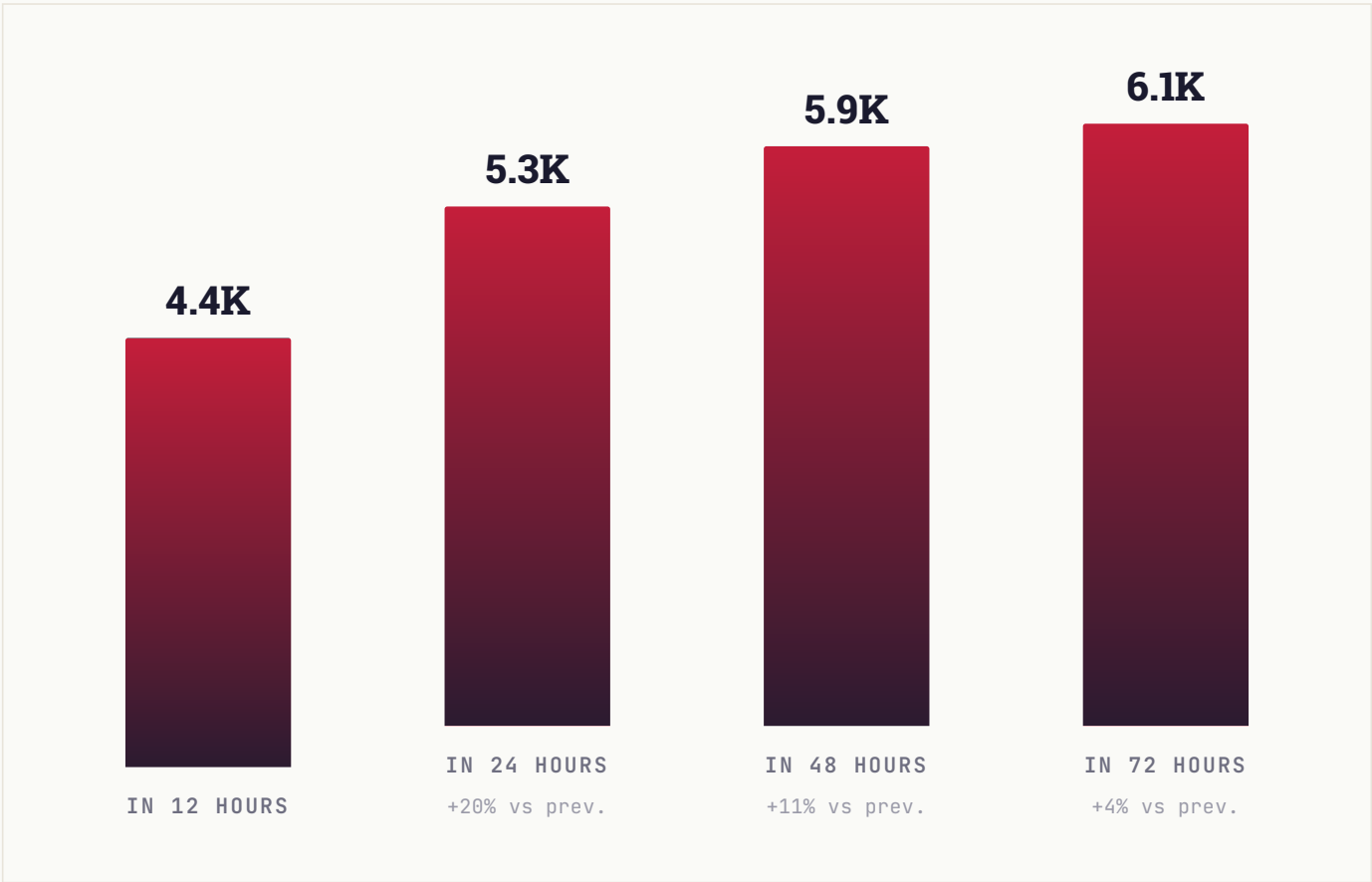
Citation index **122** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **230** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



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
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MARCH	22.2K
PR Priorbank	18.2K
BA BANKI24.BY YOU	17.7K
MR Ministry of Taxes and Duties of Belarus	15.1K
UO Operational Management Department of the MNS Inspectorate for Minsk	14.6K
BE Belagroprombank	11.1K
EB Belarus Economy	8.4K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#7 of 67). Strong position. Niche leader — Alfa-Bank (Belarus) (79.3K), room to grow to #1. With other top-10 channels — mutual exchanges 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 **26**, they brought **427** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	7	5	53	
November 2025	3	3	70	
October 2025	1	1	69	
September 2025	6	5	89	
August 2025	2	2	66	
July 2025	7	4	80	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
26	6	427

SECTION 08 · NICHE COMPARISON

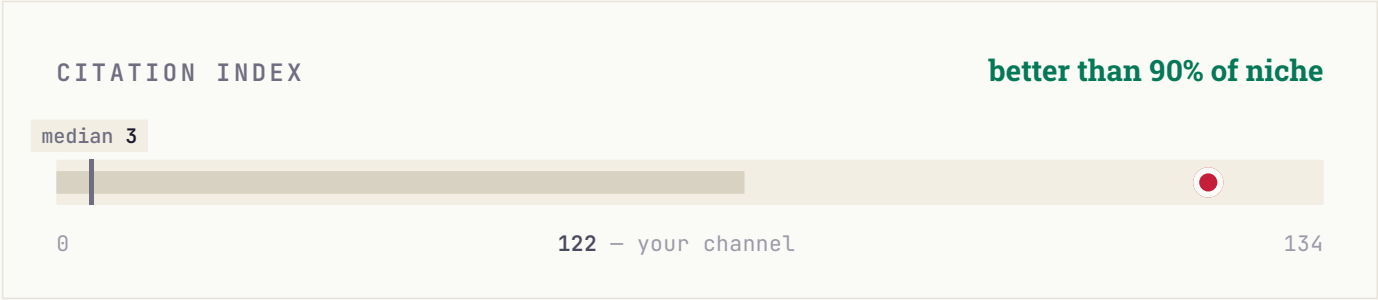
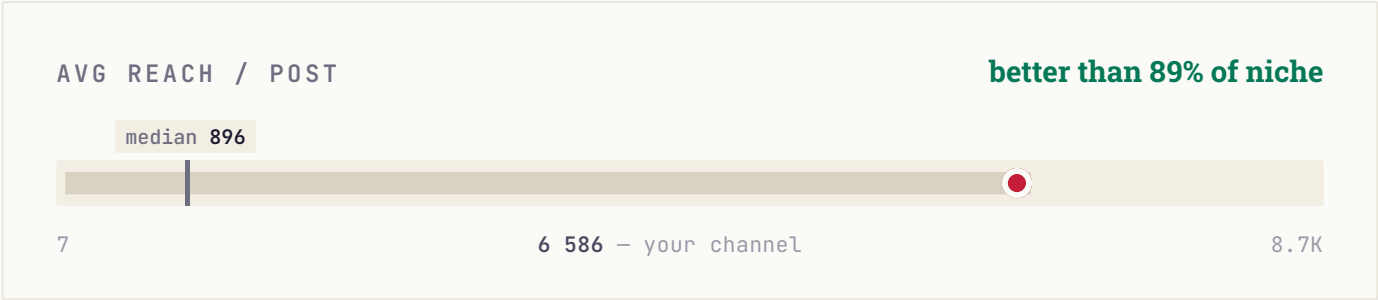
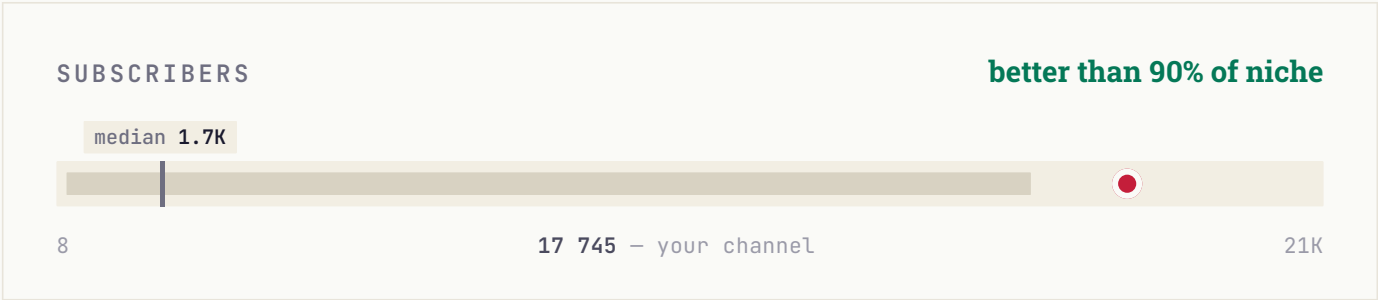
Where the channel stands in its league

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.

#7 /67

POSITION IN NICHE

Channel in top 10% – 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

Top post of the week — on Thursday

Audience is most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is better processed by the algorithm. We recommend a share of 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 give +5-15% to ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. 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 minutes from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager