

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Belagroprombank



@belapbbank

Official channel of Belagroprombank. News, bonuses, tips, promos & useful info — all in one place [www.belapb.by](http://www.belapb.by)

SUBSCRIBERS

**11 089**

-116 per month

ERR (% SEE POSTS)

**65.0%**

daily **21.5%**

REACH/POST

**7.2K**

ad reach **2.4K**/24h

— CONTENTS · 2026

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## 07 Mention dynamics

6 months · monthly

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

|                                                                                                                                                                       |                                                                                                                                                                                                   |                                                                                                                                                                                                         |                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>11 089</div> <div>—</div>          | <div><div></div><div>SUBS REACH</div></div> <div>65.11%</div> <div>avg % subs see post</div>                     | <div><div></div><div>VIEWS/POST</div></div> <div>7.2K</div> <div>median 7K · 23 days</div>                             | <div><div></div><div>POSTS/WEEK</div></div> <div>2.1</div> <div>over period</div>                           |
| <div><div></div><div>7D TREND</div></div> <div>—</div> <div>no data for period</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>65.3</div> <div>457 reactions, 52 reposts, 0 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>693 chars</div> <div>median 732 · 23 days</div>                      | <div><div></div><div>POSTS ANALYZED</div></div> <div>7</div> <div>23 days</div>                             |
| <div><div></div><div>AD REACH</div></div> <div>2.4K</div> <div>24h avg</div>         | <div><div></div><div>CHURN / MONTH</div></div> <div>-116</div> <div>last month</div>                             | <div><div></div><div>CITATION RATE</div></div> <div>2</div> <div>citation index · 19 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>11 months<br/>25 days</div> <div>created 30.05.2025</div> |

AI EDITOR SUMMARY

Channel «Belagroprombank» — 11 089 subs. Each post avg views 7.2K people (65% from subs), wide reach for channel this size. Publishes 2 posts/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 7 posts in 23 days.
- 02 Dominant format — Photo (6/7 posts).
- 03 Avg post length — 693 chars (median 732).
- 04 Peak audience activity — Monday, 08:00 MSK.
- 05 Top-performing posts get 2× more views than weakest (9.1K avg top vs 5.5K worst) — among 7 posts in 23 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                      |         |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| №127.04 · 05:55PHOTO                                                                                                                                 | VIEWS   | REACTIONS |
|                                                                                                                                                      | 10 929  | 55        |
| ☒ New, bright, convenient! Meet the payment sticker from Belagroprombank — a compact gadget for contactless payment What is...                       | REPOSTS | ER        |
|                                                                                                                                                      | 31      | 98.6%     |
| №230.04 · 06:36PHOTO                                                                                                                                 | VIEWS   | REACTIONS |
|                                                                                                                                                      | 8 927   | 136       |
| Thank you for being with us ♥ We won two awards at the 'Bank of the Year' ceremony! Sharing the good news: ☒ 1st place — 'Regional Support' ☒ 3rd... | REPOSTS | ER        |
|                                                                                                                                                      | 2       | 80.5%     |
| №304.05 · 13:49PHOTO                                                                                                                                 | VIEWS   | REACTIONS |
|                                                                                                                                                      | 7 333   | 22        |
| When housing is sorted, next up: renovation, furniture, appliances, and furnishing. The «Mortgage Combo» loan helps with all...                      | REPOSTS | ER        |
|                                                                                                                                                      | 7       | 66.1%     |

Nº4

11.05 · 06:35

PHOTO

Monday is a great time to start the week with useful info ✨ ◀  
For example, what about Visa corporate cards from...

VIEWS

6 971

REACTIONS

24

REPOSTS

2

ER

62.9%

Nº5

09.05 · 05:13

PHOTO

May 9 – a day of memory, pride and sincere gratitude to the generation of Winners. Those who with their courage and resilience gave us peace and...

VIEWS

6 589

REACTIONS

111

REPOSTS

3

ER

59.4%

|

WORST 3

|                                                                                                                                                                                                                       |                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <div>↓</div> <div>09.05 · 05:13</div> <div>PHOTO</div> <div>May 9 – a day of memory, pride and sincere gratitude to the generation of Winners. Those who with their courage and resilience gave us peace and...</div> | <div>VIEWS</div> <div>6 589</div> <div>REACTIONS</div> <div>111</div> <div>REPOSTS</div> <div>3</div> <div>ER</div> <div>59.4%</div> |
| <div>↓</div> <div>14.05 · 12:59</div> <div>PHOTO</div> <div>How to simplify daily payments and avoid extra costs? If your card is your main purchase tool, it's important that it...</div>                            | <div>VIEWS</div> <div>6 236</div> <div>REACTIONS</div> <div>56</div> <div>REPOSTS</div> <div>3</div> <div>ER</div> <div>56.2%</div>  |
| <div>↓</div> <div>20.05 · 07:49</div> <div>TEXT</div> <div>☒ Deposit or treasure? Finding forgotten money in a jacket pocket is a TREASURE. In the Belagroprombank mobile app you can open a DEPOSIT –...</div>       | <div>VIEWS</div> <div>3 552</div> <div>REACTIONS</div> <div>53</div> <div>REPOSTS</div> <div>4</div> <div>ER</div> <div>32.0%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

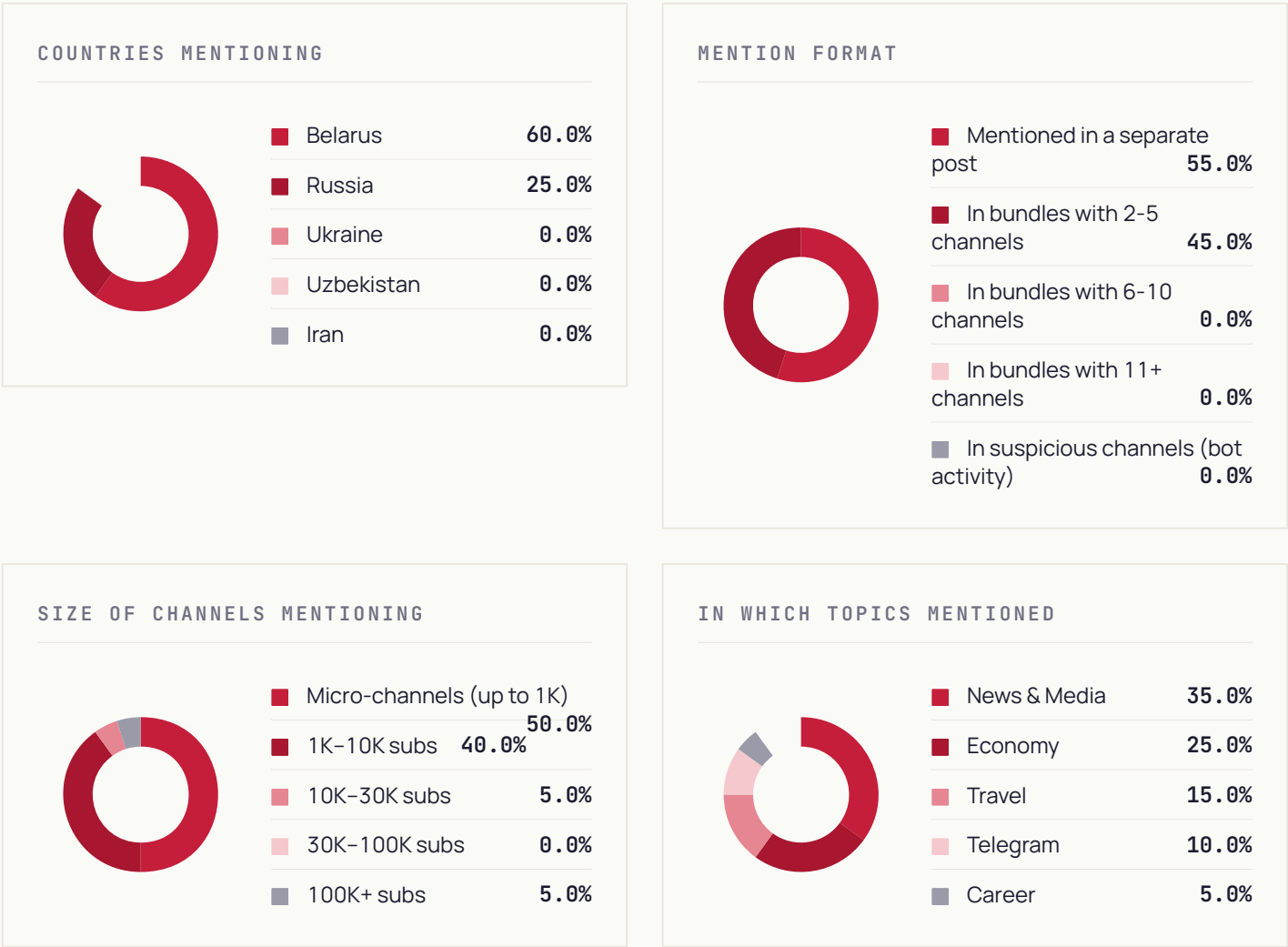
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

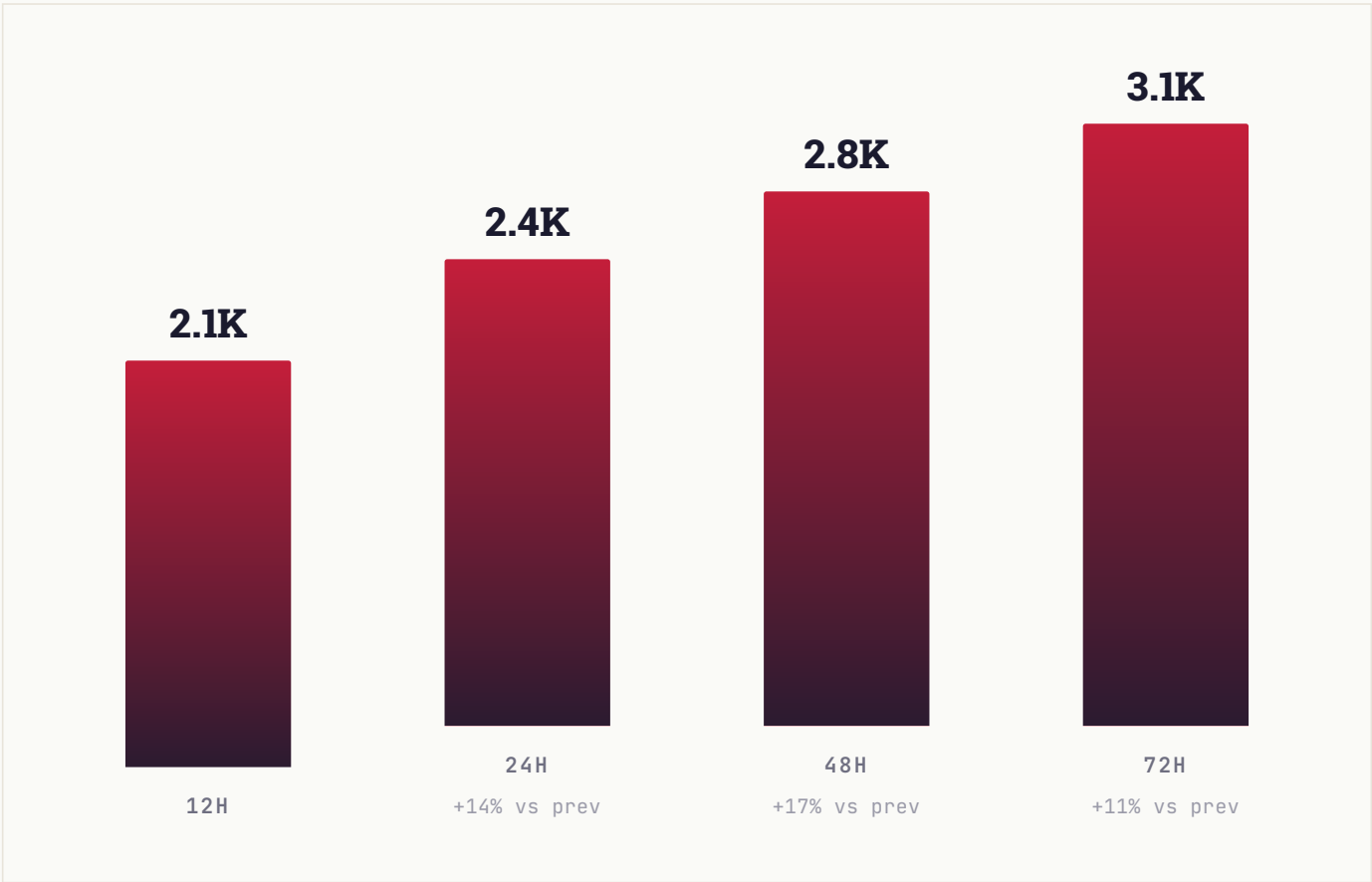
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **19** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over 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 — you can see its rank among niche neighbors.

| CHANNEL                                                                            | SUBSCRIBERS |
|------------------------------------------------------------------------------------|-------------|
| <div>A(</div> Alfa-Bank (Belarus)                                                  | 79.3K       |
| <div>Sat</div> Sber Bank (Belarus)                                                 | 39.2K       |
| <div>BK</div> Belarusbank: channel                                                 | 35.9K       |
| <div>MY</div> Myfin.by                                                             | 27.3K       |
| <div>MA</div> MART                                                                 | 22.2K       |
| <div>PR</div> Priorbank                                                            | 18.2K       |
| <div>BA</div> BANKI24.BY                                                           | 17.7K       |
| <div>MR</div> Ministry of Taxes and Duties of the Republic of Belarus              | 15.1K       |
| <div>UA</div> Operational Management Department of the Minsk City Tax Inspectorate | 14.6K       |
| <div>BE</div> Belagroprombank <div>YOU</div>                                       | 11.1K       |
| <div>EB</div> Belarus Economy                                                      | 8.4K        |

COMPARATIVE CONCLUSION

Channel in top 10 niche (#10 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **11**, they brought **11 307** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| Nov 2025       | 0        | 0        | 13           | <div></div> |
| Oct 2025       | 8        | 5        | 0            | <div></div> |
| September 2025 | 1        | 1        | 867          | <div></div> |
| August 2025    | 0        | 0        | 10 341       | <div></div> |
| July 2025      | 0        | 0        | 67           | <div></div> |
| June 2025      | 2        | 2        | 19           | <div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 11             | 6              | 11 307         |

— SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

Took top-67 channels in category «**Economy**» (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.

**#1** / 67

RANK IN NICHE

**Channel in top 1% economy Belarus**

## SUBSCRIBERS

**better than 75% of niche**

median 1.7K



## AVG REACH / POST

**better than 90% of niche**

median 896



## CITATION INDEX

**43% below median**

median 3



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                  |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 2.1 posts/wk. Active channels average 7-10.<br>Consistency is key to audience retention.                                                                                     | EFFECT<br><b>Consistency beats volume</b>        |
| <b>02</b> | <b>Best post day — Monday</b><br>Audience is most active on this day at 08:00 MSK.                                                                                                                                    | EFFECT<br><b>Best window for important posts</b> |
| <b>03</b> | <b>Increase share of video posts</b><br>Video in Telegram retains audience longer and is favored by the algorithm. We recommend a share of 15-25%.                                                                    | EFFECT<br><b>Video retains audience better</b>   |
| <b>04</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>                 |
| <b>05</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by +5-15%.<br>One poll per week on a hot topic — easy growth point.                                                        | EFFECT<br><b>+5-15% ER</b>                       |

★ 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 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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