

PROMTPRESS PUBLIC REPORT

Channel audit

Belarusbank: channel



@belarusbank_channel

If you have a question: https://t.me/asb_belarusbank_chat_bot Our
official chatbot: https://t.me/asb_belarusbank_bot

SUBSCRIBERS

35 669

+3485 per month

ERR (% SEE POSTS)

49.0%

daily 16.4%

REACH/POST

17.1K

ad reach 5.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 35 669 —	 SUBSCRIBER REACH 47.92% avg % subs see post	 VIEWS/POST 17.1K median 16.8K · 25 days	 POSTS/WEEK 5.6 for period
 7D TREND — no data for period	 REACTIONS/POST 270.8 5,416 reactions, 889 reposts, 0 comments	 POST LENGTH 517 chars median 514 · 25 days	 POSTS ANALYZED 20 25 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH +3485 last month	 CITATION RATE 89 citation index · 356 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 22.07.2019

AI EDITOR SUMMARY

Channel 'Belarusbank: channel' – 35 669 subs. Each post avg views 17.1K people (48% of subs), wide reach for channel size. Publishes 6 posts/week (~1/day) – rare.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts in 25 days.
- 02 Dominant format – Text (11/20 posts).
- 03 Avg post length – 517 chars (median 514).
- 04 Peak audience activity – Friday, 08:00 MSK.
- 05 Strongest posts collect 2x more views than weakest (22.7K avg top vs 12.9K worst) – among 20 posts in 25 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº101.05 · 05:31 PHOTO If you're feeling the same as the editor, react to this post👍	VIEWS 23 337 REPOSTS 19	REACTIONS 761 ER 65.4%
Nº230.04 · 13:52 PHOTO Yesterday the 'Bank of the Year – 2025' awards took place, and we returned to the office not empty-handed. We don't like to brag, but we'll show off a bit (just...	VIEWS 22 590 REPOSTS 11	REACTIONS 350 ER 63.3%
Nº315.05 · 13:31 TEXT M-Belarusbank app has a new section – 'Loyalty Cards'. Now all your discounts and bonuses are right in your smartphone...	VIEWS 22 082 REPOSTS 68	REACTIONS 249 ER 61.9%

Nº4 07.05 • 14:52 TEXT ⚡⚡ Starting June 15, Belaruskbank expands card transaction restrictions. But don't worry! It's all to keep our...	VIEWS 19 396 REPOSTS 29 REACTIONS 113 ER 54.4%
Nº5 28.04 • 12:56 TEXT Quick reminder: daily cash withdrawal limit is 600 RUB from cards...	VIEWS 18 881 REPOSTS 22 REACTIONS 101 ER 52.9%
WORST 3	
↓ 28.04 • 07:56 TEXT ⚡⚡Dear media and bloggers! Please interpret the previous news correctly and do not mislead the audience...	VIEWS 13 867 REPOSTS 18 REACTIONS 185 ER 38.9%
↓ 21.05 • 14:38 TEXT More on card changes effective June 1. Reward calculation for card usage from this date...	VIEWS 13 619 REPOSTS 41 REACTIONS 806 ER 38.2%
↓ 22.05 • 08:14 PHOTO ⚡⚡Here's what the new 200 BYN banknote looks like. The design is conceptually similar to the one in circulation...	VIEWS 11 199 REPOSTS 80 REACTIONS 176 ER 31.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

27 285

NOW

35 651

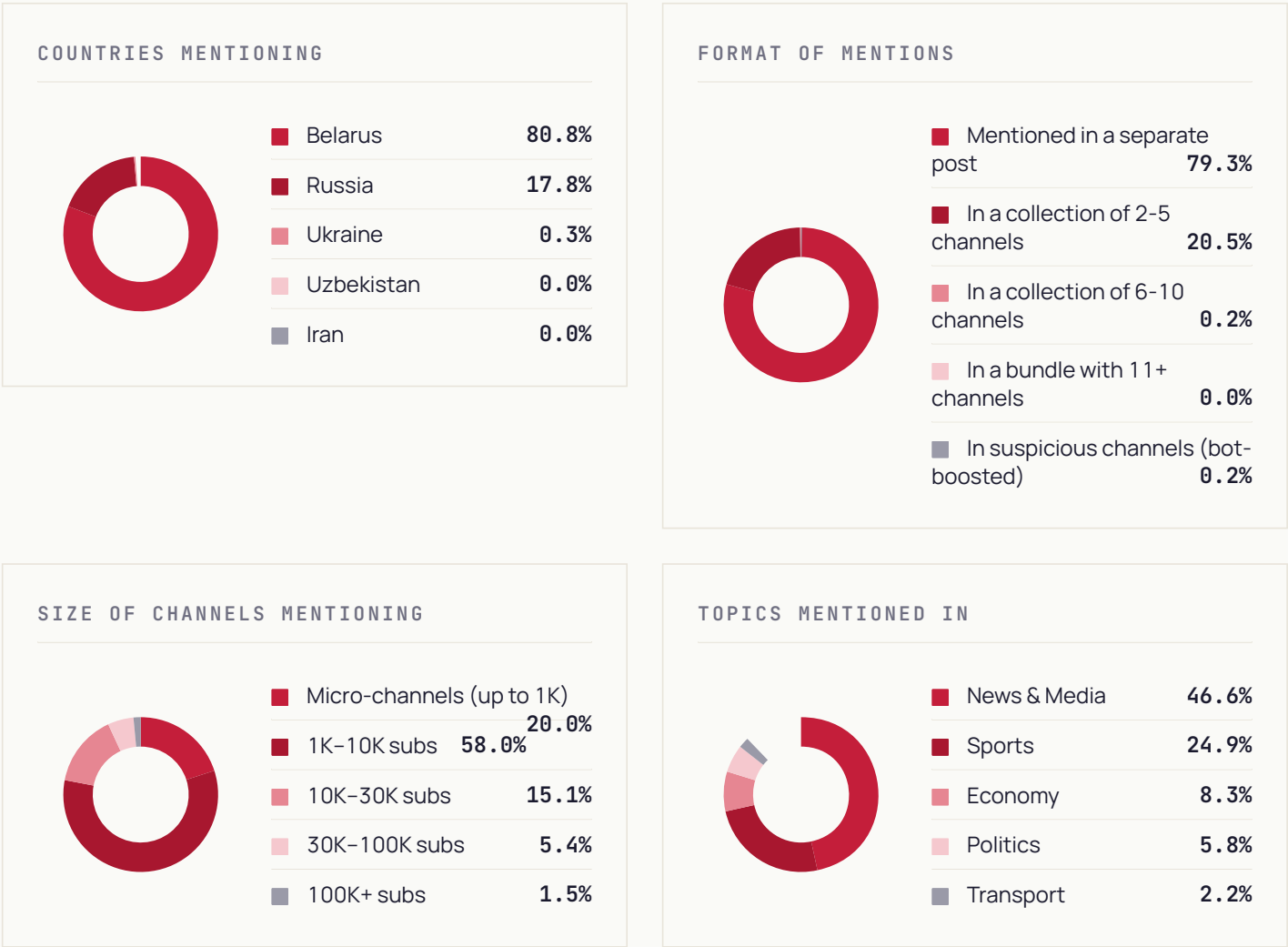
NET GROWTH

+8 366

SECTION 04 · MENTIONS

Who and how mentions the channel

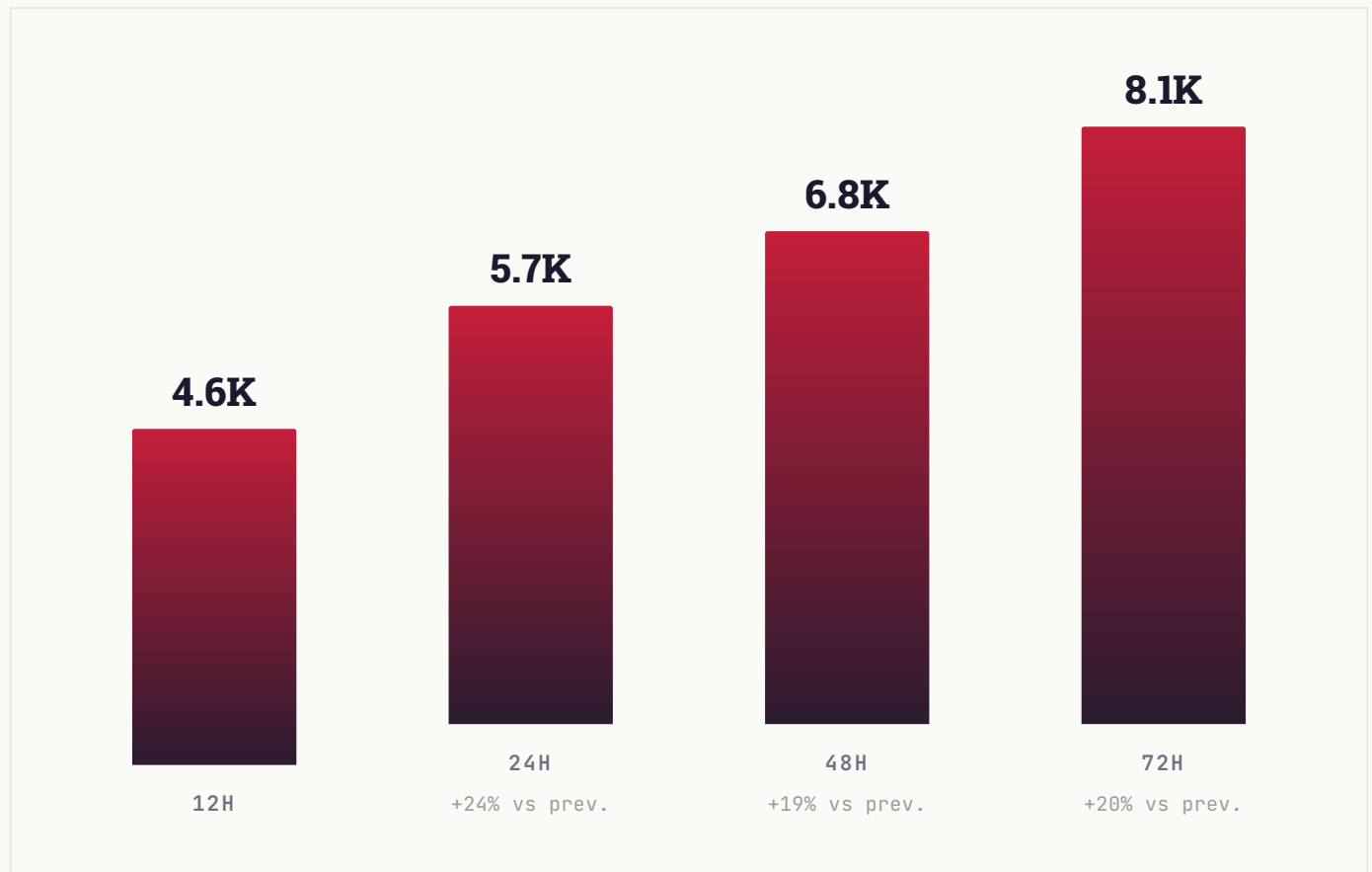
Citation index **89** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time the channel was mentioned **356** different channels.



— 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 — you can see its place among niche neighbors.

CHANNEL		SUBSCRIBERS
AL	Alfa-Bank (Belarus)	79.3K
SB	Sber Bank (Belarus)	39.2K
BK	Belarusbank: channel YOU	35.7K
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 the Republic of Belarus	15.1K
UO	Department of Operational Activities of the Minsk City Tax Inspectorate	14.6K
BE	Belagroprombank	11.1K
EB	Belarus Economy	8.4K

COMPARATIVE CONCLUSION

Channel in top 3 niches (#3 of 67 channels in category). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

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 **150**, they brought **4 561** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Nov 2025	11	5	38
Oct 2025	61	48	732
September 2025	17	16	248
August 2025	9	7	564
July 2025	39	25	2 189
June 2025	13	2	790

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
150	6	4 561

SECTION 08 · NICHE COMPARISON

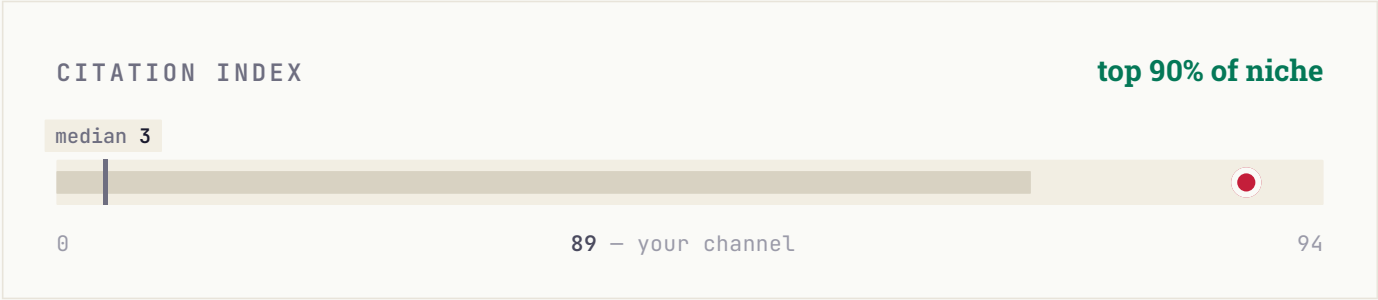
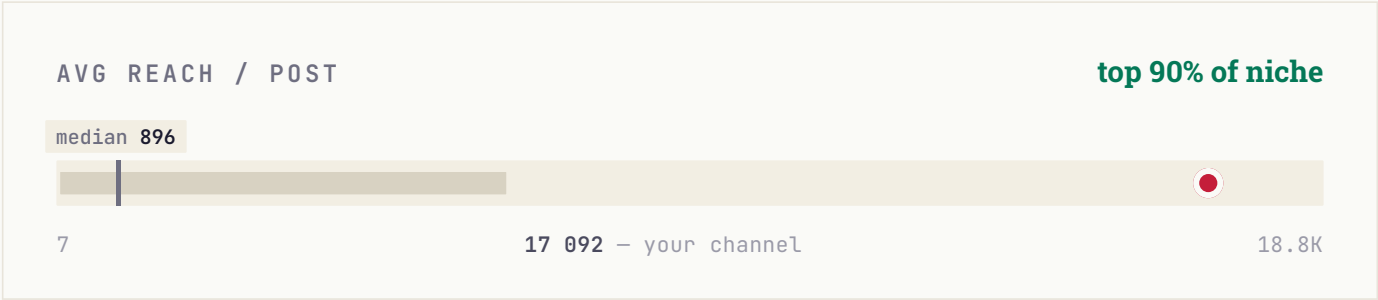
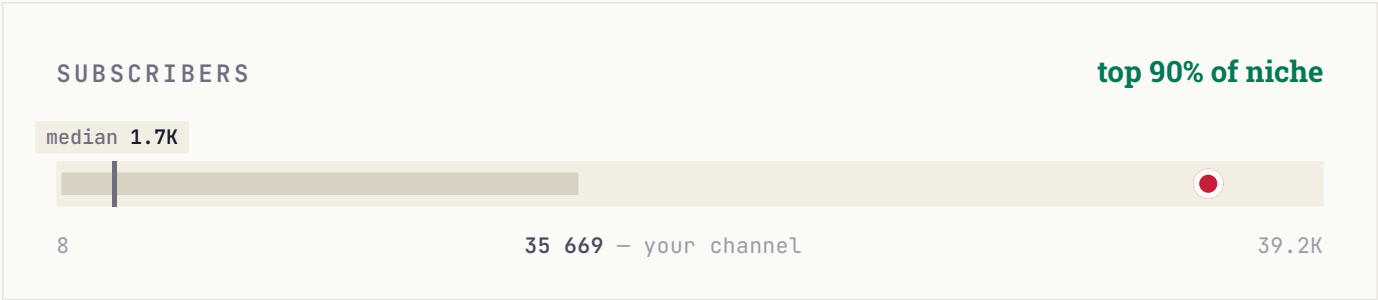
Where the channel stands in its league

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.

#1/67

RANK IN NICHE

Channel in top 1% economy Belarus



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday
Audience is most active on this day at 08:00 MSK.

EFFECT
**Best window
for an
important post**
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. We recommend reaching 15-25% share.

EFFECT
**Video retains
audience
better**
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT
**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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