

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Belgazprombank



@belgazprombank

contact: @bank_editor

SUBSCRIBERS

4 078

+93 per month

ERR (% SEE POSTS)

56.0%

daily 26.0%

REACH/POST

2.4K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 4 078 —	 SUBS REACH 58.25% avg % subs see post	 VIEWS/POST 2.4K median 2.5K · 24 days	 POSTS/WEEK 4.3 over period
 7D TREND — no data for period	 REACTIONS/POST 45.9 only 689 reactions, 150 reposts, 0 comments	 POST LENGTH 867 chars median 998 · 24 days	 POSTS ANALYZED 15 24 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +93 last month	 CITATION RATE 8 citation index · 33 channels mentioned ever	 CHANNEL AGE 10 years 2 months created 16.03.2016

AI EDITOR SUMMARY

Channel 'Belgazprombank' — 4 078 subs. Each post avg views 2.4K people (58% of subs), wide reach for channel this size. Publishes 4 posts/week (~1/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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts in 24 days.
- 02 Dominant format — Photo (15/15 posts).
- 03 Avg post length — 867 chars (median 998).
- 04 Peak audience activity — Thursday, 12:00 MSK.
- 05 Top posts bring in 2x more views than weakest (top avg 3.2K vs worst 1.4K) — among 15 posts in 24 days. Find common traits: topic, format, timing.

TOP 5 POSTS

Nº1 30.04 · 09:01 PHOTO Bank of the Year 2025 jury named Belgazprombank best in its group of Belarusian financial institutions. Ranked #1 in...	VIEWS 3 462 REPOSTS 15	REACTIONS 89 ER 84.9%
Nº2 30.04 · 08:10 PHOTO Results of the "Bank of the Year 2025" award. The undisputed leader in the "Top Manager" category by the authoritative jury of the professional competition...	VIEWS 3 078 REPOSTS 25	REACTIONS 126 ER 75.5%
Nº3 07.05 · 07:43 PHOTO Belgazprombank wraps up 'card marathon' — get classic & premium debit cards in Belarusian...	VIEWS 2 991 REPOSTS 19	REACTIONS 28 ER 73.3%

Nº4

30.04 · 13:30

PHOTO

Dear clients! Belgazprombank's website has the schedule of our cash desks and branches during May holidays. We strive to make your...

VIEWS

2 826

REPOSTS

1

REACTIONS

25

ER

69.3%

Nº5

09.05 · 06:03

PHOTO

Dear clients and partners! Please accept our sincere congratulations on Victory Day in the Great Patriotic War! Happiness, health, prosperity...

VIEWS

2 825

REPOSTS

3

REACTIONS

93

ER

69.3%

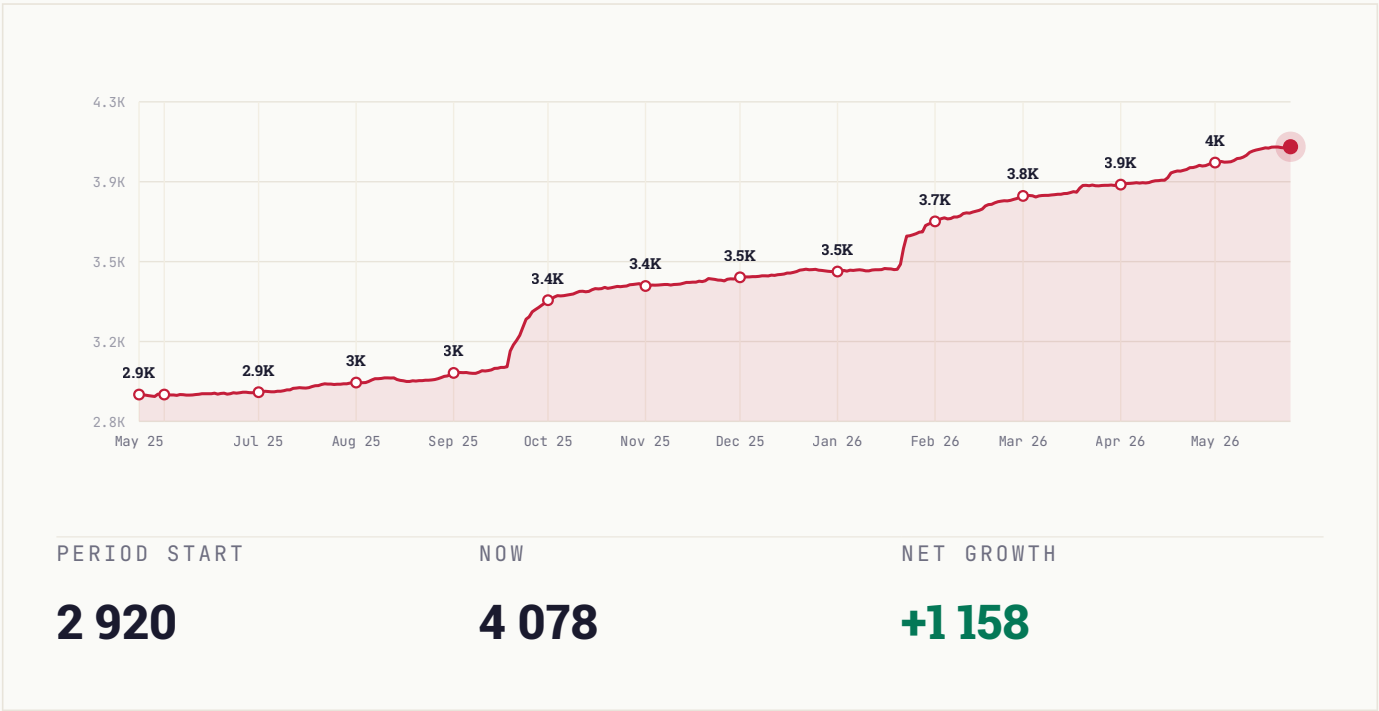
WORST 3

↓ 20.05 · 14:02 PHOTO Белгазпромбанк and the Development Bank of the Republic of Belarus expanded their product line for financing small and medium enterprises (SMEs), as well as...	VIEWS 1 456 REPOSTS 5 REACTIONS 28 ER 35.7%
↓ 20.05 · 07:54 PHOTO Belgazprombank and Development Bank of the Republic of Belarus offer a Stabilization loan product aimed at implementing...	VIEWS 1 435 REPOSTS 7 REACTIONS 27 ER 35.2%
↓ 21.05 · 14:30 PHOTO 15 years of trust: Belgazprombank celebrated its banking center anniversary in Borisov with an Open Day This year the banking center...	VIEWS 1 277 REPOSTS 4 REACTIONS 43 ER 31.3%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

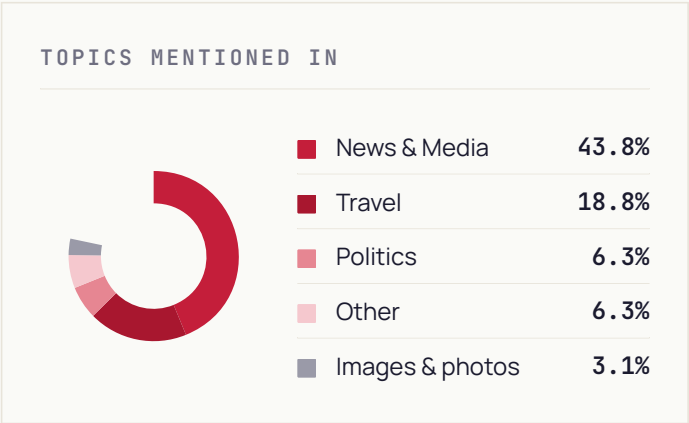
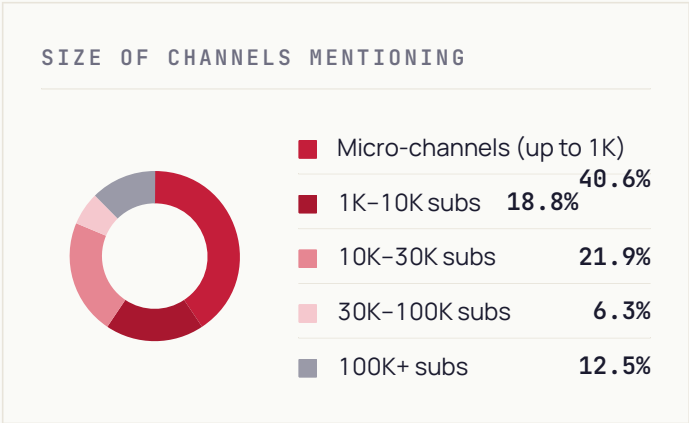
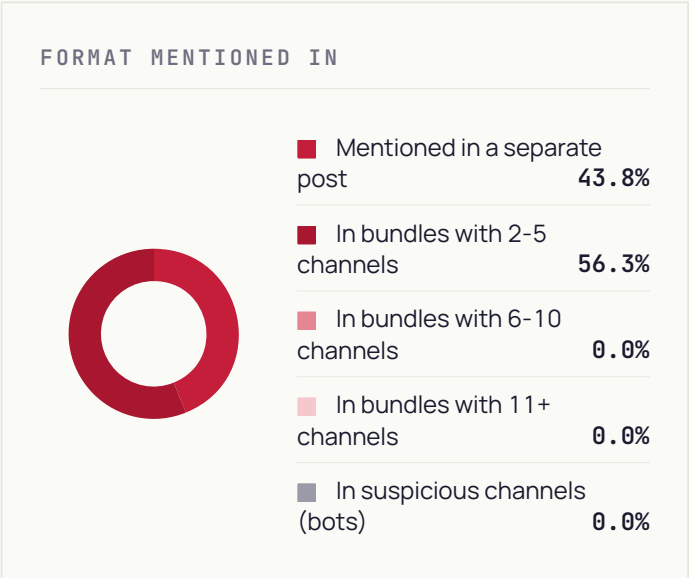
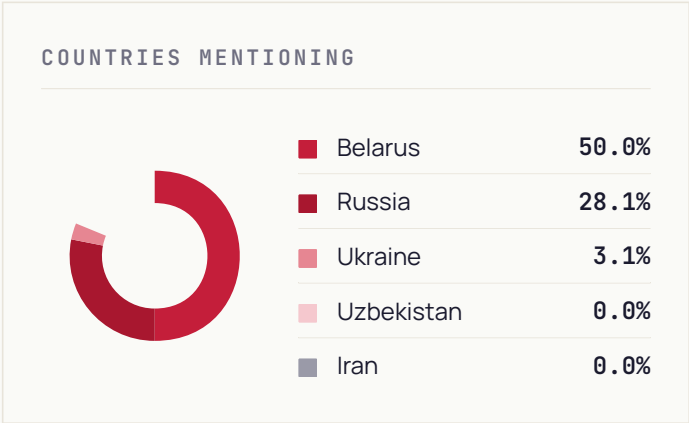
Subscriber growth chart for the year. Key months show exact sub count. See months of growth vs churn.



SECTION 04 · CITATIONS

Who & how mentions the channel

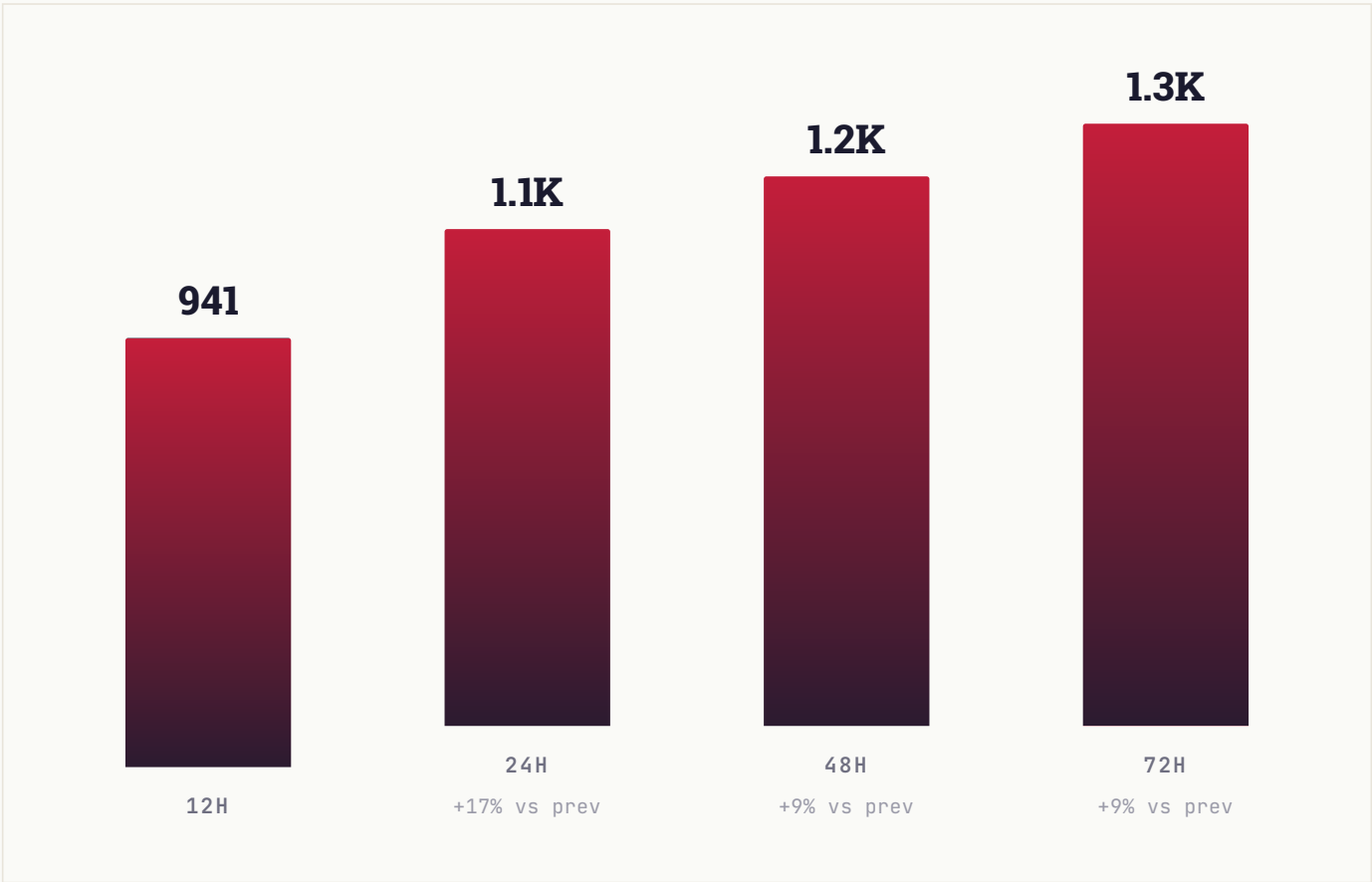
Citation index 8 – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 33 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long a 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
Sat Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes of Belarus	15.1K
UO Department of Operational Measures of the Ministry of Taxes and Duties for Minsk	14.6K
BE Belagroprombank	11.1K
BE Belgazprombank YOU	4.1K

COMPARATIVE CONCLUSION

Channel intop half of niche (#22 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for top quartile — realistic 6-12 month horizon.

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 **5**, they brought **639** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Nov 2025	0	0	53
Oct 2025	0	0	101
Sep 2025	0	0	344
August 2025	5	5	60
July 2025	0	0	51
June 2025	0	0	30

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBS
5	6	639

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

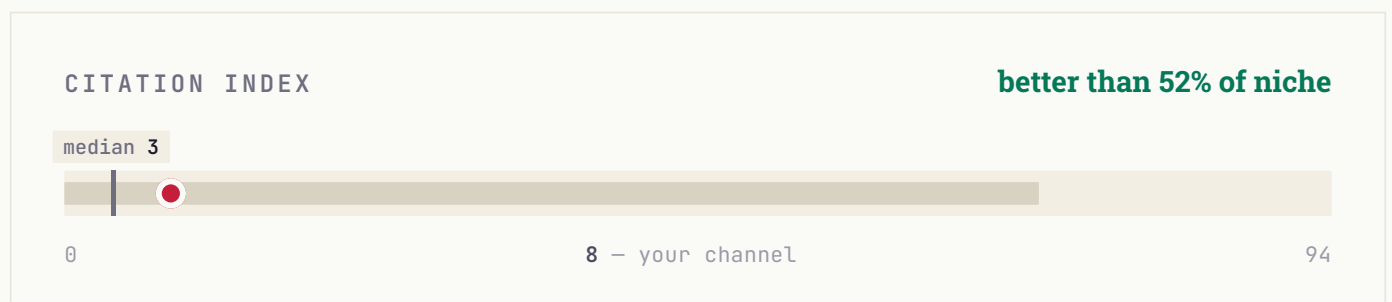
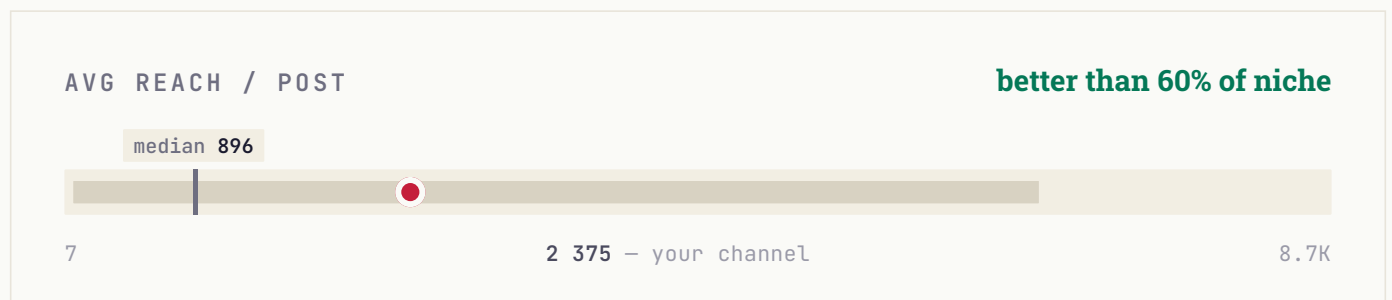
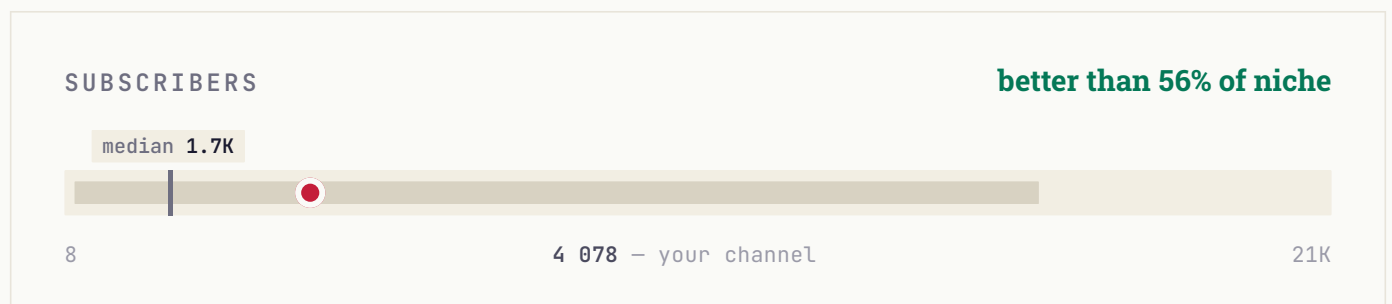
Top-67 channels in category «**Economy**» (Belarus) and compared your channel.
Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#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 off and revisit this report in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 4.3 posts/wk. Active channels avg 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Thursday
Audience most active on this day at 12:00 MSK. | EFFECT
Best window for important posts |
| 03 | Increase share of video posts
Video in Telegram holds audience longer & boosts algorithm ranking. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth target in a month.

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