

PUBLIC REPORT BY PROMTPRESS

Channel audit bellavka



@bellavka

Official channel of Belarusian clothing store bellavka.ru ☎ 8 800 500 17 59 - toll-free for Russia ☎ +375 29 800 27 59 - Belarus & other countries ☎ +375 29 222 26 75 - social media managers...

SUBSCRIBERS

17 456

-108 per month

ERR (% SEE POSTS)

8.0%

in 24 hrs **3.5%**

REACH/POST

1.4K

ad reach **606**/24h

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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 17 456 —	 SUBSCRIBER REACH 8.26% avg % subs see post	 VIEWS/POST 1.4K median 1.5K · 29 days	 POSTS/WEEK 14.6 over period
 7D TREND -13.9% vs previous week	 REACTIONS/POST 7.9 only 492 reactions, 113 reposts, 28 comments	 POST LENGTH 389 chars median 370 · 29 days	 POSTS ANALYZED 62 29 days
 AD REACH 606 24h avg	 CHURN / MONTH -108 over last month	 CITATION RATE 51 citation index · 64 channels mentioned ever	 CHANNEL AGE 6 years 22 days created 17.06.2020

AI EDITOR SUMMARY

Channel «bellavka» – 17 456 subs. Each post averages 1.4K people (8% from subs), reach is low – consider expanding audience. Publishes 15 posts per week (~2/day) – regular pace. For week 22–28 Jun reach dropped -13.9% by week 15–21 Jun – worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **62** posts over 29 days.
- 02 Dominant format – **Video** (31/62 posts).
- 03 Avg post length – **389** chars (median 370).
- 04 Peak audience activity – **Thursday, 09:00 MSK**.
- 05 Strongest posts get **2×** more views than the weakest (2K avg for top vs 978 for worst) – among 62 posts over 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 16.06 · 13:52 PHOTO Sometimes the best advisor is others' choices. We looked at top orders and picked the most popular 🔥 Dresses, suits, jackets – that...	VIEWS 2 169 REPOSTS 3	REACTIONS 6 ER 12.4%
Nº2 18.06 · 06:12 PHOTO If you've been waiting for the right moment to buy plus-size clothing – it ends today at 23:59 🧡 -10% off all models...	VIEWS 1 898 REPOSTS 2	REACTIONS 4 ER 10.9%
Nº3 18.06 · 13:58 VIDEO The dress hundreds of women chose. Now it's your turn ✨ SOVA 11337 – not just a catalog model. It's the week's hit, topping...	VIEWS 1 886 REPOSTS 3	REACTIONS 6 ER 10.8%

Nº4 10.06 • 08:03 PHOTO Yesterday you loved the #ТЫПРЕКРАЧА dress promo so much we have another surprise 🌸 Today 11:00-19:00 -12% off...	VIEWS 1 885 REACTIONS 4 REPOSTS 1 ER 10.8%
Nº5 17.06 • 05:30 PHOTO A suitcase for vacation or a week's wardrobe – we've gathered everything that saves you in the heat ☀️ Linen, cotton, loose silhouettes, pockets, comfy elastic bands...	VIEWS 1 884 REACTIONS 4 REPOSTS 1 ER 10.8%
WORST 3	
↓ 04.07 • 05:59 PHOTO Clean lines and nothing extra 🧡 A white suit with a top and maxi skirt is always a fresh and elegant solution for your look. Thanks to...	VIEWS 1 002 REACTIONS 8 REPOSTS 2 ER 5.7%
↓ 05.07 • 13:42 PHOTO Don't put off updating. New weekly drops are here 🔥 Dresses for special occasions, suits for confident days, jackets for any...	VIEWS 980 REACTIONS 8 REPOSTS 1 ER 5.6%
↓ 06.07 • 05:45 PHOTO Exclusive from lav – it's the mood you choose yourself 🌟 Each model has character. Each detail has meaning. These things don't just...	VIEWS 954 REACTIONS 12 REPOSTS 1 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

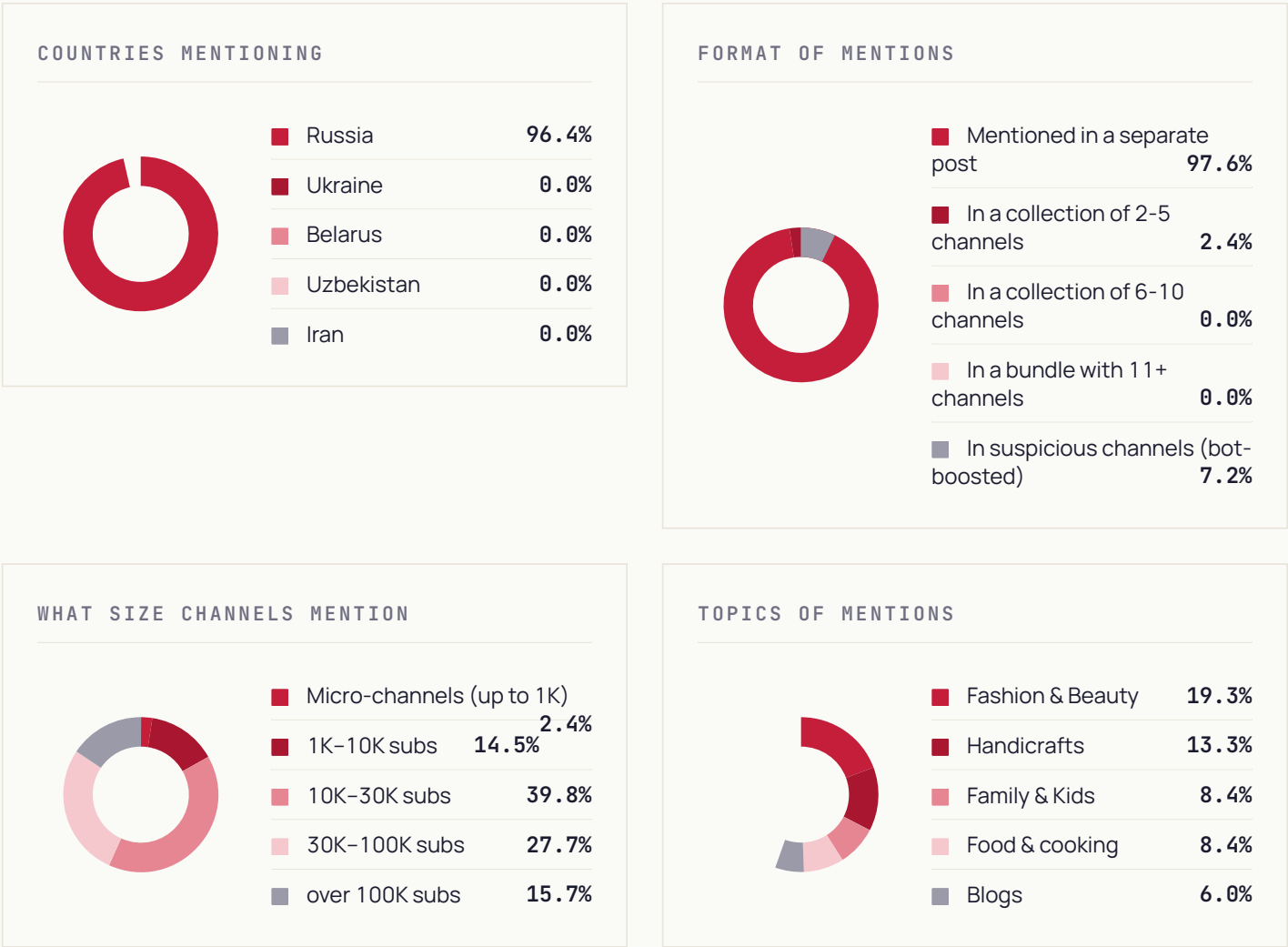
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

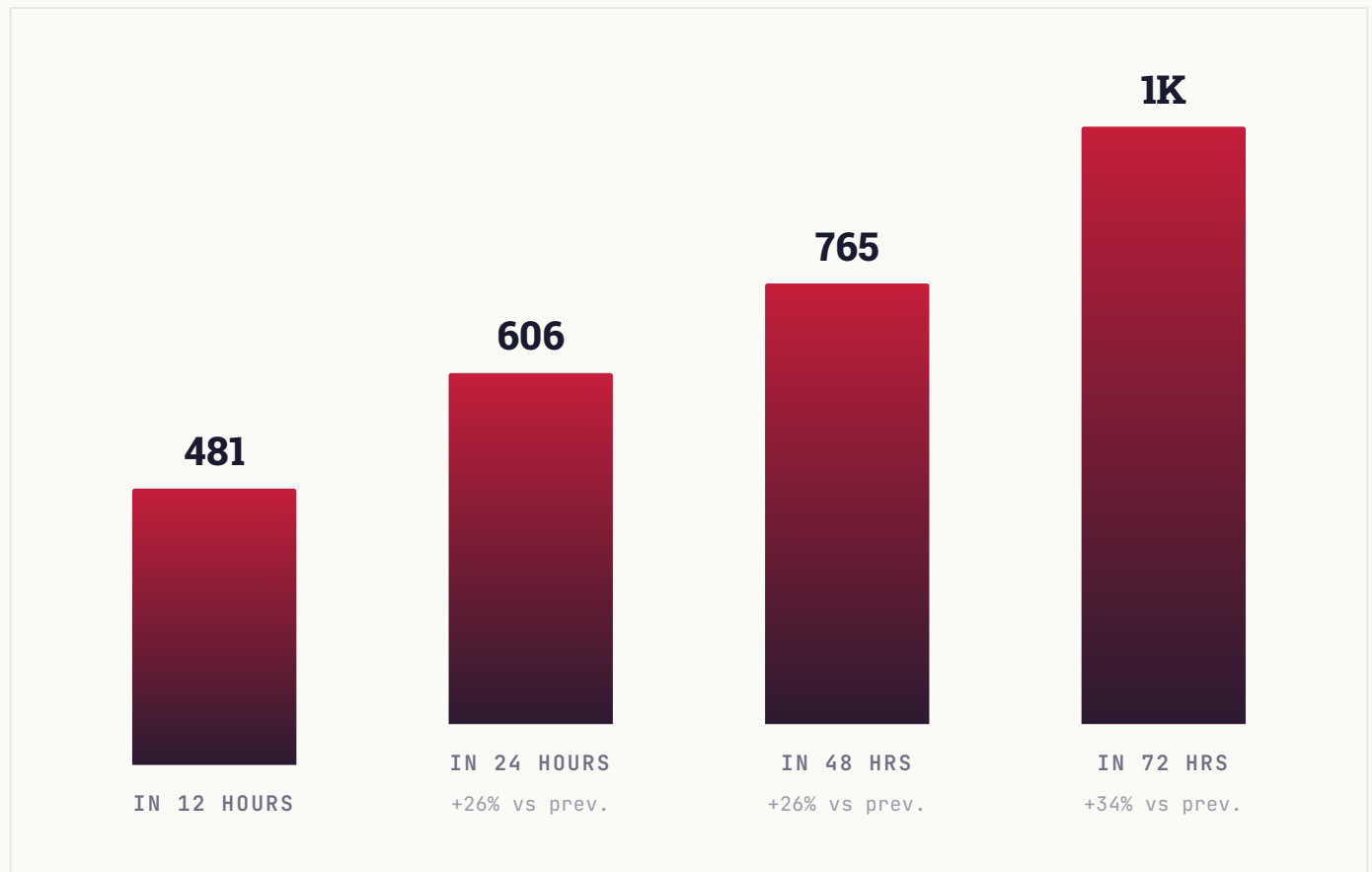
Citation index **51** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **64** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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. We highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
VE Live Belbazar	27.4K
BJ Bogdan BENCH CLO	18.6K
BE bellavka YOU	17.5K
WY wyzardly	17.1K
CO CARHARTT OPT	16.5K
R- Ramonki – goods from Belarus	16.4K
RE Respectshoes	15.7K
LI linmeew	15.5K
3P 3pmwear	14.9K
PO POIZON__BELARUS 	14.1K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#4 of 99). Strong position. Niche leader — Mark Formelle | Марк Формэль (31.7K), room to grow to #1. Mutual exchanges with other top-10 channels 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 **0**, they brought **1 401** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	155	
December 2025	0	0	83	
Nov 2025	0	0	407	
Oct 2025	0	0	158	
September 2025	0	0	314	
August 2025	0	0	284	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	1 401

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Belarus) and compared your channel. Gray band – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#4/100

POSITION IN NICHE

Channel in top 4% fashion & beauty 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

Main post of the week — on Thursday

On this day at 09:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at description. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit 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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