

PUBLIC REPORT BY PROMTPRESS

Channel audit

Belorusneft_Fuel Card



@belorusnefttk

All about Belorusneft fuel cards

SUBSCRIBERS

1 388

-1 per month

ERR (% SEE POSTS)

49.0%

per day **19.6%**

REACH / POST

666

ad reach **272**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 1 388 —	 SUBSCRIBER REACH 48.0% avg % subs see post	 VIEWS / POST 666 median 739 · 28 days	 POSTS / WEEK 2.2 for the period
 7D TREND -7.6% vs prev week	 REACTIONS / POST 6.4 only 58 reactions, 9 reposts, 0 comments	 POST LENGTH 521 chars median 481 · 28 days	 POSTS ANALYZED 9 28 days
 AD REACH 272 24h average	 CHURN / MONTH -1 for the last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 25.07.2022

AI EDITOR SUMMARY

Channel «Belorusneft_Fuel Card» — 1 388 subs. Each post averages 666 people (48% from subs), this is wide reach for a channel of this size. Publishes 2 posts per week (~0/day) — rare publications. For the week of May 25–31, reach dropped -7.6% to the week of May 18–24 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts in 28 days.
- 02 Dominant format – Photo (8/9 posts).
- 03 Avg post length – 521 characters (median 481).
- 04 Peak audience activity – Thu, 14:00 MSK.
- 05 Strongest posts get 1× more views than the weakest (815 avg top vs 599 worst) – among 9 posts in 28 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 14.05 · 07:32 POLL (captionless post – poll)		VIEWS	REACTIONS
		878	—
		REPOSTS	ER
		—	63.3%
Nº2 14.05 · 07:21 PHOTO Road safety comes from driver attentiveness and responsible behavior. Attention, question Which answer option...		VIEWS	REACTIONS
		791	2
		REPOSTS	ER
		1	57.0%
Nº3 19.05 · 08:45 PHOTO We invite holders of Belarusneft fuel cards to the modern contactless car wash at gas station No. 83 in Gomel! The car wash is located at...		VIEWS	REACTIONS
		776	10
		REPOSTS	ER
		1	55.9%

Nº4 21.05 • 11:28 PHOTO "AC: Friend or Foe? ✱/✱" AC is handy but burns fuel. Use it only when...	VIEWS 776 REPOSTS 1 REACTIONS 9 ER 55.9%
Nº5 28.05 • 09:46 PHOTO ✱How to Monitor and Top Up Your Contract Balance? ✱Monitoring and topping up the balance under the contract are key for uninterrupted...	VIEWS 739 REPOSTS 1 REACTIONS 11 ER 53.2%
WORST 3	
↓ 26.05 • 10:03 PHOTO Attention! Children on the road! Child safety is our top priority! From May 25 to June 5, Belarus traditionally hosts...	VIEWS 695 REPOSTS 1 REACTIONS 8 ER 50.1%
↓ 04.06 • 07:47 PHOTO ✱LPG System Selection Choosing a gas injection system (LPG) for your car requires considering several aspects: ✱LPG Generation: optimal...	VIEWS 571 REPOSTS 1 REACTIONS 6 ER 41.1%
↓ 02.06 • 14:11 PHOTO ✱Until 1973, the auto industry used sperm whale oil as an ingredient in automatic transmission fluid...	VIEWS 533 REPOSTS 1 REACTIONS 10 ER 38.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

1 465

NOW

1 388

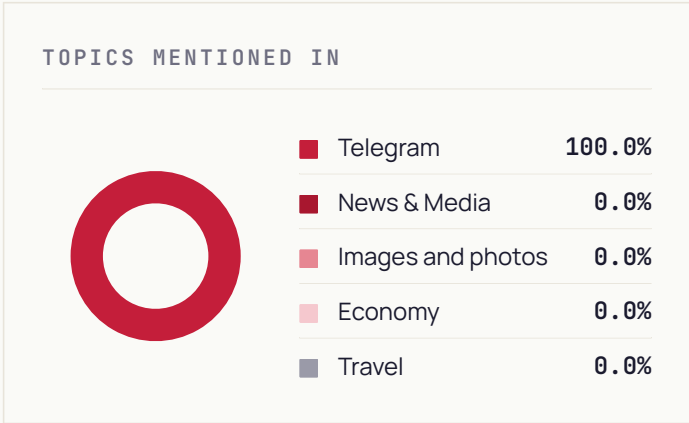
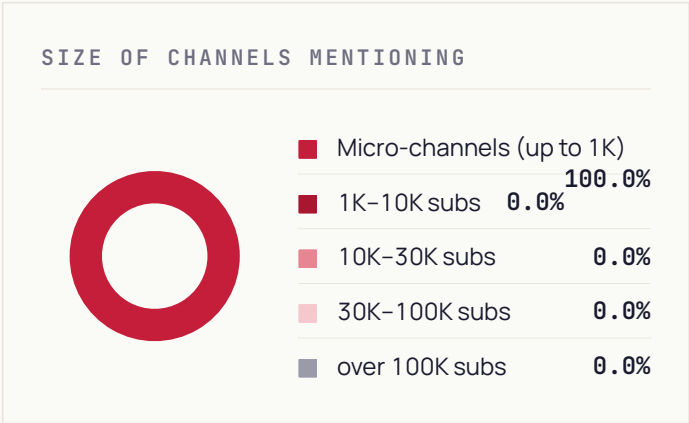
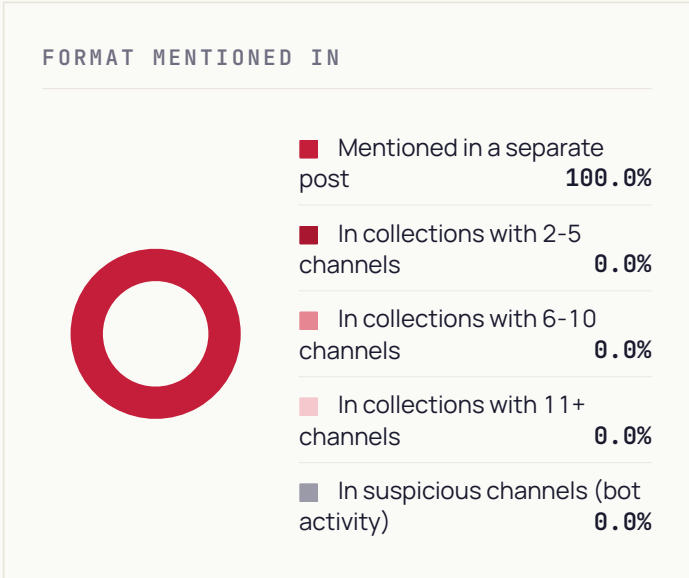
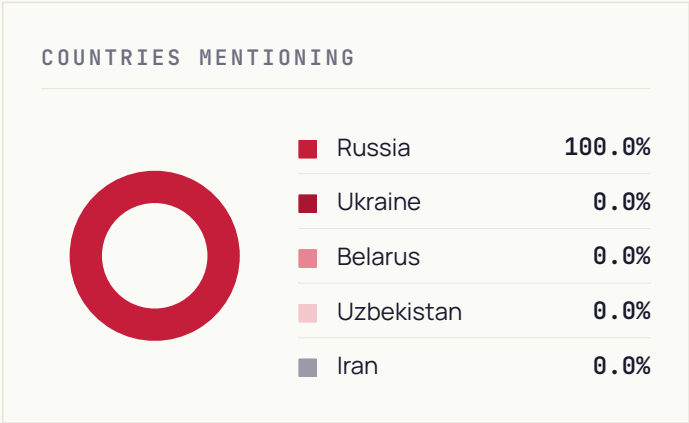
NET GROWTH

-77

SECTION 04 · MENTIONS

Who mentions the channel and how

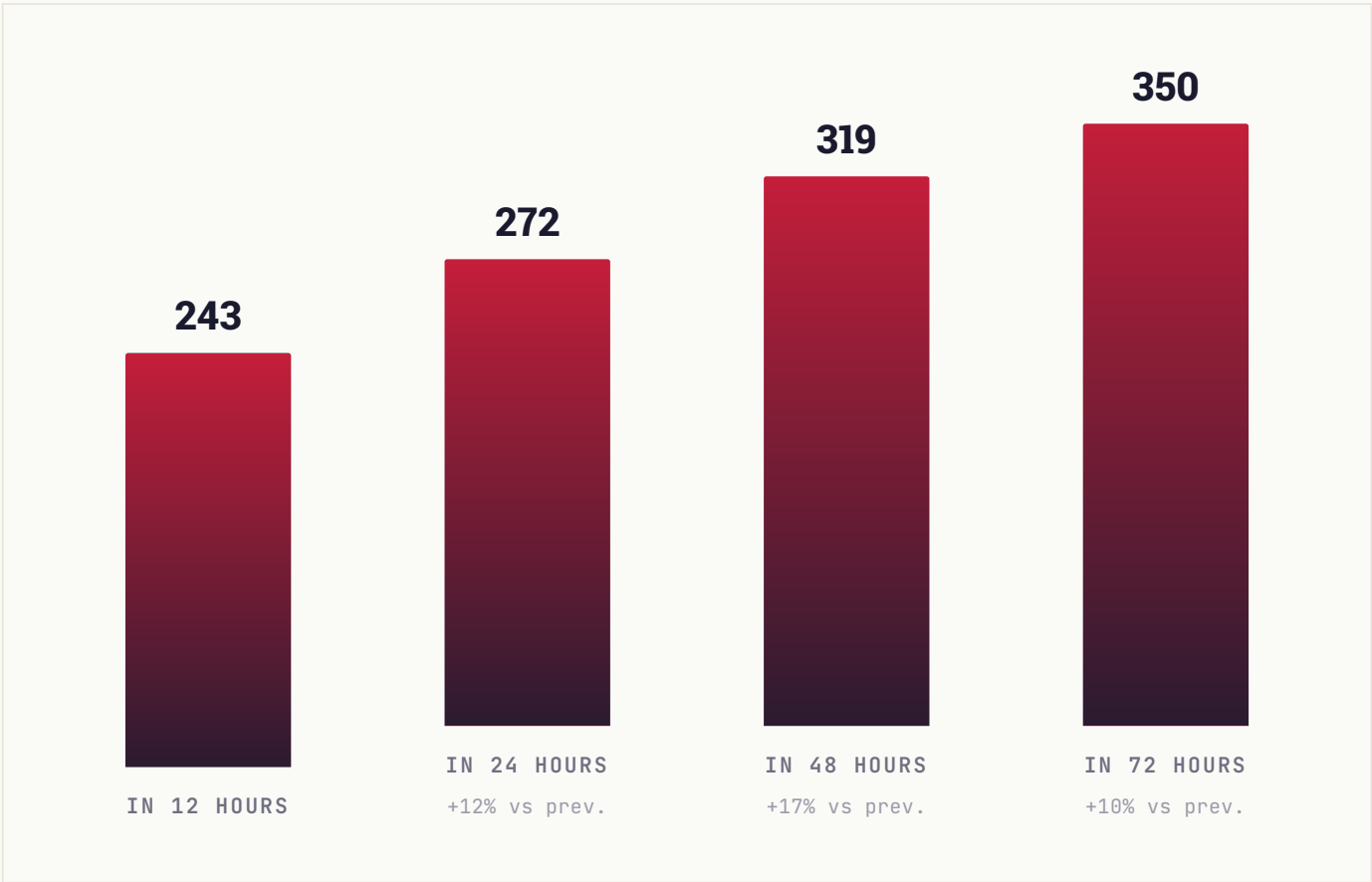
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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 MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	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
BK Belorusneft_Fuel Card YOU	1.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#38 of 67). Niche median — 1.7K subs. First KPI goal — reach median. Leader: Alfa-Bank (Belarus) (79.3K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **46** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	7
Nov 2025	0	0	13
Oct 2025	0	0	8
September 2025	0	0	9
August 2025	0	0	4
July 2025	0	0	5
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS
0	6		46

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-67 channels in category «**Economy**» (Belarus) and compared your channel to them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#38 /67

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

20% below median

median 1.7K



8

1 388 — your channel

21K

AVG REACH / POST

26% below median

median 896



7

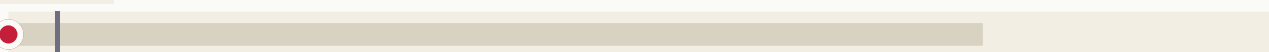
666 — your channel

8.7K

CITATION INDEX

99% below median

median 3



0

0 — your channel

94

— 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 2.2 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume****02****Best post day — Thursday**

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best time for
an important
post****03****Increase video posts share**

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

EFFECT

**Video holds
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 usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

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 plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager