

PROMTPRESS PUBLIC REPORT

Channel audit

beltamozhservice



@beltamozhservice

RUE «Beltamozhservice» is the national logistics operator of the Republic of Belarus. 4PL operator 26 years of experience ✈ logistics warehouses own transport import/export software...

SUBSCRIBERS

3 007

+47 per month

ERR (% SEE POSTS)

41.0%

per day 19.7%

REACH/POST

1.3K

ad reach 593/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly growth chart

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Economy» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 3 007 —	SUBS REACH 41.72% avg % subs see post	VIEWS/POST 1.3K median 1.1K · 29 days	POSTS/WEEK 11.5 over period
7D TREND -10.6% vs previous week	REACTIONS/POST 22.3 total 1,094 reactions, 134 reposts, 0 comments	POST LENGTH 869 chars median 992 · 29 days	POSTS ANALYZED 49 29 days
AD REACH 593 24h avg	CHURN / MONTH +47 last month	CITATION RATE 7 citation index · 27 channels mentioned all time	CHANNEL AGE 4 years 6 months created 16.11.2021

AI EDITOR SUMMARY

Channel «beltamozhservice» — 3 007 subs. Each post averages 1.3K people (42% of subs), wide reach for a channel this size. Publishes 12 posts/week (~2/day) — regular pace. Week 25–31 May reach dropped -10.6% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **49** over 29 days of posts.
- 02 Dominant format: **Photo** (39/49 posts).
- 03 Avg post length — **869** chars (median 992).
- 04 Peak audience activity — **Monday**, 16:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (2.8K avg for top vs 914 for worst) — among 49 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 13:09 PHOTO Minsk, June 8. An extended working meeting on the results of April 2026 was held at the RUE «BELTAMOZHSERVICE». The event...	VIEWS 4 336 REPOSTS 7	REACTIONS 31 ER 144.2%
Nº2 21.05 · 14:42 VIDEO 🇷🇺RUE «Beltamozhservice» sent another consolidated train «Vasilyok» to China RUE «Beltamozhservice» continues systematic development of export...	VIEWS 2 409 REPOSTS 10	REACTIONS 34 ER 80.1%
Nº3 15.05 · 15:54 PHOTO 🇷🇺 Weekly Digest: Keep Up with the Week's Rhythm! 🇷🇺Grodno: Among Top Best Ideas of SCO May 11 leading specialist in foreign economic activity of the logistics department...	VIEWS 1 791 REPOSTS 2	REACTIONS 20 ER 59.6%

N⁴22.05 · 13:54 PHOTO Weekly Digest: Keep Up with the Week's Rhythm! Brest Branch May 16 branch employees with families attended a game...	VIEWS 1 677 REPOSTS 2	REACTIONS 16 ER 55.8%
--	---	---

N⁵29.05 · 14:57 PHOTO Weekly Digest: Keep Up with the Week's Rhythm! (Part 2) Mogilev Branch Digital Literacy Week May 23 at Mogilev...	VIEWS 1 611 REPOSTS 1	REACTIONS 11 ER 53.6%
---	---	---

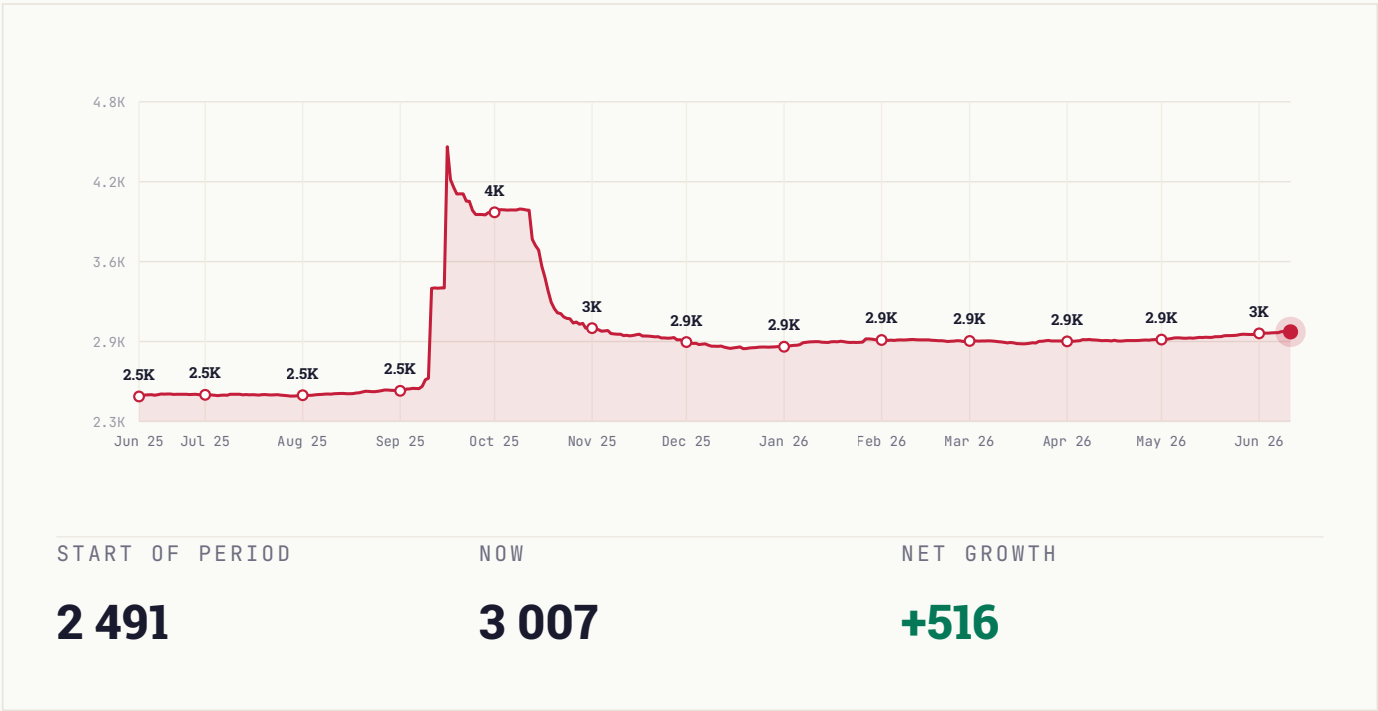
WORST 3

↓ 15.05 · 13:55 PHOTO «Success Mill»-2026: Beltamozhservice expanded partnership geography in Mogilev May 13-15 in Mogilev hosted the XVI International...	VIEWS 1 004 REPOSTS 1	REACTIONS 24 ER 33.4%
↓ 04.06 · 09:36 PHOTO Belarus and Kazakhstan develop railway cooperation June 3, Minsk. BZD held a roundtable: railways...	VIEWS 966 REPOSTS 3	REACTIONS 11 ER 32.1%
↓ 04.06 · 12:21 PHOTO Alexander Lukashenko signed Decree «On Measures to Develop International Road Freight Transport». The document provides for...	VIEWS 774 REPOSTS 3	REACTIONS 3 ER 25.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

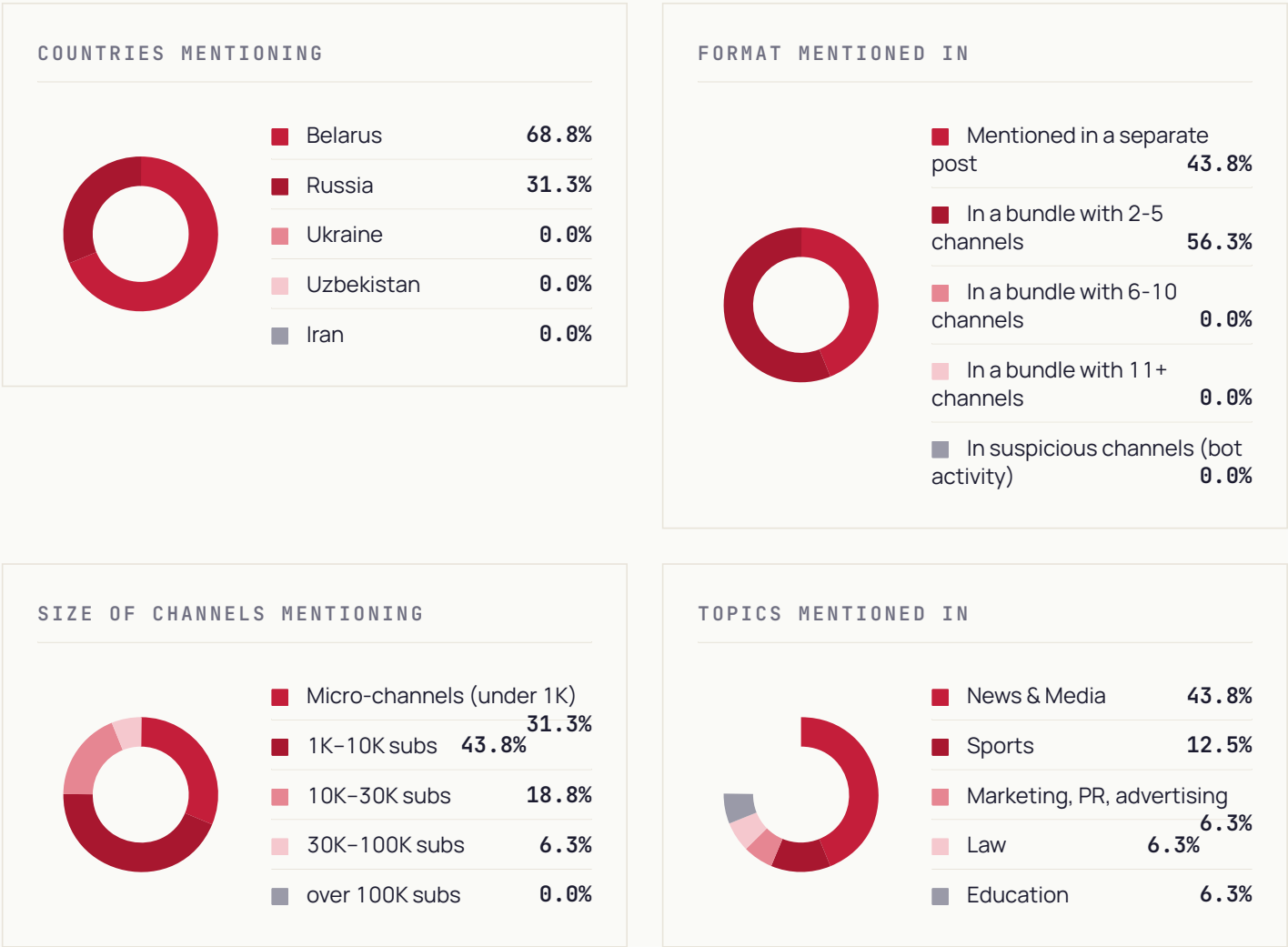
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and churn months.



SECTION 04 · MENTIONS

Who mentions the channel and how

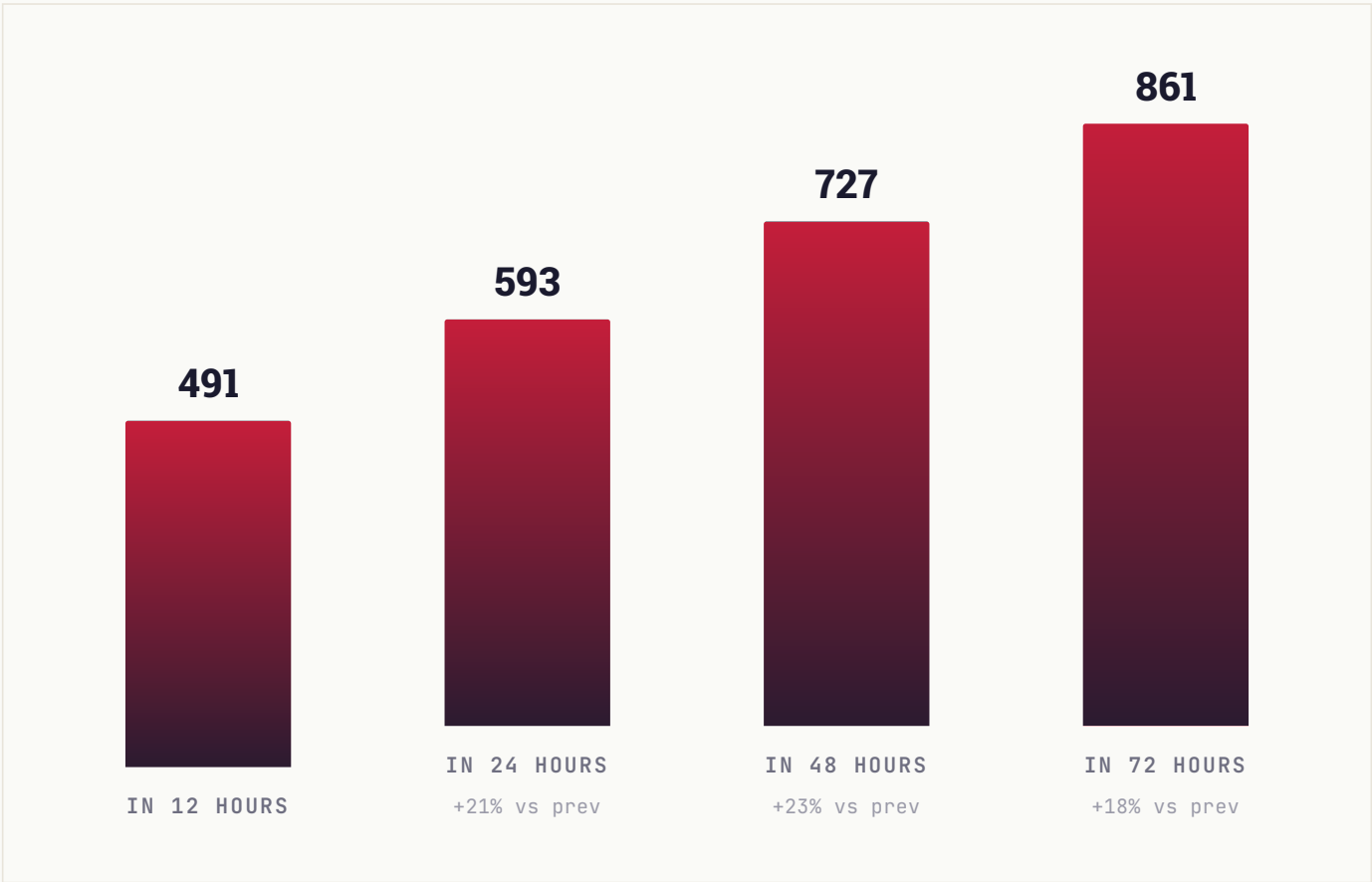
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 27 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

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 MARCH	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
PR 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
BE beltamozhservice YOU	3K

COMPARATIVE CONCLUSION

Channel intop half of niche (#25 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **0**, they brought **2 171** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	37
Nov 2025	0	0	27
Oct 2025	0	0	48
September 2025	0	0	1 981
August 2025	0	0	52
July 2025	0	0	26

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
0	6	2 171

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

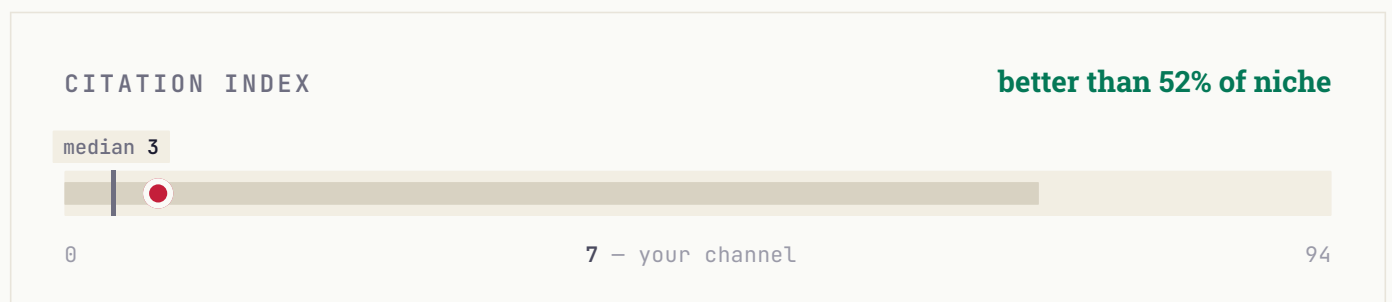
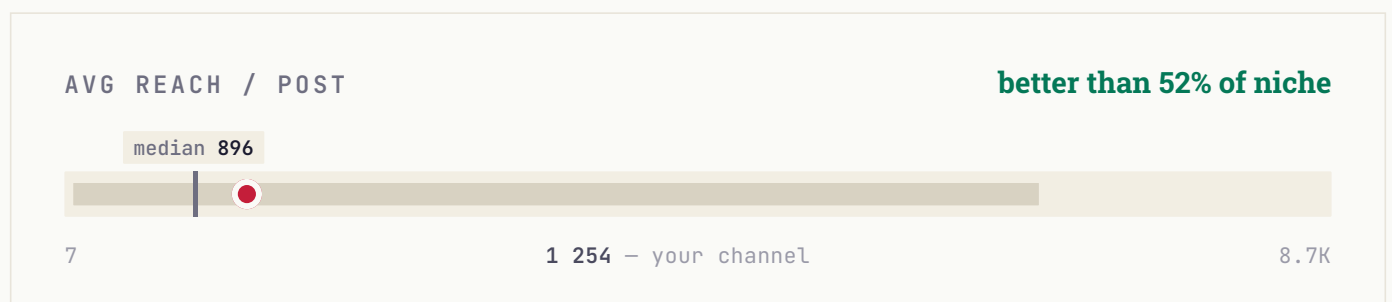
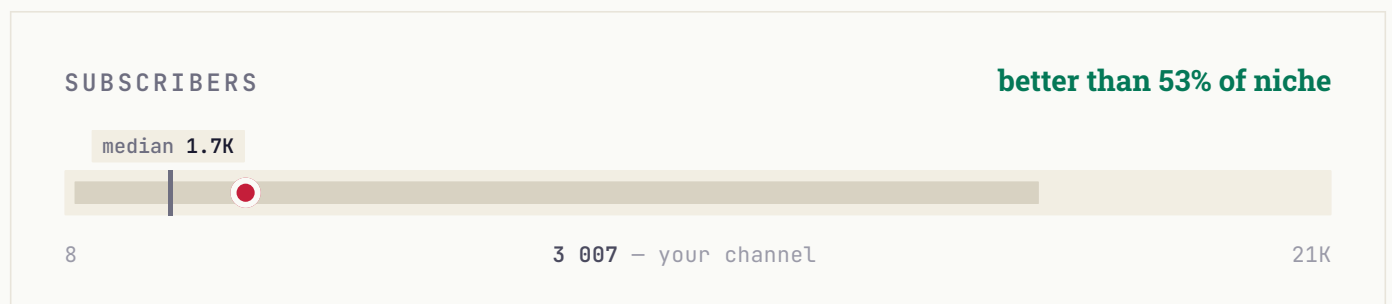
Took top-67 channels in category «**Economy**» (Belarus) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#25

/67

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day: Monday
Audience is most active on this day at 16:00 MSK.

EFFECT
Best window for important post
- 02

Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

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
- 05

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
