

PROMTPRESS PUBLIC REPORT

Channel audit

Brest. Main!



@brest_gl

Main news of Brest in Telegram ■ Use the bot to suggest a news post — @suggestbrestbot Ads: contact manager ■ @glavnoebel

SUBSCRIBERS

36 253

+526 per month

ERR (% SEE POSTS)

24.0%

last day **19.1%**

REACH/POST

8.6K

ad reach **6.9K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 36 253 —	 SUBSCRIBER REACH 23.7% avg % subs see post	 VIEWS/POST 8.6K median 8.6K · 29 days	 POSTS/DAY 14.8 ~104 per week
 7D TREND +2.6% vs previous week	 REACTIONS/POST 106.9 total 46,501 reactions, 16,901 rep., 2,556 comments	 POST LENGTH 256 chars median 216 · 29 days	 POSTS ANALYZED 435 29 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH +526 last month	 CITATION RATE 49 citation index · 295 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 02.04.2023

AI EDITOR SUMMARY

Channel «Brest. Main!» — 36 253 subs. Each post avg views 8.6K people (24% of subs), avg reach — room to grow. Publishes 104 posts/week (~15/day) — very active. Week of May 25–31 reach stable (+2.6% vs week 18–24 May).

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 **435** posts in 29 days.
- 02 Dominant format – **Photo** (316/435 posts).
- 03 Avg post length – **256** chars (median 216).
- 04 Peak audience activity – **Tue, 22:00 MSK**.
- 05 Top posts get **1×** more views than the weakest (10.2K avg for top vs 7.7K for worst) – among 435 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 01.06 · 18:06 PHOTO ⚠️ “Your Account Will Be Deleted” – Scammers Use New Telegram Scheme Users receive messages allegedly from...	VIEWS 10 285 REP. 220	REACTIONS 74 ER 28.4%
Nº2 10.05 · 16:39 PHOTO 🍓 Strawberry Season Begins at Markets According to Brest residents, several varieties are already on display, and sellers gladly offer samples...	VIEWS 10 254 REP. 29	REACTIONS 131 ER 28.3%
Nº3 17.05 · 15:20 PHOTO 🔥 Planned Hot Water Shutdown Starts May 18 From May 18 (00:00) to May 22 (17:00): • Microdistricts Vulka, Kovalevo, Yuzhny Gorodok...	VIEWS 10 009 REP. 124	REACTIONS 107 ER 27.6%

Nº4 13.05 · 18:00 PHOTO ☒ Should Belarusians Fear Hantavirus That Causes Severe Lung or Kidney Disease? According to the Ministry of Health...	VIEWS 9 995 REP. 85	REACTIONS 152 ER 27.6%
Nº5 19.05 · 18:03 PHOTO ☒ Moon, Jupiter & Venus Visible Together After Sunset for Next 3 Evenings Instead of a full moon, a thin...	VIEWS 9 979 REP. 97	REACTIONS 124 ER 27.5%

WORST 3

↓ 21.05 · 08:04 PHOTO 🗣️ “Dream Job” Leaves Belarusian Woman Without iPhone & MacBook A 19-year-old Baranovichi resident responded to a Telegram job ad...	VIEWS 7 698 REP. 16	REACTIONS 62 ER 21.2%
↓ 20.05 · 07:32 PHOTO ☒ Baranovichi Resident Gets Telegram Message from “Relative” Asking for 1000 Rubles Loan The woman was about to transfer the money, but...	VIEWS 7 668 REP. 6	REACTIONS 76 ER 21.2%
↓ 19.05 · 09:46 VIDEO 🗣️ In May, You’ll Need to Wash Your Car Much More Often Than Usual ☒ Subscribe!	VIEWS 7 593 REP. 21	REACTIONS 83 ER 20.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

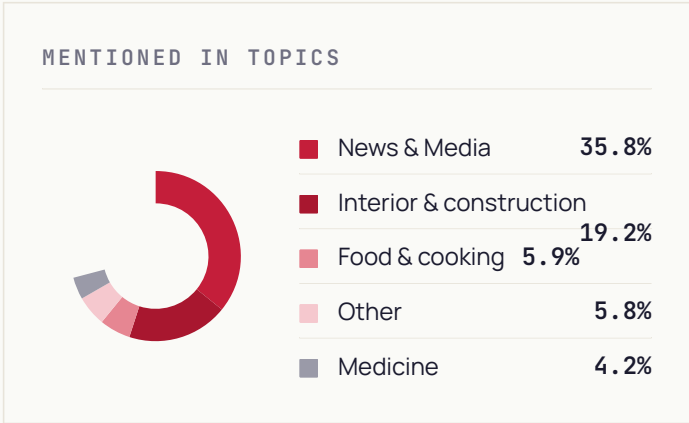
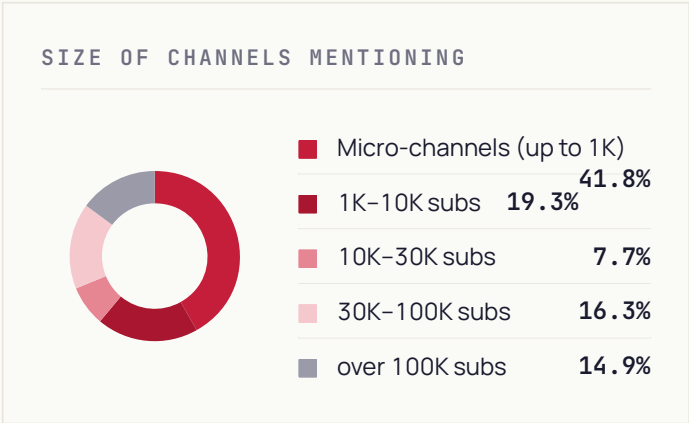
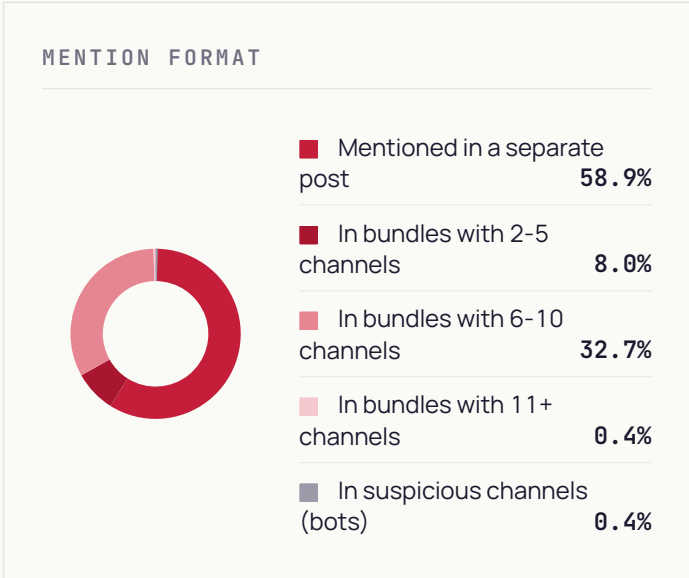
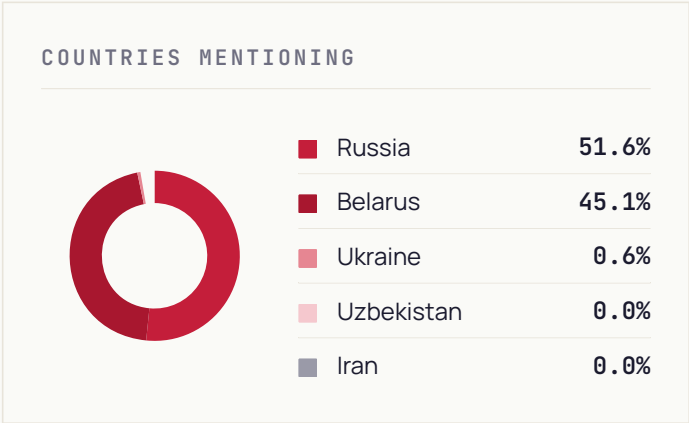
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

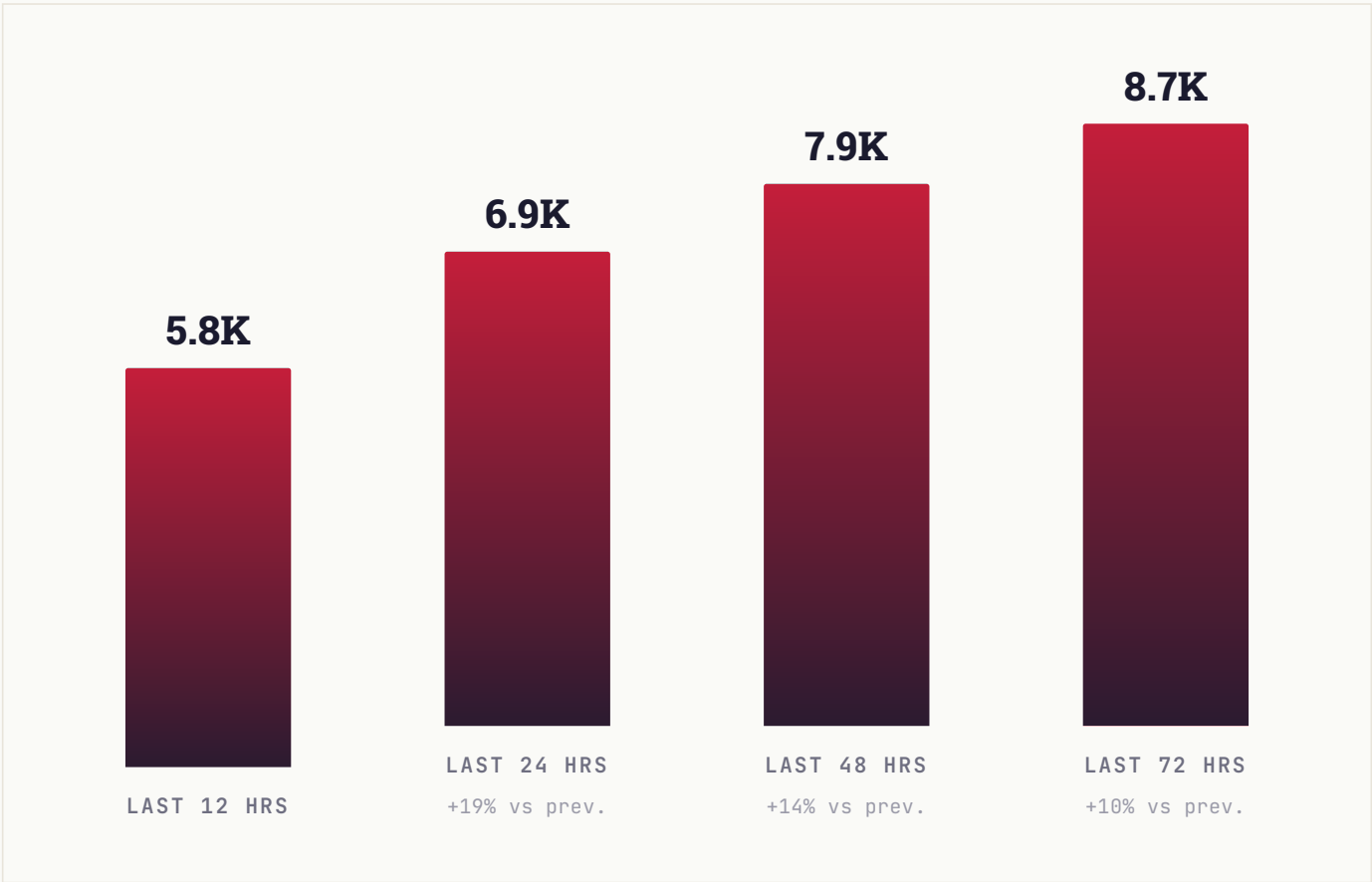
Citation index **49** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **295** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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
NL NEXTA Live	764.9K
MG Minsk. Main!	216.4K
ON Onliner	148.4K
ZI Mirror News	108.6K
BE BELTA	80.5K
B&W ChP Belarus What's Happening?	75K
ML Minsk Live	72.8K
PB Overheard Belarus	58.2K
BG Belarus Main	56.8K
GG Gomel. Main!	56K
BG Brest. Main! YOU	36.3K

COMPARATIVE SUMMARY

Channel in top 25% of niche (#22 of 97). Leader — NEXTA Live (764.9K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **132**, they brought **2 178** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	16	6	5
November 2025	32	15	153
October 2025	15	9	133
September 2025	21	12	1 307
August 2025	23	13	321
July 2025	25	7	259
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
132	6	2 178	

SECTION 08 · NICHE COMPARISON

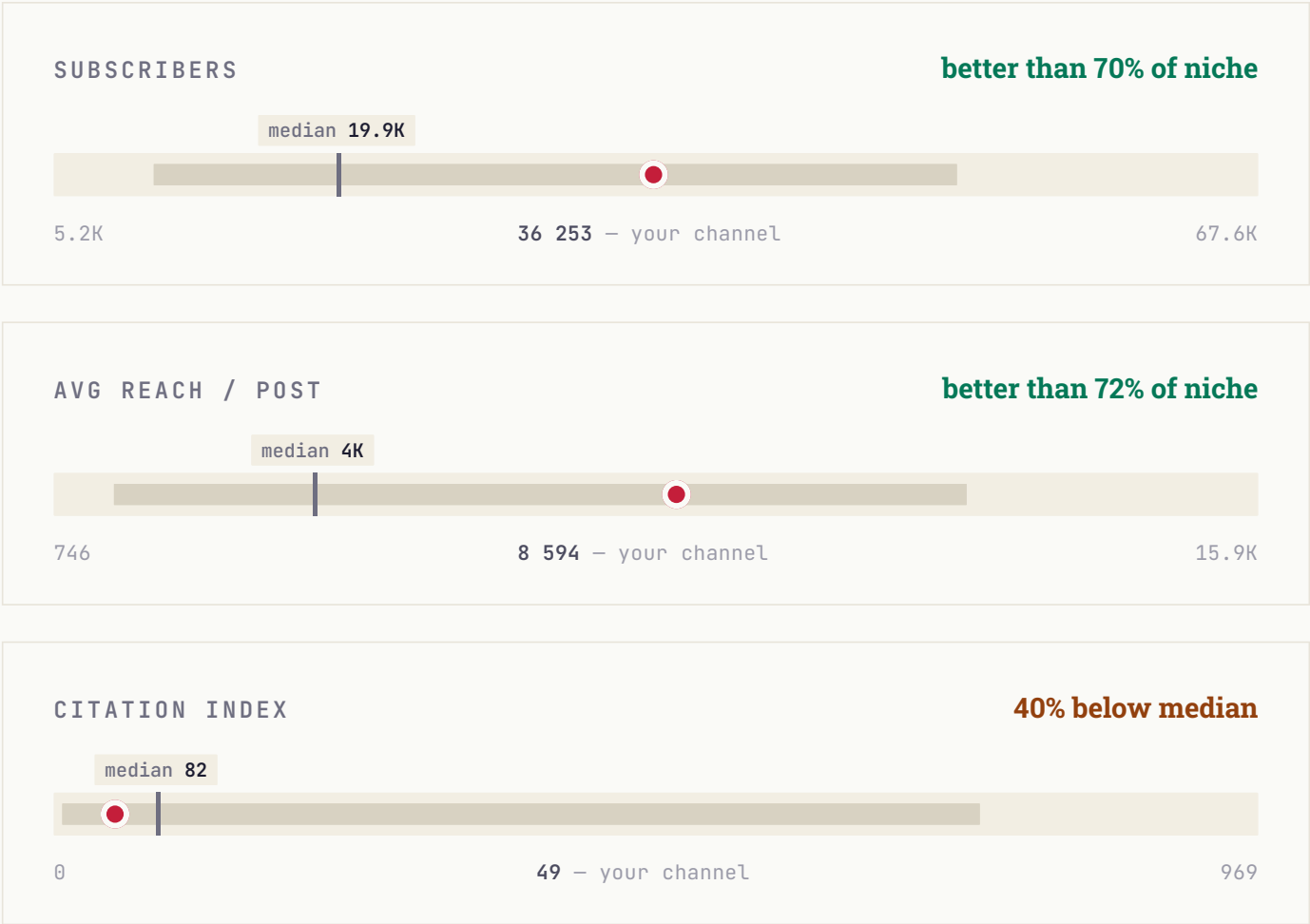
Where channel stands in its league

Took top-100 channels in category «News & Media» (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.

#22/100

POSITION IN NICHE

Channel in top 22% – strong position



— 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

Top post of the week — on Tuesday

Audience most active on this day at 22:00 MSK.

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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