

PUBLIC REPORT PROMTPRESS

Channel audit

Discounted & Used Tech with WARRANTY



@btbuby

Home appliance store BTBU.BY New, DISCOUNTED and Used tech with warranty! ■DELIVERY across Belarus ■WARRANTY up to 6 months ■INSTALLMENT up to 12 months ■3 stores in Minsk Full range of tech...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
3 557 18.06.2026 +18 per month	25.0% per day 11.2%	871 HTTPS: //PROMTPRESS.COM/AUDIT/BTBUBY ad reach 397/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 3 557 —	 SUBS REACH 24.49% avg % subs see post	 VIEWS/POST 871 median 843 · 28 days	 POSTS/WEEK 13.3 for period
 7D TREND +4.4% vs previous week	 REACTIONS/POST 0.9 total 47 reactions, 146 reposts, 11 comments	 POST LENGTH 262 chars median 251 · 28 days	 POSTS ANALYZED 55 28 days
 AD REACH 397 24h avg	 CHURN / MONTH +18 last month	 CITATION RATE 0 citation index · 2 channels mentioned it ever	 CHANNEL AGE 5 years 3 months created 03.03.2021

AI EDITOR SUMMARY

Channel «Discounted & Used Tech with WARRANTY» – 3 557 subs. Each post averages 871 people (24% from subs), average reach – room to grow. Publishes 13 posts per week (~2/day) – steady pace. Week of Jun 1–7 reach stable (+4.4% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 55 posts in 28 days.
- 02 Dominant format – Photo (51/55 posts).
- 03 Avg post length – 262 characters (median 251).
- 04 Peak audience activity – Thu, 16:00 MSK.
- 05 Strongest posts get 2× more views than the weakest (1.3K avg top vs 571 worst) – among 55 posts in 28 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 16:18 PHOTO Side by side refrigerator Hyundai CS5003F Volume - 496 L Dimensions (WxDxH) - 91x64x178 cm Price in our store - 1690 rubles Price of new -...	VIEWS 1 337 REPOSTS 8 REACTIONS 4 ER 37.6%
Nº2 29.05 · 16:26 PHOTO Dishwasher Samsung DW50R4050FW Loads 10 place settings Dimensions (WxDxH): 60x45x85 cm Price - 690...	VIEWS 1 283 REPOSTS 1 REACTIONS — ER 36.1%
Nº3 04.06 · 13:59 PHOTO Refrigerator LG GA-E409SMRL Full No Frost Electronic control class A+ Useful volume: 312 L (225 + 87 L) Inverter...	VIEWS 1 229 REPOSTS 10 REACTIONS 2 ER 34.6%

Nº4 22.05 · 15:50 PHOTO Freezer BEKO FSKDN6266T21W Volume - 240 L Dimensions (WxDxH): 60x65x172 cm Our price - 840 RUB New price - 1200...	VIEWS	REACTIONS
	1 176	—
	REPOSTS	ER
	2	33.1%

Nº5 05.06 · 16:52 VIDEO (captionless post — video)	VIEWS	REACTIONS
	1 151	9
	REPOSTS	ER
	2	32.4%

WORST 3

↓ 14.06 · 09:54 PHOTO Refrigerator ATLANT XM-4626-101 No Frost, electronic control, class A+, useful volume: 370 L (251 + 119 L), reversible...	VIEWS	REACTIONS
	577	1
	REPOSTS	ER
	2	16.2%

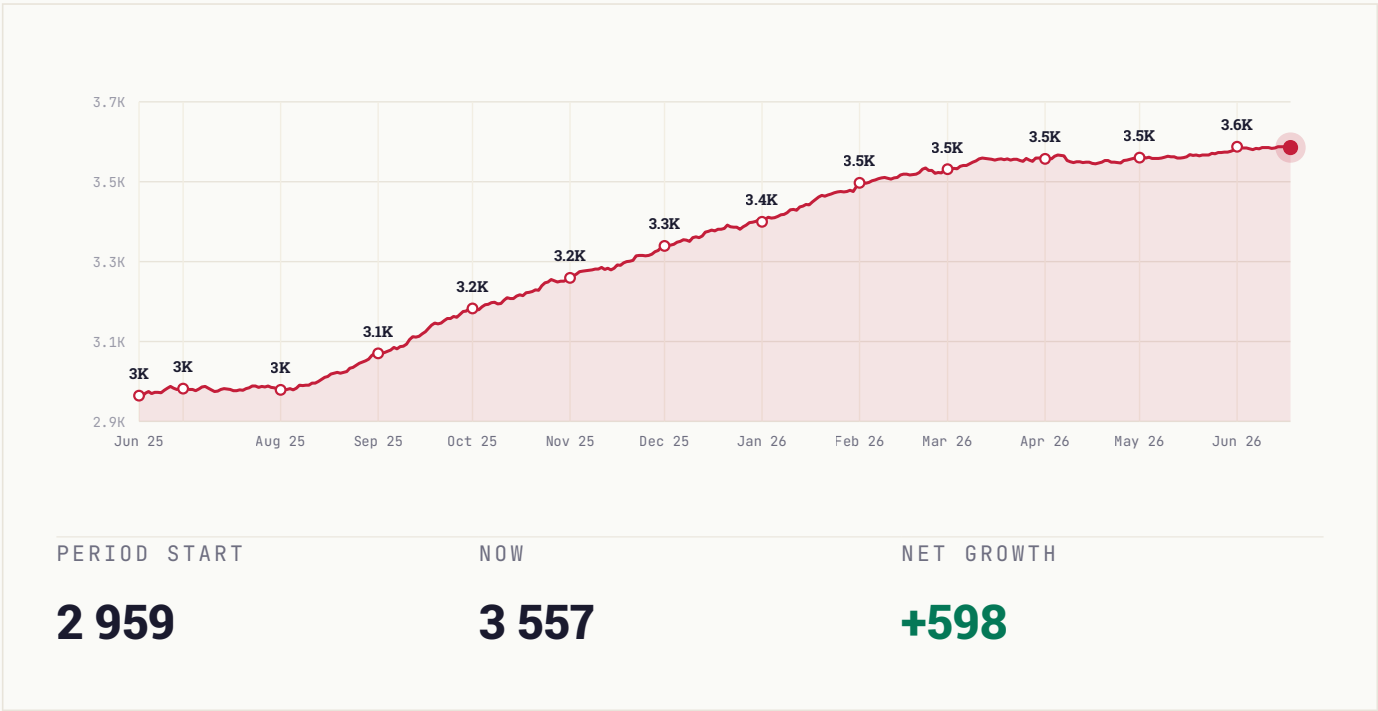
↓ 14.06 · 10:05 PHOTO Washing machine Samsung WF7520S9R Load up to 5.2 kg, spin 1000 rpm, depth 45 cm, energy A, 15 programs Price...	VIEWS	REACTIONS
	570	—
	REPOSTS	ER
	3	16.0%

↓ 14.06 · 09:50 PHOTO Washing machine ATLANT 60Y1214 Load up to 6 kg, spin 1200 rpm, depth 40.6 cm (with door 48.9 cm), energy A+++, 18...	VIEWS	REACTIONS
	567	2
	REPOSTS	ER
	1	15.9%

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 and which lost subscribers.



SECTION 04 • MENTIONS

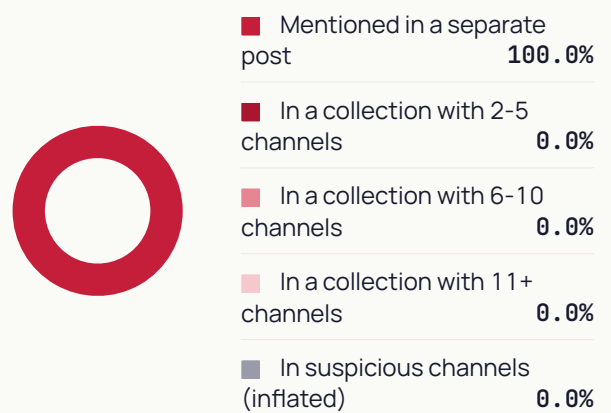
Who and how mentions the channel

Citation index **0** – 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. All-time mentions: **2** different channels.

COUNTRIES MENTIONING



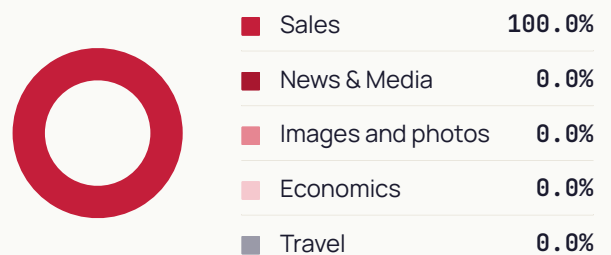
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



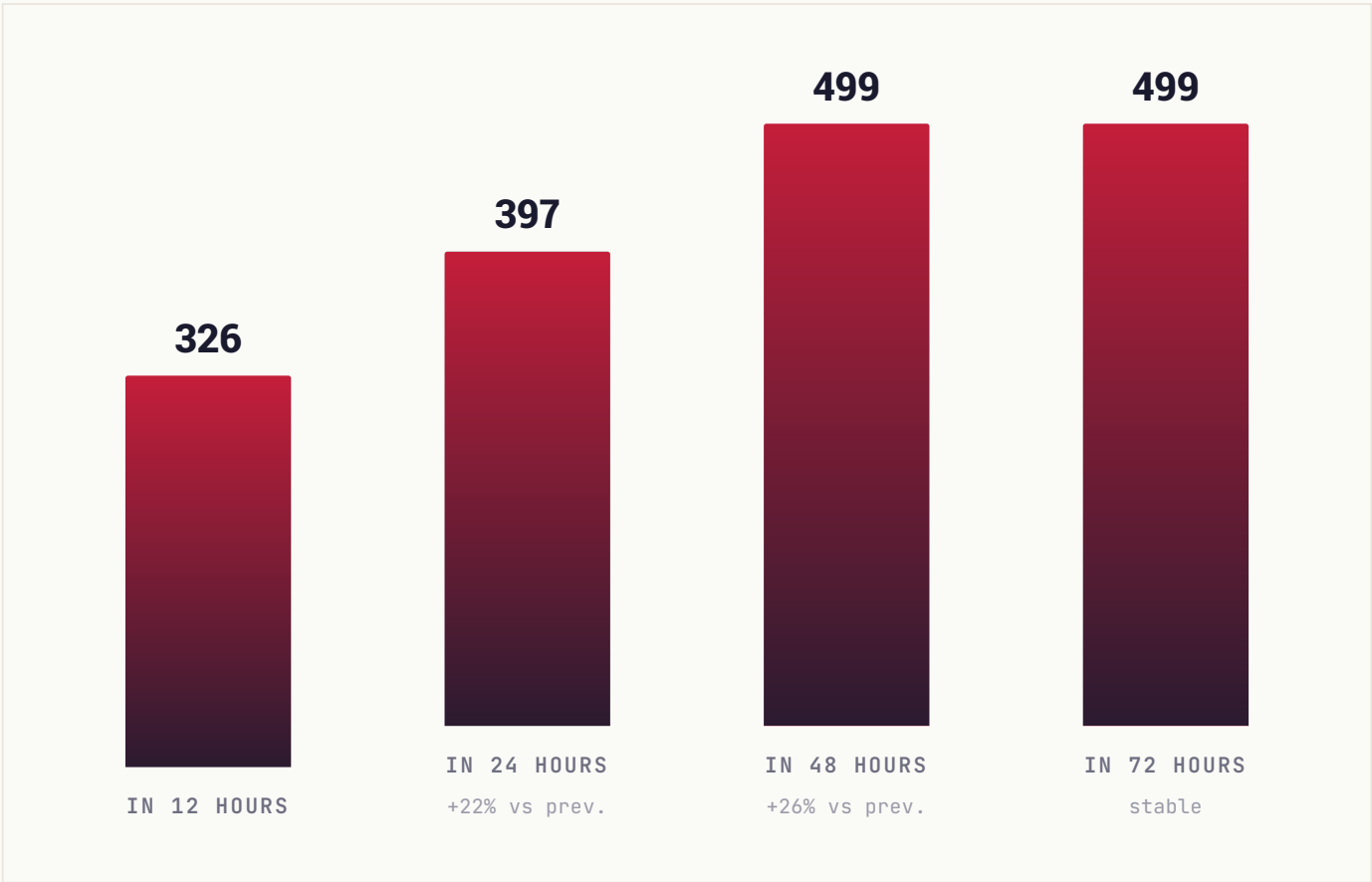
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays effective.



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
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promocodes & Discounts Belarus	41.4K
Sun Belarus deals & new arrivals	36.2K
H2 2lvek.by Finds	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
UI Discounted & Used Tech with WARRANTY YOU	3.6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **0**, they brought **506** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	84
Nov 2025	0	0	90
Oct 2025	0	0	87
Sep 2025	0	0	117
August 2025	0	0	94
July 2025	0	0	34

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	506

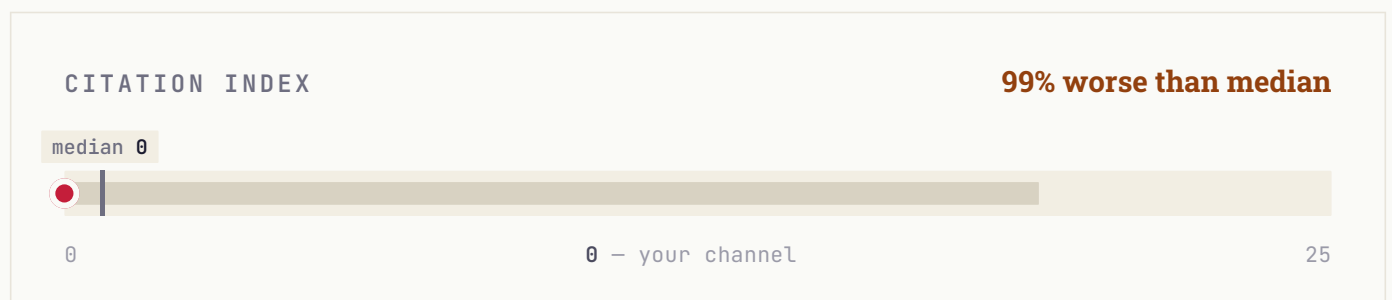
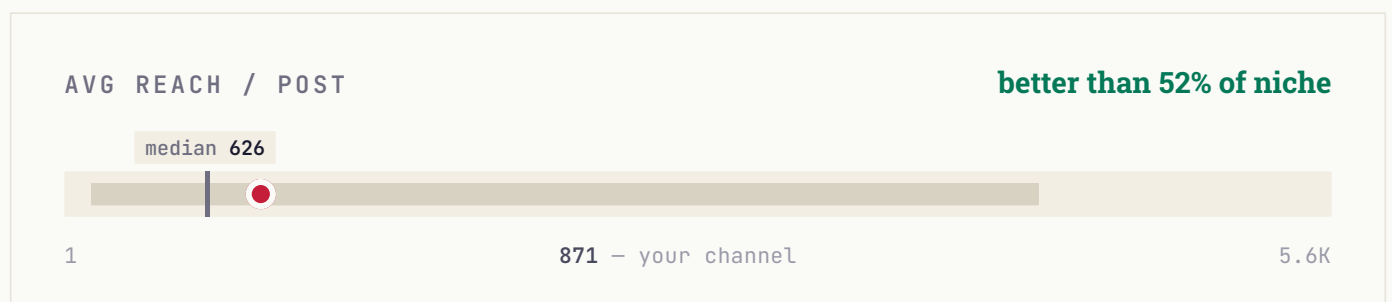
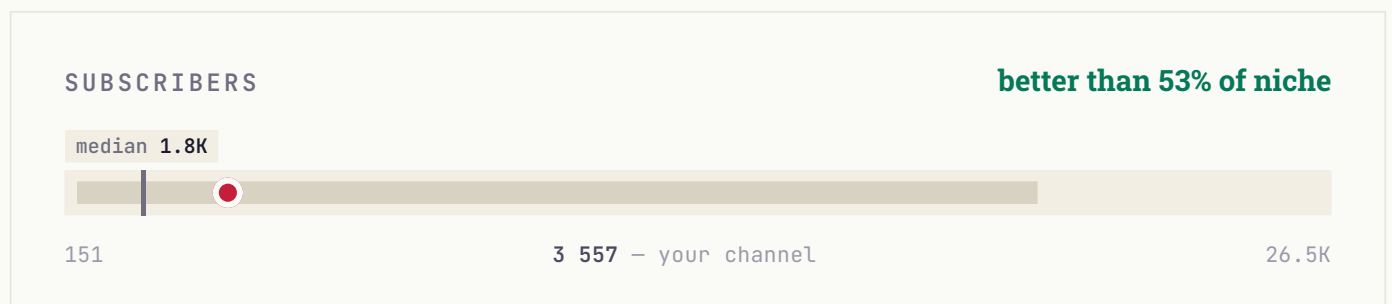
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Belarus) and compared your channel.
Gray band = 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.

#32 /100

POSITION 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 in a month.

01**Main post of the week — on Thursday**

On this day at 16:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video retains
audience
better****03****System traffic buy**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress 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 — easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

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

EFFECT

**Growth from
relevant
audience**

★ 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 with us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager